

## ISSUES & OPPORTUNITIES

### 1.1 INTRODUCTION

The data provided in this element are estimates subject to the limitations described in the Introduction to the Comprehensive Plan under the heading Comment Regarding Data, Tables and Schedules. Updating the Town of Sherman's Comprehensive Plan begins with an overview of the community based on known information from the past and projections of the future covering a 20-year planning horizon. This element gives an overview of demographic trends and background information necessary to develop subsequent components of the Comprehensive Plan Update. This information includes population data; household and employment forecasts; demographic trends; age distribution; education and income levels.

### 1.2 POPULATION CHARACTERISTICS

#### Historical Population

The Town of Sherman had a population increase from 1970 to 1980. In 1990, the population dropped 20.5%, and then rebounded in 2000. It is possible the population increase resulted from the development of shoreland property and conversion of seasonal homes to permanent residences. In the decade between 2000 and 2010, the Town of Sherman's population declined by forty-six people.

From 1920 to 2010, Iron County's population declined. Although not shown in Table 1.1, its population peaked in 1920 at 10,261 compared to a 2010 population of 5,820.

Table 1.1: Historic Population Trends							
Location	1970	1980	1990	2000	2010	Absolute Change 1970-2010	Percent Change 1970-2010
Town of Sherman	152	336	267	336	290	+138	+90.8%
% Of County Population	2.3%	5.0%	4.3%	4.9%	5.0%	---	---
Iron County	6,533	6,730	6,153	6,861	5,820	-713	-10.9%

Source: U.S. Census Bureau

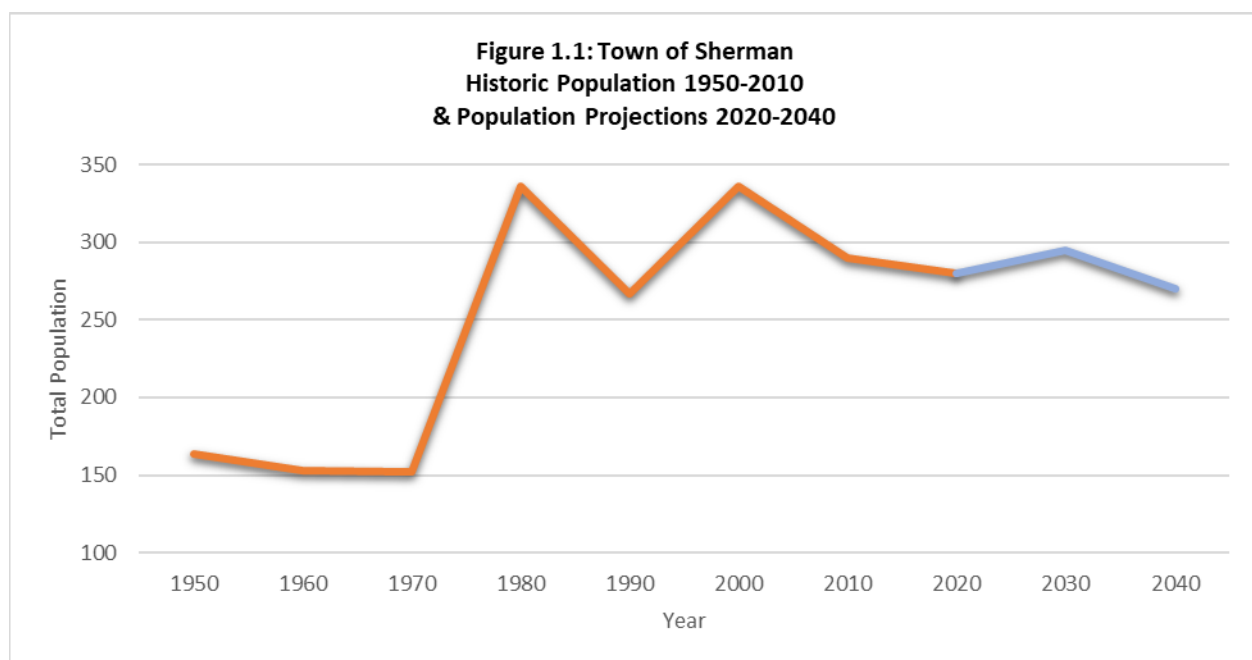
#### Population Projections

Table 1.2 depicts population projections for the Town of Sherman, through 2040, that were developed by the Demographic Services Center in accordance with Wisconsin Statute 16.96. These projections are estimates based on past and current population trends and are intended to be a base-line guide for the users. The table also compares this population change to Iron County for the same period. This model projects the Town of Sherman and Iron County will see a stable population albeit with a slight

decline in the last five years of the projection period. Figure 1.1 charts both the past population levels as well as the projected population change through 2040.

Table 1.2: Population Projections 2020 - 2040		
Year	Town of Sherman	Iron County
2020	280	5,680
2025	290	5,850
2030	295	5,970
2035	290	5,825
2040	270	5,420
<b>Absolute Change 2020-2040</b>	-10	-260

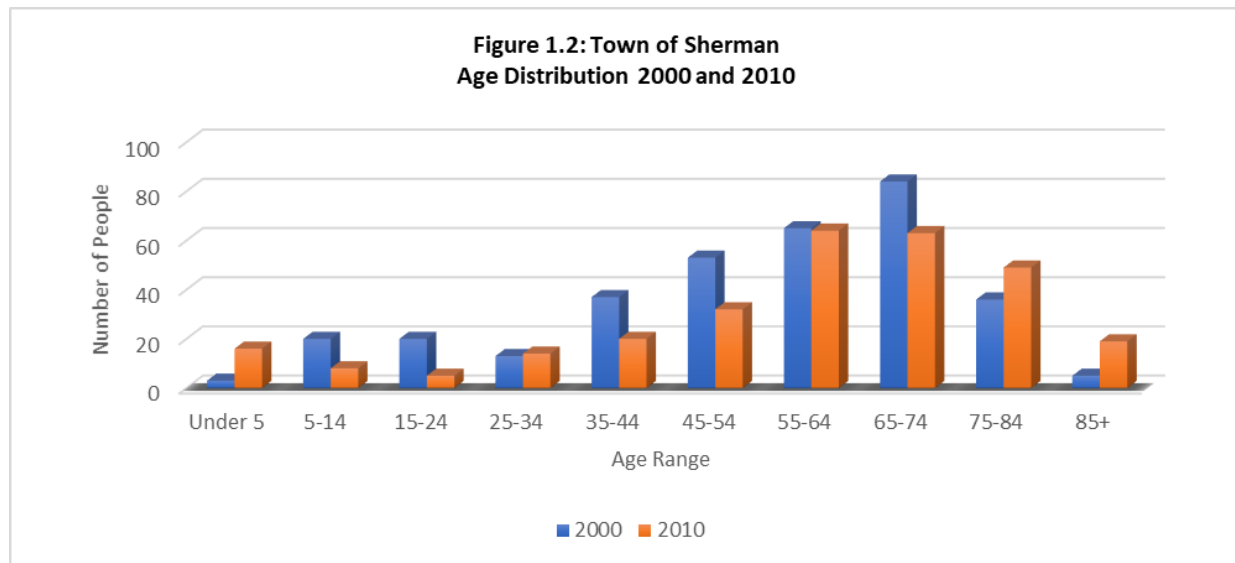
Source: Wisconsin Department of Administration Projections 2013 vintage



### **Population Composition**

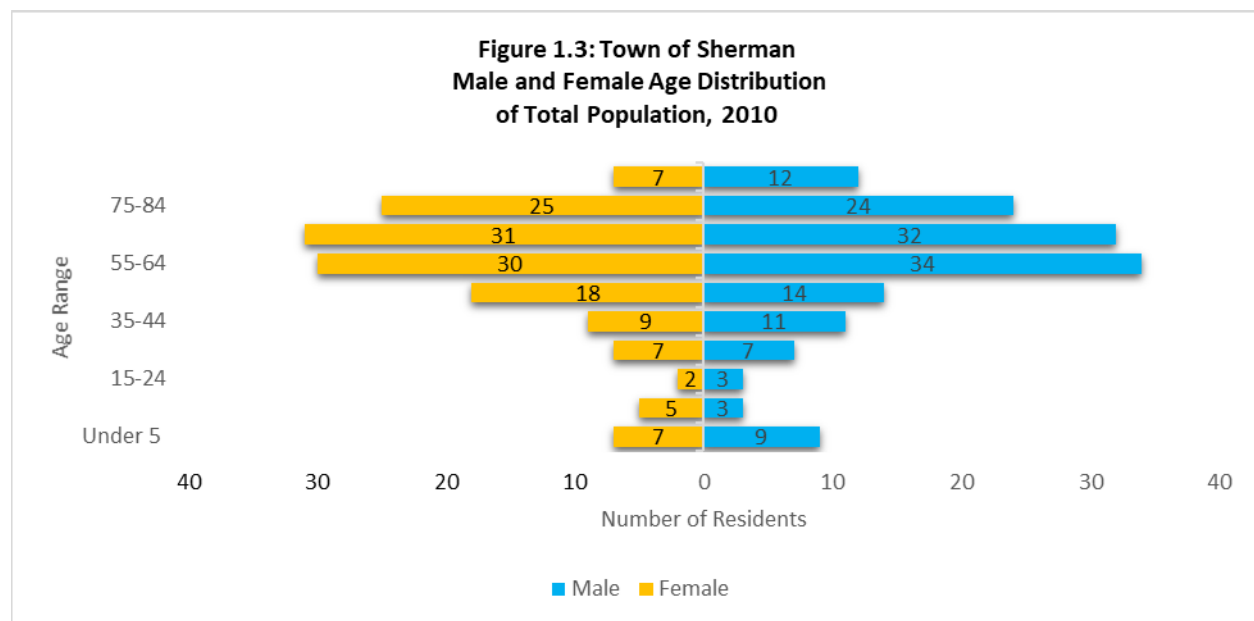
In 2010, the Town of Sherman had 149 males and 141 females. Town residents reported their race in the 2010 U.S. Census as the following: White 98.6 percent and two or more races, 1.4 percent. The median age of Town residents was 64.2 years old. In comparison, Iron County's median age was 54.9, while the State of Wisconsin's median age is 39.5.

Figure 1.2 compares the age distribution in the Town of Sherman between 2000 and 2010. It illustrates the older average age of the Town's population.



Source: U.S. Census Bureau (2000 SF 1, 2010 SF 1)

The population pyramid shown in Figure 1.3 presents a visual depiction of the age categories in the Town of Sherman in 2010. As stated previously, the median age for the Town was 64.2 years, which is 24.7 years older than the state average, and is indicated by the top heaviness of the pyramid.



Source: U.S. Census Bureau (2010 SF 1)

### 1.3 HOUSEHOLD CHARACTERISTICS

A **household** includes all the people who occupy a housing unit.

**Occupants** may consist of a single family; one person living alone; two or more families living together; or any other group of related or unrelated people who share a housing unit.

A **housing unit** is a house; apartment; mobile home; group of rooms; or single room occupied (or, if vacant, intended for occupancy) as separate living quarters.

<b>Table 1.3 Households by Type</b>	
	<b>Town of Sherman</b>
<b>Total Households</b>	<b>150</b>
<b>1. Family households</b>	<b>101</b>
<b>a. Married-couple family</b>	<b>89</b>
<b>i. With</b> own children under 18 years	<b>11</b>
<b>ii. Without</b> own children under 18 years	<b>78</b>
<b>b. Householder without spouse present</b>	<b>12</b>
<b>i. With</b> own children under 18 years	<b>7</b>
<b>ii. Without</b> own children under 18 years	<b>5</b>
<b>2. Nonfamily households</b>	<b>49</b>
<b>a. Householder living alone</b>	<b>43</b>
<b>b. Householder not living alone</b>	<b>6</b>

Source: U.S. Census 2010 (SF 1)

Table 1.3 shows the households by type for the Town of Sherman. Out of 150 full-time resident households in the Town, 101 are family households and forty-nine are non-family households. Of the forty-nine non-family households, forty-three are single person households living alone as shown in Table 1.3. Out of the 101 family households in the Town, 89, or 88.1 percent, are married-couple families. About eleven percent of family households have children.

#### **Household Trends and Projections**

The Town of Sherman's average household size in 2000 was 2.02 persons, while in 2010 it was 1.92. Households increased from 121 in 1990 to 288 in 2010, as shown by U.S. Census 2010 data, in Table 1.4. Household projections for the year 2040 are shown in Table 1.4. From 2020 to 2040, the Town of Sherman is projected to decrease by eighteen households.

<b>Table 1.4 Household Trends 1980-2010 &amp; Household Projections 2020-2040</b>							
<b>TOWN OF SHERMAN</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>	<b>2030</b>	<b>2040</b>
Households	133	121	166	288	280	295	270

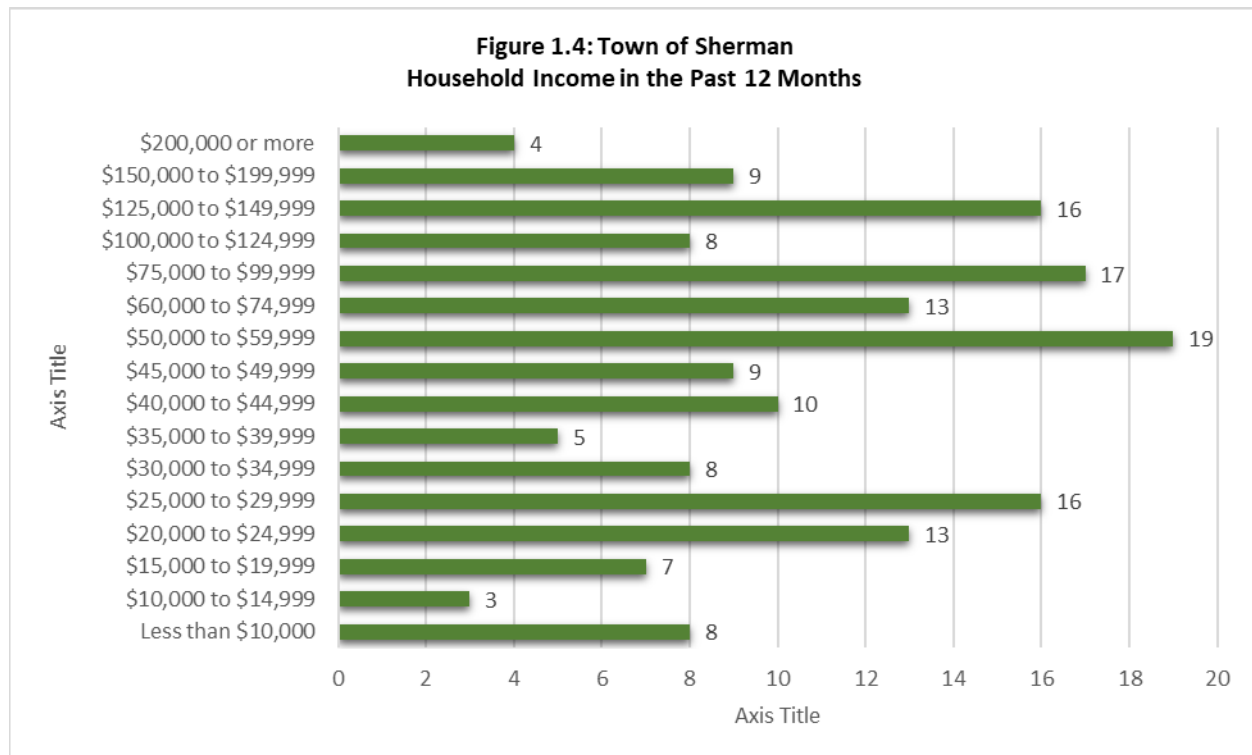
WI DOA Household Projections 2010-2040

Source: US Census Bureau; Wisconsin Department of Administration, Demographic Services Center



## Household Income

The median household income for full time residents in the Town of Sherman in 2021 as reported by ACS Estimates was \$50,875, compared to a median household income of \$43,798 for Iron County. This data does not capture the information on seasonal residents.



Source: 2019: ACS 5-Year Estimates

Table 1.5 Household Income, 2019	
Annual Income	Percent of Households
Less than \$10,000	4.8%
\$10,000 - \$19,999	6.0%
\$20,000 - \$34,999	22.4%
\$35,000 - \$49,999	14.5%
\$50,000 - \$99,999	29.7%
\$100,000 and over	22.4%

Source: 2019: ACS 5-Year Estimates

Table 1.5 shows that approximately 10.8 percent of the captured 165 full time resident households have an annual income less than \$20,000. Two thirds of the full-time resident households in Sherman are at or above \$35,000.

The 2019 ACS identifies that approximately ninety-eight households have social security income, and seventy-six households have

other retirement income. This data does not capture the information on the seasonal residents that make up about two thirds of the Town's property owners.

## Per Capita Income, Per Capita Personal Income, & Poverty Levels

Per capita income (PCI) is defined as all resident income divided by population and is derived from Census data. It is composed of traceable money from wages, interest,

dividends, welfare program payments, etc. It does not consider money received from sale of property, money borrowed, exchange of money between relatives in same households, tax refunds, gifts, and insurance payments, which per capita *personal* income (PCPI) figures do take into consideration. However, PCPI is not available at the community level. The Bureau of Economic Analysis, part of the U.S. Department of Commerce, calculates PCPI on a yearly basis.

As indicated by Table 1.6, PCI in 1999 for the Town of Sherman was higher than Iron County and the State of Wisconsin. In comparison to other nearby towns in Iron County, Sherman's PCPI is higher than Mercer (\$29,616), Oma (\$33,283), and Knight (\$20,953), and Carey (\$35,011).

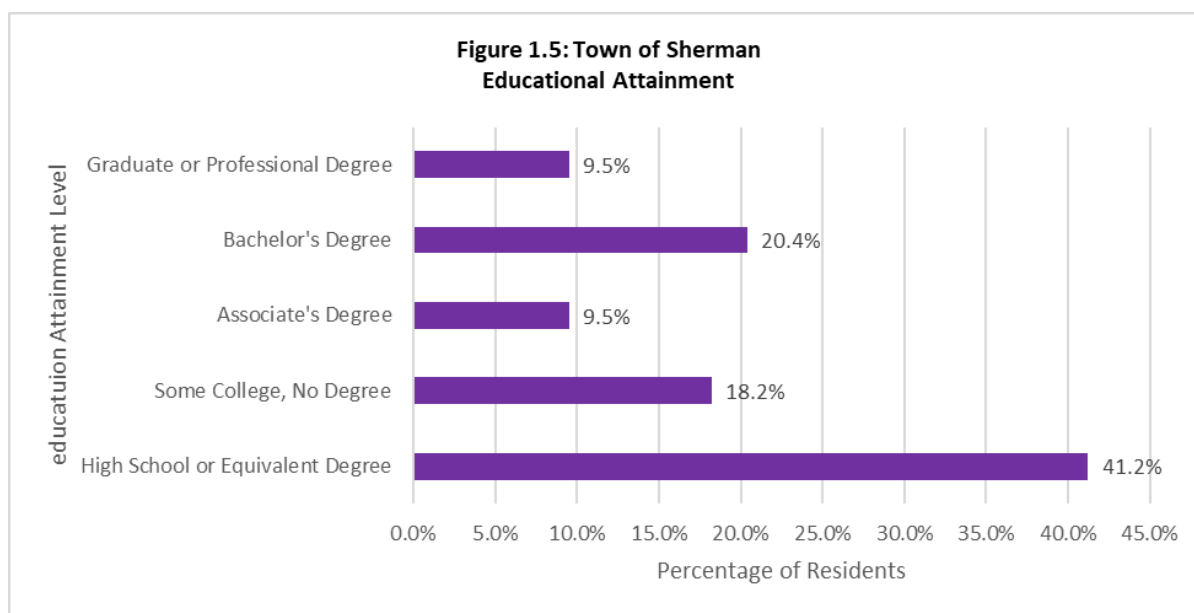
<b>Table 1.6: Income Comparisons and Poverty Levels</b>			
	2000 Census Per Capita Income	2019 ACS Per Capita Personal Income	2019 ACS Percent of inhabitants below poverty level
<b>Town of Sherman</b>	<b>\$24,336</b>	<b>\$36,493</b>	<b>8.8%</b>
Iron County	\$17,371	\$28,857	9.6%
Wisconsin	\$21,271	\$34,568	6.2%

Source: U.S. Census 2000 (SF 3), 2019: ACS 5-Year Estimates

Poverty rates are determined based on money income and, therefore, do not reflect the fact that low-income people may receive non-cash benefits. As shown in Table 1.6, the percentage of Town inhabitants estimated to be below the poverty level is less than in Iron County, but greater than the state percentage overall. The data in Table 1.6 does not capture income levels of seasonal residents who own second/vacation homes or recreation property. This group is estimated to comprise more than two-thirds of the Town's property owners.

### **Education Levels**

A good indicator of economic potential for an area is the educational attainment of its residents. Figure 1.5 shows that Town of Sherman residents have a higher percentage of high school graduates and have a slightly higher percentage of residents with bachelor's degrees compared to Iron County.



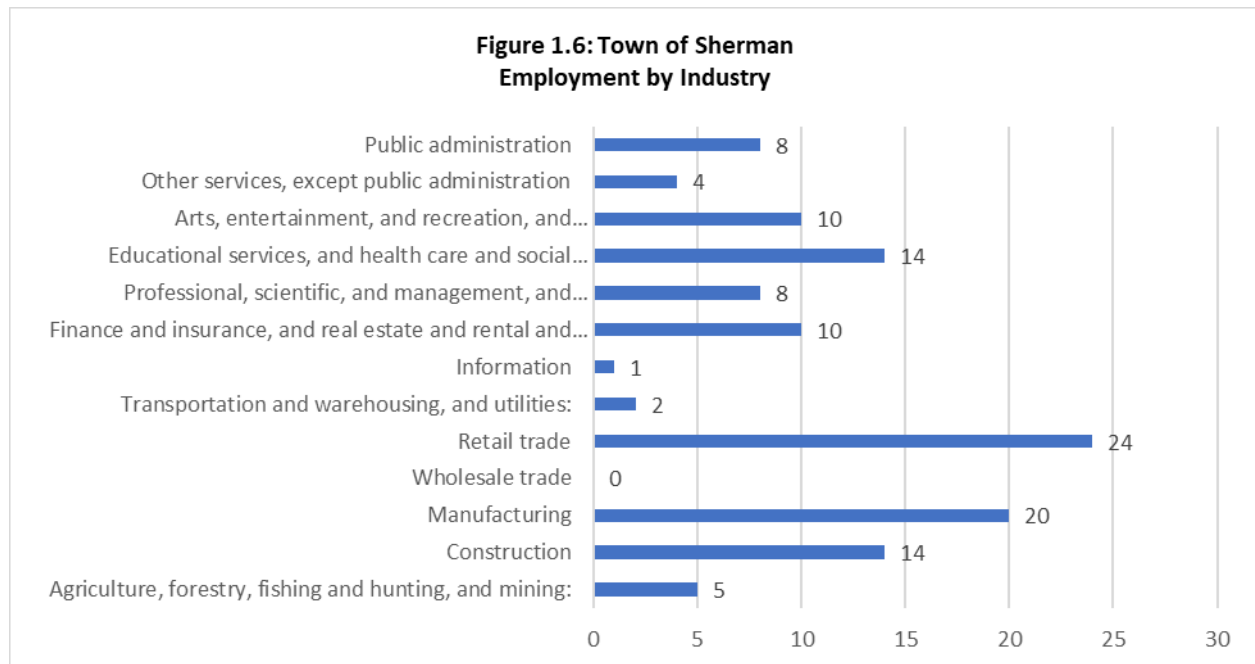
Source: 2019: ACS 5-Year Estimates

## 1.4 EMPLOYMENT CHARACTERISTICS

A community's labor force consists of all individuals aged sixteen and above who are employed, or unemployed and looking for work. Iron County's labor force, as shown in Table 1.7, fluctuated up and down over the last ten years. No specific labor force data is available at the town level.

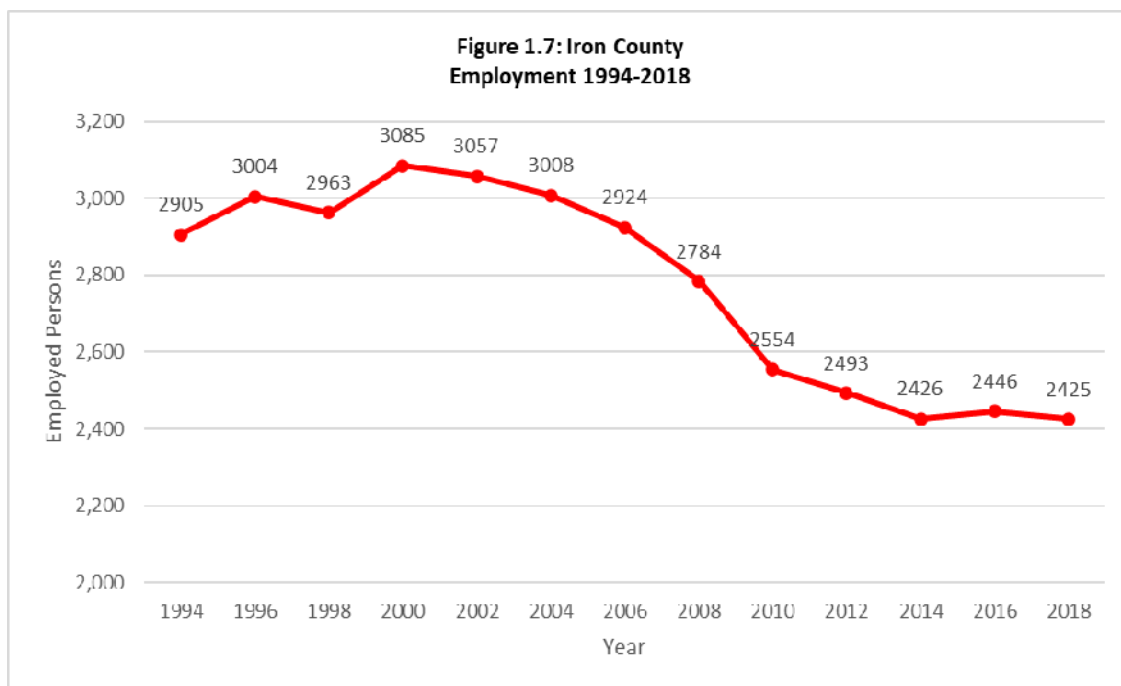
Table 1.7: Iron County Labor Force										
	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
<b>Labor Force</b>	3,304	3,342	3,307	3,185	3,024	2,881	2,784	2,680	2,642	2,575
<b>Employed</b>	3,085	3,057	3,008	2,924	2,784	2,554	2,493	2,426	2,446	2,425
<b>Unemployed</b>	219	285	299	261	240	327	291	254	196	150
<b>Unemp. Rate</b>	6.6%	8.5%	9.0%	7.9%	7.9%	11.4%	10.5%	9.5%	7.4%	5.8%

Source: Wisconsin Department of Workforce Development, LAUS

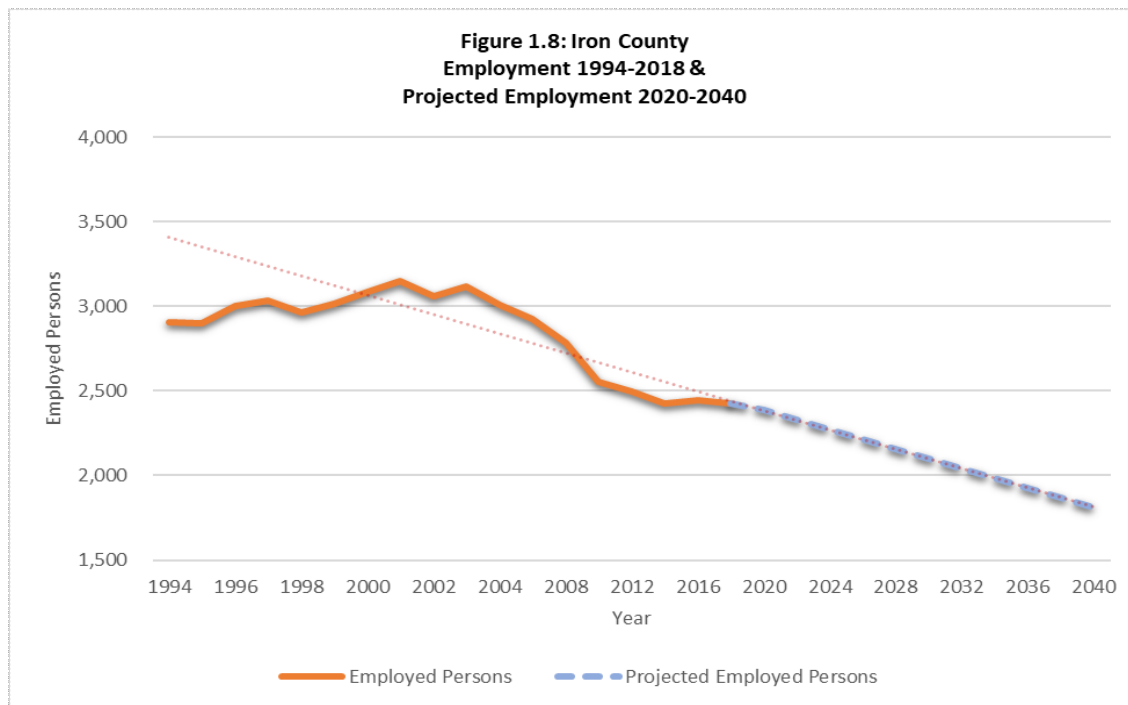


### **Iron County Employment Forecast**

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Iron County from 2004 to 2018, employment projections were developed by NWRPC, to 2040. Figure 1.7 shows the employed persons from 1994 to 2018 and Figure 1.7 shows not only the past employment data but also the employment projections for future years to 2040.



Source: Wisconsin Department of Workforce Development, LAUS



Source: Wisconsin Department of Workforce Development, LAUS, Projections NWRPC

Analyzing the local employment data from 1994-2018, employment projections for Iron County were derived. The “trend line” in Figure 1.8 depicts a “best fit” of the known data values and a projection of the future data values. This is a simplistic model, to be used for general planning purposes. The Wisconsin DWD will develop more detailed county projections.

## 1.5 OVERALL GOAL STATEMENT

The Town of Sherman has prepared goals and objectives that include actions in the chapters/elements that follow. These goals and objectives were developed based on feedback received from the survey questions and various listening sessions and are intended to assist the Town Board and residents in implementing actions deemed important and of interest to the community.

The overall goal for the Town of Sherman is to ‘keep things as they are’ and maintain the health, safety, and general welfare of the community by protecting the natural resources, preserving the pure rustic charm of the Town, and enhancing recreational opportunities when feasible. To do this, the overall objective of the Town of Sherman is to guide future development and shape future Town governance of the community in a manner consistent with the element goals, objectives and actions contained in this document. The overall action is to adopt and implement the Comprehensive Plan Update and continue to work with town residents, the county and adjacent jurisdictions. The actions outlined throughout the Comprehensive Plan Update represent methods to achieve overall planning goals.

**Town of Sherman,  
Iron County, WI**  
Comprehensive Plan 2022

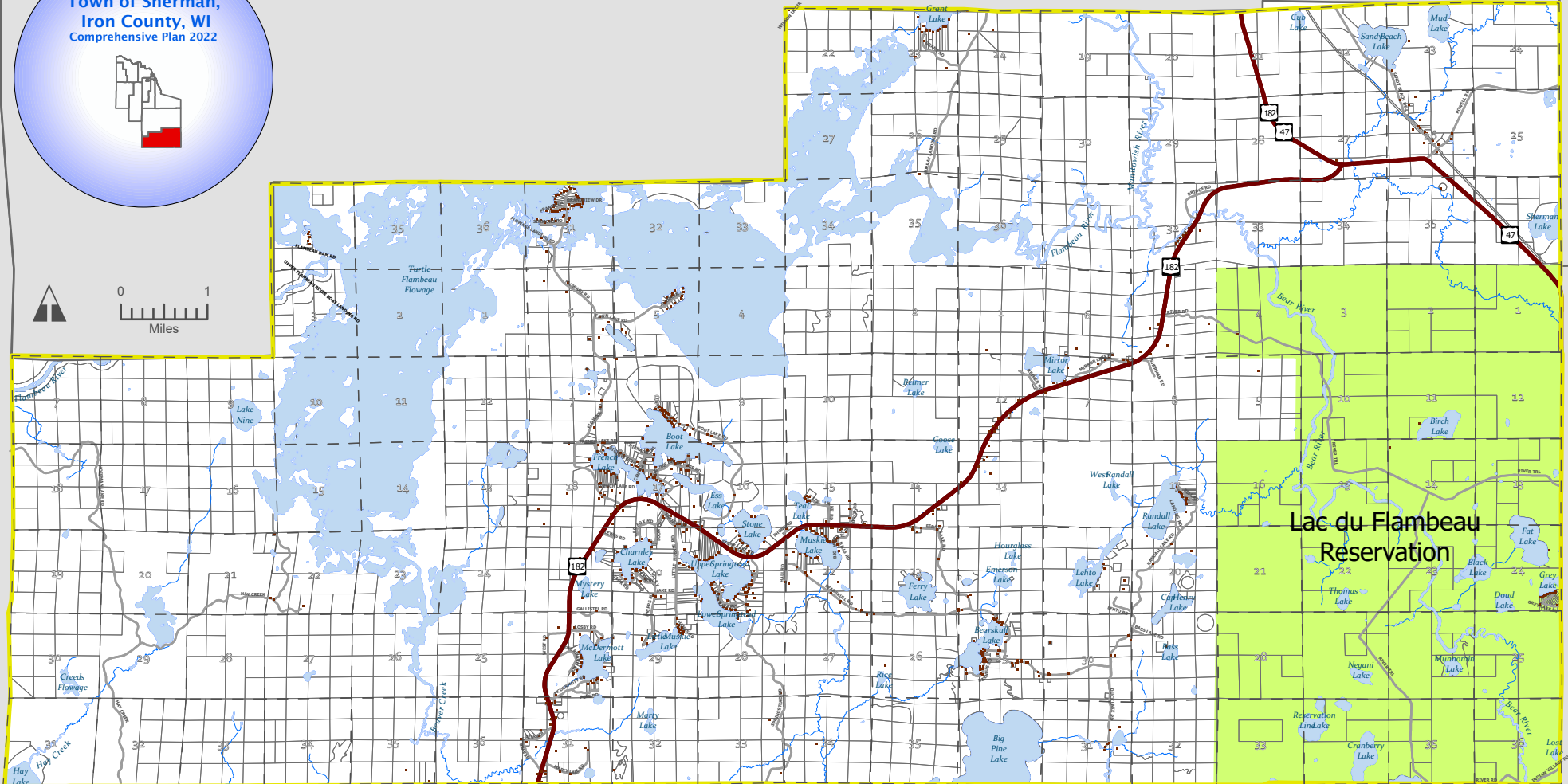


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Town of Agenda, Ashland County

Town of Mercer, Iron County

Town of Manitowish Waters, Vilas County



Town of Eisenstein, Price County

Town of Fifield, Price County

Town of Lac du Flambeau, Vilas County

**Map 1.1-Basemap**

- Structure Location
- ~ State Highway
- ~ Local Road
- ~ River/Stream/Creek
- Lake/Large River/Flowage
- Tax Parcels
- Tribal Land
- Town Boundary



**Town of Sherman,  
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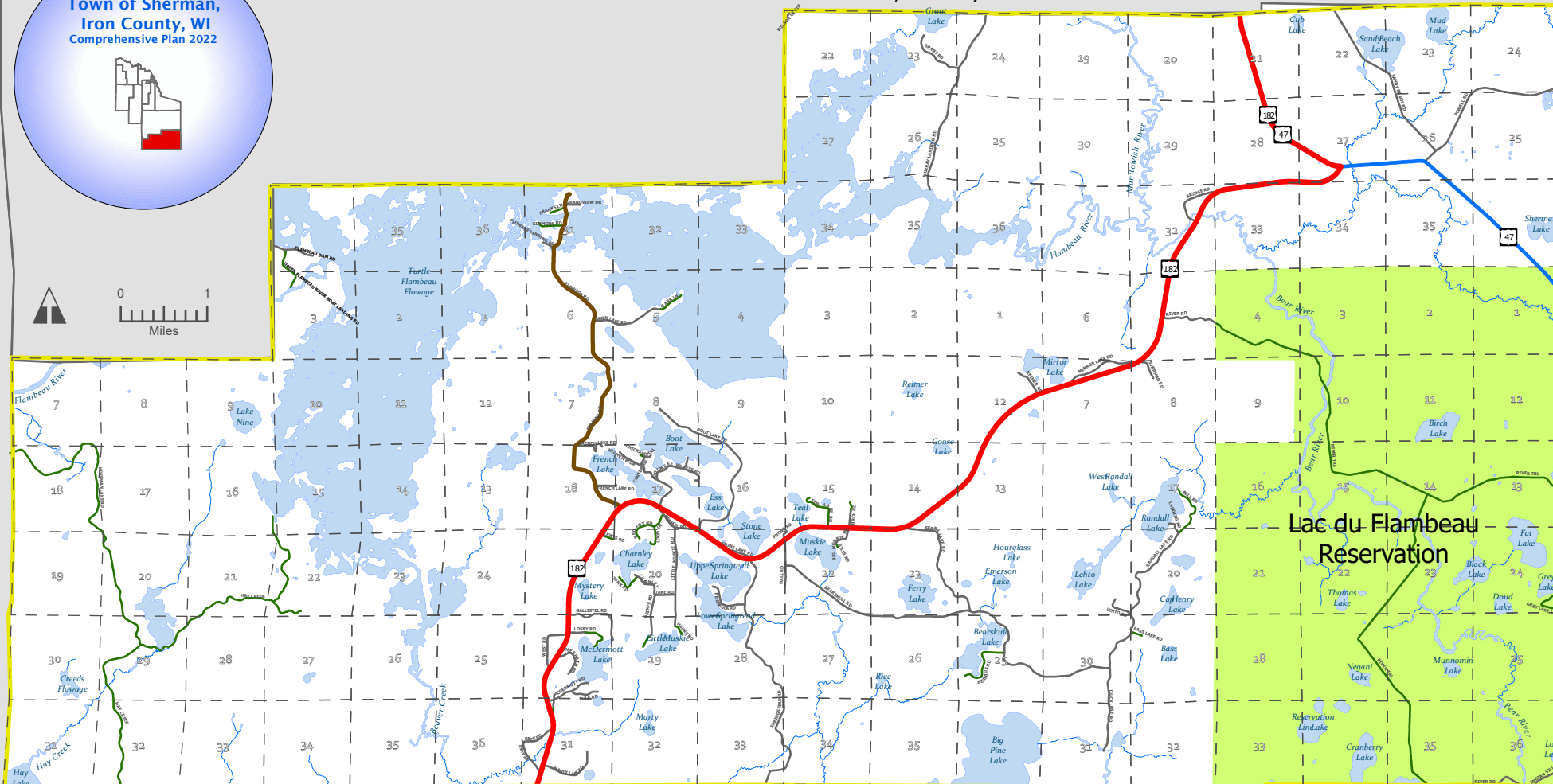


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**Map 3.1-Functional Classification**

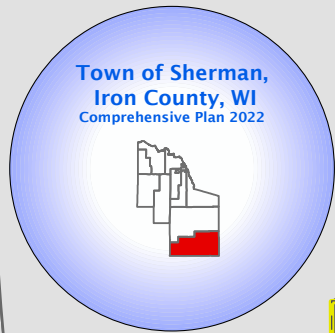
- Minor Arterial
- Major Collector
- Minor Collector
- Local Road
- Private Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Town Boundary
- Tribal Land



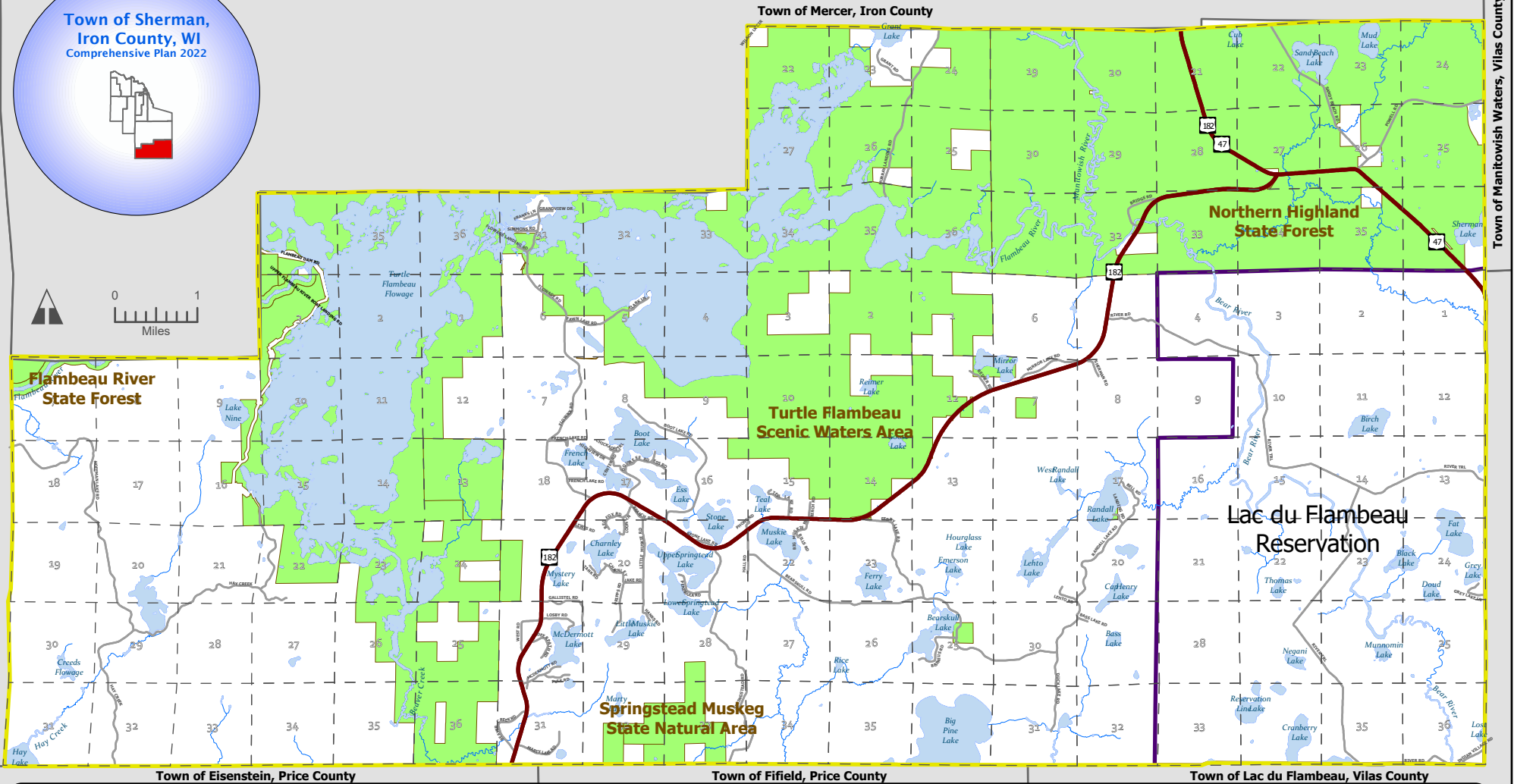








Town of Agenda, Ashland County



**Map 4.1-Parks and Recreation**

- Minor Arterial
- Major Collector
- Minor Collector
- Local Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Town Boundary
- State Land



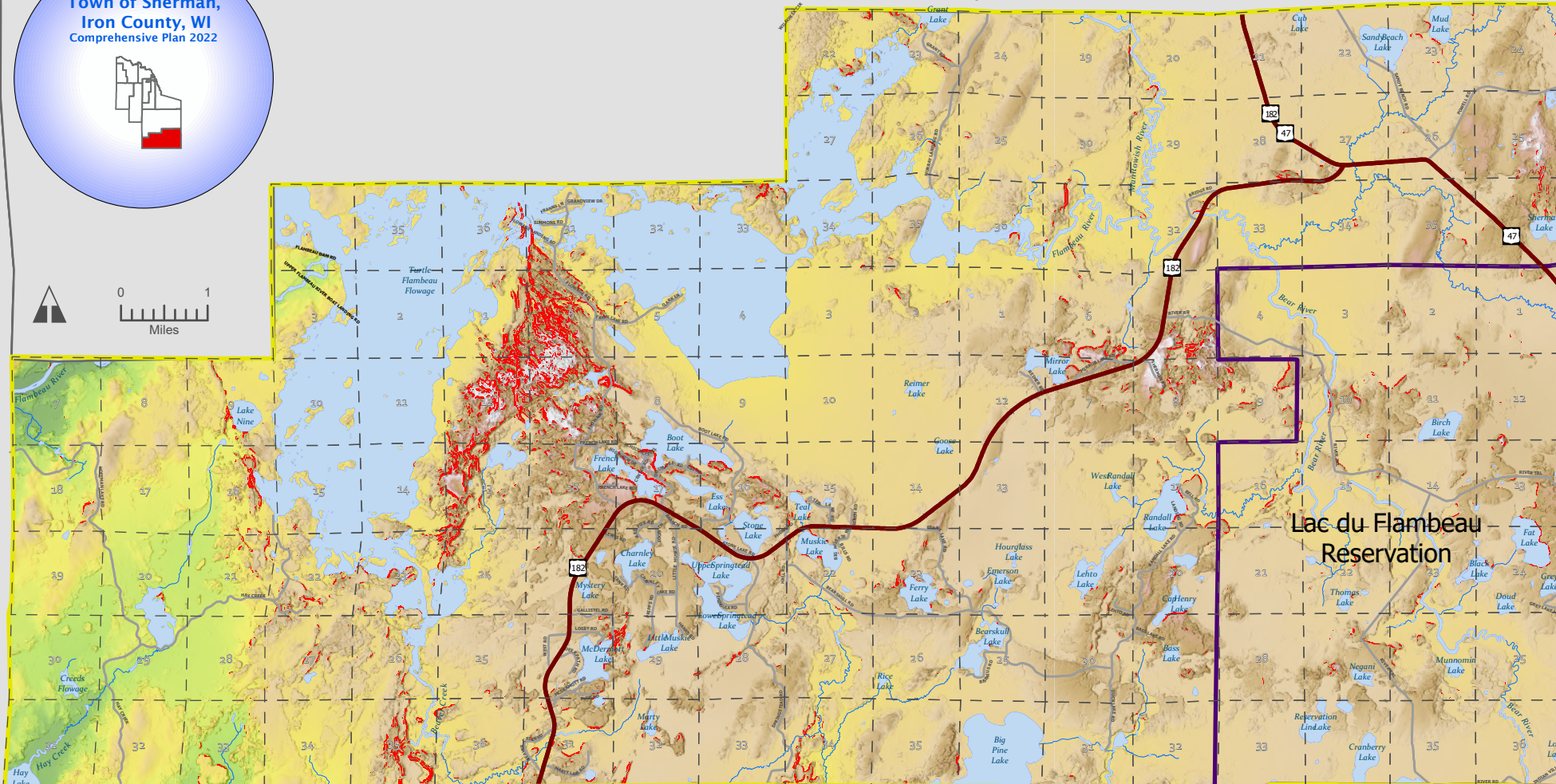
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Town of Agenda, Ashland County



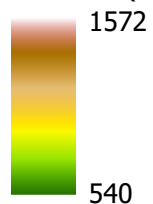
Town of Eisenstein, Price County

Town of Fifield, Price County

Town of Lac du Flambeau, Vilas County

**Map 5.1-Elevation, Topography & Steep Slopes**

Elevation (ft.)



- Steep Slopes
- State Highway
- Local Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Town Boundary







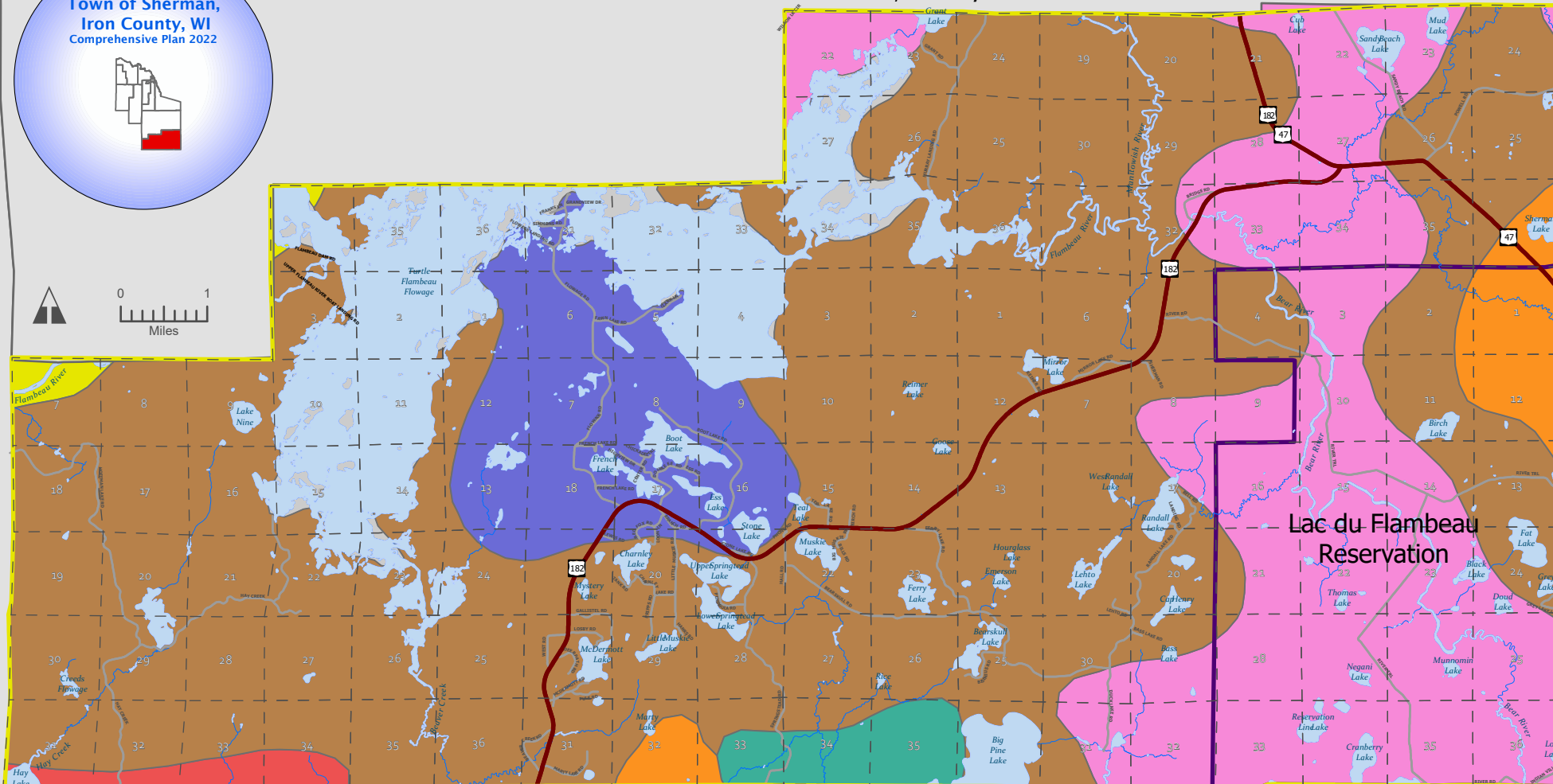
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Town of Manitowish Waters, Vilas County

Town of Agenda, Ashland County



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Town of Fifeild, Price County

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## Map 5.3-Generalized Soils

### Soil Associations

-  Pence-Champion (s8703)
-  Rifle-Lupton-Loxley-Cathro (s8702)
-  Loxley-Kinross-Croswell-Au Gres (s8708)
-  Sayner-Rubicon-Omega (S8704)
-  Pence-Padus (s8705)
-  Witbeck-Sarona\_Gogebic (s3377)
-  Monico-Goodwit-Champion (s8707)
-  State Highway
-  Local Road
-  River/Stream/Creek
-  Lake/Large River/Flowage
-  Town Boundary



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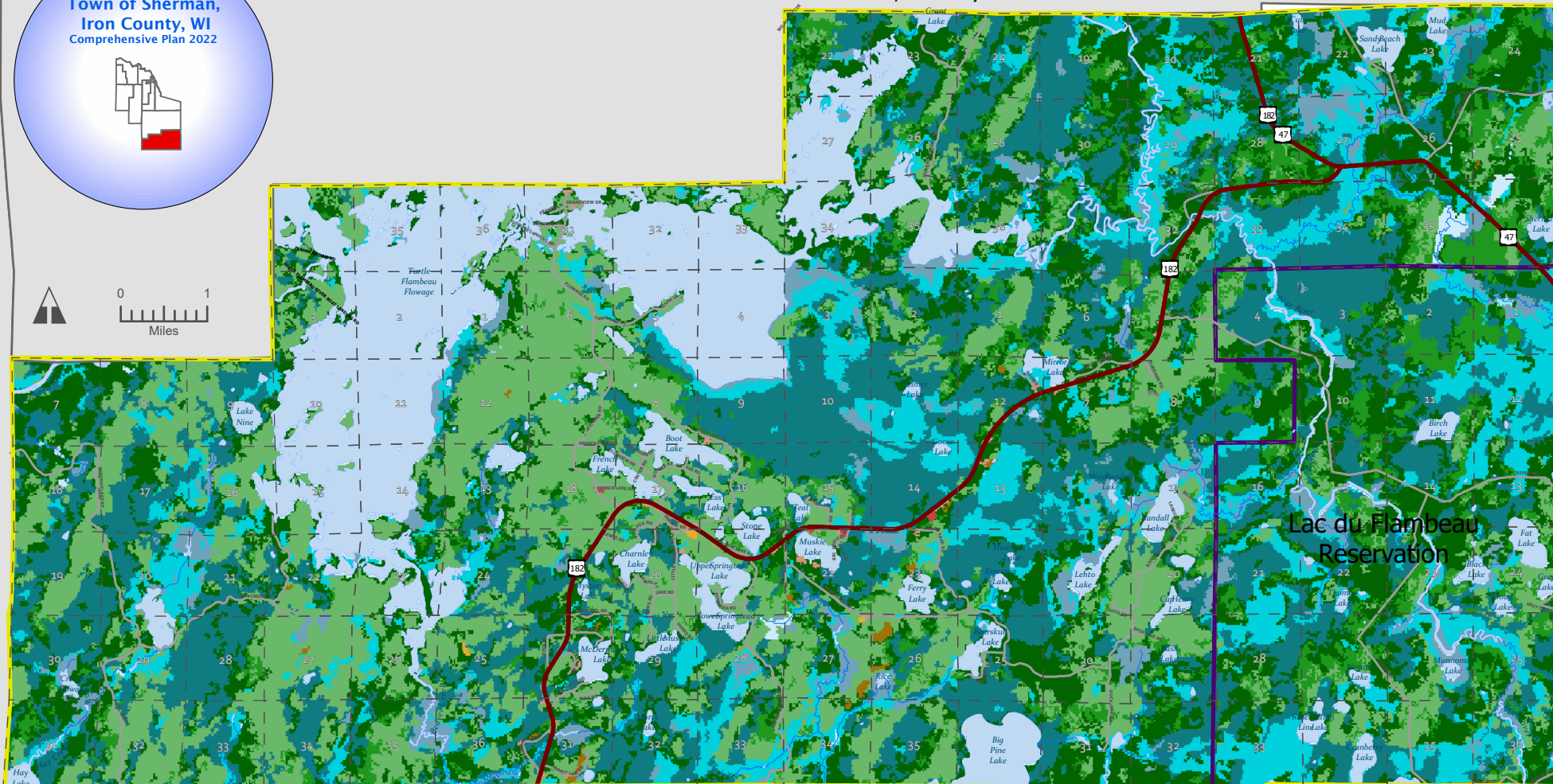


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**Map 5.4-Landcover**

Developed, High Intensity

Developed, Low Intensity

Broad-leaved Deciduous Forest

Coniferous Forest

Mixed Deciduous/Coniferous Forest

Forage Grassland

Idle Grassland

Barren

Lowland Scrub/Shrub

Forested Wetland

Emergent/Wet Meadow

Floating Aquatic Herbaceous Vegetation

Open Water

State Highway

Local Road

River/Stream/Creek

Lake/Large River/Flowage

Town Boundary





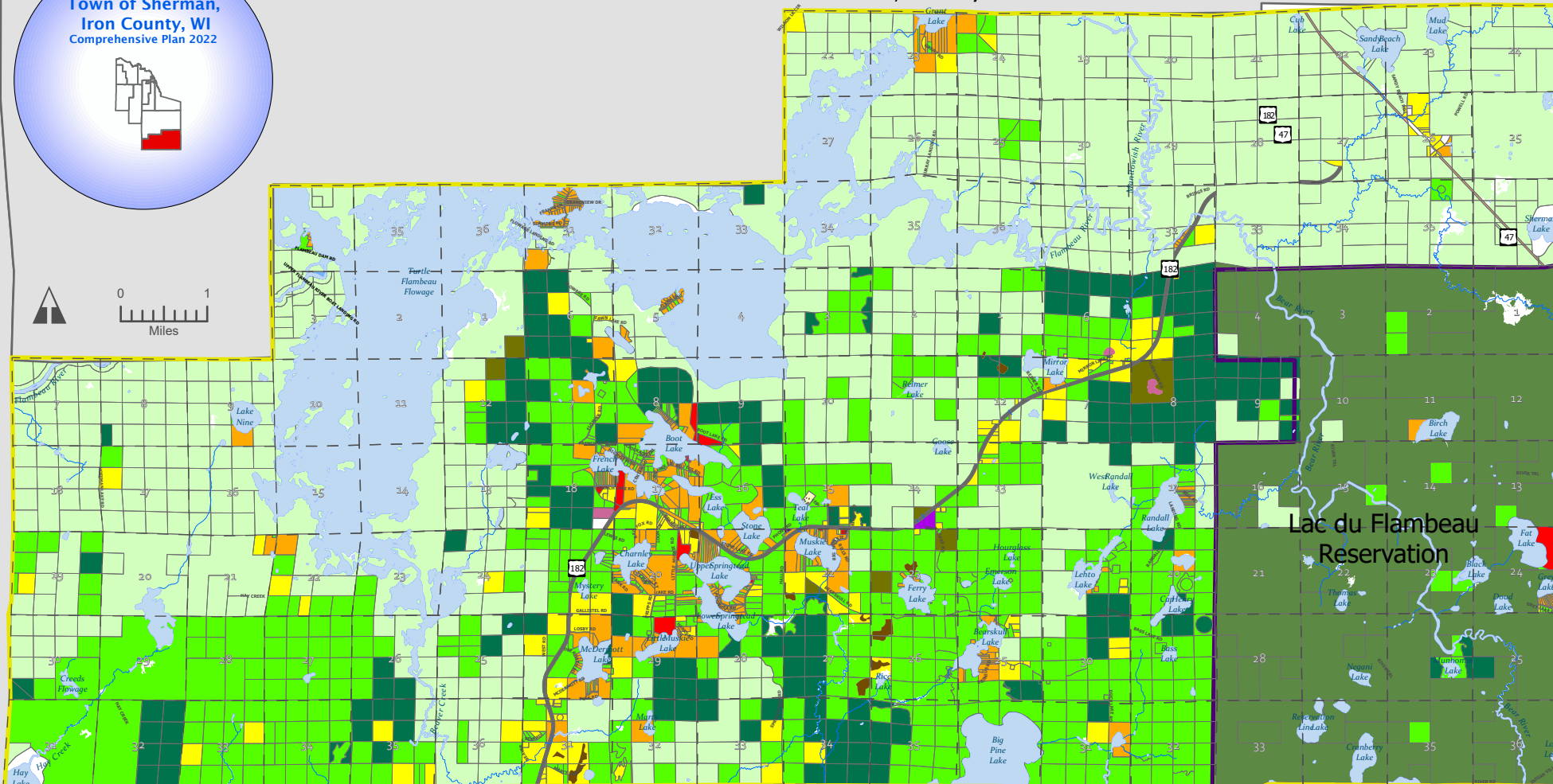
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Town of Agenda, Ashland County



Town of Eisenstein, Price County

Town of Fifield, Price County

Town of Lac du Flambeau, Vilas County

**Map 8.1-Existing Land Use**

- |                            |                             |
|----------------------------|-----------------------------|
| Agriculture                | Government                  |
| Commercial                 | Highway Corridor            |
| Forest, Tax Law Enrolled   | Non-Metallic Mining         |
| Forest, LDF Reservation    | Recreational Trail Corridor |
| Forest, Private            | Utilities                   |
| Forest, State of Wisconsin | Residential, Condo          |
| Forest, Town               | Residential, Non-Shoreland  |
|                            | Residential, Shoreland      |

- River/Stream/Creek
- Lake/Large River/Flowage
- Town Boundary



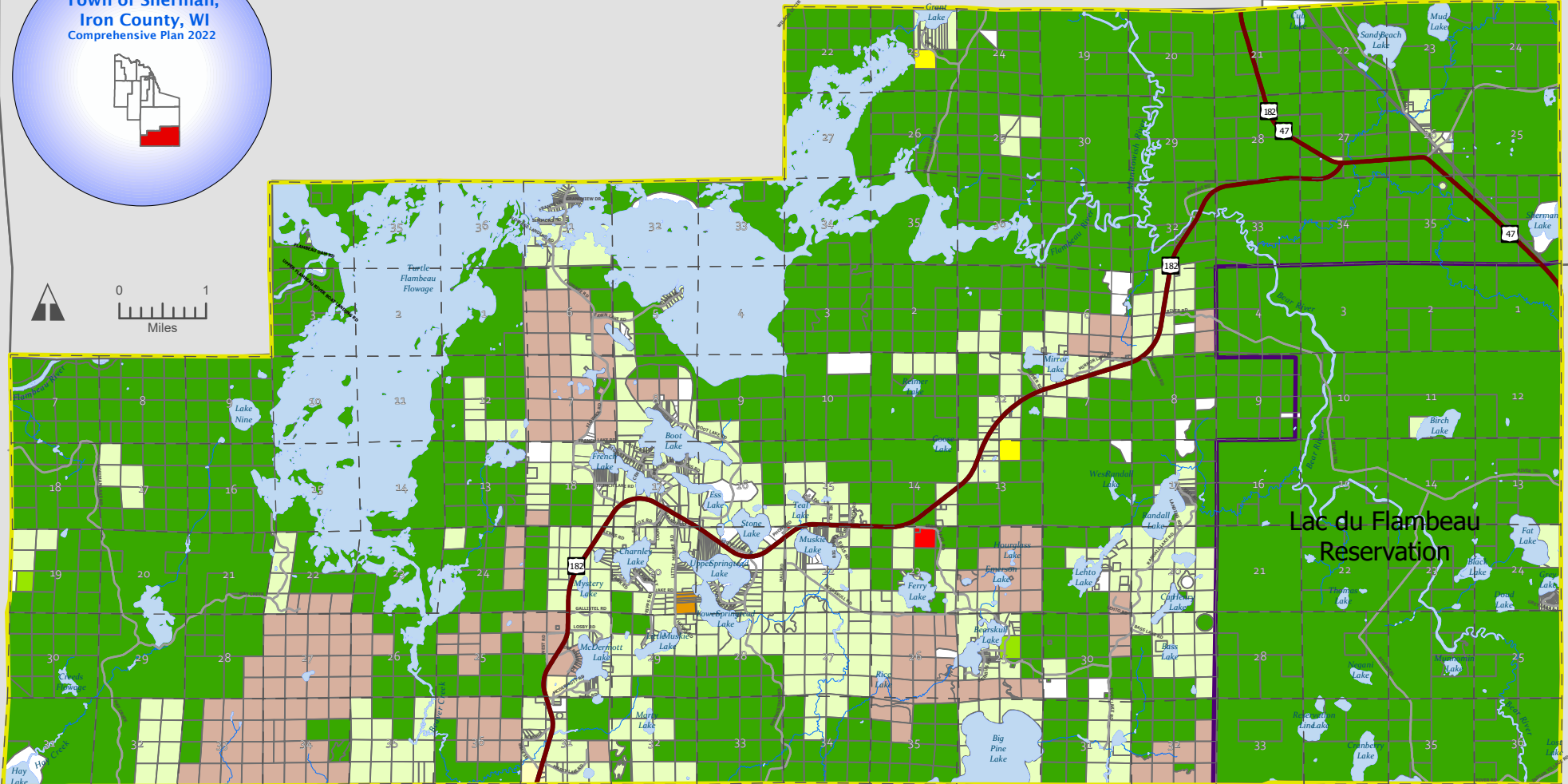
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**Map 8.2-Zoning**

- R-1 Residential District
- RR-1 Residential-Recreation District
- R-3 Rural Residential District
- A-1 Primary Agricultural District
- C-1 Commercial District
- F-1 Forestry District
- A-1 Primary Agricultural District/RR-1 Residential-Recreation District
- F-1 Forestry District/RR-1 Residential-Recreation District

- State Highway
- Local Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Tax Parcels
- Town Boundary



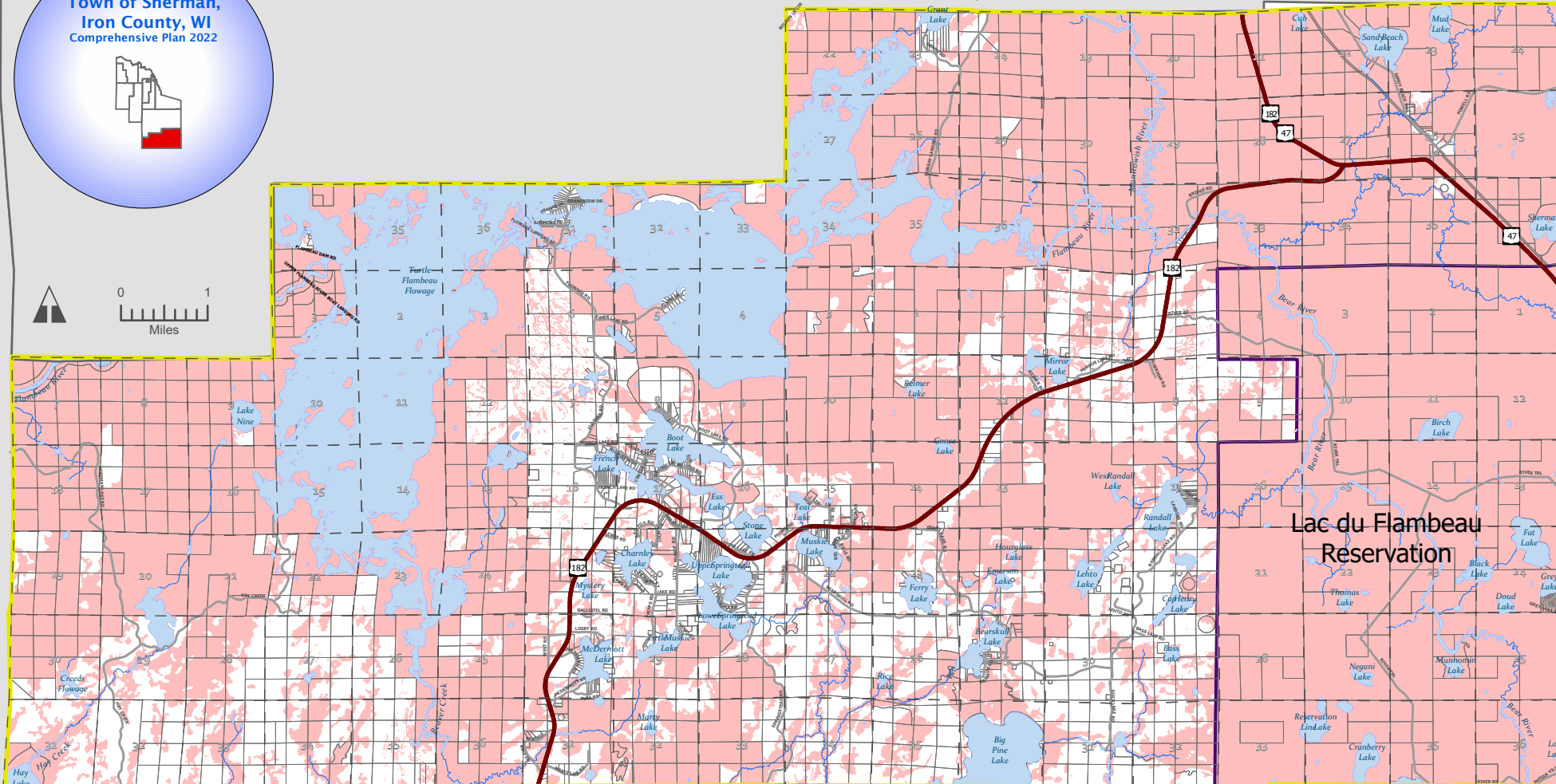
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**Town of Fifield, Price County**

**Town of Lac du Flambeau, Vilas County**

**Map 8.3-Combined Constraints**

- Land with Development Constraints
- State Highway
- Local Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Tax Parcels
- Town Boundary





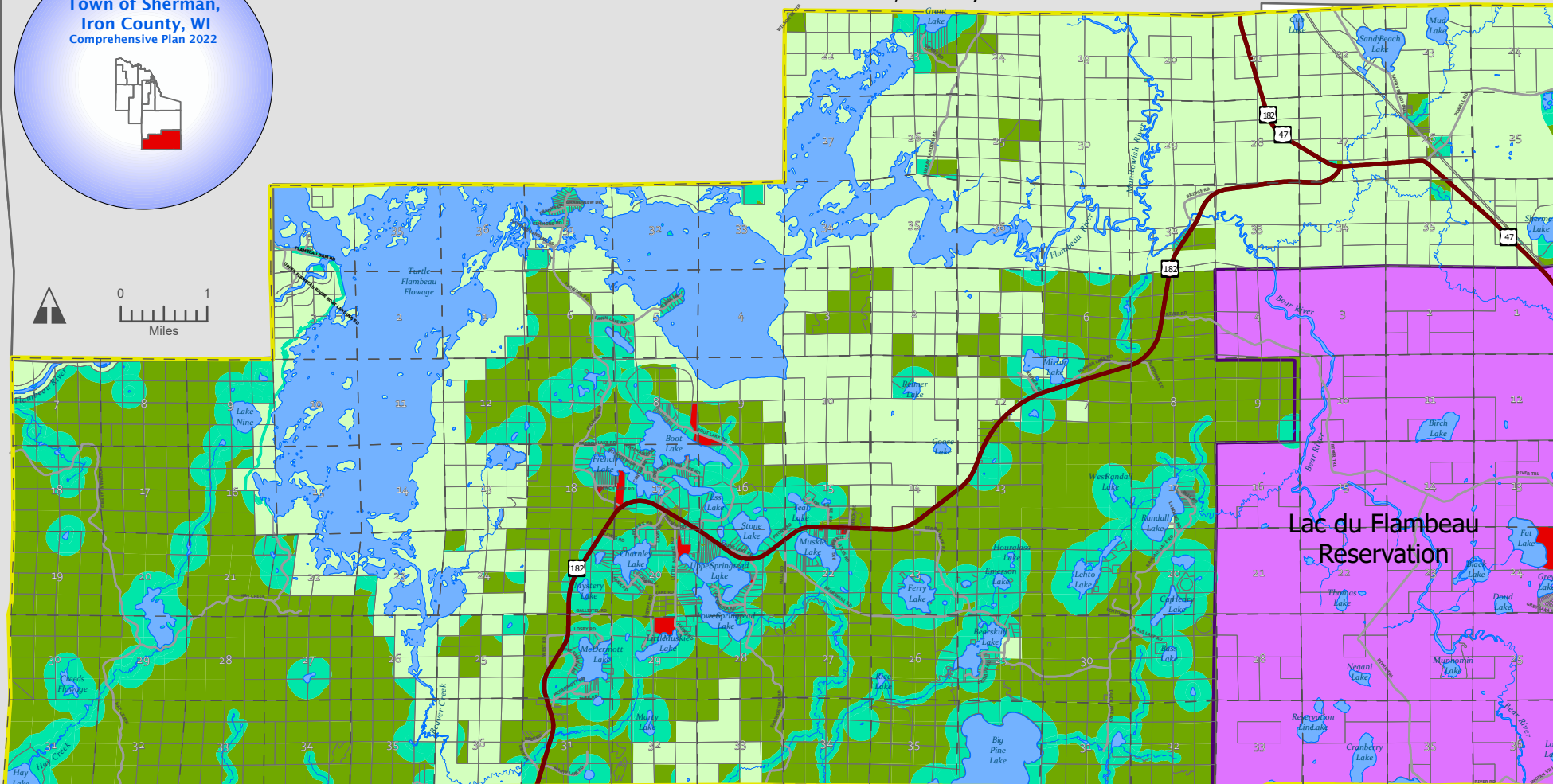
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**Map 8.4-Future Land Use**

- Forestry
- Commercial
- Shoreland Area
- Government/Public Lands
- Lac du Flambeau Indian Reservation Lands
- State Highway
- Local Road
- River/Stream/Creek
- Lake/Large River/Flowage
- Tax Parcels
- Town Boundary

