

# CITY OF CUMBERLAND COMPREHENSIVE PLAN 2017-2037

BARRON COUNTY, WISCONSIN

adopted February 6, 2018



*The Island City*



PC18-01

**RESOLUTION RECOMMENDING COMMON COUNCIL ADOPTION OF THE  
CITY OF CUMBERLAND COMPREHENSIVE PLAN 2017-2037**

WHEREAS, the City of Cumberland has determined the need and propriety for an updated comprehensive plan with the general purpose of guiding, directing, and accomplishing a coordinated, adjusted, and harmonious development of the City, which will, in accordance with existing and future needs, best promote public health, safety, order, convenience, prosperity, and the general welfare, as well as, efficiency and economy in the process of development; and

WHEREAS, the City of Cumberland Plan Commission has prepared the *City of Cumberland Comprehensive Plan 2017-2037* pursuant to §66.1001 and §62.23, Wisconsin Statutes, which contains plan documents, maps and other materials in the nine comprehensive plan elements required by §66.1001(2) of the Wisconsin Statutes; and


WHEREAS, the City of Cumberland Plan Commission, pursuant to § 66.1001(4)(b) of the Wisconsin Statutes, may recommend to the City Council the adoption of the updated comprehensive plan by adoption of a resolution to that effect by a majority of the entire Planning Commission.

WHEREAS, a properly noticed public hearing has been conducted by the Plan Commission on the proposed approval and adoption of the updated comprehensive plan, pursuant to § 66.1001(4)(d) of the Wisconsin Statutes

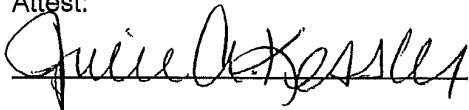
NOW THEREFORE BE IT RESOLVED, the City of Cumberland Plan Commission officially recommends adoption of the *City of Cumberland Comprehensive Plan 2017-2037*, dated November 10, 2017, by the City of Cumberland City Council.

Adopted this 31<sup>st</sup> day of January, 2018 by the Plan Commission of the City of Cumberland.

Approved:

  
\_\_\_\_\_  
Plan Commission Chairman

Attest:

  
\_\_\_\_\_  
Julie A. Kessler

**ORDINANCE NO. 708**

**AN ORDINANCE TO ADOPT THE  
CITY OF CUMBERLAND COMPREHENSIVE PLAN 2017-2037**

The City Council of the City of Cumberland, Wisconsin, do ordain as follows:

**SECTION ONE.** SECTION 7.08 of the Municipal Code of the City of Cumberland is hereby created to read as follows:

- (1) Pursuant to Sections 62.23(2) and 62.23(3) of the Wisconsin Statutes, the City of Cumberland is authorized to prepare, adopt, and amend a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.
- (2) Pursuant to Section 66.1001(2)(i) of the Wisconsin Statutes, a comprehensive plan shall be updated no less than once every 10 years.
- (3) The City Council of the City of Cumberland, Wisconsin, has adopted and implemented written procedures designed to foster public participation in every state of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes, which included a public hearing as required by Section 66.1001(4)(d) of the Wisconsin Statutes.
- (4) The Plan Commission of the City of Cumberland, by a majority vote of the entire Plan Commission recorded in its official minutes, has adopted a resolution recommending to the Common Council the adoption of an updated comprehensive plan entitled "CITY OF CUMBERLAND COMPREHENSIVE PLAN 2017-2037".
- (5) The City Council of the City of Cumberland, Wisconsin, does, by the enactment of this ordinance, formally adopt the "CITY OF CUMBERLAND COMPREHENSIVE PLAN 2017-2037" pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes.

**SECTION TWO.** Effective Date. This ordinance shall take effect upon passage and publication as provided by law.

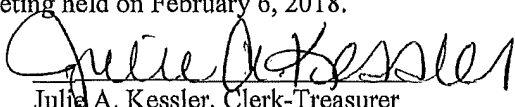
PASSED, ADOPTED AND APPROVED this 6<sup>th</sup> day of February 2018.

  
Albert B. Skinner, Mayor

Date Adopted:  
Date Published:  
Effective Date:

ATTEST:

This ordinance was passed by the Common Council of the City of Cumberland, Barron County, Wisconsin, at a duly noticed and convened regular meeting held on February 6, 2018.

  
Julie A. Kessler, Clerk-Treasurer  
City of Cumberland

Dated this 6<sup>th</sup> day of February 2018.



# **City of Cumberland Comprehensive Plan 2017-2037**

**prepared by the City of Cumberland Plan Commission**

Albert 'Bert' B. Skinner, Jr. (Mayor)

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Paul Flottum

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Gary Gannon

Tom Goldsmith

Dennis Zappa

**with assistance from:**

Keith Hardie, City Public Works Director/Zoning Administrator

Julie Kessler, City Clerk-Treasurer

and

West Central Wisconsin Regional Planning





# Table of Contents

City of Cumberland Plan Commission Approval Resolution .....	iii
City of Cumberland City Council Adopting Resolution.....	iv
1.0 Introduction.....	1
1.1 Scope of the Comprehensive Plan	
1.2 City of Cumberland 2006 Comprehensive Plan	
1.3 City of Cumberland Plan Update Process and Public Involvement	
2.0 Issues and Opportunities.....	6
2.1 Progress on the City's 2006 Comprehensive Plan	
2.2 Issues and Opportunities	
2.3 Existing Plans, Programs, and Regulations	
2.4 City of Cumberland Vision Statements	
3.0 Housing and Demographics .....	18
3.1 Population Estimates and Projections	
3.2 Housing Characteristics, Needs, and Projections	
3.3 Housing Goals, Objectives, and Recommended Actions	
3.4 Housing Policies and Programs	
4.0 Transportation .....	33
4.1 Streets and Highways	
4.2 Other Modes of Transportation	
4.3 Assessment of Future Needs	
4.4 Transportation Goals and Objectives	
4.5 Transportation Policies	
4.6 Other Transportation Plans and Improvement Programs	
5.0 Utilities and Community Facilities.....	45
5.1 Assessment of Utilities and Community Facilities	
5.2 Utilities and Community Facilities Goals and Objectives	
5.3 Utilities and Community Facilities Policies	
6.0 Agricultural, Natural, and Cultural Resources.....	59
6.1 Existing Conditions and Needs – Agricultural Resources	
6.2 Existing Conditions and Needs – Natural Resources	
6.3 Existing Conditions and Needs – Park and Recreation	
6.4 Existing Conditions and Needs – Cultural Resources	
6.5 Agricultural, Natural, and Cultural Resources Goals & Objectives	
6.6 Agricultural, Natural, and Cultural Resources Policies and Programs	

7.0	Economic Development.....	76
7.1	Existing Conditions, Strengths, and Weaknesses	
7.2	Current City Economic Development Plans and Designated Sites	
7.3	Desired Businesses and Industries	
7.4	Opportunities for the Use of Environmentally Contaminated Sites	
7.5	Economic Development Goals and Objectives	
7.6	Economic Development Policies and Programs	
8.0	Intergovernmental Cooperation .....	87
8.1	Existing Conditions	
8.2	Existing Partnerships, Agreements, and Intergovernmental Plans	
8.3	Intergovernmental Issues and Opportunities	
8.4	Intergovernmental Cooperation Goals and Objectives	
8.5	Intergovernmental Policies	
9.0	Land Use .....	94
9.1	Existing Conditions	
9.2	Supply, Demand, and Price of Land	
9.3	Barriers to Development and Land Use Conflicts	
9.4	Opportunities for Redevelopment	
9.5	Current Land Use Plans, Programs, and Regulations	
9.6	Land Use Goals and Objectives	
9.7	Projected Land Use Supply and Demand	
9.8	Future Land Use Map	
9.9	Land Use Policies and Programs	
10.0	Implementation .....	113
10.1	Action Plan	
10.2	Plan Integration and Consistency	
10.3	Plan Monitoring and Evaluation	
10.4	Plan Amendments and Updates	
	Appendix A: Public Participation Plan.....	125
	Appendix B: Background Information and Data.....	127
	Appendix C: Community Housing Survey Results.....	138
	Appendix D: Economic Profile .....	168
	Appendix E. Additional Existing Plans and Programs.....	176

## 1.0 INTRODUCTION

- 1.1 Scope of the Comprehensive Plan
- 1.2 City of Cumberland 2006 Comprehensive Plan
- 1.3 City of Cumberland Plan Update Process and Public Involvement

The City of Cumberland is located in north-west Barron County as shown on the map on the following page. Located in west central Wisconsin, Barron County is bordered on the north by Burnett and Washburn counties, the west by Polk County, the east by Rusk County and the south by Dunn and Chippewa counties. Barron County has a combined land and water area of approximately 863 square miles. The County is square and approximately 30 miles east to west and north to south. Within Barron County, there are 25 unincorporated towns, 7 villages and 4 cities. Centrally located in the County, the City of Barron is the county seat. Overall, Barron County is rural, with an estimated 2016 population of 46,372 residents, making it the 30<sup>th</sup> most populated county of Wisconsin's 72 counties.

The City of Cumberland is bordered on the north by the Town of Maple Plain and Town of Lakeland, on the west by the Town of Crystal Lake, and on the south and east by the Town of Cumberland. Developed lands within the City of Cumberland are primarily utilized for residential housing. Commercial and industrial uses are other predominate land uses in the City. The land surrounding the City is generally agricultural or open space. The City also features several lakes with residential and recreation development along them. The City has witnessed moderate growth over the past several decades and anticipates this trend to continue in the future.

### 1.1 Scope of the Comprehensive Plan

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9.

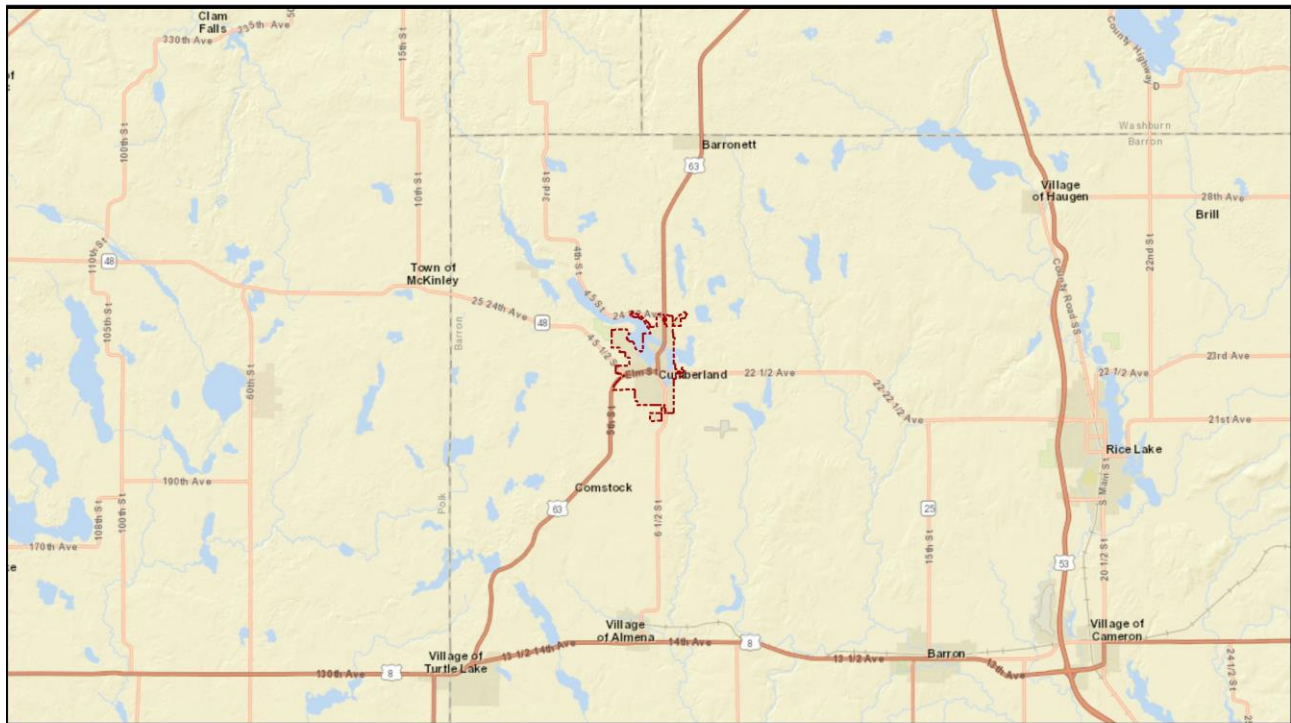
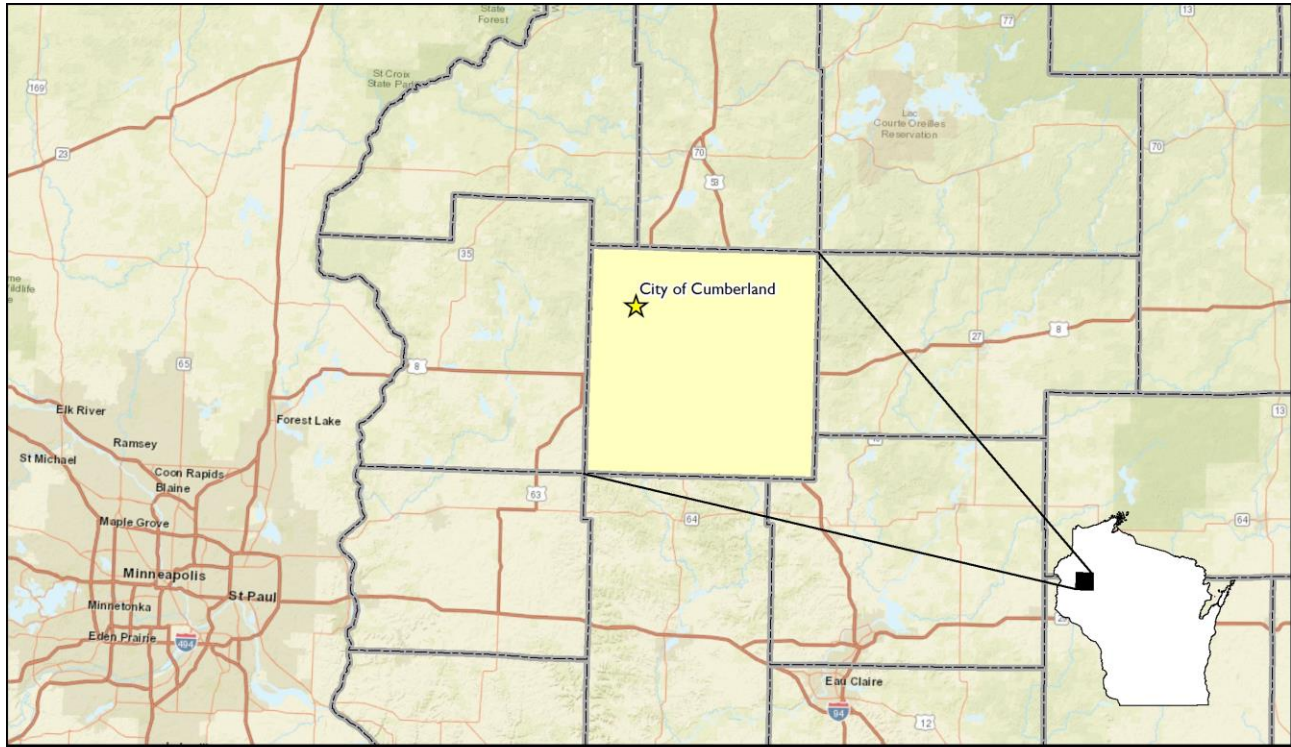
Beginning on January 1, 2010, any program or action of a local government which regulates land use (e.g., zoning, subdivision regulations, agricultural preservation programs) must be consistent with that government's comprehensive plan. According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community,

#### **AB608, Wisconsin Act 233** **Comp Plan Consistency Clarified**

This bill was signed into law in April 2004. This law reduced the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions that must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The law also reiterates that a regional planning commission's comprehensive plan is only advisory in its applicability to a political subdivision (a city, village, town or county), and a political subdivision's comprehensive plan.



# 1. Introduction



## REGIONAL/LOCAL CONTEXT CITY OF CUMBERLAND, WI

0 1.75 3.5 7 Miles

Data Sources:  
WisDOT, DOA, 2015 USDA Image  
Barron County Land Information



November 2017

which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must, at a minimum, address nine key elements:

- 1) Issues & Opportunities
- 2) Housing
- 3) Transportation
- 4) Utilities & Community Facilities
- 5) Agricultural, Natural, & Cultural Resources
- 6) Economic Development
- 7) Intergovernmental Cooperation
- 8) Land Use
- 9) Implementation

This update of the City of Cumberland Comprehensive Plan fully addresses the requirements of all nine elements within Wisconsin Statutes §66.1001. Given that this Plan update was funded by the City without state grant support, the fourteen State of Wisconsin Comprehensive Planning Goals identified Wisconsin Statutes §16.965 are considered advisory. The **City of Cumberland Comprehensive Plan Appendix** at the end of this document is incorporated by reference as part of this Plan update.

## **1.2 City of Cumberland 2006 Comprehensive Plan**

This document is an update of the City of Cumberland Comprehensive Plan that was adopted on October 3, 2006 (*hereafter referred to as the 2006 Plan*). The 2006 Plan was developed as part of a multi-jurisdictional planning effort involving eighteen other Barron County municipalities and funded, in part, through a State of Wisconsin comprehensive planning grant. The City's planning process for the 2006 Plan was facilitated by SEH, Inc., with data support from West Central Wisconsin Regional Planning Commission (WCWRPC). The issues, vision, goals, objectives, and policies from the 2006 Plan were reviewed and updated as part of this document. The maps, data, and a review of existing programs and plans were also updated, with most of this information incorporated into an appendix.

## **1.3 City of Cumberland Plan Update Process and Public Involvement**

The City of Cumberland contracted with WCWRPC to assist with the update of the City's Comprehensive Plan. This update process reviewed the entire 2006 Plan with some restructuring of the Plan to more clearly address the required plan elements. Further, the City

## *1. Introduction*

Plan Commission reviewed and modified the plan to better reflect current conditions and the vision and policy direction of the community.

Most plan elements include goals, objectives, policies, and programs, which are generally defined as:

**Goals** – Broad, general, and long-term expressions of the community’s aspirations for which the planned effort is directed. Goals tend to be ends rather than means.

**Objectives** – More specific targets derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals. Generally, objectives should also be achievable within the 20-year planning horizon.

**Policies** – Decision-making guidance, rules, recommendations, strategies, or courses of action to achieve the goals and objectives they are derived from. In this plan, policies are further separated into “policies” (general decision-making guidance) and “recommendations” (action-oriented strategies).

**Programs** – A system of projects, services, or other resources which can help the community achieve its plan goals, objectives, and policies. Programs are not always administered by the community and may include other service providers, agencies, and their plans. Existing plans and programs that may be relevant to the City are summarized in Appendix E.

The Plan update was prepared under the guidance of the City of Cumberland Plan Commission, which conducted three planning meetings with WCWRPC between May 2016 and November 2017. As a cost-savings measure, the City took on significant responsibility during the Plan update, including compiling an inventory of existing community services, establishing work groups to review each Plan element, and engaging local residents and stakeholders during the planning process.

The City of Cumberland complied with all public participation requirements in Wisconsin Statutes §66.1001, including the adoption of a written public participation plan on September 6, 2016 (see Appendix A). The City implemented the public participation plan as part of this Plan update, which included opportunities for public input such as:

- all meetings were properly noticed and open to the public;
- a public discussion meeting and SWOT (strengths, weaknesses, opportunities, threats) exercise was held in December 2016;
- a housing survey was conducted in winter 2016-2017;
- a public discussion meeting on the initial draft plan was held in September 2017;
- draft copies of the Plan update were available for public review;

- a properly noticed public hearing was conducted by the Plan Commission on the draft Plan; and,
- the City invited, considered, and responded to written comments on the draft plan.

As demonstrated by the previous list, the City of Cumberland is committed to an open public involvement and outreach program that invites participation from all residents at every level in the decision-making process. The City will continue to engage the community in the development of planning related items and tasks that are discussed in the Comprehensive Plan.

# **2.0 ISSUES AND OPPORTUNITIES**

- 2.1 Progress on the City's 2006 Comprehensive Plan
- 2.2 Issues and Opportunities
- 2.3 Existing Plans, Programs, and Regulations
- 2.4 City of Cumberland Vision Statements

## **2.1 Progress on the City's 2006 Comprehensive Plan**

The City of Cumberland has made substantial progress towards the vision, goals, objectives, and recommendations of the City's Comprehensive Plan adopted in 2006, including the following highlights:

### Transportation –Related Accomplishments

- Western Avenue reconstruction
- Lake Street reconstruction
- Fuller Avenue resurfacing
- Grove Street and 6<sup>th</sup> Avenue reconstruction
- 3<sup>rd</sup> Avenue reconstruction
- Sidewalks on Grove, 6<sup>th</sup>, Western, 2<sup>nd</sup> Avenues, and Lake Street

### Utilities and Community Facilities-Related Accomplishments

- new City Hall
- Library addition
- Wastewater Plant upgrades
- Water Tower
- Stormwater Management Plan
- Nursing home addition
- new Endeavor Stadium
- Charter School
- pre-K class moves to Elementary School
- new Food Pantry

### Natural and Cultural Resources-Related Accomplishments

- Lake District projects
- Urban Forestry Plan
- updated Outdoor Recreation Plan
- Community Placemaking Strategy
- upgraded Boat Landing at Eagle Point
- new Community Events (e.g., Radar Run, Christmas Tree Lighting)

### Economic and Land Use-Related Accomplishments

- Downtown Façade Projects
- new Businesses on Main Street
- Business Expansions (e.g., Louie's Finer Meats, DCA, Seneca)
- issuance of additional new construction and building permits



The 2006 Comprehensive Plan also included many objectives and ongoing recommendations that were more policy-oriented and have been used by the City to guide decision making, rather than actionable items with specific implementation timelines. However, not all recommended actions in the 2006 Plan were implemented or completed. In some cases, this was due to changing conditions or need, the availability of alternative approaches, or a change in community priorities.

The goals, objectives, policies, and actions in the 2006 Plan were reviewed and considered as part of this Plan update. Action recommendations from the 2006 Plan that were completed or no longer needed were removed, while some incomplete actions were modified and associated timelines in Section 10.1 were updated.

The Plan Commission desires that the City's Comprehensive Plan be a living document that is actively being used to guide decision making and assist with the tracking of projects that are needed for the betterment of the community. To this end, the Plan Commission amended Section 10.3 as part of this Plan update to ensure regular monitoring and evaluation of Plan implementation, while demonstrating the value of the Plan to community members.

## **2.2 Issues and Opportunities**

The Plan Commission undertook a community-driven process to identify the issues and opportunities facing the City of Cumberland. On December 15, 2016, the Plan Commission engaged residents, business owners, and other community stakeholders in an issues identification meeting that included:

- an overview of the required comprehensive planning elements;
- a review of developments and trends in the City since the 2006 Comprehensive Plan;
- a discussion on the results of the SWOT analysis included in the 2006 Plan; and,
- a brainstorming session in which the Strengths, Weaknesses, Opportunities, and Threats (SWOT) facing the community were identified by community members for each plan element, with the exception of the implementation element.

The results of this SWOT brainstorming session are identified below. These are the ideas of individuals; they are not prioritized, and no community consensus was formed. The SWOT brainstorming results below are for guidance only and do not necessarily represent the opinions of the Plan Commission or community.

Also listed below are key issues and opportunities facing the City over the next 25 years as identified by the Plan Commission, many of which overlap the SWOT results. The Plan Commission's list originated at their very first Plan update meeting in June 2016 and was later amended by the Commission in April 2017 after considering the SWOT results.

## ***2. Issues and Opportunities***

### **Housing Issues and Opportunities**

#### **Strengths**

- Strong variety
- Lake homes
- Good access to utilities/communications
- Investing in homes/remodeling
- Access to lake

#### **Weaknesses**

- Taxes
- Rental properties – upkeep of properties and curb appeal
- Housing not appealing coming into town
- Lots not being kept up
- Small amount of housing for middle and low income
- Behind on street maintenance
- Multi-family – lack of rental or own
- Lack of starter homes
- Summer traffic
- Lack of new homes/subdivisions
- Senior housing

#### **Opportunities**

- Opera house
- Grants to fix un-kept properties, both commercial and residential
- Sell campground, create residential
- Ample single family lots to build on

#### **Threats**

- Risk of people not wanting to come here
- Losing professional people to other towns
- Living in the townships
- Lack of housing
- Risk of losing business if they can't increase clients
- Can't afford to live; business won't thrive
- High taxes, reducing property values
- Loss of young families; can't afford housing

### **Plan Commission Key Issues and Opportunities**

- Desire to attract new residents and young families.
- Lack of a diverse, affordable housing supply and single-family residential lots. Do we fully understand housing market and needs? Need affordable rental and starter homes and mid-range twin homes for young families. May be a growing demand for duplexes for “snow birds.” Housing for seniors and aging in place.
- Generational differences in priorities, lifestyles, etc.
- Impact of property taxes on housing availability, growth, and maintenance
- Investigate opportunities (grants, incentives) to encourage the construction of new housing
- Maintenance of existing housing and related codes and incentives

## **Transportation Issues and Opportunities**

### **Strengths**

- Opportunity with cross roads, high traffic, high exposure
- Not an easy bypass, so traffic has to go through it
- Crossing guard at the school
- ATV traffic

### **Weaknesses**

- Trucks at 4 way stop
- Public transportation
- Traffic has to go through town, they don't stop
- Elimination of parking on Main Street
- Bridge on 63 connecting the lake
- Increase in school bus cost to transport from out of town
- All traffic at 4 way stop
- 8<sup>th</sup> avenue intersection
- State highway limits access

### **Opportunities**

- Bike path through town
- Stop lights or roundabouts
- Traffic cop when needed
- Boat access into town
- Tailor businesses on 63 to tourism; creates a better opportunity to stop
- Better signage for parking areas
- Additional municipal parking to the east
- Boat access across Highway 63
- Boat & kayak rental
- Boat gas on the lake
- Boat marina

### **Threats**

- No reason for people to stop, pass through community
- Bypass
- Congestion at times of year pushed people out

### **Plan Commission Key Issues and Opportunities**

- Truck traffic at the 4 corners intersection and on 8<sup>th</sup> Avenue. An alternate truck route is needed to connect 1st Ave. and Western Avenue, with a possible stop light at 8th Ave. and Elm St. and at Hwy 48 and Elm Street.
- Highway 63 bridge study and improvements, and related opportunities for east side growth.
- Lack of sidewalks and sidewalk repair.
- Safe Routes to School are needed. Address parking issues at the elementary school.
- Improved multi-modal (bike, pedestrian, ATV, snowmobile) connectivity, including recommendations in the Outdoor Recreation Plan. Walking and snowmobile trails and routes need to be better defined.
- Expansion and improvements at airport.

## ***2. Issues and Opportunities***

### **Utilities & Community Facilities Issues and Opportunities**

#### **Strengths**

- Own power plant
- Upgraded water and sewer facilities
- Library
- Golf course
- Airport, including flight school & maintenance
- School district
- Senior center
- Food pantry
- Hospital/clinic
- City hall
- City park
- Fire protection
- Football stadium
- Police
- Islander park
- Hockey building
- Eagle point
- Clean lakes
- Good dental clinic

#### **Weaknesses**

- Storm sewer/water
- Cost of electricity
- Summer workers/families wandering the streets to play, etc.
- High speed internet is currently available in many areas outside of City limits
- Housing for migrants
- Cost of cable

#### **Opportunities**

- Dog park
- Sewer district
- Library Lake

#### **Threats**

- Losing local business due to cost of utilities
- Regulations on power plant
- Cost of operating the library
- Hospital buyout

### **Plan Commission Key Issues and Opportunities**

- Water systems planning may need to be looked at and new water storage/tower may be needed in the future.
- Sewer extensions may be needed to accommodate growth.
- Implement the 2010 stormwater management plan and funding of the stormwater utility.
- What opportunities exist that will allow the City to continue to provide quality services, while maintaining or reducing costs to residents?
- City does not have an established sewer and water availability charge for vacant lots or increased capacity demand.
- Cemetery is nearing capacity; an expansion may be needed.
- Do public schools have capacity for projected growth?

- Is broadband service adequate to meet growing needs and uses? Can competition be increased?
- City maintenance building and shop.
- Child care services

### **Agricultural, Natural, & Cultural Resources Issues and Opportunities**

#### **Strengths**

- Lake
- Casta
- Ice age trail
- ETC - theatre
- Snowmobile and ATV trails, clubs
- School forest
- Campground
- Hunting and fishing
- City parks
- Variety of wildlife in the City limits
- Farmers market
- Many lakes and beauty of our area
- Coop resource for food
- Library
- Marching band
- Native American community

#### **Weaknesses**

- Playground facilities at the park
- Library lake
- Movie theatre
- Lack of places for people to stay – lodging, tourist
- No outdoor music
- Lacking industrial development area
- Inefficient ATV trail through town

#### **Opportunities**

- Library Lake
- Stronger promotion strategies for all of these things
- Combine these groups to work together
- Expansion for airplane hangars
- Commercial development
- Golf course
- Hwy 63 bridge

#### **Threats**

- Small town getting smaller if nothing is done
- People leaving
- Lack of money
- Time constraints
- Water quality
- Regulations
- Hwy 63 bridge

### **Plan Commission Key Issues and Opportunities**

- Lake development and lake recreational use can lead to water quality issues. Lake protection will be a key issue in the future.
- Wetland detention ponds may be needed in the future for water quality issues related to new development, as required by State.
- Cannery and 3M are both on the lake.
- Stormwater is affecting water quality and sedimentation on Library Lake.



## ***2. Issues and Opportunities***

- Aquatic invasive species.
- Lake District provides opportunities for addressing lake-related issues.
- Property values are impacted by water clarity. For each additional foot of Secchi depth, the housing value of a waterfront house goes up by \$3,650 based on a recent UW-Stout study of property values in the Red Cedar Watershed. Overall, the lakes in the Cumberland area have good water clarity.
- Implement outdoor recreation plan.
- Preservation of historic structures and related opportunities (e.g., Opera House)

### **Economic Development Issues and Opportunities**

#### **Strengths**

- Chamber
- CABA
- Lake
- 3M
- Ardisam
- DCA
- Seneca
- Downtown businesses
- Louie's
- Hwy 63
- Number of 2<sup>nd</sup> homes, pay taxes, don't use resources
- School district
- Hospital
- Proximity to Twin Cities
- Cross roads
- Private investment
- Strong community
- Airport
- City services
- attractive main street
- Churches

#### **Weaknesses**

- Minimal room in industrial park
- Inadequate assisted living facilities, lack
- Lack of high paying jobs
- Vacant store fronts
- Municipal buildings on main street
- Rundown store fronts
- Lack of people willing to relocate to rural areas
- Seasonal cash flow
- Taxes and cost of City services
- Hard to find qualified staff

#### **Opportunities**

- Education and training for trades
- Affordable housing
- Expanding the City foot print
- Expanding the industrial park
- Partnering with the school district
- Marketing
- Tourism
- Expanding business, new business
- Making better use of traffic through town
- Vacation lodging
- Daycare
- Senior housing, different levels

#### **Threats**

- Lower tourism
- Loss of business
- Loss of tax base
- Younger people can't stay or return
- People leave
- Higher taxes
- Reduced services

- Deteriorating infrastructure and environment
- Lose good working-class people
- Declining student enrollment
- Loss of property value

### **Plan Commission Key Issues and Opportunities**

- Opportunities to improve and showcase Library Lake
- Impacts on service and retail businesses due to economic shifts in the regional economy, such as changes in agriculture/farming and the loss of family resorts
- It is important to retain and grow existing businesses and manufacturers
- Are there enough lots in the industrial park?
- Contaminated site issues.
- Vacant commercial buildings
- Tax increment financing
- Need to increase the marketing of assets and tourism
- Workforce development—prepare young people for available local jobs and the jobs of the future
- Integrate the Placemaking Report into the Comprehensive Plan

### **Land Use Issues and Opportunities**

#### **Strengths**

- Zoning Ordinance and continued revisions
- Amount of lake shore property
- Lake District – keep lakes clean

#### **Weaknesses**

- Invasive species
- Lodging for tourists
- Moving parking off of Main Street, could make more attractive
- Limited zoning classifications
- Curb appeal
- Limited opportunity within the current City boundaries
- Lack of temporary, affordable housing
- Number of areas with non-conforming buildings/use

#### **Opportunities**

- Access to downtown via water
- Expanded industrial park
- Expanded tax base, new investment
- Access to Norwegian Bay
- Annexing
- Incorporating outlying areas
- Expand zoning for multiple dwelling

## ***2. Issues and Opportunities***

### **Threats**

- No one moves here
- Loss of businesses
- Increase regulations
- Higher taxes
- Loss of services
- Declining school enrollment
- Declining lake quality
- Lack of grant money

### **Plan Commission Key Issues and Opportunities**

- The dynamics of the tax base are changing and high property taxes can discourage or limit growth.
- Limited areas for growth due to natural obstacles.
- Lake development and related potential impacts to water quality should be considered in the Comprehensive Plan
- What types of residential densities does the community want?
- Are current zoning classifications sufficient?
- Where is the City going to grow in the future? Comprehensive Plan should look at expansion on edge of City and the existing City

### **Intergovernmental Cooperation Issues and Opportunities**

#### **Strengths**

- Fire district
- Lake Management District
- Public safety
- City and lake district have good relationship with county
- EMS
- Clean water
- City and school district

#### **Weaknesses**

- Relationship with state regulatory agencies
- Relationship with townships, share services
- Distance from Madison
- County sheriff and state police and their inability to crack down on drugs because people can't get gainful employment, easily accessible

#### **Opportunities**

- Relationship with DOT
- Better cooperation with City and townships
- DNR and lake restoration
- Crack down on drugs
- Sanitary (sewer) district
- Airport expansion with federal and state funding 95%

#### **Threats**

- Health care costs go up due to drug use
- Infrastructure crumble
- Loss of intergovernmental funds

- Lack of strong area representation in Madison
- Loss of interest in serving in public positions

#### **Plan Commission Key Issues and Opportunities**

- More cooperation with adjacent towns is needed
- Improved drug enforcement
- Extraterritorial zoning should be explored in Comprehensive Plan
- Sewer extensions to towns is also a key issue
- Issue related to services provided to people that live in township that are not paying a proportionate share of the cost.

The issues and opportunities identified by the community and Plan Commission above were the guiding force for developing the vision statement, goals, and objectives in this Comprehensive Plan update.

Many of the issues and comments are interrelated. Throughout the planning process, the Plan Commission was challenged to identify strategies that balance and address these different issues. These issues and opportunities should not preclude the discussion of additional issues at future planning meetings. Furthermore, future efforts should be made to solicit additional public input on a regular basis, and updates to the Comprehensive Plan should be made as deemed necessary. Section 10.4 of the Plan will further discuss the process and recommendations for making amendments and updates to the Comprehensive Plan.

## **2.3 Existing Plans, Programs, and Regulations**

Sections 1.2 and 2.1 previously discussed the City's existing Comprehensive Plan adopted in 2006. Under Wisconsin Statutes §66.1001, many of the plan elements require a description of the existing plans and programs related to each element.

The City's Code of Ordinances or Municipal Code is available online at [https://library.municode.com/wi/cumberland/codes/code\\_of\\_ordinances](https://library.municode.com/wi/cumberland/codes/code_of_ordinances) and includes City regulations on subjects such as:

- emergency services and government
- streets and sidewalks
- public nuisances, including those affecting health, peace, safety, and decency
- health and sanitation
- municipal utilities, including a stormwater utility
- building code, minimum housing code, and fair housing code
- historic preservation ordinance

## ***2. Issues and Opportunities***

- zoning code, including floodplain zoning and shoreland-wetland zoning
- subdivision and platting regulations

The primary existing plans and programs adopted by the City of Cumberland or other organizations within the community that are most pertinent to this Plan are discussed within the different Plan elements. Appendix E includes additional county, regional, state, and non-profit plans, programs, and rules that may also guide or support residents, businesses, and activities within the City. These plans, programs, and regulations were considered during the update of the Plan goals, objectives, and recommendations.

### **2.4 City of Cumberland Vision Statements**

The Cumberland Plan Commission reviewed and updated the vision statements from the City's 2006 Comprehensive Plan. The following statements are intended to assist the City Plan Commission, City Council, and Barron County in decision-making for future housing, transportation, agriculture, natural resources, and cultural resources, utilities and community facilities, economic development, intergovernmental cooperation, and land use activities in the City.

Supporting goals and objectives for each planning element are presented in the subsequent sections. These vision statements, along with the goals and objectives and policies, must be adhered to and implemented to fully achieve the overall future vision of the community.

#### **Housing Vision Statement**

In the future, housing choices in the City of Cumberland will be sufficient to meet the supply and demands of City residents, while attracting new residents. Residential development should occur in areas suitable for such development and existing infrastructure should be utilized when possible. In lakeshore areas, year-round and seasonal residential development will be located and designed to complement the natural beauty of the area while minimizing impacts on water quality. Future housing decisions will continue to encourage the small-town feel and tradition of being a good place to visit, reside, and raise a family.

#### **Transportation Vision Statement**

The City of Cumberland, along with Barron County and Wisconsin DOT, will provide a safe and efficient local, regional, and statewide transportation system with the various modes of transportation needed for a vibrant and attractive community. The multi-modal transportation network will complement the land use vision and provide an appropriate level of service to sustain community residents and businesses.

#### **Utilities and Community Facilities Vision Statement**

Development within the City of Cumberland will be served by adequate, efficient, and cost-effective utilities, community facilities, and services, which will benefit quality of life within the community, safeguard the environment, and provide the infrastructure needed to achieve the City's housing, economic, and land use goals.



**Agricultural, Natural, and Cultural Resources Vision Statement**

The City of Cumberland will retain its small-town character by promoting a continued mix of open and natural areas and lakeshore development. The City will have developed in a manner that respects and celebrates the diverse values and cultures of all citizens. Natural resources will be protected and serve as an environmental, recreational, and economic asset to the City. Development will be in harmony with the natural environment to ensure these resources are protected for future generations.

**Economic Development Vision Statement**

Economic development will continue to be in harmony with surrounding land uses and the natural environment, including lakeshore, commercial, and industrial development of all sizes. Employment opportunities within the City and in close proximity to residential areas will offer a living wage for City residents, while attracting new workers and community members.

**Intergovernmental Cooperation Vision Statement**

The City of Cumberland will work cooperatively with the neighboring towns, Barron County, the School District, the Lake District, and state agencies to provide residents with a wide variety of cost-efficient, non-duplicative services for the betterment of all residents. Residents will be informed on all matters pertinent to City operations and land use issues.

**Land Use Vision Statement**

The City of Cumberland will maintain a high quality of life and nurture compatible and efficient growth, while maintaining its “small-town” atmosphere and character.

## 3.0 HOUSING AND DEMOGRAPHICS

### 3.1 Population Estimates and Projections

### 3.2 Housing Characteristics, Needs, and Projections

### 3.3 Housing Goals, Objectives, and Recommended Actions

### 3.4 Housing Policies and Programs

This element shall identify specific policies and programs that promote the development and redevelopment of housing for residents and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and maintain or rehabilitate the existing housing stock. The element shall assess the age, structural value, and occupancy characteristics of the existing housing stock and produce a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand.

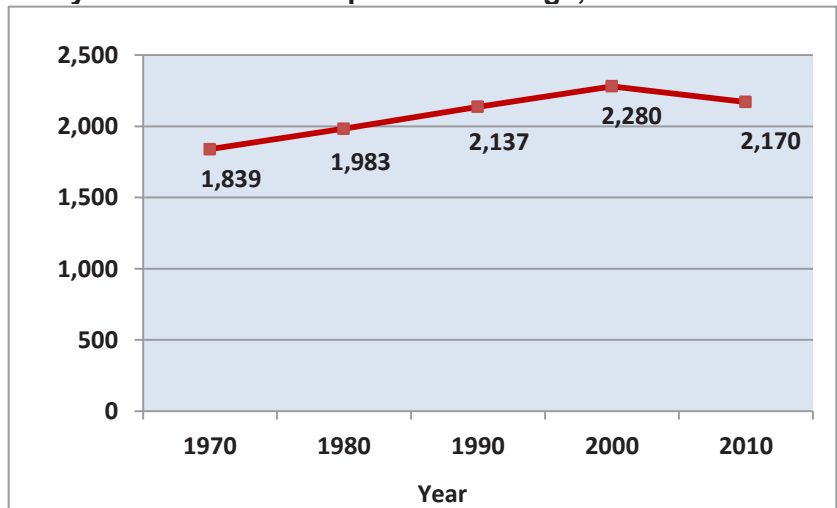
To properly plan for the City of Cumberland's future requires an understanding of the community's population, demographic, and housing trends. Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. And housing trends are directly related to demands of the population. While comprehensive plans must describe programs that are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the City is solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized in Appendix E.

### 3.1 Population Estimates and Projections

As of January 1, 2016, the City of Cumberland had 2,182 residents according to the official State of Wisconsin population estimate. As shown in the chart to the right, this is increase from the 2010 U.S. Census population estimate, but a decrease of 98 residents since 2000.

Between 2000 and 2010, the average age in the City increased significantly from 43.2 years to 46.8 years. The City's average age is considerably higher than the Barron County average of 43.1 years. In 2010, approximately 14.6 percent of the

**City of Cumberland Population Change, 1970 – 2010**



Source: U.S. Bureau of the Census 1970 - 2010

City's population was 65 years or older, while 22.9 percent was under the age of 20. In terms of race, it is estimated that approximately 95.4 percent of City residents are "White Alone," 1.7 percent having "Two or More Races," and 1.3 percent being "American Indian Alone"; approximately 2.5 percent of residents gave their ethnicity as "Hispanic Origin." The map on the following page shows the distribution of Cumberland's 2010 population by census block. Appendix B includes additional population and demographics data for the City of Cumberland.

The table below includes the official population estimates and projections for the City of Cumberland. The official population projections (in light orange) were prepared by the Wisconsin Department of Administration in 2013 and anticipate a decrease in population over time. This projection likely reflects and places significant weight on the 2000 to 2010 population decrease, which is an anomaly compared to the overall trend and 2016 estimate.

The City Plan Commission expressed skepticism regarding the accuracy of these projections and pointed out that the 2016 estimate is nearly equal to the 2020 projection. The Plan Commission also noted that housing growth is on the increase with three new homes during the first quarter of 2017. Further, there is an expectation that the population will also increase as a significant number of seasonal/recreational, lakefront homeowners retire and move to Cumberland to reside year round.

**Population Projections, City of Cumberland, 2010-2040**

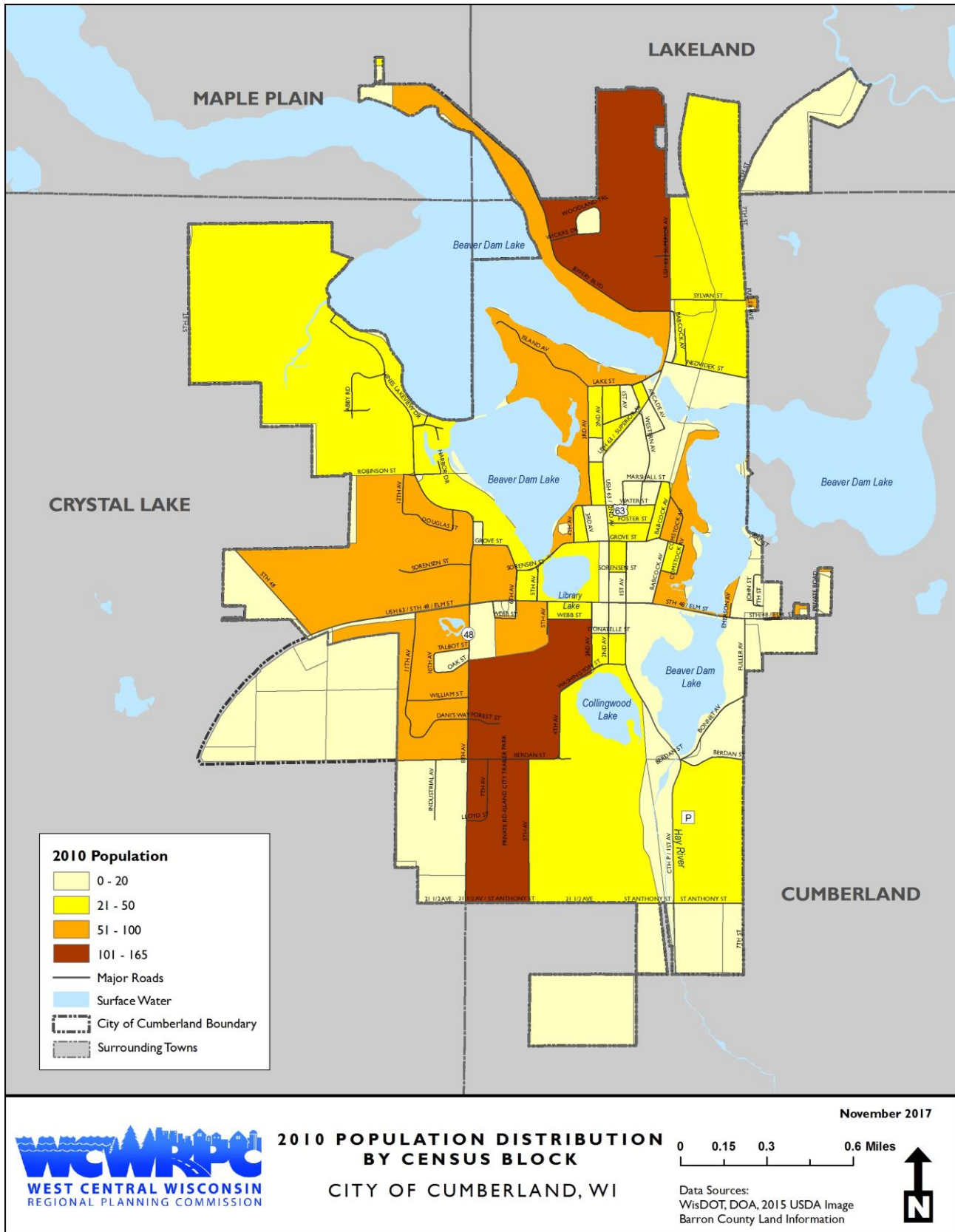
	1970 Census	1980 Census	1990 Census	2000 Census	2010 Census	2015 Est.	2016 Est.	2015 Proj.	2020 Proj.	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	total change
Total Population Estimates	1,839	1,983	2,137	2,280	2,170	2,175	2,182							343
Population Increase		144	154	143	-110	5	7							
% Annual Population Change		0.78%	0.78%	0.67%	-0.48%	0.05%	0.32%							0.41%
WDOA Projected Population								2,180	2,185	2,205	2,195	2,140	2,055	-125
Population Increase								10	5	20	-10	-55	-85	
% Annual Population Change								0.09%	0.02%	0.09%	-0.05%	-0.25%	-0.40%	-0.23%
Straight-Line Projected Population								2,175	2,220	2,265	2,312	2,359	2,407	232
Population Increase								5	45	46	46	47	48	
% Annual Population Change								0.05%	0.41%	0.41%	0.41%	0.41%	0.41%	0.43%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013

Given these trends, an alternative population projection (in green) was created that will be used for housing and land use planning for the Plan update. This alternative projects that from 2015 to 2040 (25 years), the City's population will increase by 226 residents or an annual average increase of 0.43% or 9.28 residents per year. This alternative is a straight-line projection based on the following assumptions:

- From 1970 to 2016 (46 years), the City of Cumberland population increased by 343 residents or an annual average increase of 0.41% or 7.5 residents.
- Annual population growth rate of 0.41% applied to the 2015 official estimate of 2,175.
- Assumes the City of Cumberland achieves its Comprehensive Plan goals and objectives, such as increasing housing availability and continuing to provide a high quality of life.

### 3. Housing and Demographics



- As the boomer generation retires, it is likely that an increasing number of current seasonal homes (about 9.2% of current housing stock) and recreational lots will become year-round residences. Excellent water quality and recreational opportunities on Cumberland's lakes will continue to make the community an attractive place to live.
- The Cumberland School District is excellent and helps make the community a great place to raise a family.
- Based on a 2010 average of 2.18 persons per housing unit, approximately 107 housing units will be needed by 2040.

The City Plan Commission believes that the alternative straight-line project is reasonable, achievable, and is likely a conservative estimate.

### **3.2 Housing Characteristics, Needs, and Projections**

Housing costs are the single largest expenditure for most Wisconsin residents. For many homeowners, their home is their most valuable asset and largest investment. Housing also plays a critical role in state and local economies. The construction industry and other occupations that support housing are a major portion of the economy. Residential development is also a major source of revenue for local communities in the form of property taxes. Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

Planning for the provision of housing may be new to many local units of government. Nonetheless, the programs and actions of local governments can influence the housing market. The comprehensive planning process necessitates that the community analyze the impact of the policies and regulations on the development of various types of housing. The analysis is intended to take into account the current and projected housing needs in the community. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a twenty-year planning horizon.

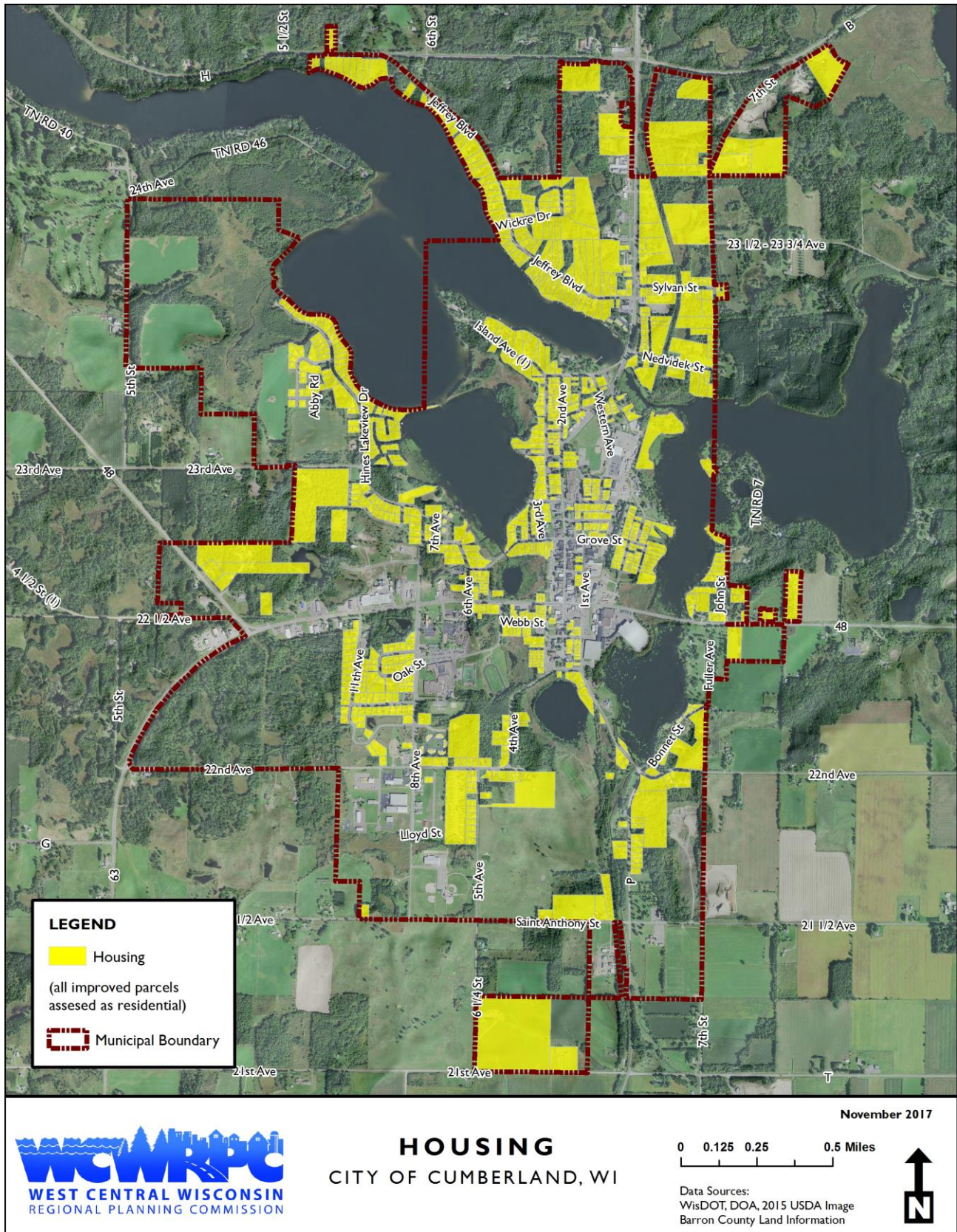
#### **City of Cumberland General State of Housing**

By parcel and acreage, residential housing is the primary land use within the City of Cumberland. The map on the following page shows the general distribution of residential assessed parcels with improvements within the City of Cumberland. Additional housing units not shown on the map exist downtown on the second story of commercial buildings (vertical mixed use) or scattered apartment buildings that are assessed as commercial.

According to the 2010-2014 American Community Survey (ACS), 67 percent of housing units in the City are detached single-family homes. The remaining housing units are spread throughout a variety of structure types with 7.7 percent of units in a structure with 20+ units.



### 3. Housing and Demographics



The map shows a few large residential parcels that may be available for future infill or subdivision. It is notable that about 22 percent of residential parcels in the City (or 248 parcels) are within 50 feet of a surface water. The majority of these lakefront properties are seasonal or recreational (not full-time) residences or are occupied by “empty nesters” or retirees, which explains the community’s unique housing and demographic mix. There are very few opportunities for the addition of new lakefront parcels within the City that are potentially developable, though some opportunities for redevelopment (e.g., replacing an older cottage with a newer home) do exist.

As shown in the table below, the total number of housing units in the City increased by 6.4 percent from 2000 to 2010, even though the population decreased during the same time period. Seventy-three new housing units were added to the City’s housing stock in this ten-year period.

#### **Housing Occupancy and Tenure, City of Cumberland, 2000 - 2010**

	<b>2000</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>	<b># Change '00--'10</b>	<b>% Change '00--'10</b>
Total Housing Units	1,134		1,207		73	6.4
Occupied Housing Units	1,013	89.3	994	82.4	-19	-1.9
Owner-Occupied	665	58.6	643	53.3	-22	-3.3
Renter-Occupied	348	30.7	351	29.1	3	0.9
Vacant Housing Units	121	10.7	213	17.6	92	76
Seasonal/Rec/ Occasional Use	65	5.7	111	9.2	46	70.8
Average Household Size	2.18		2.14		-.04	-1.8
Persons per Housing Unit	2.25		2.18		-.07	-3.1

Source: U.S. Bureau of the Census 2000 & 2010, ESRI Community Analyst

In 2010, 17.6 percent of the City’s housing stock was vacant, with 9.2 percent seasonal. In discussing this with the Plan Commission and a local realtor, the largest percentage of these vacant units was higher-value lakefront properties that were for sale or solely for recreational use. These trends explain the City’s decrease in the number of persons per occupied housing unit from 2.25 persons/unit in 2000 to 2.18 persons/unit in 2010. In comparison, Barron County had an average of 2.36 persons per occupied housing unit in 2010.

The 2010 median home value for owner-occupied units in the City of Cumberland was \$151,815, which is lower than Wisconsin’s median value, but significantly higher than Barron County’s. Finding affordable, quality housing is a significant concern in Cumberland, given that the lakefront properties have up to 5-10 times higher assessed land value compared to similar-sized properties in the community. According to the 2011-2015 American Community Survey (ACS) for the City, 25.2 percent of homeowners with mortgages and 16.1 percent of



### ***3. Housing and Demographics***

renters were spending more than 30 percent of their household income on housing.<sup>1</sup> Please note that ACS figures are estimates based on sample data and can have a sizable margin of error. Additional housing-related data can be found in Appendix B.

#### **Assessment of Housing Needs**

Traditionally, rural communities, such as Cumberland, have a high percentage of single-family homes, often with few other housing types available. However, as new residents move in and as the population ages, other types of housing should be considered to provide an assortment of housing types needed to meet the needs and demands of area residents. This is particularly true in communities where a large proportion of the population has been longtime residents. In such places, there is a desire for these residents to remain in the community during their retirement years. This appears to be the case in Cumberland. It is not feasible, from an economic perspective, for the City of Cumberland to develop these alternative housing choices, but rather allow private developers to determine if a market need is present and they can explore the ability to establish these facilities. The City should support the development of an assortment of housing alternatives over the next 20 years.

Addressing a variety of existing housing concerns is a high priority for the community as reflected in the housing issues and opportunities in Section 2.2. In addition to engaging the community in a SWOT exercise to identify housing-related issues and opportunities, the City conducted a web-based housing survey, which had 112 participants. The survey results are included in Appendix C and largely reinforced the housing issues and opportunities by demonstrating an increasing demand in alternative housing types. Some notable highlights of the survey were:

- 92.7% of respondents current reside in a single-family detached home and 84.4% prefer to live in a single-family detached home.
- 7.3% would prefer to live in a condominium.
- 9% currently rent their home, yet 13.5% would prefer to rent their home.
- Neighborhood Image, Price/Affordability, and Type of Housing are the top three factors in making a housing decision, in that order of priority. Non-residents placed much less value on Neighborhood Image and more value on Quality/Age of Housing Stock.
- Convenience to Retail, School and/or Church, and Hospital are the top three neighborhood amenities when making a housing decision, in that order of priority.
- A mix of housing types is desired, with single-family homes, and townhomes/duplexes/ row houses at the top of the list.

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<sup>1</sup> The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not cost a household more than 30 percent of its household income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing. Households may choose to pay more to get the housing they need or want; however, according to HUD standards, people should have the choice of having decent and safe housing for no more than 30 percent of their household income.



- Respondents believe young families and seniors are underserved by the existing housing stock.
- 52.2% of respondents have never lived in Cumberland, though 52.4% would consider living in Cumberland if the right housing were available. 76.2% of these non-residents would prefer single-family detached homes, and 83.7% would prefer to own their home.

Based on the issues and opportunities, survey results, and discussions with the Plan Commission and local real estate professionals, the following key existing and future housing trends and needs were identified for the community:

- With the economic and housing recession of the late 2000s and early 2010s, the number of vacant homes available for sale in the City of Cumberland jumped significantly as demand decreased.
- According to local officials and real estate professionals, the majority of the homes on the market during the last decade have been higher-priced homes, often lake properties, which are not affordable for many families.
- This lack of available starter and mid-range homes in the \$100,000 to \$200,000 range continues today. The market for these homes includes young families as well as households who are looking to downsize.
- The population is aging, and there will be increasing demand for senior housing and housing options and community amenities that allow for aging in the right place.
- Many lots have been stagnant, especially higher-priced lake lots. Construction of new homes has been very slow.
- Available rental housing is also not meeting demand. There is a greater demand for well-maintained and attractive rental properties that are “more of a home.”
- Upkeep and maintenance of some existing homes and rental properties is a concern.
- Generational differences in housing preferences, lifestyles, and priorities exist and must be considered if the City desires to attract and retain young people.
- Primary barriers and opportunities to meeting the housing demand include:
  - Availability of sewer and water to undeveloped lots.
  - Taxes compared to some communities are high, though this may have more to do with assessed values, the large proportion of lakefront properties, and the availability of lots, rather than tax rates. Keep in mind that the City provides services not available in most unincorporated towns, and there appears to be a healthy market of potential buyers who want to be in the City with convenient access to services and the schools.
  - For the current demand, lot size is less important than other factors (e.g., services, cost, quality, development incentives, jobs, quality of life).

### ***3. Housing and Demographics***

#### **Housing Unit Projections**

Housing projections are helpful to estimate the amount of land that may be needed for future residential development. As the number of households and housing units grow, there is a resulting need for government to provide additional public facilities and services such as roads, sewer and water extensions, fire and police protection, schools, etc.

The housing unit projections used for this plan are intended to provide an estimate of housing units that will be developed through the year 2040 based on observed changes in population and housing preferences. The projections are based on several assumptions that create limitations that should be remembered when considering the projections. The assumptions include the following:

- The alternative straight-line population projection in Section 3.1 is reasonable and will continue to be reasonable during the planning period. However, as noted previously, the City Plan Commission did believe that even this alternative projection was conservative and the actual population could potentially be higher in the future, especially if the vision and goals of this plan are attained.
- The 2010 average number of persons per occupied housing unit (2.18) is used for the average household size for new residents. For young families, the household size will often be larger, but this will also be offset by retirees moving into formerly seasonal lakefront homes and empty nesters looking to downsize. For this projection, this average will remain constant during the planning period.
- It is expected that the occupancy rate will increase and the vacancy rate will decrease by over time, which contradicts the trends and projections in Appendix B. This reflects anticipated increases in housing demand (compared to the market in 2007-2010) and the conversion of some seasonal units to year-round residences over time. How to account for this is challenging since: (1) many of these vacant units will continue to be used as seasonal, recreational housing and (2) many of the vacant units that are on the market are not of a type and price that are most in demand, as previously discussed. For these projections, the numbers of new units needed were decreased by 25 percent (rounded up to the nearest whole number) in order to reflect that some of projected new population will reside in existing homes that are currently vacant.

Based on the following projections, an additional 84 new housing units will be needed in the City of Cumberland between 2015-2040 (or 3.36 new housing units per year). This assumes 25 existing, vacant units will become full-time homes. Based on the current housing mix in the community, about 50-55 of these new units will be detached, single-family homes. However, there is some evidence of increasing demand for alternative housing types (e.g., condos, townhouses, apartments), as previously discussed.

**Housing Unit Projections based on Projected Population, City of Cumberland, 2010-2040**

	<b>2010 estimate</b>	<b>2015 estimate</b>	<b>2020 proj.</b>	<b>2025 proj.</b>	<b>2030 proj.</b>	<b>2035 proj.</b>	<b>2040 proj.</b>
Population Estimate/Projection	2,170	2,175	2,220	2,265	2,312	2,359	2,407
Increase in Projected Population		5	45	45	47	47	48
Total Units Needed for New Residents at 2.18 persons per unit		2	21	21	22	22	23
Adjusted New Units Needed (25% reduction for a decrease in vacancies)		2	16	16	17	17	18
Housing Unit Projection (adjusted for decreasing vacancy)	1,207	1,209	1,225	1,241	1,258	1,275	1,293

Source: WCWRPC

### 3.3 Housing Goals, Objectives, and Recommended Actions

#### **Housing Vision Statement**

In the future, housing choices in the City of Cumberland will be sufficient to meet the supply and demands of City residents, while attracting new residents. Residential development should occur in areas suitable for such development and existing infrastructure should be utilized when possible. In lakeshore areas, year-round and seasonal residential development will be located and designed to complement the natural beauty of the area while minimizing impacts on water quality. Future housing decisions will continue to encourage the small-town feel and tradition of being a good place to visit, reside, and raise a family.

The following goals and objectives have been developed to further guide housing decisions in the City of Cumberland. Some objectives include recommended actions. Implementation and policy decisions consistent with this section will assist in achieving the housing vision stated above. Some of the goals and objectives discussed in the other planning elements will also have an effect on housing.

***Goal: The housing stock in the City of Cumberland should provide an adequate range of housing opportunities to meet the varied needs and desires of existing and future community residents.***

**Objective:** Maintain viable, properly zoned areas that are available for new residential development. Maintain the City's future land use map and City's zoning map to provide adequate opportunities to meet a variety of housing market needs, including multi-family housing, while providing access and linkages to appropriate services and amenities, such as parks and safe routes to school.

### *3. Housing and Demographics*

Objective: Allow zoning that encourages existing homes to be legal uses.

Objective: Coordinate the provision of all public services and utilities with new residential development in the City.

Objective: Development of new single family, multifamily and senior housing in appropriate areas of the City.

Objective: Housing should be considered an integral part of the City's economic development strategy.

Objective: Encourage development of housing, including owner- and renter- occupied units, to accommodate all income levels. Emphasis should be given to: (i) mid-range, single-family affordable homes for young families and households looking to downsize; (ii) alternative housing types (e.g., twin homes, duplexes, town houses); and (iii) quality, mid-range rental units.

- a. Support efforts of private and nonprofit organizations to address the needs of all income levels, age groups, and persons with special needs in the development of housing within the City.
- b. Complete a housing analysis or plan that better defines the housing needs, demands, and opportunities for the community and provides measurable objectives and prescriptive actions.
- c. Increase the marketing of available residential lots and infill/redevelopment opportunities within the community.
- d. Work with the owner of the Opera House, housing providers, and other resources to explore the redevelopment of this structure as condos or quality rental units.
- e. Consider extending the life of Tax Increment Financing District (TID) #7 to support housing development. Once TID #7 closes, explore the creation of a new, multi-use TID to finance housing development.
- f. Continue the work group engaging in a conversation with realtors, developers, and non-profit organizations to address the housing needs of the community and identify potential incentives to address housing needs, improve housing maintenance, and diversify the housing stock.

Objective: Increase the supply of alternative housing opportunities to serve residents of all ages, including but not limited to, independent and assisted living facilities for elderly and disabled residents.

- a. Support efforts and new programs that will provide additional elderly and disabled resident housing opportunities and services. Work with the Aging and Disability Resource Center (ADRC) to increase awareness of related assistance programs.

- b. Encourage developers to consider issues of accessibility and aging in place standards as part of new home construction.
- c. The City shall continue to monitor changing housing trends and demands, including generational differences in housing and lifestyle preferences.
- d. Work with the Housing Authority and other partners to explore housing grant opportunities to improve access and quality of housing for migrant workers.

***Goal: Guide new housing development into areas that minimize impacts on sensitive natural resources (lakes and wetlands) so that the City continues to be an attractive place to reside.***

Objective: Encourage development in areas that will not result in property or environmental damage. New residential development and residential infill development should be consistent with and not detract from the general character of the neighborhood.

- a. Utilizing information in the Agricultural, Natural, and Cultural Resources Element, the City shall inventory and map sensitive resources that should be preserved to the greatest extent possible.
- b. Encourage “low impact” development that strives to retain natural vegetation that can help reduce storm water runoff, flooding, and minimize impact on water quality. Encourage the retention of natural vegetation, especially along lakeshores
- c. Encourage landscaping and natural screening between building sites.
- d. Explore the creation of a traditional neighborhood overlay district (TND) for residential zoned areas that allows a mix of compatible uses at a desired scale, design, and character that is at a human scale and generally consistent with the older neighborhoods of Cumberland.
- e. Review and modify, if needed, the City’s ordinances and policies to preserve and encourage compatible commercial and residential mixed-use development and vertical mixed use in Downtown Cumberland that maintains and supports the historic function of the downtown as the community’s central business district

***Goal: Provide for the appropriate design of residential development that addresses the daily living and recreational needs of residents.***

Objective: Pedestrian movement within developments and around the community should be accommodated. Sidewalks should be a component of all new housing developments.

### ***3. Housing and Demographics***

Objective: Require all new subdivision developments greater than 10 acres in area to contribute a reasonable fee to be applied to open space and recreational facilities to serve the needs of residents of the development, pursuant to Section 66.0617, Wisconsin Statutes. Before instituting such a fee, a Needs Assessment, satisfying Section 66.0617 (4), Wisconsin Statutes, shall determine the minimum amount of recreational and open space needed to achieve community goals, balanced by the City's financial ability to maintain the space or facilities.

- a. Continue to implement and enforce Section 18.16 of the Municipal Code regarding dedication and reservation of lands and proportionate payments in lieu of dedications.

Objective: Require all housing developments to provide adequate off-street parking and landscaped areas.

- a. Continue to implement and enforce the parking space requirements in Section 17.37 of the Municipal Code.

***Goal: Improve the existing housing stock to enhance quality, livability, and character of the City.***

Objective: Encourage the elimination of substandard, blighted, or deficient housing throughout the City, which will benefit housing values over time.

- a. Support the enforcement of residential codes and nuisance ordinance standards that restrict and/or prohibit the accumulation of junk and debris. Review and amend existing municipal codes if needed.
- b. Use available federal, state, and local funds for housing rehabilitation grants and loans to help owners improve their homes and building sites.
- c. Partner with housing providers, utilities, and other agencies to provide and advertise housing rehabilitation and energy conservation programs.
- d. Promote the preservation and rehabilitation of the existing housing stock.
- e. Encourage Barron County, State of Wisconsin, or other regional partners to further develop a housing rehabilitation program utilizing low or no-interest loan program funds.

### 3.4 Housing Policies and Programs

#### **Housing Policies**

The City encourages the proper placement of housing to limit potential land use conflicts. Existing homes should be zoned properly to allow for the future use of a home on that property. The City supports having more land available for senior housing and townhomes/twin homes/duplex development to meet the needs of the changing population. These developments should be carefully planned and sited to ensure they are not harmful to current development or natural resources.

#### **“Aging in the Right Place”**

Given our aging population, a growing emphasis for many communities is to consider and advocate for designs that allow for “aging in place.” Aging in place is the ability to live in one’s own home and community safely, independently, and comfortably regardless of age, income, or ability level.

But more importantly, seniors and people should have access to the “right places” where they can live in an environment that is pleasurable and safe, and where they feel competent and in control.

This concept is not limited to housing design and construction, but includes housing affordability as well as aspects of other Plan elements such as transportation options and access to goods and services. The right place will also nurture an “active” lifestyle and discourage social isolation.

The City has been open to working with developers to explore housing and planned unit development projects that are flexibly designed, but still cost-efficient, and compatible with the surrounding natural and neighborhood context.

The City supports a policy that encourages area residents to keep their yards clear of excessive debris that may be considered a nuisance or create a public health and/or safety hazard. Furthermore, housing developments in the City should be constructed and maintained in a fashion that is consistent with existing character of Cumberland and in context with the surrounding neighborhood.

The private sector is encouraged to address the needs of all income levels, age groups, and persons with special needs in the development of safe, affordable, and quality housing in the City of Cumberland. The City recognizes that generational differences exist in the housing market and why people choose to live where they do.

While it is unlikely the City will develop residential housing units itself, it encourages the private sector and non-profits to make residential housing available, with a particular emphasis on increasing the availability and diversity of quality, mid-range housing options. Considering the City is largely developed, the City encourages redevelopment of vacant or dilapidated lots, homes, and structures before development of green space, when possible. Affordable housing development, including low- to moderate-income, should be developed in the City to ensure all ranges of family incomes have an opportunity to live, work, and raise a family in the community.



### ***3. Housing and Demographics***

#### **Housing Programs**

The City of Cumberland has no municipal housing programs, though it has used tax increment financing to develop infrastructure that has benefited housing development. To meet local housing needs, the City of Cumberland and its residents largely rely on the various public and non-profit housing programs and services that are identified in Appendix E as well as the services of the Cumberland Housing Authority.

The Cumberland Housing Authority provides the following affordable rental housing for income-eligible families and senior or disabled households: Island City Apartments (40 units; some rent-subsidized units), Lakeview Apartments on 6<sup>th</sup> Avenue and duplexes on Frontage Street (2 units) and Nedvidek Street (2 units). Additional HUD-subsidized housing is provided by the Land Mark Company at Heritage Place on Arcade Street and Water's Edge on Comstock Street.

There are two nursing or assisted living facilities within the Cumberland area:

- Cumberland Healthcare Extended Care Unit is a 50-bed skilled care nursing home managed under a partnership with Care & Rehab Cumberland. The facility expanded in late 2016 to include a new wing with 16 private rooms, a large dining area, family rooms and a rehabilitation services treatment space.
- Autumn Leaves Assisted Living Estates is an adult family home with a licensed capacity of four.

There are no additional nursing homes, assisted living facilities, adult group homes, etc., within the Cumberland zip code.

## 4.0 TRANSPORTATION

- 4.1 Streets and Highways
- 4.2 Other Modes of Transportation
- 4.3 Assessment of Future Needs
- 4.3 Transportation Goals and Objectives
- 4.4 Transportation Policies
- 4.5 Other Transportation Plans and Improvement Programs

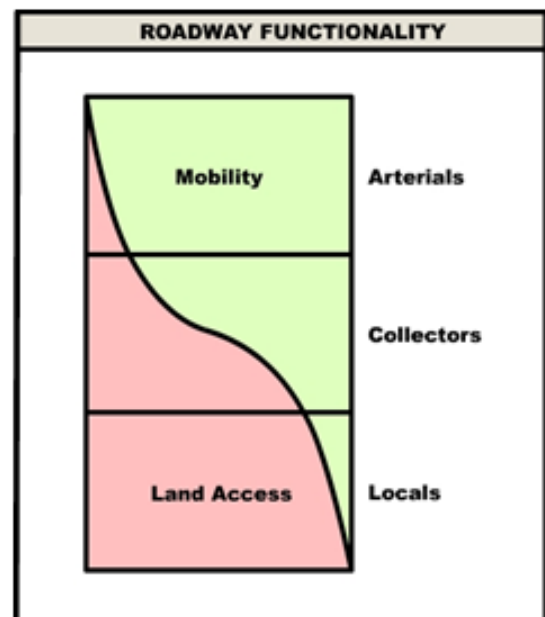
A transportation system should safely and efficiently move people and products. Transportation can directly influence a community's growth, or it can be used as a tool to help guide and accommodate the growth that a community envisions. Like the other elements in the Plan, transportation is interconnected, especially with land use. Economic, housing, and land use decisions can increase or modify demands on the various modes of transportation (e.g., highways and roads, air, rail, pedestrian, bicycling). Likewise, transportation decisions, such as the construction of new roadways, can impact accessibility, land values, and land use. And for most smaller communities, maintaining the local transportation system is a large part of their local municipal budget.

This element includes a compilation of background information, goals, objectives, actions or policies, and recommended programs to guide the future development and maintenance of transportation systems in the City of Cumberland. This element also compares the City's transportation policies and programs to other local, state, and regional transportation plans as required under Wisconsin State Statutes 66.1001.

### 4.1 Streets and Highways

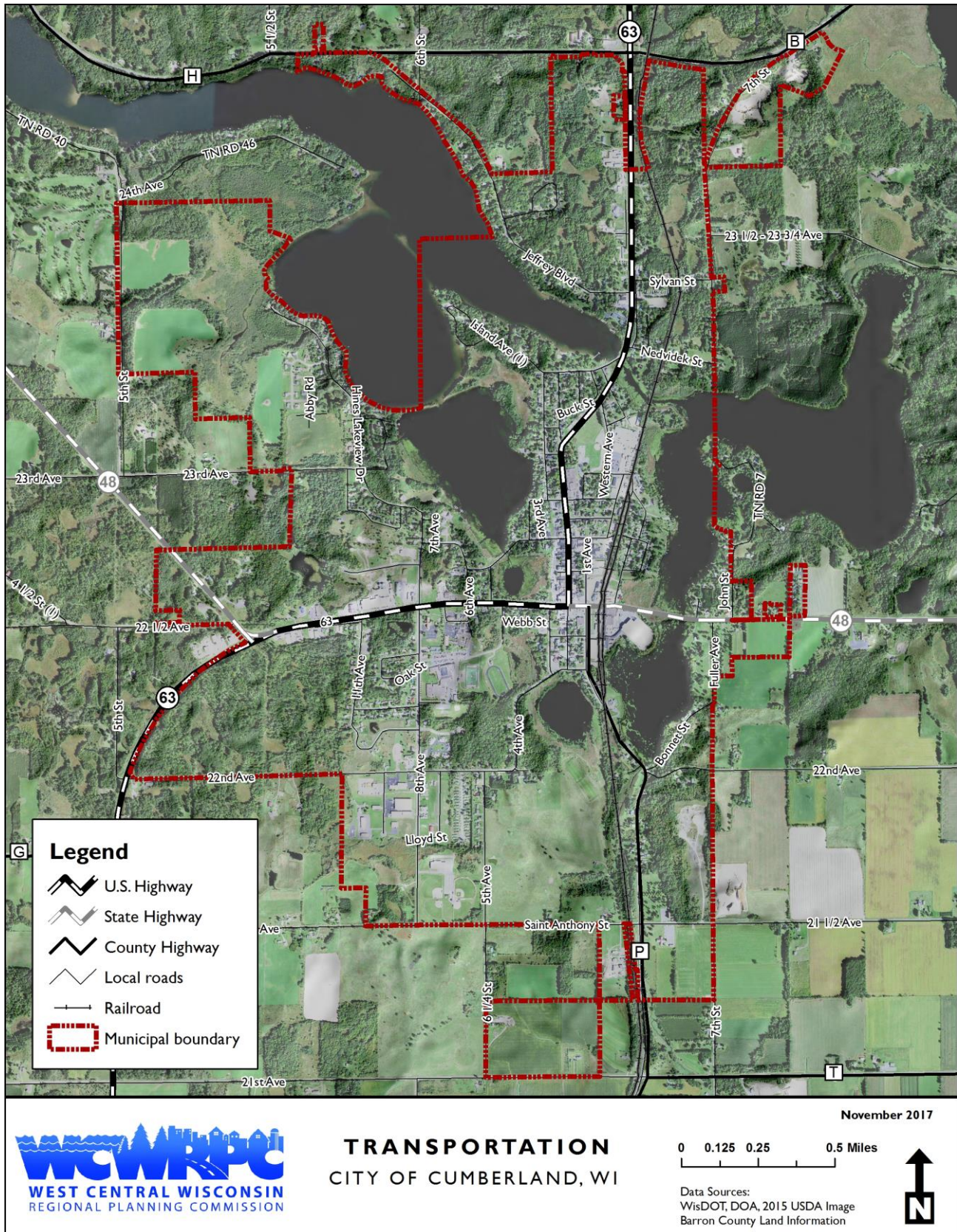
Streets/local roads and highways constitute the City of Cumberland's primary mode of transporting people, goods, and services. The City's transportation system is shown on the map on the following page with the jurisdiction of each roadway (e.g., city/local, county). The far majority of roadways within the City are local streets owned and maintained by the City of Cumberland.

For planning, transportation funding, and design purposes, public roadways are divided into different functional classes, such as arterials and collectors. Factors influencing function include traffic circulation patterns, land access needs, and traffic volumes. These functional classifications are also often related to ownership and maintenance responsibilities, with the higher roadway classes often being County, State, or federally owned.





## 4. Transportation



The City has one principal arterial—U.S. Highway 63—that runs north/south through Cumberland. State Highway 48, classified as a minor arterial, runs east/west through the City. County Highways B, H, and P are classified as collectors. Historically, the function of these higher classified roadways (e.g., arterials) emphasized the mobility of car and truck traffic. However, this function can create conflicts, such as when a regional arterial (e.g., Highway 63) passes through the traditional business district and residential areas of a community like Cumberland.

**Functional Road Classifications, City of Cumberland, 2017**

Functional Class (rural)	Approximate Miles	% of Miles
Principal Arterials	2.53	10.1%
Minor Arterials	0.94	3.8%
Major Collectors	1.45	5.8%
Minor Collectors	2.23	8.9%
Local Roads	17.87	71.4%
Total	25.03	100.0%

Source: Wisconsin Department of Transportation, 2017

The intersection of US 63 and WIS 48, and the presence of numerous lakes, has resulted in distinct regions of the City. The City's main local street system is located in the northwest and northeast quadrants formed by US 63 and WIS 48. More recent development has occurred in the southwest quadrant where there is more land available, including the high school and new homes. Limited development has occurred in the southeast quadrant where most is located on Highway 48, due to the proximity of the lake.

Not surprisingly, Highway 63 is also the most travelled roadway in the City of Cumberland with a 2017 average annual daily traffic volume of 8,300 vehicles (preliminary estimate) near the hospital. Highway 63 north of the Highway 48 intersection had a 2014 AADT of 7,200. And Highway 48 just east of its intersection with Highway 63 had a 2017 AADT of 6,000.

The automobile is the dominant mode of transportation for residents of the City of Cumberland, which is clearly reflected in the table below.

**Means of Transportation to Work for Working Cumberland Residents, 2015**

Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	78.3%
Car, Truck, or Van – Carpooled	10.9%
Public Transportation (excluding taxi)	0%
Walked	5.2%
Taxicab, motorcycle, bicycle, or other	0%
Worked at home	5.7%

source: U.S. Census Bureau, 2011-2015 American Community Survey



## 4. Transportation

Nearly half of employed Cumberland residents worked within the City as shown on the following table. This data excludes farmers and, likely, many sole-proprietors. The mean travel time to work for residents is 19.1 minutes and 46.8 percent lived within ten miles of their place of employment.

**Place of Work for Working Cumberland Residents, 2015**

Place of Work (non-farm)	Percent of Workers
Worked within the City of Cumberland	44.3%
Worked in Barron County, but outside the City	35.7%
Worked outside Barron County	17.1%
Worked outside State of Wisconsin	2.9%

*source: U.S. Census Bureau, 2009-2013 American Community Survey*

During the planning process, no unique issues regarding traffic accidents, though the most heavily travelled roadways do travel through downtown and some residential areas. Congestion at the intersection of Highways 63 and 48 (Elm St. and 2<sup>nd</sup> Ave) downtown can be a challenge at times, and there is interest in identifying an alternative route for heavy truck traffic. Similar congestion concerns occur at the intersection of 8<sup>th</sup> Avenue and Highways 63/48 (Elm St. and 8<sup>th</sup> Ave). Parking on Main Street within the business district can be difficult to find during peak times, but there is currently ample side street parking and off-street parking lots downtown.

### 4.2 Other Modes of Transportation

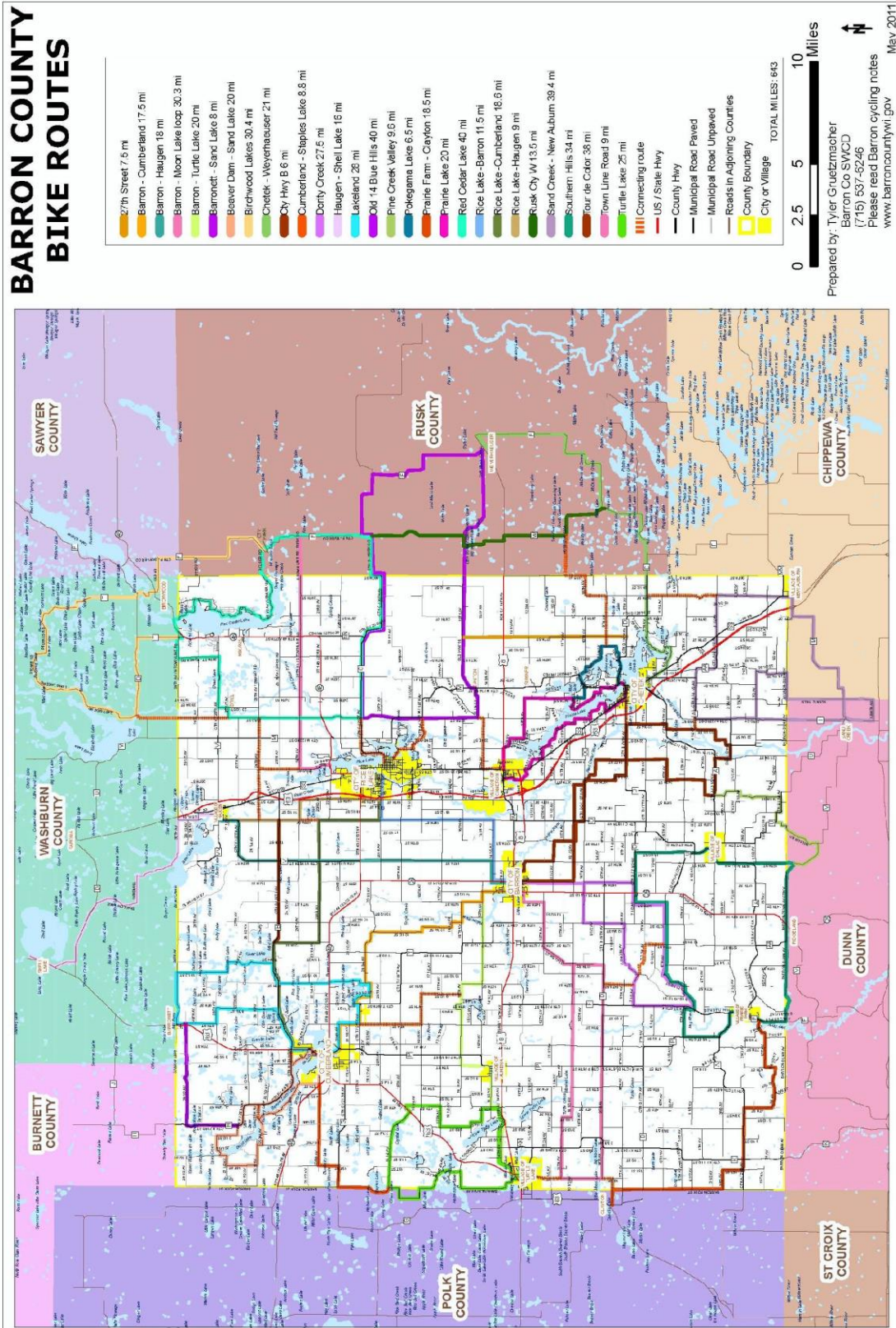
#### Transit

There are no municipal public transit facilities available in the City of Cumberland. Namakagon Transit is available for limited community-to-community transportation and for medical appointments, with a reduced fee for seniors and people with disabilities; reservations are required for door-to-door service. Barron County Aging & Disability Resource Center is also available to assist seniors and persons with disabilities in arranging for transportation services through Handi-Lift, AddLIFE Transit, or other volunteer support.

#### Bicycles and Pedestrians

There are no dedicated bicycle facilities or special bike trails in the City. Bicycling can occur on the City streets but is limited due to the small overall scale of the City. The maps on the following two pages show the designated bike routes in the Barron County and the Wisconsin DOT bicycle assessment. Most residential streets of Cumberland have sidewalks and provide good walkability around the City, though some sidewalks are in need of repair and sidewalks are lacking in a few neighborhoods. US Highway 63, in particular, has been improved and crosswalks provide multiple crossing points between the east and west sides of the highway. The City desires to improve multi-modal connectivity within the community, including improving bicycle and pedestrian linkages.

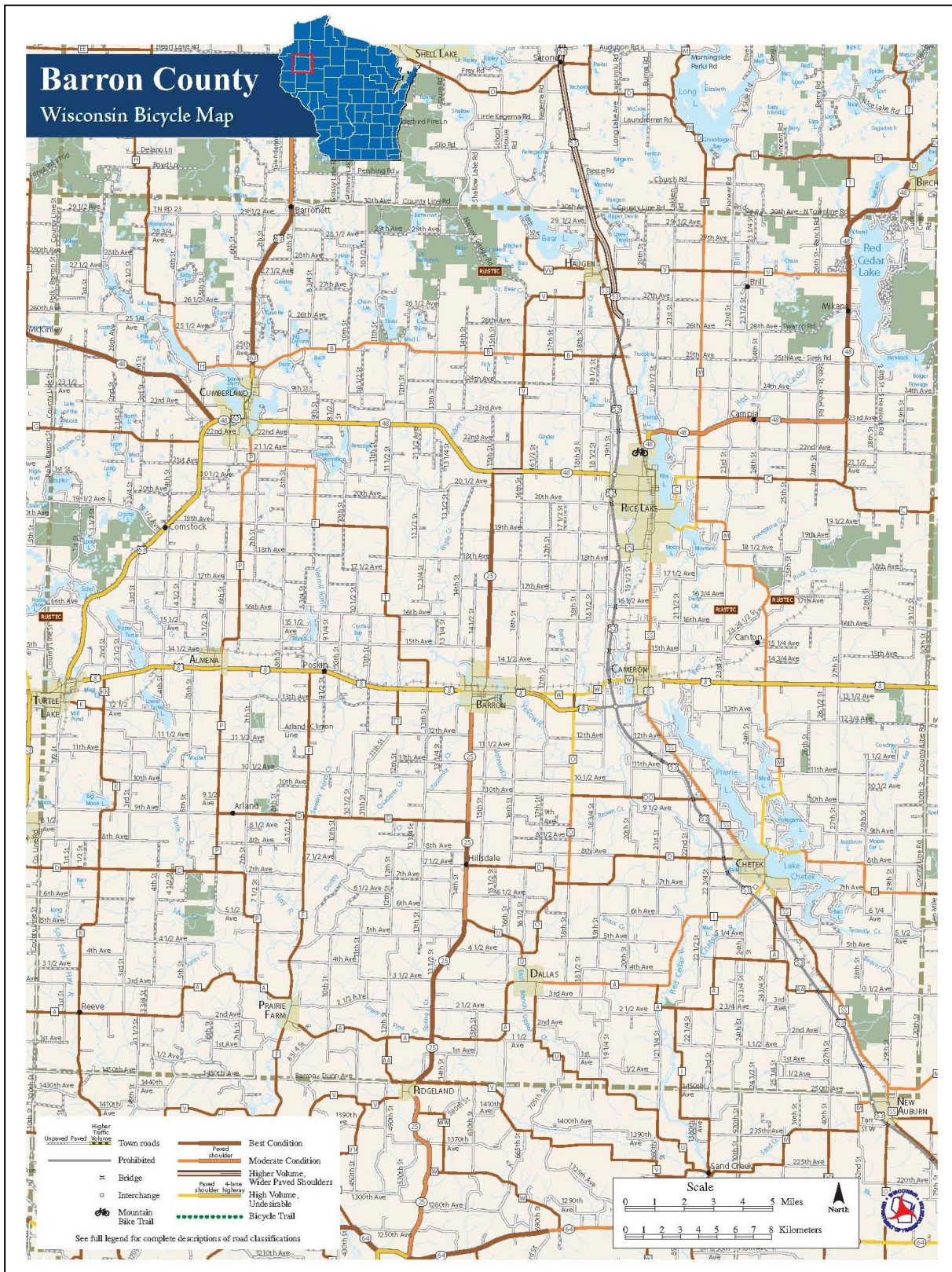
# Barron County Bicycle Routes





## 4. Transportation

### Barron County Bicycle Route Assessment





### **Air Transportation**

Located to the east of the City, the Cumberland airport is classified as a Basic Utility-B (BU-B) airport. The airport has a runway length between 2,800 and 3,900 feet and is designed to accommodate aircraft of less than 12,500 pounds gross weight with approach speeds of less than 121 knots and wingspans of less than 49 feet. The airport flight school and maintenance program are strengths, and future airport expansion and improvements are being considered.

### **Other**

Other modes of transportation within the community are largely recreational, though they do provide economic opportunities. ATV and snowmobile use in the area is quite popular, though there is currently a lack of connectivity through the community. The City's many lakes provide an opportunity for water-related transportation and related economic development, though no formal "water trail" exists. Re-design of the Highway 63 bridge on the City's north side provides an opportunity to improve connectivity for boaters as well as ATVs, snowmobiles, biking, and pedestrians.

## **4.3 Assessment of Future Needs**

In general, the local and regional transportation system in the City of Cumberland is presumed to be adequate to serve projected traffic volumes within the City. Ongoing maintenance and minor safety improvements are expected on local, county, and state roadways. Stoplights may be needed where traffic volumes and safety are a concern. New roads may be needed if new development occurs as envisioned in the land use element of this Plan.

Section 2.2 previously identified transportation-related issues and opportunities facing the City that were considered as the vision, goals, objectives, and recommendations were developed. In addition to providing and maintaining a safe, efficient transportation network, three future needs stood out during this Plan update:

1. The City of Cumberland desires to improve multi-modal (bike, pedestrian, ATV, snowmobile) connectivity, wayfinding, and amenities within the community, as reflected by the recommendations in the City's Outdoor Recreation Plan and the 2015 Placemaking Report.
2. The re-design and replacement of the Highway 63 bridge is very important as a gateway to the community and in order to improve connectivity for water-based and other modes of transportation.
3. Truck traffic at the four-corners intersection, Elm Street & 2<sup>nd</sup> Avenue (Highways 63 and 48), create congestion and use conflicts downtown. An appropriate truck route and traffic control is needed. The relocation of Kwik Trip offers a unique opportunity to do something special at the Elm & 2<sup>nd</sup> intersection to improve the walkability of this area while greeting visitors to downtown Cumberland. The Kwik Trip relocation has also created a new traffic congestion concern at the intersection of Elm Street (Hwy 63/48) and 8<sup>th</sup> Avenue, which will require some type of traffic control.

### Potential Impact of the St. Croix Crossing Project

The new Highway 64 bridge crossing near Stillwater, MN, opened in late Summer 2017. This \$600+ million bridge project replaces an older, aging lift bridge that was the cause of extended traffic jams and safety concerns. Many have speculated that the new bridge will be spur significant growth in Wisconsin communities along U.S. Highways 8, 63, and 64.

A 2014 University of Wisconsin-Extension study suggests that the likely impacts may not change the economic and demographic landscape to the extent that many believe. Key findings from this study suggest:

- New bridges can facilitate growth, but do not drive or spur growth. An area tends to continue growing at a similar pace after bridge completion; there is no growth “spike” following completion.
- Growth outside the Twin Cities central metro area has decreased dramatically. While area demographics are aging, Millennials are preferring to live in urban areas. This is consistent with similar national trends. On the Wisconsin side of the St. Croix River, the study suggests that St. Croix County will continue to grow, but, for the foreseeable future, this growth will likely be at a rate that is less than the 1990s and 2000s.
- The decisions made by communities (e.g., policies, infrastructure, quality of life) have the potential to shape and influence growth.
- The improved river crossing will significantly decrease drive times and will increase access to jobs in the area (reverse, urban-to-rural commuters). But communities will also need to attract and retain residents and businesses on the basis of other local economic and quality-of-life characteristics.
- Most employment growth in the region (and nationally) is driven by new startups and through the expansion of existing businesses. It is unlikely that the bridge project would be a major contributing factor for the relocation of numerous major employers to western Wisconsin.



One segment of the economy that could experience significant benefits from the new bridge crossing is tourism. However, the potential impacts to tourism were not analyzed as part of the 2014 UW-Extension study. Due to heavy traffic, crossing the older lift bridge at peak commuting hours and on weekends can significantly delay travelers. Alternative, albeit longer distance, routes were often used by travelers in order to avoid these delays. It is anticipated that the new St. Croix Crossing bridge will make western and northern Wisconsin a more attractive tourist destination for Twin Cities residents. The City of Cumberland, with its location on Highway 63, is a position to capture any increase in tourist traffic, while showcasing the City as an excellent place to live, work, and play.

In addition to addressing the three previously mentioned priorities, the following are the additional major transportation improvements currently planned for the City:

Needed or Planned Major Transportation Improvements				0-5 years	5-10 years	10+ years	Other improvements are included as part of the project		
Road/Street/Trail Name	Location or Segment	Approx. Length	Description of Needed Improvements or Studies				Sanitary Sewer	Water	Storm Sewer
FOREST PATH	WICKRE CIRCLE	528 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER	X			X	X	X
WOODLAND TRAIL	WICKRE CIRCLE	634 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER	X			X		X
WICKRE DRIVE	WICKRE CIRCLE	475 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER	X			X		X
ARCADE AVENUE	GROVE STREET TO COMSTOCK AVENUE	1004 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER		X		X		X
TRUCK BY PASS	ELM STREET TO GROVE STREET		CONSTRUCT NEW STREET WITH CURB GUTTER SIDEWALK AND STORMWATER		X		X	X	X
SORENSEN STREET	BABCOCK AVE TO COMSTOCK AVE	264 FT	RECONSTRUCT ADDING CURB GUTTER AND SIDEWALK	X					
WATER STREET	3RD AVE TO 4TH AVENUE	365 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER	X			X	X	X
HARBOR DRIVE	HINES LAKEVIEW DRIVE TO TERMINI	686 FT	RECONSTRUCTION			X	X		
HINES LAKEVIEW DR.	9TH AVE TO TERMINI	4,436 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER			X	X	X	X
WATER STREET	2ND AVE TO ARCADE STREET	861 FT	COMPLETE RECONSTRUCT ADDING CURB GUTTER SIDEWALK AND STORMWATER		X		X	X	X

## 4.4 Transportation Goals and Objectives

### Transportation Vision Statement

The City of Cumberland along with Barron County and Wisconsin DOT will provide a safe and efficient local, regional, and statewide transportation system with the various modes of transportation needed for a vibrant and attractive community. The multi-modal transportation network will complement the land use vision and provide an appropriate level of service to sustain community residents and businesses.

Transportation goals and objectives should reflect the City's transportation vision of a safe and efficient transportation system. Listed below are the goals and objectives that shall be applied and assessed when considering potential transportation improvements throughout the City of Cumberland.

**Goal: The transportation system in the City of Cumberland shall facilitate the safe and efficient movement of its citizens within the City while preserving the identity of the community.**

Objective: Coordinate with other jurisdictions in enhancing transportation services.

- Maintain an open line of communication with Barron County, WISDOT, and local or regional transit authorities to maintain and enhance transportation facilities throughout the City.
- Continue to establish a local network of roads that is connected,

## 4. Transportation

coordinated, and affordable that will link residents to important community facilities and regional highways.

c. Require private developers to design and construct roads currently under private ownership to City standards.

d. Require the dedication or preservation of right-of-way consistent with City standards when property is subdivided and work with landowners/developers during the site planning process to implement safe and efficient roadway design including access points or intersection with other roadways.

f. Evaluate alternatives to improve the “4-corners intersection” downtown, including signalization and potential options if truck traffic is rerouted. Any improvements at this intersection should consider pedestrian accessibility and this intersection’s role as the “gateway” to downtown Cumberland.

g. Work with WISDOT to improve access and safety on Highway 63 west of downtown including: (i) potential improvements or signalization of the 8<sup>th</sup> Avenue intersection and (ii) potential construction of a frontage road from 6<sup>th</sup> to 8<sup>th</sup> Avenue on the south side of Highway 63/48. Road and frontage road improvements in this area should consider economic development objectives.

h. Implement the transportation, linkages, and connectivity recommendations of the *Placemaking Cumberland* report summarized in the Section 7 and the City’s *Outdoor Recreation Plan*.

**Goal: Transportation improvements shall balance environmental factors with transportation needs and the desired land uses as identified in the future land use section of the Comprehensive Plan.**

Objective: Alternate routes should be considered through the City to make better connections when necessary.

a. Where necessary for vehicle and pedestrian safety, stoplights should be considered.

b. Identify and, if feasible, establish an alternative truck route.

Objective: Plan, design, and construct transportation improvements that respect the natural environment and reflect the aesthetic character and values of the citizens of Cumberland and Barron County.

a. Encourage or require a Transportation Impact Analysis (TIA) and potential escrow/road maintenance account for proposed new development that may result in a substantial increase or change in the type of traffic.

**Goal: The future transportation system should be flexible and multi-modal and provide for the needs of citizens and businesses in the City of Cumberland.**

Objective: Support efforts to expand walking, bicycling, transit, and other modes of transportation.

- a. Work with local organizations interested in walking, bicycling, and other modes of transportation.
- b. Improve multimodal transportation services in the City of Cumberland and designate routes for trails and transit corridors within the community.
- c. In accordance with Part 8.02 of the Municipal Code, sidewalks should be required in all new developments and when roads are reconstructed, unless sufficient alternative pedestrian facilities are provided. Maintain existing sidewalks as needed.
- d. Develop a comprehensive sidewalk plan that inventories the location and condition of existing sidewalks and identifies areas of needed improvements.
- e. Establish formal bike and ATV route/trail maps and policies for the community, with connectivity to existing regional systems or plans. Partner with user groups to install related signage as funding allows. Encourage bicycle trails in new developments.
- f. Work with Wisconsin Department of Transportation to replace and upgrade the Highway 63 bridge as a multi-modal facility, including increasing the height and box width of the bridge so that a pontoon with top down may pass safely underneath, providing for safe bike and pedestrian crossing, and providing a separated crossing for ATV and snowmobile use.
- g. Continue to improve the use of the Cumberland Airport by: (i) promoting businesses onsite; (ii) promote airport use in order to gain additional funding; (iii) consider future land acquisition for a longer runway that would allow larger planes and more hangar space; and (iv) update the airport plan.
- h. Partner with the School District and WCWRPC to develop a Safe Routes to School Plan.
- i. Study and consider ways to improve pedestrian and bike safety downtown and along the major highways, such as traffic calming, signalization, speed reductions.
- j. Closely monitor downtown parking needs. Increase the visibility, wayfinding, and linkages to public parking areas. Encourage downtown business owners and their employees to use public parking lots, rather than parking on Main Street.

## **4.5 Transportation Policies**

The streets of the City of Cumberland are more than just a means of travel between two places. The streets and streetscape are public places that express the community's character. They add to the quality of life of residents and reflect the overall vision and goals of the community. The City will consider and encourage connectivity, aesthetics, wayfinding, and multi-modal

## ***4. Transportation***

transportation options when planning for new streets and during the improvement of existing facilities. Further, the streets, roads, and crossings within the community must be safe for vehicles, pedestrians, and other modes of transportation, while being designed to accommodate emergency responders and other services.

All new developments in the City that include public roads must be constructed by the land owner or private developer to satisfy state standards for streets before the City of Cumberland will accept jurisdiction and maintenance of these streets.

The City has a policy of doing road maintenance and repair on an as-needed basis. Regular maintenance of seal coating and overlaying of roads should be done as necessary. Once the pavement falls to a PASER rating of 4 or 5, the rate of deterioration begins to accelerate, so it is important to monitor and plan for repair or replacement. A seal-coating program can help extend the life of existing roads.

### **4.6 Other Transportation Plans and Improvement Programs**

Several state and regional organizations develop plans and programs for the management and systematic update of transportation facilities that may include the City of Cumberland. These other plans were considered during the planning process, as reflected by the text and maps in the previous sub-sections. Based on a review of these plans and programs, no land use or policy conflicts were identified. Appendix E includes a review of these other potentially related transportation plans and programs.



## 5.0 UTILITIES AND COMMUNITY FACILITIES

### 5.1 Assessment of Utilities and Community Facilities

### 5.2 Utilities and Community Facilities Goals and Objectives

### 5.3 Utilities and Community Facilities Policies and Programs

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Community facilities are



public or quasi-public facilities that offer services to all residents and, in some cases, serve specific needs of a segment of the local population. Special services deemed to be vital to a community, such as day care, may also be included as a community facility even though they are not publically owned. Some community facilities, such as health care and schools, offer services to a population outside the corporate limits. Library services primarily serve residents, but persons from outside the community can utilize some services when visiting the City.

This element contains a compilation of background information, goals, objectives, actions or policies, and recommended programs to guide the future maintenance and development of utilities and community facilities in the City of Cumberland. **Park and recreational facilities** and services are addressed in the natural resources element (Section 6), while transportation-related facilities were addressed previously in Section 4. Section 3 identifies and discusses the **nursing, assisted living, and senior housing facilities** in the City.

### 5.1 Assessment of Utilities and Community Facilities

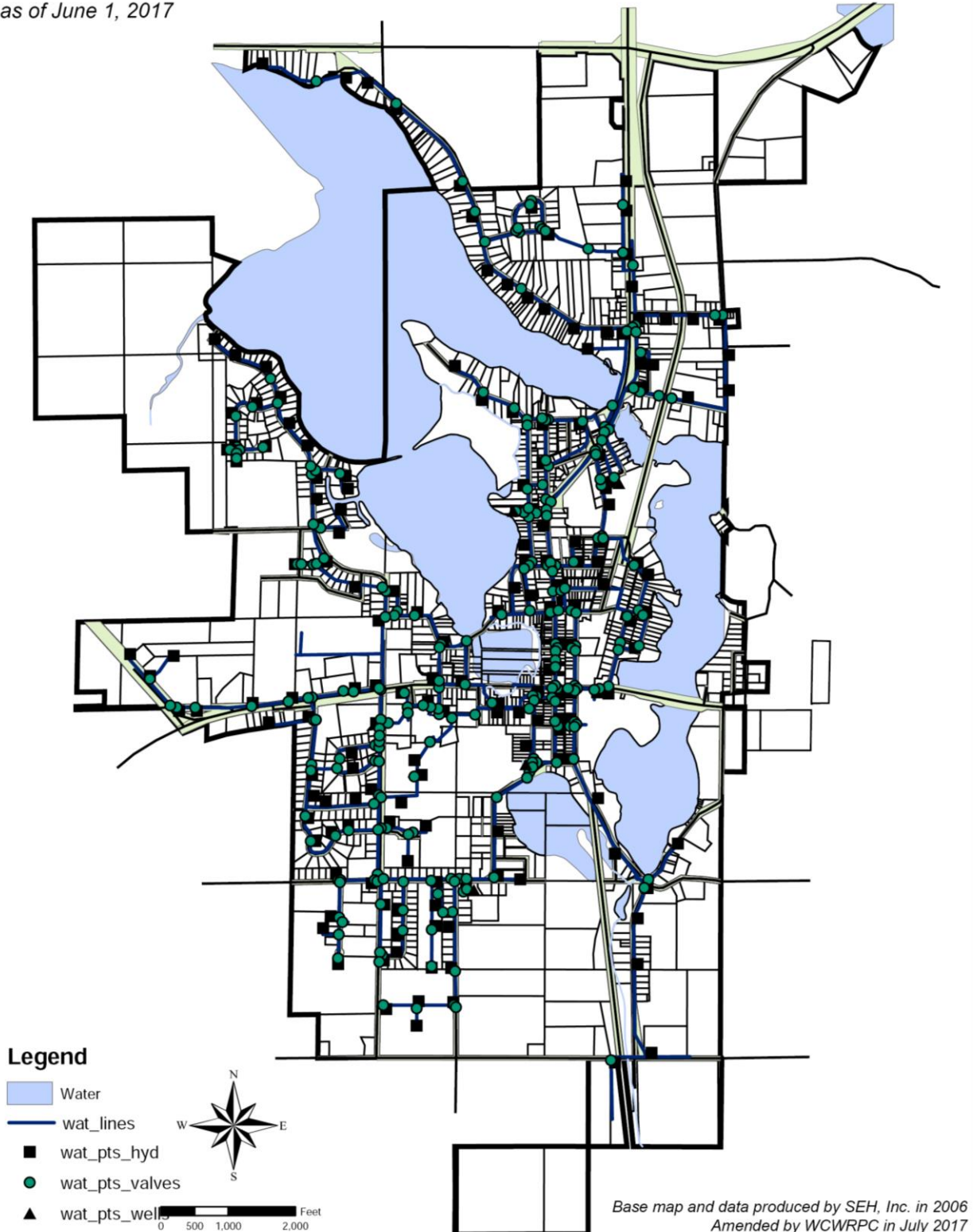
This subsection is a brief inventory of the primary utilities and community facilities in Cumberland, including an assessment of existing capacity and future needs when known. In most cases, existing services will continue to provide adequate service to the community. However, as development patterns or other influences effect change, it may be necessary to recommend and/or implement improvements to such things as a municipal water supply, sewers, solid waste removal, recycling, parks, telecommunication facilities, power plants, cemeteries, health care facilities, fire and rescue services, libraries, schools, and other government facilities.

On the following pages are maps of the municipal water system, sanitary sewer/wastewater system, stormwater system, and other community facilities within the City.



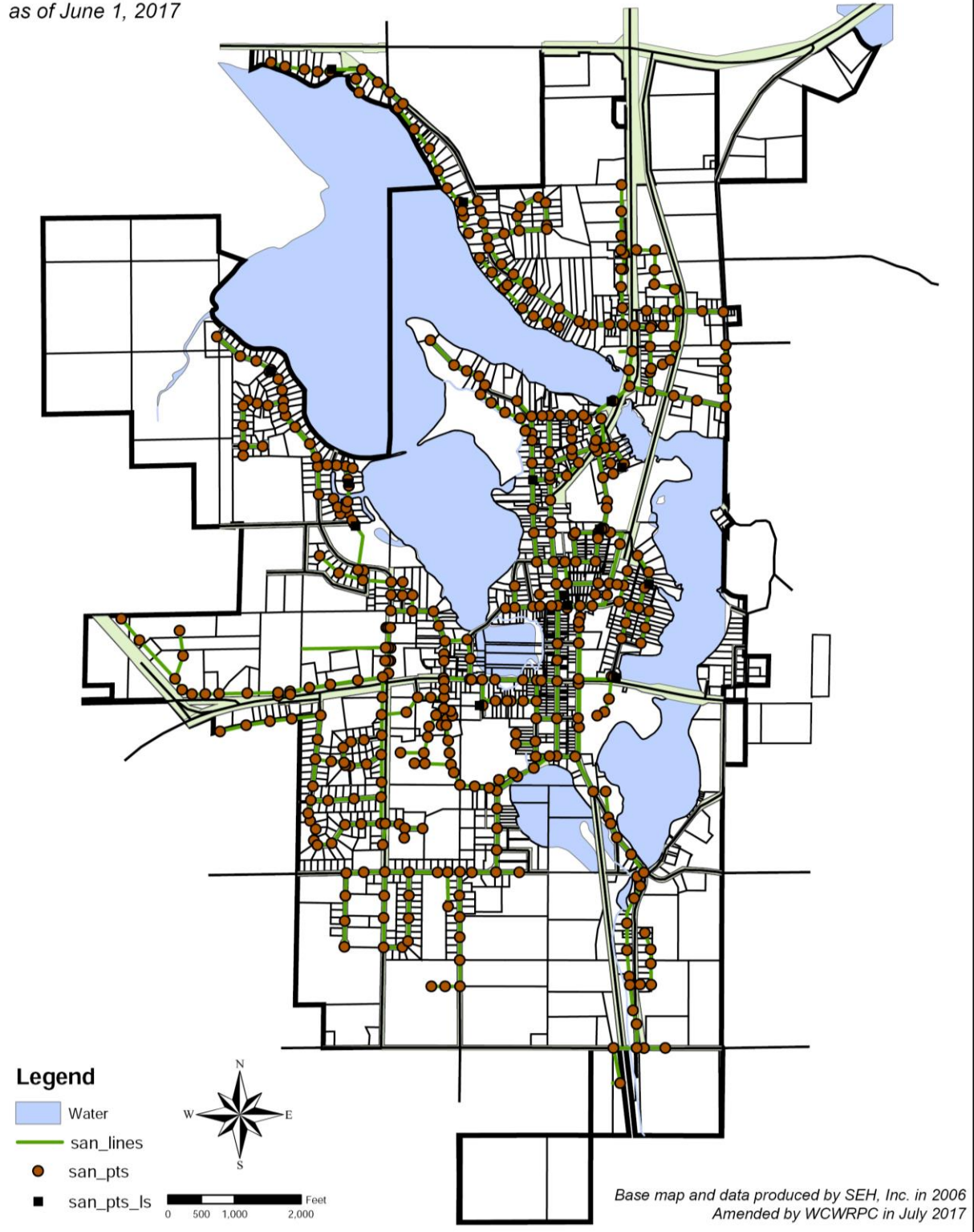
## City of Cumberland - Municipal Water System

as of June 1, 2017



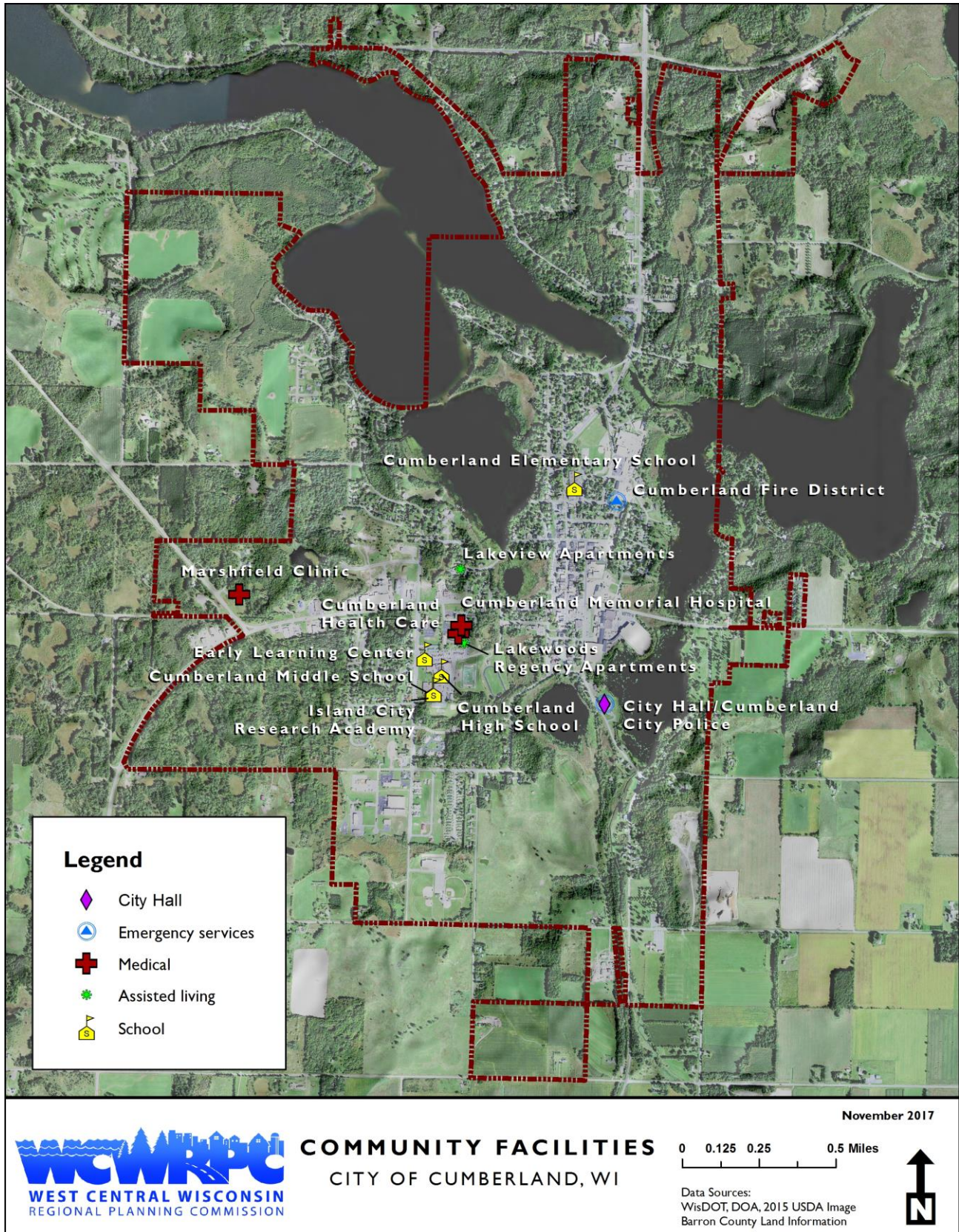
## City of Cumberland - Municipal Sanitary Sewer

as of June 1, 2017









## ***5. Utilities and Community Facilities***

### **Municipal Water Supply**

Water services are provided to residents and landowners through Cumberland Municipal Utilities. The City's water system has a design flow of 2,675 gallons per minute (GPM) and an average flow of 900 GPM. The system is at approximately 34 percent capacity and can accommodate currently planned growth. A new water tower was built in 2011 and the system has a storage capacity of 600,000 gallons. All four existing municipal wells have been recently rehabilitated.

Well #	Year Constructed	Capacity	Wellhead Protection Plan?	Needs or Plans?
1	1949	325gpm	yes	none
2	1949	900gpm	yes	none
4	1963	700gpm	yes	none
5	1972	750 gpm	yes	may need work in the future

Since all residents currently receive their water from the City water system, it is important that the City's water resources and aquifers continue to be protected from contamination. The City should continue to update the water system when necessary, if and when demand warrants it. This includes improvements in the water distribution system that often occur in conjunction with street improvements, such as those anticipated projects identified previously in the table in Section 4.3.

### **Sanitary Sewer/Wastewater Service**

The majority of residents and structures within the City of Cumberland are provided community sanitary sewer through City of Cumberland Public Works. In addition, there are approximately 36 private onsite septic systems in the City that are regulated by Barron County.

The Cumberland Wastewater system is designed for a flow of 400,000 gallons per day. The average monthly flow is 200,000 gallons per day, so the system is functioning at 50 percent capacity. The facility was constructed in 1982 and was last expanded in 2016.

The largest current challenge facing the City's wastewater treatment facility has been reducing phosphorus levels in effluent to permit requirements. Cumberland is not unique in this regard. Municipalities throughout Wisconsin are in a similar situation, even if the majority of phosphorus loading into surface waters comes from non-point sources (e.g., runoff). Given that Cumberland is near the head of its watershed, opportunities to meet phosphorus permit standards through adaptive management and water quality (nutrient) trading are not available, which left costly improvements in wastewater treatment at the municipal facility as the primary available option. The City has completed the upgrades needed to meet, and is currently exceeding, the new phosphorus limits.

The City should continue to update the municipal wastewater system when necessary, if and when demand warrants it. This includes improvements in the sanitary sewer system (e.g.,



sewer lines, liftstations) that often occur in conjunction with street improvements, such as those anticipated projects identified previously in the table in Section 4.3.

### **Stormwater Management**

There will be a potential for the amount (quantity) and rate (velocity) of runoff to increase as a result of additional development. The Upper Midwest has also been experiencing more frequent heavy rainfall events. Such trends may adversely affect local water resources (streams, creeks, wetlands) as sediment and nutrients are discharged to receiving waterbodies. Managing storm water to reduce or eliminate direct discharge to surface waters is one of the most important steps that can be taken to protect surface water quality in the future.

A *Stormwater Management Plan* was completed for the City in December 2010. The Plan evaluated and modeled the City's stormwater conditions and recommended management practices, ordinance changes, and educational programming. Several stormwater treatment ponds are being planned, along with the installation of sump basins. The City also adopted and formed a stormwater utility, but the funding mechanism for this utility has not yet been implemented. The plan also includes various water quality-related recommendations related to aquatic invasive species management, monitoring, and the restoration of Library Lake.

Over the next 20 years, stormwater management may become more of an issue as continued development occurs. The City of Cumberland will work cooperatively with the WDNR, Barron County, surrounding towns, Beaver Dam Lake Management District, and other resource agencies and organizations to mitigate the adverse impacts of stormwater runoff and ensure that environmental resources are adequately protected. This includes exploring and encouraging low-impact development (LID) practices that mimic natural processes that result in infiltration, evapotranspiration, or stormwater storage (e.g., rain gardens, bio-swales, bioretention, permeable pavement, wetland protection, soil health). The 2010 *Stormwater Management Plan* includes a review of the such best practices.

The City should continue to update the municipal stormwater system when necessary, if and when demand warrants. This includes improvements in the stormwater system that often occur in conjunction with street improvements, such as those anticipated projects identified previously in the table in Section 4.3.

### **Electric/Power Utility**



In addition to water services, Cumberland Municipal Utilities also provides electric power for the community. The website for this locally owned and operated utility provides more information on this utility, including various rebates and Focus on Energy conservation tips. The offices of Cumberland Municipal Utilities are located 1265 2nd Avenue. Continuing to meet state and federal regulations can be a threat to power plants. No additional issues, concerns, or needs related to electric, power, and energy were identified.

## ***5. Utilities and Community Facilities***

### **Emergency Services**

Protecting the safety of City residents is a statutory responsibility of city governments. The Cumberland Police Department serves as the primary law enforcement agency to City residents. The police department is located at City Hall. Over a 20-year planning horizon, it is anticipated that the City continue the police department and expand it if needed. Coordination and mutual aid between the City of Cumberland, Barron County Sheriff's Department, and other law enforcement agencies regarding local crime must continue to be monitored in an effort to address local concerns regarding public health, safety, and welfare. Two law enforcement-related issues were identified during the planning process:

- A storage garage should be constructed within the next five years.
- As identified in Section 2, 2.2, drug abuse and related law enforcement is an ongoing community concern.

For fire and rescue services, the City of Cumberland is serviced by the Cumberland Fire Department. Ambulance and emergency medical services are provided by the Cumberland Emergency Medical Service. These services are anticipated to continue over the next 20 years and should be expanded if demand warrants it; no current improvement plans or needs were identified.

Barron County Emergency Management assists with the coordination of all emergency management and hazardous materials activities throughout the entire county. 9-1-1 communications and services are also provided countywide through Barron County.

The City of Cumberland maintains an Emergency Operations Plan that identifies procedures, roles, responsibilities, and contact information in case of a large emergency or disaster event. The City participated in the *Barron County Natural Hazards Mitigation Plan*, which was adopted in October 2011, and is currently being updated. Adoption of the plan is a prerequisite for certain FEMA mitigation grant programs. City representatives have proposed the following mitigation projects for the City, which are described in more detail in the draft mitigation plan update:

- continue efforts to remedy stormwater and overland flooding problem areas,
- pursue grant funding for a storm shelter at the campground
- should funding become available, acquire electric power generator(s) for emergencies
- continue to work with Barron County to improve active shooter preparedness
- install additional warning siren and explore lightning detection system at lake

### **Other Utilities and Community Facilities**

The table on the following page is an inventory of the other primary utilities and community facilities within the City of Cumberland, including a brief description of condition, needs, and any planned improvements.



It is anticipated that many of these facilities and services may need to be expanded in the future to accommodate growth or demographic changes. As demand increases and such facilities are proposed, the City should actively participate in discussions and planning with local utility and service providers, as well as Barron County and surrounding communities, to ensure that area residents have access to the latest technology and services. Any future siting of these facilities should be done in a manner and location that is in the best interest of the City and its residents.

Other Utility/Facility	Provider/Owner, Location, and/or Use	Condition, Capacity, Plans, & Needs
City Hall	Municipal. City Hall is located on Highway "P" (950 1 <sup>st</sup> Ave) as shown as previous map. The facility includes the primary municipal offices and City Police Department.	Newer building in excellent shape. <u>PLANS:</u> <ul style="list-style-type: none"><li>• Build new storage garage (0-5 yrs)</li><li>• Add backup electric generation (5-10 yrs)</li></ul>
City Shop & Maintenance Buildings	Municipal. Located at 1115 Marshall Street	This structure is in fair condition, but at capacity. <u>PLANS:</u> <ul style="list-style-type: none"><li>• Replace building with a new shop at new location. (5-10 yrs)</li></ul>
Solid Waste & Recycling	Curbside garbage and solid waste disposal is provided by contract with Waste Management. Barron County provides recycling and Clean Sweep services. Special bio-hazard and pharmaceutical disposal is also available through Barron County.	No issues or plans noted. Encourage continued provision of and participation in recycling and Clean Sweep programs.
Natural Gas	Natural gas is available in most of the City through Wisconsin Gas.	No issues or plans noted. Gas provider should be contacted when new streets are proposed.
Cemeteries	The municipal Lakeview Cemetery is located at 1035 Fuller Ave. A private cemetery is owned and managed by St. Anthony Catholic Church.	Lakeview Cemetery is in good condition overall and at about 80% capacity. <u>PLANS (Lakeview):</u> <ul style="list-style-type: none"><li>• Repair interior streets (0-5 yrs)</li><li>• Purchase land for expansion (5-10 yrs)</li></ul>
Dams & Flood Control Facilities	Beaver Dam Lake Dam is located at Bonnet Avenue and 1 <sup>st</sup> Avenue and is owned and maintained by Barron County.	The dam was replaced with weir-type structure in 2017 and is in excellent condition.
Communications & Broadband	Telephone, cable, and broadband service is provided by private providers. Primary providers are CenturyLink and Charter.	No issues, plans, or needs regarding communications and broadband that involve the City, were identified.

## 5. Utilities and Community Facilities

Schools	<p>The City is located in the Cumberland School District and all schools within the City are part of this public district.</p> <ul style="list-style-type: none"> <li>• Cumberland Elementary (1530 2<sup>nd</sup>)</li> <li>• Cumberland Middle (980 8<sup>th</sup> Ave)</li> <li>• Cumberland High (1000 8<sup>th</sup> Ave)</li> <li>• Island Academy (980 8<sup>th</sup> Ave)</li> </ul>	<p>The Cumberland School District is a community strength. The facilities are in very good condition with a recently renovated sports field. 2015-2016 enrollment at each of the four schools was 385, 262, 268, and 13, respectively. The schools have adequate capacity to meet current demands and no substantial plans or needs were identified.</p>
Libraries	<p>The Cumberland Public Library is located at 1305 2<sup>nd</sup> Avenue. Its location downtown on Main Street with a rear entrance to Library Lake is a great asset.</p>	<p>This beautiful library is in very good condition.</p> <p><u>PLANS:</u></p> <ul style="list-style-type: none"> <li>• Replace windows in old section and upgrade lighting to LED (0-5 yrs)</li> </ul>
Health Care	<p>No issues, plans, or needs regarding health care services were identified. Existing services located in the City are:</p> <ul style="list-style-type: none"> <li>• Cumberland Memorial Hospital (1110 7<sup>th</sup> Avenue) – 25 beds</li> <li>• Cumberland Medical Clinic (1110 7<sup>th</sup> Avenue)</li> <li>• Marshfield Clinic (1200 State Road 48)</li> <li>• Cumberland Family Dental (1585 Berdan)</li> <li>• Jacobson Advanced Eye Care (1357 2<sup>nd</sup> Avenue)</li> <li>• Blue Hills Chiropractic (1356 2<sup>nd</sup> Avenue)</li> <li>• Cumberland Chiropractic (1175 Elm)</li> <li>• Toftness Chiropractic (1425 2<sup>nd</sup> Avenue)</li> <li>• Debs Chiropractic (1065 1<sup>st</sup> Avenue)</li> </ul>	
Child Care Services	<p>There are two licensed child care providers currently in the City:</p> <ul style="list-style-type: none"> <li>• Amazing Kids Day Care (2420 7th St) – capacity 8</li> <li>• Anna's Bananas Child Care (1460 4th Ave) – capacity 8</li> </ul> <p>Additional child care services was identified as a potential need in Section 2.2 and the City will work with existing providers and entrepreneurs to explore options to expand services to meet demand as needed.</p>	
Other	<ul style="list-style-type: none"> <li>• Several adult education centers that offer higher education and continuing education classes and programs are located in Rice Lake and Barron and are readily available to Cumberland residents.</li> <li>• Appendix E includes a listing of some additional regional, state, and federal utilities and community facility plans and programs that may be relevant to the City.</li> </ul>	

## 5.2 Utilities and Community Facilities Goals and Objectives

### **Utilities and Community Facilities Vision Statement**

Development within the City of Cumberland will be served by adequate, efficient, and cost-effective utilities, community facilities, and services, which will benefit quality of life within the community, safe guard the environment, and provide the infrastructure needed to achieve the City's housing, economic, and land use goals.

Local public facility systems often work in conjunction with other public service providers in the region to help ensure that the needs of current and future residents are being met. Local community facilities and services would include City Hall, area schools, hospitals, emergency services, libraries, and health care facilities. The following set of goals and objectives reflect the City's vision to enhance the quality of life of residents.

***Goal: Provide residents with reliable and clean water supply, and a sewer collection system and wastewater treatment plant, which meets applicable laws and regulations in a cost-effective manner.***

- Objective:** Determine if an expansion of any existing utilities is necessary.
- a. Explore the creation of a formal capital improvement plan for the planning and programming of City street and utility improvements and other capital-intensive projects.
  - b. Additional water systems planning and new storage may be needed in the future.
  - c. Protect the City's wellheads from development and uses that may pose a risk to groundwater quality. Continue to monitor and enforce wellhead protection areas.
  - d. Continue current efforts and improvements to address phosphorus effluent permit limits for the wastewater treatment plant.
  - e. Sewer and water extensions will likely be needed in the future to accommodate new development and growth.
  - f. When considering a new development, the City must have infrastructure capacity to serve the proposed development. Capacity should be tracked and fees assessed if the City is asked to preserve capacity for proposed uses.
- Objective:** Continue to work with Cumberland Municipal Utilities to provide quality services while keeping the costs affordable to homeowners and businesses.
- a. Strive to operate and maintain all public utilities entirely on user fees based on use, with grant funding support when available, and not tax dollars.
  - b. Begin equitable utility charges or assessment fees for commercial and industrial connections for properties that are undeveloped or under

## ***5. Utilities and Community Facilities***

developed, given that the value of these properties benefit from the availability of services.

### ***Goal: Implement the City of Cumberland Stormwater Management Plan***

Objective: The City of Cumberland will require necessary stormwater best management practices for new development and develop solutions to keep pace with evolving water quality regulations.

Objective: Establish stormwater rates and financing mechanisms to fully implement the stormwater utility help pay for stormwater management projects and activities.

Objective: Work with Beaver Dam Lake Management District to increase awareness about water quality issues in Cumberland.

### ***Goal: Maintain essential emergency services to protect the public health, safety and welfare of the community.***

Objective: Ensure there are adequate emergency services of police, fire, rescue, hazardous event responses and emergency medical services.

a. Regularly review, test, and update the City's Emergency Operations Plan and continue to participate in County emergency planning, exercises, and hazard mitigation efforts.

b. As resources and priorities allow, implement the recommendations of the *Barron County Multi-Hazard Mitigation Plan* that pertain to the City.

### ***Goal: Maintain and enhance community facilities and services, which contribute to the quality of life for area residents.***

Objective: Continue to address the various community facilities and services needs as discussed or planned for in Section 5.1 and educate residents and businesses on the costs related to public services. Continue to evaluate the *City of Cumberland Comprehensive Plan* and develop needed utilities and community facilities as deemed necessary.

Objective: Encourage the provision of affordable, reliable broadband and telecommunications services that meet the needs of residents, businesses, and institutions.

a. When street, water main, and sewer main projects are planned, contact local broadband service and telecommunications providers to identify opportunities for the installation of fiber optics, dark fiber, cable, or other telecommunications lines.

b. Consider bringing together residents, business owners, and Internet

service providers to encourage competition, increase awareness of broadband alternatives, discuss related needs, and identify potential actions the community may take to improve broadband service. Explore the need for a joint trench-use policy and other creative solutions.

c. Conduct a broadband survey or encourage residents and businesses to participate in a future Public Service Commission's broadband surveys. Coordinate with local Internet providers, Barron County EDC, Chamber, and other stakeholders to assess the status of high-speed, broadband service within the community and identify strategies to address any long-term broadband needs (e.g., speed/bandwidth, redundancy, reliability, costs).

d. Consider becoming a State-certified Broadband Forward! Community by adopting an ordinance to reduce obstacles for broadband infrastructure investment, including having a single point of contact, adhering to a timely approval process, having reasonable fees and conditions, and not discriminate between providers.

Objective: Coordinate with Barron County and area school districts to ensure City residents' library demands are being satisfied and determine ways to ensure the community library remains successful.

Objective: Promote use of existing facilities and encourage development of public facilities, such as new parks, green space, and trails (e.g. walking, biking, skiing and snowmobile trails).

Objective: Communicate with area school districts to discuss issues associated with growth and development as it relates to potential changes in student enrollment.

Objective: Continue to support having good health care and education facilities within the City.

***Goal: Utility improvements shall be planned in a collaborative way with surrounding jurisdictions.***

Objective: Continue to coordinate and evaluate the potential for future extensions of the sanitary sewer around the highly developed areas of lakeshore. Explore the potential expansion of the sanitary sewer services outside the City if cost beneficial.

Objective: Become more involved with public utility companies in planning and development of services within Cumberland and the surrounding area. Routinely communicate with surrounding jurisdictions including Barron County and the surrounding towns on utility needs and concerns.



## ***5. Utilities and Community Facilities***

- a. Meet with representatives of utility companies to seek system upgrades in a timely and cost-effective manner when they are necessary.
- b. Continue to implement and enforce Section 17.56 of the Municipal Code, which regulates towers and wireless communications permitting within the City.

Objective: Utility improvements shall balance environmental factors with the need to rehabilitate and expand services and/or utility networks.

Objective: Sidewalk maintenance and the development of new sidewalks should be considered when utility improvements are made.

### **5.3 Utilities and Community Facilities Policies and Programs**

A set of recommended goals and objectives was presented in Section 5.2 that is aimed at assisting the City in addressing future issues related to utilities and community facilities. The statements within each goal and objective are intended to assist the City in supporting and providing community facilities and services that contribute to the overall improvement of the community while maintaining a small-town atmosphere.

Through the goals and objectives, the City recognizes the importance of continuing to provide quality services that are at a cost that is affordable to residents and businesses. Evaluating utility rates and exploring alternatives to meet this goal should be an ongoing priority.

Over the 20-year planning horizon, the City wishes to work cooperatively with the school board library board, hospitals, etc. on developing and siting any new facilities and education programs. Similar action and cooperation may be needed to ensure community members, businesses, and institutions within the City are provided with adequate, affordable services, including access to needed broadband infrastructure.

Appendix E includes some additional regional, state, and federal programs that may assist the City of Cumberland in achieving its utilities and community facilities goals.

## **6.0 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES**

- 6.1 Existing Conditions and Needs – Agricultural Resources
- 6.2 Existing Conditions and Needs – Natural Resources
- 6.3 Existing Conditions and Needs – Parks and Outdoor Recreation
- 6.4 Existing Conditions and Needs – Cultural Resources
- 6.5 Agricultural, Natural, and Cultural Resources Goals and Objectives
- 6.6 Agricultural, Natural, and Cultural Resources Policies and Programs

This element includes an inventory and analysis of the natural, agricultural, and cultural resources in the City of Cumberland. These resources provide a firm foundation for all the other elements of the Comprehensive Plan. Understanding the resource base of a community also provides an important context for the development of objectives, policies, and goals for the conservation and management of agricultural, natural, and cultural resources, as required by Wisconsin comprehensive planning legislation (Wis. Stat. §66.1001(2)(e)).

Within the following narrative, various components of the community resource base are examined at a broad level or “planning scale” to identify issues and related needs. The purpose of this examination is to provide the City with the necessary information to make informed decisions and recommendations about future growth and the preservation of these resources.

### **6.1 Existing Conditions and Needs – Agricultural Resources**

As reflected in the existing land use map in Section 8, agricultural land uses are not prevalent in the City of Cumberland. Generally, agricultural lands within the community are viewed as potential future development areas or have development limitations (e.g., environmentally sensitive, cost barriers to extend infrastructure, wellhead protection). However, agriculture is still very important to the community given that a variety of local industries and business serve or rely on farmers and farm products. In 2016, food processing was the fourth largest employer in the Cumberland Zip Code, with the highest total value in sales<sup>2</sup>.

The areas surrounding Cumberland have substantial acreage in agricultural land uses. Barron County has a farming history and tradition that has attracted many residents to the area. Agriculture is the primary land use in the surrounding towns and Barron County. However, the number of farms and the total acreage of land in farmland have seen a steady decline in the past.

Wisconsin has a right-to-farm law protecting farmers from nuisance lawsuits related to typical farm noise and odors. As residential development expands into farmland areas, it is inevitable that nuisance issues will increase. Often, the issues relate to livestock operations, including manure spreading and storage. Another common farm practice is plowing and harvesting at night, which also creates some concerns for non-farm residents living nearby. Too often,

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<sup>2</sup> Based on EMSI Analyst comparing all industries in the Cumberland zip code at the 3-digit NAICS level.

## 6. Agricultural, Natural, and Cultural Resources

people who move to rural areas near farmland are not aware of these operations associated with farming.

### 6.2 Existing Conditions and Needs – Natural Resources

#### Topography, Geology, and Soils

The glacier activity of the past greatly influenced the topography of Barron County. Generally, the City of Cumberland is in an area of gently rolling hills. The map to the right shows the elevations within the community, which do present some stormwater management challenges.

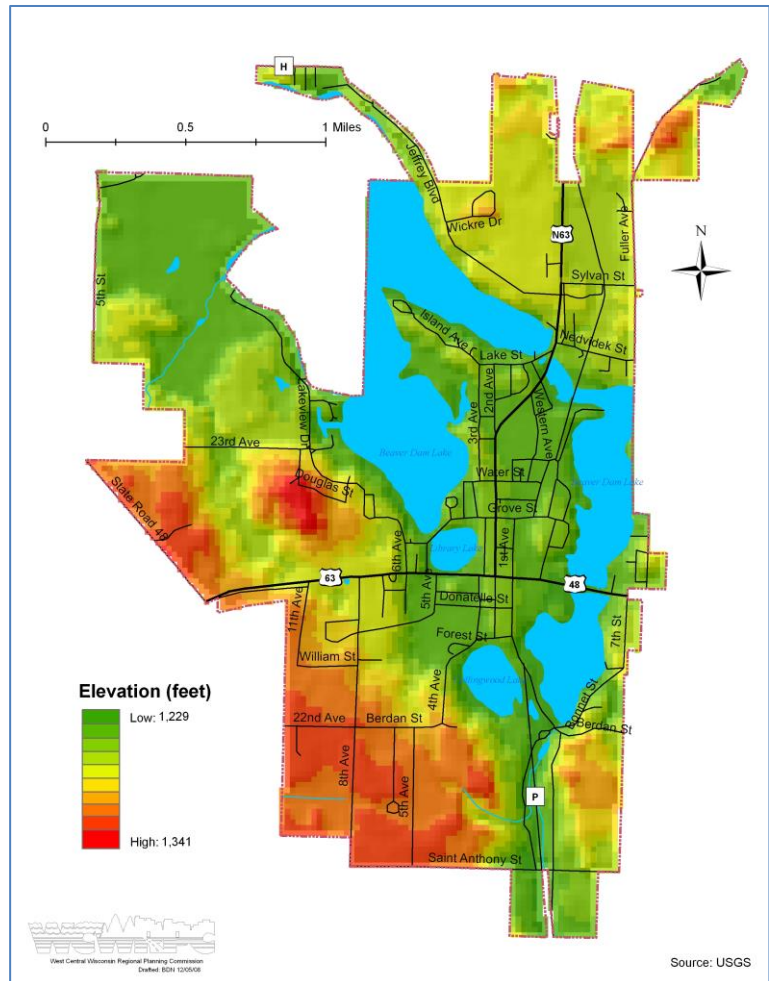
The depth to bedrock in nearly all of the community is greater than five feet. Most soils were deposited by meltwater outwash during glaciation and floodplain deposits. Overall, this has produced deep, well drained, sandy and silt loam soils over much of the community, with more loams and organic material on the higher elevations to the southwest. However, there are also pockets of poorly drained muckier, peat soils and wetlands in some areas.

#### Metallic and Non-Metallic Mineral Resources

Two non-metallic mining or quarry sites are located within the City of Cumberland as shown on the future land use map in Section 8. The Barron County Soil and Water Conservation Department and Zoning Department currently administer the Barron County Non-metallic Mining Reclamation Ordinance. Ordinance standards address reclamation, surface water and wetland protection, groundwater protection, topsoil management, grading and slopes, maintenance, and a variety of other issues.

#### Groundwater

Groundwater is consistently identified by communities and residents in west central Wisconsin as a critical resource to be protected. In fact, in the overwhelming majority of community surveys, ground and surface water rank as the two most important issues for residents. The City of Cumberland utilizes groundwater for its municipal water supply.



The source of groundwater recharge in and near Cumberland is precipitation. Between one and ten inches of precipitation per year infiltrates and recharges the groundwater aquifers. The amount infiltrated depends mainly on the type of rock material at the land surface. The City has wellhead protection measures applied to its wells since the State requirements went into effect.

Areas of excessively drained soils and shallow depth to the water table exist within the City of Cumberland that increase the potential for groundwater contamination and can limit certain types of development. Groundwater contamination is possible from many sources ranging from leaking underground storage tanks, hazardous materials spills, and landfills to agricultural practices, landspreading, and mining operations. No groundwater quality or quantity concerns within Cumberland were identified during the planning process.

### **Watersheds and Surface Waters**

A watershed is an area of land that drains or “sheds” its water to a lake, river, stream, or wetland. Some watersheds encompass several hundred square miles, while others may be small, covering only a few square miles that drain into a lake. This is important to understand since the effects of natural and man-made activities in one area can have a direct impact on other areas. For example, stormwater runoff and flash flooding from a heavy rainfall upstream in a watershed will eventually reach the downstream part of that watershed.

Nearly all of the City of Cumberland lies within the Hay River watershed, which is a subwatershed of the Red Cedar watershed which contributes to the Lower Chippewa River Basin. A very small portion of northeast Cumberland lies in the Yellow River watershed. Surface water quality within Cumberland benefits from the City’s location near the “top” or headwaters of these watersheds,



As “The Island City”, the lakes are part of the identity and economy of the community. Surface water resources include lakes, ponds, streams, rivers, intermittent streams, and natural drainage. Surface waters are important in maintaining an ecosystem’s environmental integrity and diversity. These resources will continue to provide habitat for many species, provide groundwater recharge areas, and enhance the aesthetic values of the City. A large proportion of the area within the City boundaries is surface water, including

a substantial portion of 1,163-acre Beaver Dam Lake and smaller Library Lake and Collingwood Lake. These are seepage lakes fed by groundwater and runoff.



## 6. *Agricultural, Natural, and Cultural Resources*

Beaver Dam Lake is very popular for water sports and recreation with six boat landings and enforced slow-wake areas/hours. The Lake has good water quality and has been monitored by local volunteers since 1992. The Beaver Dam Lake Management District has been taking proactive measures to protect water quality, combat invasive species, and improve aquatic habitat. None of the surface waters within the City are currently impaired (303d listed), which means these water bodies are deemed to be meeting water quality standards for pollutants under the Clean Water Act. However, the Hay River starting about 2 miles south of Cumberland is on impaired list due to total phosphorus levels.

As reflected previously in Section 2.2, the lakes of Cumberland are a top opportunity and concern for the community. Water quality and the scenic beauty of Cumberland's lakes are not only an important to the quality of life of residents, but are essential to the City's tax base and economy.

Due to agriculture and urban run-off, the surface waters in Cumberland are quite fertile and aquatic vegetation growth is heavy in some parts. Due to its smaller size and depth, Library Lake is especially vulnerable to pollutant runoff, sedimentation, and habitat loss. Lake development, heavy recreational use, hardscape (e.g., parking lots) and local business and industry can also contribute to water quality and habitat degradation if not closely monitored, planned for, or mitigated. And aquatic invasive species are also a growing threat to local waters. There is ongoing, extensive discussion and work regarding the improvement of water quality in Cumberland and in the Red Cedar watershed. Opportunities exist for the City to work with the Lake District, Barron County Land Conservation, WDNR, and other partners to tackle these challenges.

The *City of Cumberland Stormwater Management Plan* previously discussed in Section 5.1 is essentially a water quality management plan. This Plan includes a variety of recommendations to improve and protect surface water and aquatic habitat in the community, including addressing aquatic invasive species, managing runoff, restoring Library Lake, and promoting public education. A companion document—*Library Lake Management Plan*—was

### **Lakes, Water Quality, and Property Values**

22% of residential parcels in the City of Cumberland are located within 50 feet of a surface water. On average, the assessed value of these lakefront lots is substantially higher than non-lakefront properties in the community. While these lots may not be affordable for all households, these properties do add greatly to the City tax base and local tourist economy.

A 2016 UW-Stout study of water quality and housing values in Menomonie, Chetek, and Cumberland estimated that:

- A typical 3-bedroom house in Cumberland costs \$107,100, but the cost is \$68,116 more if this house is located on a lake.
- For every additional foot of Secchi depth (water clarity), the value of a waterfront house increases by \$3,650.

A 2003 Minnesota study of over 1,200 waterfront properties found when water clarity went down by one meter (3.3 feet), waterfront property values decreased by an average of \$70 per frontage foot.



completed in March 2010 and included goals, objectives, and recommendations specific to improvements and protecting the water quality for Library Lake.

### **Wetlands**

Wetlands are defined by State Statute as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.”

There are numerous wetlands in Cumberland, especially in riparian areas along the lakes and streams. Wetlands can be divided into three main categories: emergent/wet meadow, forested, and shrub/scrub. Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. The United States Army Corps of Engineers, WDNR, and local zoning codes regulate wetlands within the City of Cumberland. Section 404 of the Clean Water Act established a program to regulate the discharge of dredged and fill material into waters of the state, including wetlands, and is the primary federal regulatory program for wetlands. This type of environmentally sensitive area is further discussed later in this subsection.

### **Forests**

Forests provide a range of benefits including wildlife habitat, forest products, recreational opportunities, aesthetics, and other benefits. They are also very important to protect and enhance water quality. There is a limited amount of forestlands or woodlands within the City of Cumberland City limits.

Based on land surveys from the mid-1800s, the native vegetation of the Cumberland area was dominated by White Spruce, Balsam Fir, Tamarack, White Cedar, White Birch, and Aspen forests. Today, areas outside the City to the north and west are dominated by deciduous and mixed forest with scattered wetlands and grassland areas, while farmland and grasslands generally dominate the landscape to the south and farther east.

The City's forests and trees are a very important asset with economic, social, and environmental benefits that significantly improve quality of life. There are a large number of shade trees in the residential areas throughout much of the City, specifically in the older residential areas, as well as along Beaver Dam Lake and within the Eagle Point Campground area. There are no state or federal natural areas within the community, though there are other important wildlife habitats and conservancy areas, including wetlands, natural riparian areas, and the community's parks.

In August 2015, the City of Cumberland adopted an *Urban Forestry Plan*. Based on an inventory of trees at four City properties, which included a variety of recommendations such as:

- Removal and treatment of ash trees (14.1% of inventoried trees) due to the Emerald Ash Borer threat.
- Pruning or removal of oak trees (most common species) during winter months to prevent oak wilt.

## 6. *Agricultural, Natural, and Cultural Resources*

- Pruning or removal of additional trees for safety reasons.
- Annual inspections, routine maintenance, and public awareness activities.

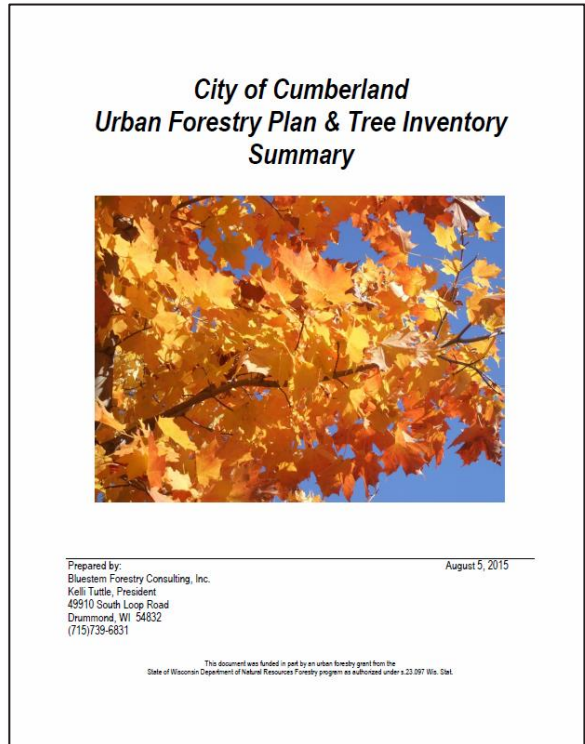
Over the next 20 years, forestlands in Barron County will likely continue to experience increased pressures since residential developments desire the natural setting of woodlots. In addition, the demand for recreational and hunting land will continue to go up since there is a limited supply of high quality forestland. And, as discussed later, invasive species, such as the Emerald Ash Borer and Buckthorn, are a very real and growing threat to the area's forests and native flora and fauna.

### **Threatened and Endangered Species**

In 1972, Wisconsin passed its own endangered species law. Under the Wisconsin Department of Natural Resources (WDNR), the state created rules and regulations and identified which species to protect. Congress passed the Endangered Species Act (ESA) in 1973 with a purpose "to conserve the ecosystem upon which endangered and threatened species depend". The law incorporates the Endangered Species Preservation Act of 1966 and Endangered Species Conservation Act of 1969. Wisconsin State Statute 29.604 and Administrative Rule Chapter NR 27 establish, define, and guide Wisconsin's endangered and threatened species laws.

No one is exempt from these laws, but an endangered or threatened species permit can allow one to conduct certain activities under certain conditions. Any person in violation of these laws is subject to fines and/or imprisonment, even for unintentional violations. The WDNR is required by law to implement conservation programs on State-listed species. This involves conducting research and developing programs directed at conserving, protecting, managing for, and restoring certain endangered and threatened species to the extent practical.

According to the WDNR Natural Heritage Inventory, there are no endangered species located in the Cumberland area. The Wood Turtle has been confirmed in the area (not necessarily in the City) and has "threatened" status. Six additional State-listed species of concern were also noted in the Cumberland area due to their rarity or dependence on sensitive habitats: Vasey's Pondweed (plant), Snail-seed Pondweed (plant), Prairie Skink (lizard), Blanding's Turtle (turtle), Swamp Darner (dragonfly) and Least Darter (fish). However, some sensitive species have been removed from the data in order to protect their location. Threatened and endangered species found within the City will likely remain on the list of species needing special consideration and protection. However, several existing programs have enhanced the habitat necessary to foster increased populations of these sensitive species. No unique



threatened or endangered species issues or concerns were identified for the City of Cumberland.

### **Invasive Species**

Most invasive species are spread due to the introduction and actions of humans, and this threat is growing. Invasive species disrupt natural communities and ecological processes. They can destroy habitat, drive out/kill native species, and be vectors for the introduction of diseases. Many invasives lack a native predator, which allows them to aggressively invade, spread, and dominate natural areas and waterways. And some invasives can cause health problems, such as Wild Parsnip that burns skin or animal species that spread disease.

Aquatic Invasive Species (AIS) have been the primary threat to Cumberland to date. The following AIS have been documented on Beaver Dam Lake or nearby: Chinese Mystery Snail, Curly-Leaf Pondweed, Eurasian Water-Milfoil, Hybrid Cattail, Narrow-leaf cattail (*Typha angustifolia*), Purple Loosestrife, Rainbow Smelt, and Rusty Crayfish.

There is growing attention in the region to the terrestrial invasive species threats. Buckthorn is very serious threat to the forests of Barron County due to its ability to outcompete native tree growth and form large, dense thickets with little habitat, recreational, or timber value. Japanese Knotweed is another growth threat; its roots have the ability to damage pavement and penetrate building foundations. These are just two of a growing list of such threats, which also includes: Exotic Bush Honeysuckle, Spotted Knapweed, Oriental Bittersweet, Leafy Spurge, Purple Loosestrife, Wild Chervil, Wild Parsnip, and Garlic Mustard.

The WDNR requires that any person seeking to bring a non-native fish or wild animal for introduction in Wisconsin obtain a permit. The City of Cumberland can help combat exotic plant species by educating residents about non-native species, encouraging residents to use native plants in landscaping, discouraging the transport of firewood from outside the area, and reporting such species like Purple Loosestrife or Buckthorn to the WDNR.

### **Air Quality**

The City of Cumberland, and Barron County as a whole, has no major air quality issues. Barron County is considered an attainment area that meets the National Ambient Air Quality Standards as defined in the Clean Air Act. It is not uncommon for there to be some air quality concerns related to odors associated with agricultural and industrial operations in the City and adjacent to the City. These issues are often extremely local, but at the same time can disrupt quality of life. No specific air quality issues or concerns were identified for the City of Cumberland.

### **Environmentally Sensitive Areas (ESAs)**

An ESA is an area or feature that benefits the greater public good and is worth protecting, maintaining, enhancing, or restoring due to its fragile nature or its long-term community benefit for present and future generations. These are typically natural features that would be negatively impacted or could cause harm to people, property, or other nearby resources if

## ***6. Agricultural, Natural, and Cultural Resources***

encroached upon or developed. ESAs should be protected and preserved, if possible, and only encroached upon in a manner that mitigates potential negative impacts.

As shown on the map on the following page, there are three primary types of ESAs in the City of Cumberland:

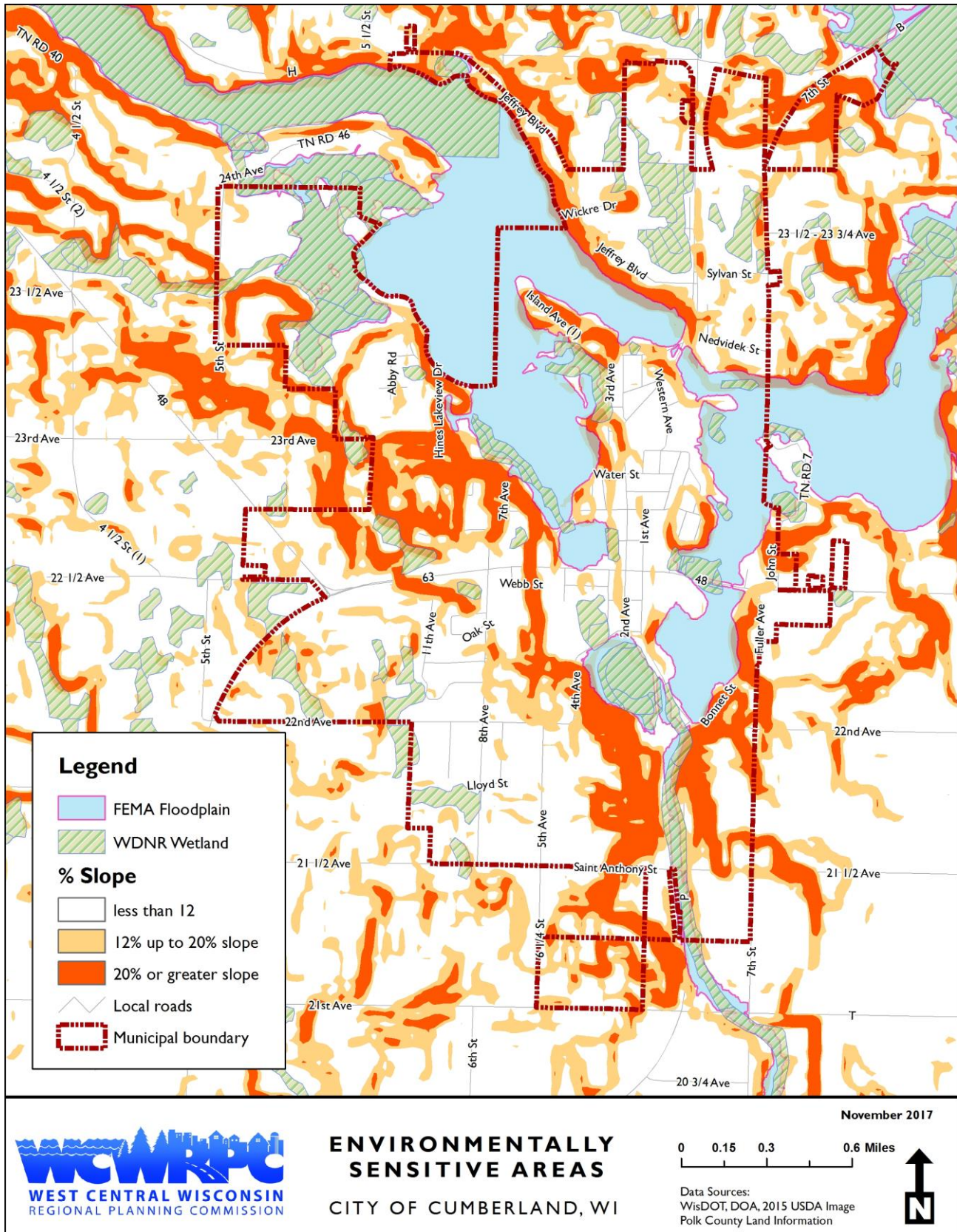
**1. Surface Waters, Shorelands, and Floodplains:** As discussed previously, protecting the surface waters of Cumberland is a community priority; and the City's lakes, streams, shorelands, and floodplains are considered ESAs.

Not shown on the map are the shoreland areas of Cumberland. Shorelands are regulated under State Statute to mitigate erosion and runoff, while encouraging healthy habitat. Shorelands are: (a) within 1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages; or (b) within 300 feet of the ordinary high water mark of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater, excluding certain lands adjacent to farm drainage ditches. This shoreland definition is a regulatory-based setback, though an ecologically-based riparian area could extend beyond the shoreland setback and could also be considered an ESA in some areas.

The 100-year floodplain is also considered an ESA that is protected and regulated to mitigate the damage to property, provide flood storage, and help protect water quality. For purposes of this plan, a floodplain is that land which has been or may be covered by floodwater during a flood event. The terms "100-year flood" and "floodplain" are commonly used interchangeably, and are generally treated as such within this plan. A 100-year flood, often referred to as a regional flood, special flood hazard area, or base flood, is a flood that has a one percent chance of being equaled or exceeded in any given year. This can be misleading as a 100-year flood is not a flood that will occur once every 100 years. The 100-year flood, which is the standard used by most Federal and state agencies, is used by the National Flood Insurance Program (NFIP) as the standard for floodplain management and to determine the need for flood insurance.

FEMA's official 100-year floodplains, as adopted by the City, are shown on the map. The City has had no recent problems with river or lake overbank flooding problems. There are potentially three principal structures partially in the floodplain as well as docks and boathouses. The City's larger flooding challenge has been with stormwater or overland flooding. Please refer to the *Barron County Multi-Hazard Mitigation Plan* for more information on flooding in Cumberland.







## ***6. Agricultural, Natural, and Cultural Resources***

**2. Wetlands:** Wetlands serve as important groundwater recharge areas, as well as habitat for many unique plant communities and animal species. They also maintain groundwater and surface water quality by filtering runoff, and providing flood storage. The previous map identifies the WDNR-mapped wetland areas within the City of Cumberland according to the Wisconsin Wetland Inventory. Smaller wetland areas (generally less than 5 acres) are often not mapped. The Wisconsin Wetlands Inventory and NRCS Soil Survey, in concert with on-site delineation when needed, should be used in combination to identify potential wetlands. Whether mapped or not, all wetlands are protected from development under WDNR and local regulations. As shown on the map, wetlands pose a very significant barrier to development in some areas of the community and must be considered when making future land use decisions.

**3. Steep Slopes:** Steep Slopes are areas that are more susceptible to erosion, run-off, and flash flooding. Disrupting natural slopes and drainageways with new construction, development, and other activities can create a variety of new problems and hazards. The Wisconsin Department of Natural Resources considers any area of 12 percent or greater to be steep slopes. Soil erosion on slopes 12 percent to 20 percent is often manageable with good practices. The WDNR discourages development of or encroachment upon slopes greater than 20 percent, especially without more intensive or engineered best management practices and erosion controls. Where steep slopes exist, greater attention should be given to site planning, stormwater management, and erosion control, especially when located near surface waters. The previous map generally shows the distribution of steep slopes within Cumberland. This map should be used for general planning purposes, since actual topography and elevations will vary by site.

Critical habitat for endangered and threatened species could be considered a fourth type of ESA, if such species are found within the City in the future.

### **6.2 Existing Conditions and Needs – Parks and Outdoor Recreation**



Public parks and outdoor recreation facilities within the City of Cumberland are primarily provided by the City with the support of various community organizations, with some additional school facilities also available for recreational purposes. There are no designated Barron County, State, or Federal parks or natural areas located within or immediately adjacent to the City.

For the City of Cumberland, parks and outdoor recreation resources are closely related to natural resources, given that the majority of the City's public recreational facilities are situated on or near lakes. The map on the following

page shows the locations of the various parks and recreational facilities within the City of Cumberland.

In February 2015, the City of Cumberland adopted a comprehensive *Outdoor Recreation Plan* (ORP) that inventories outdoor recreational facilities within the City and includes recommendations for the improvement of these facilities. Completed later in 2015, the *Placemaking Cumberland* report makes additional recommendations regarding the recreational facilities at Tourist Park/Eagle Point, Islander Park & Middle/High School Sports Fields, and Library Lake.

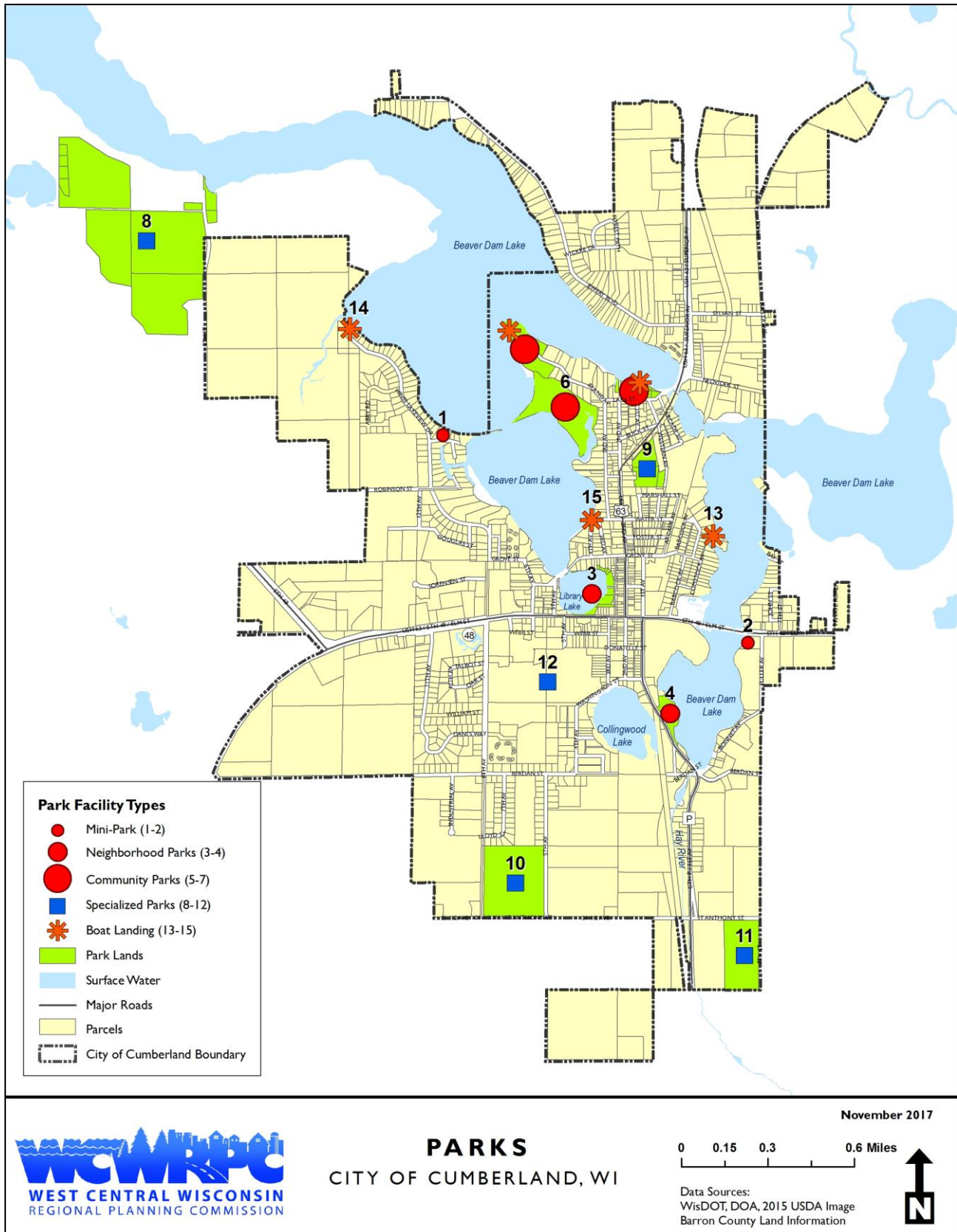
Consistent with the ORP and placemaking report, current planned recreational improvements include the following priorities:

- Tourist Park – Replace and/or upgrade playground equipment (0-5 years). Refurbish restroom shower house (5-10 years).
- Eagle Point – Update playground equipment (0-5 years). Add boat slips (0-5 years). Improve hiking and biking trails to Rabbit Island and Tourist Park (0-5 years). Mill and repave interior streets and parking lot (5-10 years).
- City Hall Park – Install ADA path from parking area to fishing dock (5-10 years).
- Islander Park – Install tennis/pickleball courts (1-5 years).

Both the ORP and placemaking report also identified a community desire to:

- Develop a public greenspace and marina on the east side of Library Lake as a downtown focal point and gathering place with a walkway around the lake.
- Improve the marketing and visibility of municipal recreational facilities.
- Improve wayfinding and multi-modal linkages throughout the community, including improvement of the Highway 63 bridge and addressing current gaps in ATV route/trail connectivity.

## 6. Agricultural, Natural, and Cultural Resources



### **6.3 Existing Conditions and Needs – Cultural Resources**

Historical and cultural resources are a valuable way to define local character and distinction. Cultural resources can nurture a “sense of place,” provide an important context for planning, have social or spiritual importance, and help foster community identity and pride. These resources are identified in many manners, including historical buildings, archeological sites, historic districts, and unique landscapes/viewsheds, but can also include cultural programming and events.

No sites of archeological significance requiring action by the City were identified during the Plan update. The City of Cumberland has two structures listed on the National Register of Historic Places (NRHP):

- St. Mary’s Rectory (1575 2<sup>nd</sup> Avenue; 1904 Late Victorian, added 4/4/11)
- Thomas St. Angelo Public Library (1305 2<sup>nd</sup> Avenue; 1906 Classical Revival; added 6/25/92)

There are additional structures and locations within the City that are of historical significance to the community, including much of the Central Business District. A historical or architectural survey of the community has not been performed. The community values the maintenance and preservation of historical structures and will work with landowners of vacant or under-utilized structures to explore opportunities for adaptive reuse. The deteriorating Opera House is one such historic structure needing attention.

While the City of Cumberland lacks a historical society or museum, the culture of the community is celebrated in other ways. Enrichment through Culture (ETC) is a non-profit dedicated to the development of the existing creative energy and to the fulfillment of the cultural needs of a rural setting by promoting the arts through education, participation in, and presentation of cultural events (e.g., theatre, community choir, music) for all ages. The School District is also an active center of community social life through band, athletics, etc. The City, Chamber, Business Alliance, and other organizations also work cooperatively to host a variety of events, such as the Rutabaga Festival and the Island City Music Series.

The City of Cumberland has adopted a Historic Preservation Ordinance that established a five-member Historic Preservation Committee for the purposes of:

- a. Effect and accomplish the protection, enhancement, and preservation of such improvements, sites and districts which represent or reflect elements of the City of Cumberland’s cultural, social, economic, political and architectural history.
- b. Safeguard the City of Cumberland’s historic, prehistoric and cultural heritage, as embodied and reflected in such historic structures, sites and districts.
- c. Stabilize and improve the property values, and enhance the visual and aesthetic character of the City of Cumberland.
- d. Protect and enhance the City of Cumberland’s attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.

## ***6. Agricultural, Natural, and Cultural Resources***

The Committee can recommend and recognize historic sites, structures, and districts within the community for which review and approvals are required for construction, reconstruction, alterations, and demolition of designated structures and sites.

### **6.4 Agricultural, Natural, and Cultural Resources Goals and Objectives**

A set of recommended goals, objectives, and action steps has been developed to assist the City in the conservation and promotion of effective management of the local natural, agricultural, and cultural resources. These resources are important to the City. A cooperative effort between the City; its citizens; Barron County; and other state, federal, and nonprofit agencies or organizations is important to ensure the resources of the City are preserved and enhanced for future generations.

#### **Agricultural, Natural, and Cultural Resources Vision Statement**

The City of Cumberland will retain its small-town character by promoting a continued mix of open and natural areas, and lakeshore development. The City will have developed in a manner that respects and celebrates the diverse values and cultures of all citizens. Natural resources will be protected and serve as an environmental, recreational, and economic asset to the City. Development will be in harmony with the natural environment to ensure these resources are protected for future generations.

***Goal: Conserve, protect, manage, and enhance the City's natural resources, including but not limited to, lakes, rivers/streams, wetlands, groundwater, forestlands, and other wildlife habitats in order to provide the highest quality of life for the City of Cumberland's citizens and visitors.***

**Objective:** Enforce setback requirements for water resources by enforcing City shoreland standards when applicable.

a. Educate residents about the importance of natural areas and wildlife corridors.

**Objective:** Endorse the Wisconsin Department of Natural Resources watershed initiatives to educate shoreland and basin property owners on the appropriate safe levels, application, timing and safe types of fertilizers and pesticides applied to lawns and fields in the City.

**Objective:** Work with the Lake District to protect surface water quality, improve aquatic habitat, control invasive species, and related public education.

a. Implement the recommendations of the City's Stormwater Management Plan.

b. Support efforts to continue monitoring of the quality and quantity of runoff, such as phosphorus and sediment loading.



Objective: Endorse the Wisconsin Department of Natural Resources watershed initiatives to restore altered shoreland vegetation and prohibit removal of natural vegetation in critical shoreland areas.

Objective: Promote the establishment and maintenance of natural buffers along water resources.

a. Encourage Barron County and the Wisconsin Department of Natural Resources to fund buffer strips along streams and the lakeshores.

b. Collaborate with state and local organizations whose charge is to enhance water quality.

Objective: Educate the public on best management practices that will ensure the protection of natural resources.

a. Publish or obtain information that can be distributed to residents on the disposal of hazardous materials, such as paint, waste oils, computers, insecticides, etc.

Objective: Protect and manage local forested areas and other wildlife habitats.

a. Encourage selective cutting in forest stands.

b. Coordinate with WDNR to identify and protect wildlife habitats.

c. Inventory and map sensitive resources that should be preserved to the greatest extent possible.

d. Encourage “low impact” development that strives to retain natural vegetation.

e. Discourage habitat fragmentation by encouraging development on the fringes of identified habitat areas and by encouraging the linking of habitats and natural areas through environmental corridors.

f. Work and cooperate with local land trust and similar organizations on forest and wildlife habitat protection, management, and preservation.

***Goal: Provide adequate amount of parkland, greenspace, and desired recreational facilities to serve existing and new development.***

Objective: Require developers to dedicate a portion of the development for park and open space purposes or cash-in-lieu of land for this purpose.

a. Continue to implement and enforce Section 18.16 of the Municipal Code regarding the dedication and reservation of lands and proportionate payments in lieu of dedication for parks, recreational facilities, and open space.

Objective: Implement the recommendations of the *City of Cumberland Outdoor Recreation Plan*, *Placemaking Cumberland* report, and the *Library Lake*

## ***6. Agricultural, Natural, and Cultural Resources***

*Management Plan* related to outdoor recreational improvements.

- a. Improve Library Lake, including dredging and installation of a marina or piers, improvement of a walkway around the lake, and a permanent band shell.
- b. Improve Eagle Point Campground, including new play equipment and enhancing the trails at Rabbit Island, and improve play equipment at Tourist Park.
- c. Improve the Golf Club including promoting the lake access, improving the dock system, marketing the bar and restaurant, and renovation of the buildings.
- d. If there is interest by a community sponsor organization, establish a dog park.
- e. Improve visibility and wayfinding for community outdoor recreation facilities and market these assets.

Objective: Work with the School District and Library to support the Community Garden.

- a. Explore interest in community education classes on gardening.
- b. Work with the Methodist Church and 3M to explore possible garden expansion areas.

***Goal: Preserve and enhance cultural resources, including historical and archeological sites and resources.***

Objective: When cost-effective options exist, consider design elements and public amenities downtown and in areas of historical interest that reflect the City's historic character, but are still in appropriate context of their surroundings.

- a. Work with private landowners on the maintenance and preservation of historic buildings, such as the Isle Theatre and Opera House.
- b. Coordinate with the Barron County Historical Society to update the inventory of historic properties in the City of Cumberland and share this information with the State of Wisconsin Architecture and History Inventory.
- c. Develop a list of eligible or registered historical places in the City and promote the use of available tax credits as a historical preservation incentive.
- d. Explore community and business owner interest in the creation of a downtown area historic district.

## **6.5 Agricultural, Natural, and Cultural Resources Policies and Programs**

### **Agricultural Resource Policies**

Agriculture will continue to be the major land use in Barron County. The City of Cumberland should attempt to minimize conflicts between agricultural uses and nonagricultural uses in the future, recognizing that farmland within the City will be developed for other uses as the community grows. The City will continue to recognize and support agri-business as an important part of the local economy.

### **Natural Resource Policies**

Pressures on natural resources will continue as development and land use changes occur over the next 20 years. Potential impacts to natural resources (both beneficial and adverse) will depend greatly on the preservation and protection measures that are enacted and enforced by local, State, Federal, and nonprofit resource agencies/ organizations, and the actions of individual landowners.

Preservation of natural resources (wetlands, surface and groundwater, woodlands, shorelines) is an important priority for the City of Cumberland and shall be considered in the decision-making process for all future planning and development decisions. These resources provide recreational opportunities and enhance the quality of life for Cumberland residents and for visitors to the area. Should additional guidance on defining environmental sensitive areas, environmental corridors, and conservation features be needed, Dunn County and West Central Wisconsin Regional Planning Commission completed a report in October 2016 that may be a very helpful starting point.

The WDNR is concerned about loss of wetlands, aquatic habitat, and open land to development as well as pollution to surface and groundwater. Moreover, simplification of diverse habitat and loss of special places that support rare species are also major concerns. The City should continue to support WDNR programs, and other programs like conservation easements to help protect wildlife habitats.

### **Cultural Resource Policies**

Cultural resources, like natural resources, are valuable assets that should be preserved. The City of Cumberland supports the activities of the State Historical Society and local historic preservation groups to identify and protect historic resources. Depending on the interest of residents, the City may establish a committee to develop a program for historic preservation in the future.

### **Related Plans, Programs, and Resources**

Numerous Federal, State, regional, local, and private plans and programs exist that contribute to preservation, conservation, or management of agricultural, natural, and cultural resources in Barron County, many of which are summarized in Appendix E.

# **7.0 ECONOMIC DEVELOPMENT**

- 7.1 Existing Conditions, Strengths, and Weaknesses
- 7.2 Current City Economic Plans and Designated Sites
- 7.3 Desired Businesses and Industries
- 7.4 Opportunities for the Use of Environmentally Contaminated Sites
- 7.5 Economic Development Goals and Objectives
- 7.6 Economic Development Policies and Programs

Through planning, a community can anticipate economic change and guide development to achieve the economic vision and objectives for the community. Economic development is about working together to maintain a strong economy which provides a good standard of living for individuals and a reliable tax base for the community. A community's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and policies of the other plan elements.

The element shall assess categories or particular types of new businesses and industries desired by the City, assess strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. County, regional and state economic development programs that apply to the City shall also be identified.

## **7.1 Existing Conditions, Strengths, and Weaknesses**

Appendix D provides a description of the economic conditions of the City of Cumberland. Generally, the City of Cumberland has several healthy businesses and industries, but the regional economy has shifted in recent decades due to changes in agriculture and the loss of family resorts. Compared to many rural Midwestern cities, Cumberland continues to have a strong manufacturing sector, which employs about 22 percent of the workforce in the City. Education and health services sectors employ an additional 23 percent of the workforce.

Residents have easy access to businesses and service businesses in the community and the City has a strong professional services sector. The downtown features many businesses but has been struggling recently as more residents shop in Rice Lake, as reflected by the retail leakage/surplus analysis in Appendix D. This may be partially explained by the fact that over 55 percent of working Cumberland residents are employed outside the City.

The City's median household income of \$41,544 in 2015 is below the County and State median incomes of \$45,714 and \$53,357, respectively. In 2015, 17.3 percent of residents were below the poverty level at some point during the previous twelve months, which is substantially higher than the County's percentage of 8.3 percent. These income discrepancies can be partially explained by a higher unemployment rate in the City (8.6%) compared to the County (6.0%).

Notably, less than half (49.8%) of the City's working-age population is employed, compared to 63.9% and 62.9% for Barron County and State of Wisconsin, respectively. This likely reflects Cumberland older population and high proportion of retiree households.

Section 2.2 identifies the economic strengths and weaknesses of Cumberland, along with key issues and opportunities the Plan Commission desired to address as part of this Plan update.

## **7.2 Current City Economic Plans and Designated Sites**

The map on the following page identifies parcels within the City with assessed commercial or industrial businesses as of January 2017. The highest densities of commercial development can be found in the central business district downtown and along the major highways, with some smaller services and home-based businesses scattered in other areas. Both commercial and industrial uses can be found in the Cumberland Industrial Park on the community's south side. Other industrial uses are largely scattered, including 3M, Ardisam, Seneca, and two non-metallic mining operations. Sections 7.5 and 7.6 include policy guidance regarding the siting of future businesses within the community. To ensure adequate sites for future economic growth, the existing and planned distribution of businesses in the community is discussed further in the land use element (Section 9).

Cumberland has two active tax increment financing (TIF) districts, the boundaries of which are also included on the map on the following page:

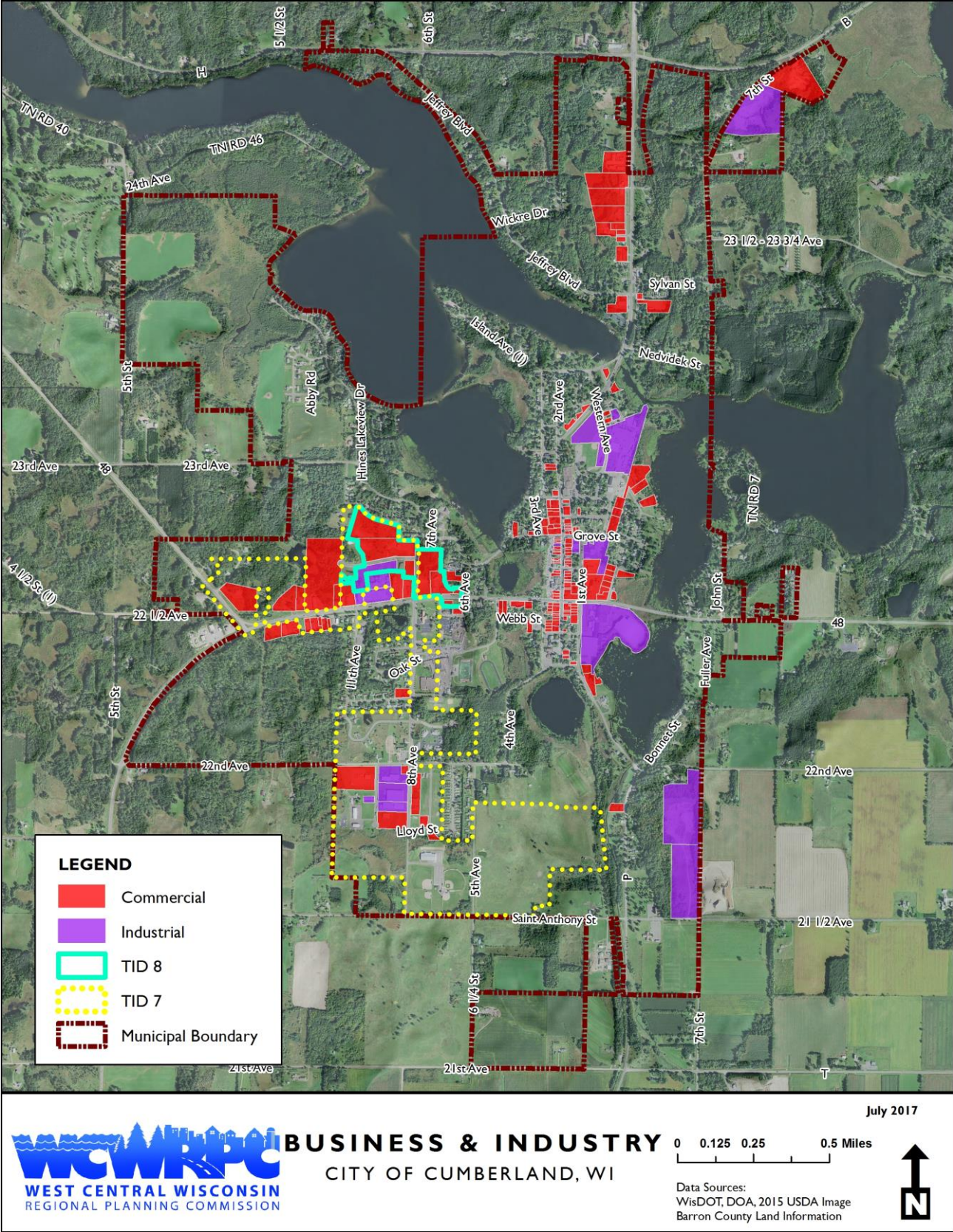
<b>TID #</b>	<b>Base Year</b>	<b>Maximum Life</b>	<b>2016 Value Increment</b>
7	1995	09/13/2022	\$19,241,400
8	2017	04/05/2038	not available; new

City of Cumberland Tax Increment Financing District #7 (TID #7) was created in September 1995 prior to current State rules requiring it to be a designated type (e.g., industrial, mixed use, rehabilitation). TID #7 was created in order to finance street, electric, water, and sewer upgrades on the community's west side; all anticipated TID-funded projects have been completed. With over \$19.2 million in increment value in 2016, TID #7 has successfully helped support development within the district and all TID-financed debts are projected to be paid for in 2020, at which time TID #7 will be terminated well ahead of its statutory maximum life of September 13, 2022. Until TID #7 is terminated, the City is unable to create a new TID due to the 12% equalized value test under current State rules. TID #8 was created in April 2017 as a mixed-use district. The project plan envisions just under \$7.5 million in project expenditures for property acquisition, site preparation, utility, street and other costs to support residential, commercial, and industrial infill and redevelopment on the City's near west side.

The City does not have a formal economic development program or other economic plans, with the potential exceptions of the *Placemaking Cumberland Report* and the *Outdoor Recreation Plan*. As will be later discussed, the City works with businesses and partners with other community, county, regional, and State organizations to meet local economic goals.



7. Economic Development



### **7.3 Desired Businesses and Industries**

Like most area communities, the City of Cumberland would welcome most economic opportunities that do not degrade valued natural resources, sacrifice community character, or add a disproportionate level of City services per taxes gained. The City envisions that it will continue to serve as a commercial and employment center for the area with a diverse mix of retail and commercial services, along with a strong manufacturing base.

Desired business and industries for Cumberland include:

- retention and growth of the City's existing industries;
- businesses that offer good-paying jobs, including trades and the manufacturing jobs of the future;
- retention of downtown commercial businesses and services and attracting new retail and businesses to empty storefronts;
- tourism-related businesses, outdoor-based recreational businesses, and highway commercial development that encourage travelers to stop in Cumberland and make the City a tourist destination; and,
- service businesses that support residents and businesses, while attracting young families.

### **7.4 Opportunities for the Use of Environmentally Contaminated Sites**

No known opportunities exist for brownfield redevelopment at this time or were identified during the planning process. According to the WDNR's tracking system, there is only one site in the community that has "open" status due to contamination (petroleum spill/leaking underground tank). This site has been closely monitored since 1989 and is still in use today.

### **7.5 Economic Development Goals and Objectives**

The primary goal and objective of economic development is to enhance the quality of life for residents through expanding the local tax base, supporting existing businesses and attracting new complimentary businesses, and to attract jobs that provide a living wage. Combining economic development efforts with other units of government and related organizations leverages public investment and often increases the success of economic development initiatives. The following set of recommended goals, objectives, and action steps has been developed to assist in the overall economic development efforts of the City.

#### **Economic Development Vision Statement**

Economic development will continue to be in harmony with surrounding land uses and the natural environment, including lakeshore, commercial, and industrial development of all sizes. Employment opportunities within the City and in close proximity to residential areas will offer a living wage for City residents, while attracting new workers and community members.



***Goal: Cumberland should be a strong economic center.***

Objective: The City of Cumberland recognizes that goals and objectives of many other plan elements are crucial to the economic success of the community, such as access to affordable housing, the protection of natural resources, and the provision of quality transportation infrastructure, utilities, and community services.

Objective: Support the retention and enhancements of existing businesses and attract new business investment that provides good paying, year-round employment.

a. Provide the necessary services and utilities at the lowest possible cost and efficient access to surface transportation.

b. Cumberland businesses should have access to the reliable broadband services that they need to compete in a global economy.

c. Work with educational institutions, partner organizations, and area businesses to encourage programs and partnerships that: (i) nurtures the creation of the next generation of manufacturing and technology-related jobs; and (ii) develops and attracts a skilled workforce within the City of Cumberland that supports the needs of local businesses.

d. Actively engage local industries in a discussion of their business and workforce needs, barriers to growth, and opportunities that could be taken to not only retain, but grow their businesses.

e. Work with the Cumberland business community and Barron EDC to offer entrepreneurs and small businesses technical resources and mentor support to help improve operations, identify target markets, develop opportunities for growth and expansion, and assist with business transition. Proactively offer such services to struggling businesses.

f. Continue to work with Barron County EDC to develop a strategies to encourage business expansion and attract new businesses to Cumberland, including: (i) additional research on what businesses desire and (ii) strategies to market the City's assets and quality of life to attract new business investment.

Objective: When appropriate, provide financial assistance and/or incentives through state and federal grants, low interest loans and other financial instruments to existing and new companies.

a. When evaluating development and economic incentives, the City will consider all costs and benefits to ensure a development and incentives will not be a burden on the community and its residents.

Objective: Maintain and nurture a high quality of life within the community to retain and attract tourism, skilled workers, and business investment. Continue to partner with the Chamber, CABA, and others to market Cumberland as a tourist and recreational destination.

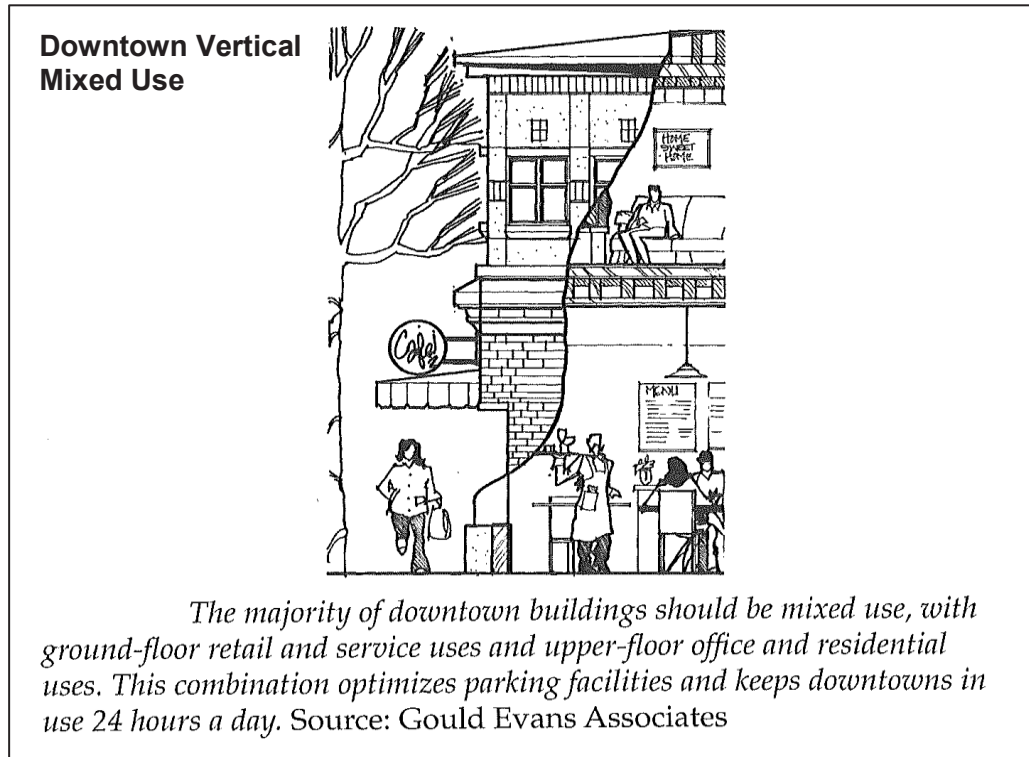
- a. Bring the various community stakeholder groups and residents together to develop a consensus on a unified brand and marketing strategy for the City and incorporate this brand into logos, messaging, wayfinding, literature, etc.
- b. Increase the marketing of lodging alternative in the City, including hotels, motels, camping, vacation rentals by owners, and bed-and-breakfasts.
- c. When considering development proposals and community investments, keep in mind that aesthetics, social offerings, and “welcoming/openness” all contribute to quality of life and the local economy. People spend money “where their heart is.”
- d. Continue community discussions and efforts to implement the vision and recommendations of the *Placemaking Cumberland* report. A summary of this report is included at the end of this section.
- e. Consider participation in a First Impressions exercise to obtain insight into how a visitor views and experiences the community.
- f. As opportunities allow, increase the amenities available for water sports (e.g., boat marina at Library Lake, boat gas, kayak/canoe rental).

Objective: Support downtown Cumberland as a distinct opportunity for commercial and service establishments and housing. Encourage a variety of retail services for area residents and promote supportive programming that fills vacant commercial buildings.

- a. Consider Connect Communities status through the Wisconsin Economic Development Corporation for downtown revitalization assistance. Utilize this initiative to encourage more discussion on downtown improvement activities.
- b. If there is interest by downtown business owners, explore the creation of a Main Street Program or business improvement district to help coordinate and finance downtown programming, marketing, and improvements.
- c. Promote the use of the City’s business fund and the Regional Business Fund’s Façade Loan Program to maintain or renovate downtown facades. Strongly encourage any proposed façade repairs or construction to be consistent with the City’s downtown design guidelines and the historical context of the downtown historical district.
- d. Continue efforts to improve and develop Library Lake as a central-gathering place that is well connected to rest of the downtown and community, as well as an accessible destination for boat traffic.

## 7. Economic Development

e. Strive to maintain a unified, two-story façade wall with commercial uses on the first floor and residential uses on the second floor in Cumberland's historic downtown. Encourage higher density, multi-family, and senior housing within and nearby the central business district that is compatible with and complimentary to the primary economic and service functions of the downtown area.



f. Continue efforts to improve the visibility/wayfinding for downtown parking. Explore the addition of electric vehicle parking downtown.

Objective: Support the establishment of business incubators and workforce development programs for technology-related activity and other business and industrial pursuits.

Objective: Ensure that future commercial development is compatible with the existing character of the City of Cumberland, while protecting water quality and the natural environment.

Objective: Monitor the need for lots in the industrial park to ensure there are enough industrial and business park lots in the community to meet demand.



Objective: Prevent uncontrolled commercial strip development.

- a. Ensure that the zoning code adequately addresses development standards that reflect the characteristics of the City (e.g. appropriate building materials, setbacks from natural resources, signage, lighting, landscaping, etc.).
- b. New commercial activities should be limited to those areas designated for such use on the Future Land Use Map in order to minimize adverse impacts upon surrounding land use, particularly residential use.

## **7.6 Economic Development Policies and Programs**

### **Policies**

Future commercial and industrial development in the City of Cumberland is most likely to occur in industrial/business parks. The development of this Comprehensive Plan is seen as an important step to plan for the type, size and location of development. New business will be important for the City of Cumberland to continue to grow and prosper. It will also increase the tax base for the City. The City of Cumberland encourages new commercial businesses to infill/reuse vacant or under-utilized commercial properties or locate in industrial parks where they can be easily served by utilities and other municipal services.

Commercial and industrial businesses should be sited and operated in a manner that mitigates potential land use conflicts with nearby uses and does not negatively impact water quality and other natural resources.

Available economic development programs, tools, and resources were considered when updating the previous sub-section of this plan, but these resources (as well as needs and opportunities) change over time. The City should not limit itself and should continue to explore all opportunities to meet its economic development vision, goals, and objectives.

### **Partners and Programs**

There are a variety of local, regional and statewide economic development programs, partners, and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in startup and expansion. The City relies greatly on local partners (e.g., Chamber, CABA, Barron County EDC) to take a lead role in economic development and marketing for the community. Appendix E includes a description of the primary county, regional, State, and Federal resources that can assist the City of Cumberland with its economic development efforts. This is not intended to be a complete list, but rather the most likely tools to be used by Cumberland. Some past critical partners include:

Cumberland Area Chamber of Commerce  
Cumberland Area Business Alliance (CABA)  
Barron County Economic Development Corporation  
West Central Wisconsin Regional Planning Commission/Regional Business Fund, Inc.

## ***7. Economic Development***

State & Federal Agencies (WEDC, WDOT, USDA, EDA)  
Area Educational Institutions (School District, WITC, UW System)  
Local Businesses, Utilities, Realtors, and Entrepreneurs

In addition to these partners and resources, a variety of programs and tools are available to locally pursue economic development that aligns with these strategies, such as tax increment financing (TIF), business improvement districts (BID), Main Street programming, tax abatement, low-interest business loans, workforce development programs, and business incubators. Effectively using such tools often requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available from the state, county and other organizations.

## City of Cumberland

### PLACEMAKING CUMBERLAND REPORT SUMMARY



During Fall 2015, residents, business owners, organizations, and other stakeholders from the Cumberland area came together to take a fresh look at seven key locations within the community. This project was a local partnership with sponsorship support from the Cumberland Area Business Alliance and City of Cumberland, financial support through the Realtors Association of Northwestern Wisconsin, coordination support from the Barron County Economic Development Corporation (EDC), facilitation by West Central Wisconsin Regional Planning Commission, and the input of various additional local stakeholders and other community groups. In all, over 140 hours of total volunteer time was spent during the October and November workshops, in addition to pre-planning meetings and presentations.

During the project, WCWRPC utilized the Project for Public Spaces placemaking approach as a framework for evaluation and discussion. Placemaking looks to enhance the character of places where people gather, while building on existing initiatives and assets in a community, and to connect spaces physically and thematically through partnerships and cooperation. Project participants learned what factors make great public places and incorporated these attributes into their placemaking recommendations.

From the initial workshop, the following placemaking vision for Cumberland was created:

***Beautiful lakes in a vibrant community—Welcome to Cumberland! Your next-door, year-round island getaway centered around an active downtown and a strong sense of community.***



As part of the project, participants brainstormed ways to market the area's attractions and determined that a consensus on an overall theme, message, and "brand" was a critical need. This brand should then be integrated into specific marketing and wayfinding efforts.



Working in groups, participants evaluated and developed action plans for seven key places or nodes within the community. Improving connectivity and directional wayfinding, while enhancing Cumberland's recreational amenities and downtown, were a common focus throughout the workshops. Participants also stated that places should be comfortable, attractive, and interesting with places to sit, landscaping, and things to do that encourage people to gather throughout the year. The key recommendations are included on the following pages of this summary, but be certain to also consider the node evaluations and connectivity discussion in the full report.

Participants recognized that everyone must do their part to accomplish the vision and actions identified in the report. A strong commitment to move forward was very apparent during the November follow-up workshop when a decision was made to form a community placemaking steering committee to champion the placemaking action plan, foster communication, leverage resources, and promote volunteerism.

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85



### Placemaking Cumberland Report Summary

	Recommendations	LQC?	Priority	Potential Resources
City-Wide	1. Establish a Cumberland Area Placemaking “Steering” Committee to coordinate action plan implementation.	yes	Jan 2016	<ul style="list-style-type: none"> <li>• Cumberland Area Business Alliance to take initial lead</li> <li>• Technical support from Barron County EDC &amp; WCWPRC, if needed</li> </ul>
	2. As needed, update the City’s Outdoor Recreation Plan for grant eligibility and integrate placemaking recommendations, including for city-wide trail and route connectivity. See Section III.d.  Bring together stakeholder to address local and regional trail/route connectivity for biking, ATV, and snowmobile use. Identify a plan for connectivity through the City of Cumberland.  Once a trails plan is established, add more permanent signage and repaint routes and wayfinding as needed.	varies	short-to-long term  Trails plan is a top priority	<ul style="list-style-type: none"> <li>• City and adjacent municipalities</li> <li>• Barron County</li> <li>• Trail user groups, including biking, ATV, and snowmobile</li> <li>• WDOT</li> <li>• WDNR</li> <li>• RANWW (<i>see Resources section</i>)</li> </ul>
	3. Integrate placemaking recommendations into the City’s Comprehensive Plan update, as well as address related housing availability concerns.		short-term	<ul style="list-style-type: none"> <li>• City Plan Commission to take lead</li> </ul>
	4. Develop a consensus on a community brand and marketing strategy (See Section V.a.). Once complete, develop a city-wide wayfinding strategy or plan with common design elements.		short-to-medium term	<ul style="list-style-type: none"> <li>• Placemaking Committee</li> <li>• Chamber of Commerce</li> </ul>
	5. Especially relevant to Nodes 2, 3, & 4. Promote downtown revitalization and fill vacant stores. Look at what other places are doing and <u>create a strategy, but there are no quick fixes.</u> See full action plan for some ideas.	some LQC	short-to-long term	<ul style="list-style-type: none"> <li>• business &amp; property owners</li> <li>• Area Business Alliance</li> <li>• Chamber of Commerce</li> <li>• City of Cumberland</li> <li>• Barron County EDC</li> <li>• RBF, Inc./WCWRPC</li> <li>• other various</li> </ul>

#### Location-Specific Recommendations

Additional assessments and specific recommendations were included in the *Placemaking Cumberland* report for seven key locations within the community:

- Node #1 – Islander Park & Middle/High Schools Sports Fields and Playgrounds
- Node #2 – 2<sup>nd</sup> Avenue Downtown South of Elm Street
- Node #3 – 2<sup>nd</sup> Avenue Downtown North of Elm Street to Grove Street
- Node #4 – 2<sup>nd</sup> Avenue Downtown North of Grove Street
- Node #5 – Library Lake
- Node #6 – 2<sup>nd</sup> Avenue from Bridge, then North 2-3 Blocks
- Node #7 – Eagle Point Park/Campground and Tourist Park

## **8.0 INTERGOVERNMENTAL COOPERATION**

- 8.1 Existing Conditions
- 8.2 Existing Partnerships, Agreements, and Intergovernmental Plans
- 8.3 Intergovernmental Issues and Opportunities
- 8.4 Intergovernmental Cooperation Goals and Objectives
- 8.5 Intergovernmental Policies

Advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, and other resources across jurisdictions. Likewise, budget constraints are encouraging many municipalities to explore partnerships and collaborative efforts to provide services more efficiently. Many issues cross intergovernmental boundaries, affecting more than one community or governmental unit. And the decisions, plans, and strategies of one community can impact neighboring jurisdictions. Through intergovernmental cooperation, communities can anticipate potential conflicts in plans and policies in order to identify potential solutions to mitigate such conflicts. Governmental units may also identify opportunities for cost-sharing, competitive bidding, and other strategies to leverage available resources to everyone's benefit.

Per the requirements of Wisconsin's comprehensive planning legislation, this element of the Comprehensive Plan includes a compilation of goals, objectives, actions or policies, and programs for joint planning and decision making with other jurisdictions. It will also identify existing and potential conflicts between the City of Cumberland and other governmental units, and should include processes to resolve such conflicts. The Statutes also require the adopted plan to be distributed to adjacent and overlapping jurisdictions. However, these other jurisdictions do not approve a community's plan. There is no requirement that a community's plan must be consistent with the plans or policies of any other governmental unit or regional plan, or vice-versa.

### **8.1 Existing Conditions**

The City of Cumberland shares a common border with the towns of Cumberland, Maple Plain, Lakeland and Crystal Lake. Other indirect relationships exist between the Cumberland Area School District, Barron County, WCWRPC, WDNR, WisDOT, and several other State agencies/departments. These relationships are at varied levels. Enhancing the relationship of the City with all adjoining and overlapping jurisdictions can and will advance dialogue and actions necessary to ready the City for future changes in land use and growth pressures. Most of these jurisdictions have their own plans that should be considered by the City of Cumberland to avoid intergovernmental conflicts and explore win-win opportunities. No major conflicts between the City's current Comprehensive Plan and the comprehensive plans of adjacent towns and Barron County were identified, though there have been issues regarding annexation with the surrounding towns in the past. The comprehensive plans of adjacent towns, Barron County, and WCWRPC do have some common themes, such as farmland



## ***8. Intergovernmental Cooperation***

preservation, protecting water quality and environmentally sensitive areas, and encouraging intergovernmental cooperation.

As part of the Plan update, adjacent towns, the School District, and Barron County were provided a copy of the public hearing notice for the draft plan and invited to comment. PDF versions of the final Plan, once adopted, will be sent to adjacent and overlapping jurisdictions in accordance with the State comprehensive planning law.

### **Adjacent Jurisdictions**

The City of Cumberland generally maintains a cooperative relationship with all adjoining towns and, overall, there are no major conflicts. Existing and future land use activities and community facility developments in the towns are not anticipated to impact the City or its residents or property owners. The towns of Crystal Lake, Lakeland, and Maple Plain have adopted comprehensive plans. While none of these communities identified a significant intergovernmental conflict in their plans, all three plans identify annexation (and, possibly, extraterritorial powers) as being a potential source of conflict in the future. All three plans recommended proactive communication with the City of Cumberland and the possible use of dispute resolution to address land use, regulatory, and boundary concerns before they become an issue. As the need grows for the provision of services to an increasing population and housing density, cooperative ventures between the City of Cumberland and the towns must be explored.

### **Cumberland School District**

The majority of students in the City of Cumberland attend public school in the Cumberland School District. The City's relationship with the School District can be characterized as cooperative and good. The Superintendent of the District had previously stated that the City of Cumberland and the school district have shared resources and capital equipment in the past and will continue to do so. The City and School have also worked together on facilities in the past, including the library. This relationship must continue and be strengthened as growth is coordinated with school capacity and increased needs of City services.

### **County and Regional Agencies**

The City of Cumberland is located in Barron County, so the City and the County interact on certain issues. Barron County has limited regulatory authority within the City, but does provide a variety of services to the community as discussed in other plan elements. The relationship between the City of Cumberland and Barron County can be characterized as one of general agreement. Likewise, Cumberland has attempted to maintain open communication with Barron County, and continued coordination and cooperation with the County will be important to realize the vision of this plan. The Barron County Comprehensive Plan was considered during this Plan update, though many of the Plan strategies target the unincorporated areas of the county.

Barron County and the City of Cumberland are part of the West Central Wisconsin Regional Planning Commission (WCWRPC). Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a

coordinating agency for programs, and provide other technical and advisory assistance to local governments. WCWRPC provided facilitation support to Cumberland in the update of this Comprehensive Plan, the City's *Outdoor Recreation Plan*, the *Placemaking Cumberland* exercise, and various business development issues. WCWRPC maintains a regional master plan that provides general guidance for communities and regional initiatives that was considered during this Plan update.

### State Agencies

The other plan elements identify a variety of State programs and resources that benefit the City of Cumberland, which are summarized in Appendix E. Wisconsin Department of Natural Resources (WDNR) and Wisconsin Department of Transportation (WisDOT) are the primary state agencies the City of Cumberland must coordinate with to achieve the goals and objectives of this plan.

WDNR has a lead role in wildlife protection and the protection and sustained management of woodlands, wetlands and other natural wildlife habitat areas. The activities of the WDNR are discussed further in the Agricultural, Natural and Cultural Resources Element of this plan. Additional information is also available online at [www.dnr.state.wi.us](http://www.dnr.state.wi.us).

WisDOT is also a key player in the planning and development of transportation facilities in the City of Cumberland. WisDOT is responsible for the maintenance of State Highways. For additional information about WisDOT activities in the City of Cumberland, refer to the Transportation Element of this plan. Additional information is also available on-line at [www.dot.state.wi.us](http://www.dot.state.wi.us).

Open communication and participation in land use and transportation decisions, which may impact the City, is an important priority for intergovernmental cooperation in the future.

## **8.2 Existing Partnerships, Agreements, and Intergovernmental Plans**

The primary intergovernmental agreements and plans involving the City of Cumberland are:

- Equipment sharing, planning, and project coordination between the Cumberland Municipal Utility and City of Cumberland, as well as with Barron Electric Cooperative for mutual aid during power outages.
- Coordination with Barron County on various services, such as emergency management, law enforcement, land & water conservation, state and county highways (equipment sharing, snowplowing), and senior/ADRC services.
- Emergency services agreements (EMS, Fire, Ambulance, etc.)
- Library and school district coordination.
- Public works mutual aid and support with surrounding communities, if needed

## 8. Intergovernmental Cooperation

- Snow plow agreement with the Town of Cumberland and an agreement with WDOT on an engineering study for Highway 63 bridge project

While not technically intergovernmental, it is important to recognize the efforts of the City's many volunteer and service groups, such as the Kiwanis, Knights of Columbus, area churches, scouting organizations, and the Food Pantry.

### 8.3 Intergovernmental Issues and Opportunities

The primary intergovernmental issues and opportunities of potential concern are identified in Section 2.2. The Plan Commission was particularly concerned with:

- More cooperation with adjacent towns is needed to reduce costs of services, to minimize use and boundary conflicts, and to plan for future growth and the services that would support that growth (e.g., roads, sewer, facilities)
- Work with Barron County and School District to improve drug enforcement
- Issues related to services provided to people that live in nearby towns that are not paying a proportionate share of the cost.

As mentioned previously, the City recognizes that growth could lead to annexation requests in the future—a potential source of intergovernmental conflict. Potential conflicts can be most effectively addressed in a “pro-active” fashion. The City will resolve potential conflicts through ongoing, open communication with adjacent and overlapping jurisdictions.

### 8.4 Intergovernmental Cooperation Goals and Objectives

The following set of goals and objectives have been prepared to encourage the City to cooperatively work with adjoining and overlapping jurisdictions to provide essential services in the most efficient and cost-effective manner.

#### **Intergovernmental Cooperation Vision Statement**

The City of Cumberland will work cooperatively with the neighboring towns, Barron County, the School District, the Lake District, and state agencies to provide residents with a wide variety of cost-efficient, non-duplicative services for the betterment of all residents. Residents will be informed on all matters pertinent to City operations and land use issues.

***Goal: Maintain communication with neighboring towns, Barron County, Cumberland School District, Beaver Dam Lake Management District, and state agencies.***

- Objective: Continue to partner with the Cumberland School District.
- a. Notify the School District about proposed residential developments so the districts may plan accordingly. Encourage the school district to provide input into these decisions.

- b. Coordinate the provision and maintenance of community facilities and services in an efficient manner.
- c. Work with the law enforcement agencies, the School District and other partners to address drug abuse concerns in the community.

Objective: Continue to work with state, county, and other jurisdictions to protect our natural resources and public health and safety. Notify appropriate state and county agencies of proposed land use changes and development plans.

- a. Notify WisDOT and County Highway Department of proposed development projects adjacent to state trunk and County highways so they can plan accordingly for future improvements.
- b. Coordinate with WisDOT, WDNR, and the County Highway Department to ensure transportation facilities are safe and natural resources are protected.
- c. Coordinate with the Lake District, WDNR, and Barron County Soil & Water Conservation Department to achieve the natural resources goals of this plan and protect water quality.

Objective: Seek ways to share community facilities and services with neighboring communities and Barron County, and coordinate on multijurisdictional applications whenever possible.

- a. Continue to inventory equipment and services of adjacent jurisdictions and other area governmental entities.
- b. Continue to work cooperatively with other communities and Barron County to maintain emergency services and other current shared services that are cost-effective. Develop formal agreements when sharing and developing services.
- c. Explore the potential for mutual services with neighboring towns including road development/maintenance, garbage collection, etc.
- d. Seek funds for housing rehabilitation in coordination with other jurisdictions.
- e. Determine the feasibility and cost-benefits of establishing a sanitary sewer district that would extend services into nearby unincorporated areas.
- f. Assess and, if possible, quantify the use of City services by residents of adjacent towns and the related expenses to the City. If needed, engage the towns in a discussion on the costs and explore funding options, fee schedules, etc.

Objective: Identify existing or potential conflicts between local governmental units, including future land use trends, and describe processes to resolve such conflicts.

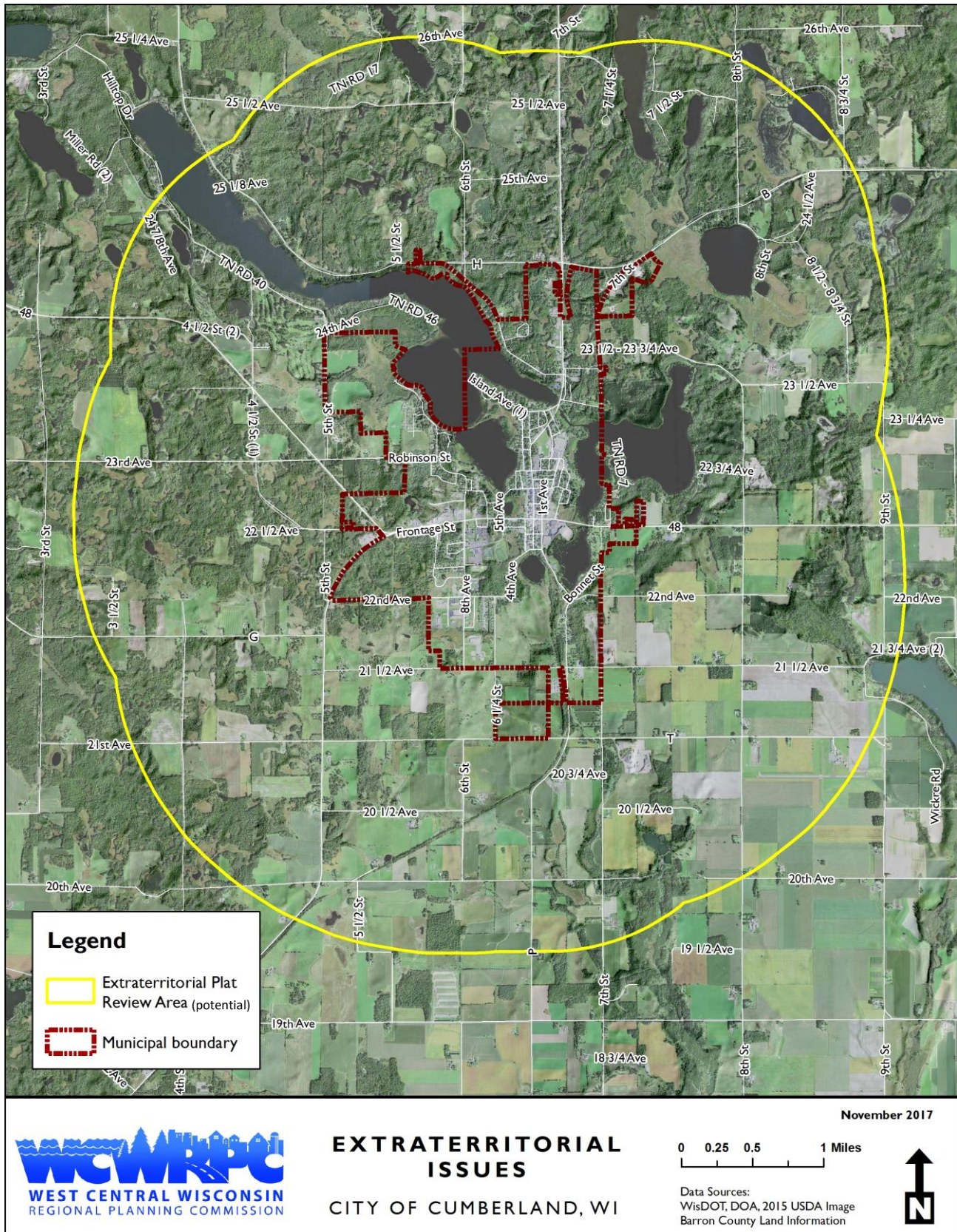
## ***8. Intergovernmental Cooperation***

- a. Establish a conflict resolution process with adjoining and overlapping jurisdictions.
- b. Work with Barron County and the surrounding towns on land use and zoning issues.
- c. Address potential annexation and boundary adjustments with surrounding towns before it becomes an issue. Work with adjacent towns to explore development of a boundary agreement plan for expected growth areas.
- d. Should development near the City, but outside its borders, occur in a manner that is inefficient for the provision of future municipal services or conflicts with the natural resources, land use, and transportation goals of this plan, explore adoption of extraterritorial plat review or engage the town(s) to consider extra-territorial zoning.

### **8.5 Intergovernmental Policies**

In the future, it is hoped that an open and continuous dialogue between the City, Barron County, and other governmental jurisdictions will result in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services and open communications. Without the coordination and cooperation of local governmental jurisdictions, decisions critical to preserving and enhancing local and regional characteristics, activities, and natural resources will be compromised.







## 9.0 LAND USE

- 9.1 Existing Conditions
- 9.2 Supply, Demand, and Price of Land
- 9.3 Barrier to Development and Land Use Conflicts
- 9.4 Opportunities for Redevelopment
- 9.5 Current Land Use Plans, Programs, and Regulations
- 9.6 Land Use Goals and Objectives
- 9.7 Projected Supply and Demand
- 9.8 Future Land Use Map
- 9.9 Land Use Policies and Programs

This element provides important background data and defines future needs related to land use. This information will serve as the foundation for the development of goals, objectives, policies, and actions. This land use element must be utilized in conjunction with the other plan elements and will serve as a guide to future growth and development within the City of Cumberland.

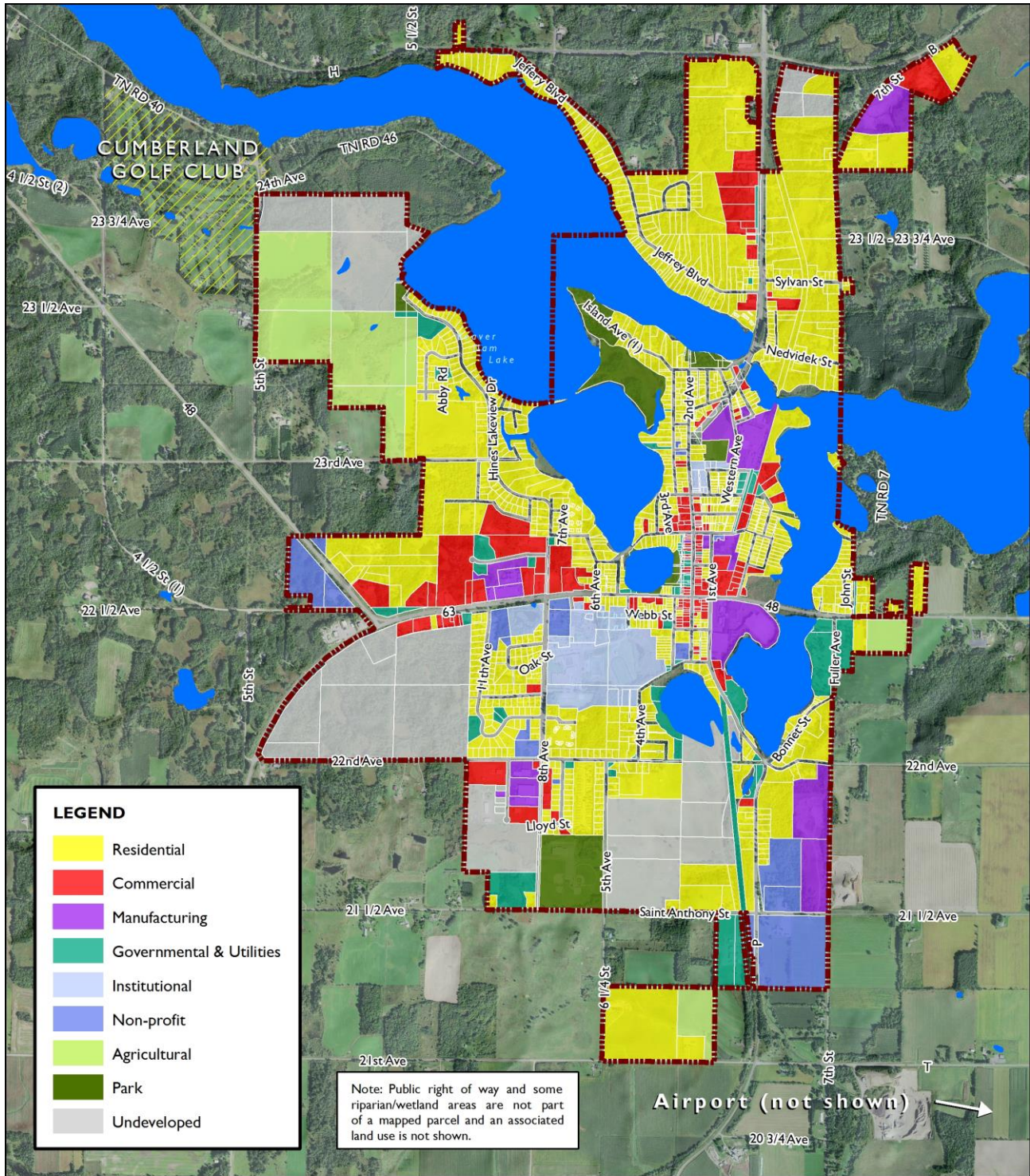
Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny. Many rural Wisconsin communities are facing problems due to unplanned growth: pollution, a loss of community character, traffic congestion, sprawling development, and increasing infrastructure and maintenance costs. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of these problems can be reduced.

As required, this element contains a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for redevelopment within the City. This section will analyze existing trends in the supply, demand, and price of land and contains a future land use map that identifies the community’s vision for future land uses.

### 9.1 Existing Conditions

The table to the right and map on the following page shows the existing land use within the City as of January 1, 2017, based on tax parcels and predominant assessed use and adjusted by the City.

Existing Land Use	# of Parcels	% Parcels	Total Acres	% Acres
Agricultural	7	0.4%	156	8.0%
Commercial	184	11.5%	157	8.0%
Governmental & Utilities	101	6.3%	99	5.1%
Institutional	25	1.6%	76	3.9%
Manufacturing	18	1.1%	110	5.6%
Non-Profit	22	1.4%	92	4.7%
Park	21	1.3%	89	4.5%
Residential (unimproved)	259	16.2%	266	13.6%
Residential (improved)	902	56.4%	649	33.2%
Right of Way	41	2.6%	19	1.0%
Undeveloped	20	1.3%	244	12.5%





## 9. Land Use

The predominant assessed use in the previous table map is the most intensive use. For example, a parcel may be assessed as residential and commercial, but is shown as commercial here.

The table below provides a comparison of the assessed land use in the City in 2008 and 2016 from the Wisconsin Department of Revenue based on land use tax categories. This table does not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.

**Land Use Acreage and Assessed Value Per Acre, 2008 and 2016**

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
<b>2008</b>									
# Parcels	10	11	4	20	1,134	192	13	1	1,385
# Improved	-	-	-	-	867	166	10	1	1,044
Acres	134	61	13	143	436	111	69	1	968
Land Value per Acre	\$122	\$1,511	\$462	\$255	\$46,183	\$32,596	\$12,296	\$6,000	\$99,425
Improv. Value per Imp. Parcel	-	-	-	-	\$94,909	\$108,944	\$519,820	\$164,800	\$888,473
<b>2016</b>									
# Parcels	10	11	4	20	1,125	191	13	-	1,374
# Improved	-	-	-	-	882	158	12	-	1,052
Acres	143	61	13	148	420	130	59	-	974
Land Value per Acre	\$148	\$2,729	\$1,084	\$352	\$76,176	\$35,597	\$18,783	-	\$134,869
Improv. Value per Imp. Parcel	-	-	-	-	\$109,335	\$145,137	\$787,350	-	\$1,041,822
<b>Difference</b>									
# Parcels	-	-	-	-	-9	-1	-	-1	-11
# Improved	-	-	-	-	15	-8	2	-1	8
Acres	9	-	-	5	-16	19	-10	-1	6
Land Value per Acre	\$26	\$1,218	\$622	\$97	\$29,993	\$3,001	\$6,487	-\$6,000	\$35,444
Improv. Value per Imp. Parcel	-	-	-	-	\$14,426	\$36,193	\$267,530	-\$164,800	\$153,349

Source: Wisconsin Department of Revenue Statement of Assessments

The Wisconsin Real Estate Class Definitions of each land use classification in the table above is summarized below:

- **Agricultural** means land exclusive of buildings and improvements that is devoted

primarily to agricultural use as defined by rule. Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as “Agricultural.”

- **Forest** land is covered by dense stands of trees or land that is producing or capable of producing commercial forest products. This can include acreage under the Managed Forest Law for which tax credits are provided to a participating landowner.
- **Agricultural Forest** – This is productive forest land contiguous to assessed agricultural land under the same ownership.
- **Undeveloped** – defined as bog, marsh, lowland brush, and uncultivated land zoned as shoreland or other nonproductive lands not otherwise classified. There are several areas throughout the town that fall into this classification. Approximately 1,900 acres of land in the City of Cumberland are classified as undeveloped. Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and “Ag Forest” are typically assessed at 50% of its full value.
- **Residential** includes any parcel or part of a parcel of untilled land that is not suitable for the production of row crops on which a dwelling or other form of human abode is located.
- **Commercial** includes properties where the predominant use is the selling of merchandise or a service.
- **Manufacturing** property consists of all property used for manufacturing, assembling, processing, fabricating, and making or milling tangible personal property for profit. It also includes establishments engaged in assembling component parts of manufactured products as well as mineral extraction and sand mining operations. All manufacturing property is assessed by the Wisconsin Department of Revenue.
- **Other** – this classification is comprised of several land uses including transportation corridors, utility corridors, dwellings and land for the farm operator’s children, parents, or grandparents, etc.

Based on the previous information, the following are the most notable existing land use conditions and trends in the community as of January 1, 2017:

- Over 75 percent of the parcels and nearly half the acreage in the City was assessed as residential. However, a substantial percent of these residential parcels and acres are currently unimproved. These totals do not include additional residential on the second floor of commercial buildings downtown or part of a home-based business on a parcel assessed commercial. Some apartment units assessed commercial may also be “missing” from the residential numbers.
- The average parcel size for residential assessed parcels has not changed significantly over the past decade. Based on the existing land use map, the average residential parcel size for improved parcels is 0.72 acres/parcel compared to 1.02 acres/parcel for unimproved parcels.



- About 78 percent of residential-assessed parcels are improved, leaving about 259 unimproved parcels, some of which would be available for infill over time. However, some of these parcels have development limitations or the current landowner is maintaining it as open space with no intent to sale.
- As reflected by the existing land use map, commercial parcels are a diverse mix of lot sizes, including many smaller parcels concentrated downtown and scattered larger lots along highways and elsewhere.
- At over 110 acres, manufacturing constitutes about 5.6 percent of the land base, but this is concentrated on eighteen acres, including the relatively large non-metallic mining sites on the northeast and southeast sides of the community.
- Agricultural and undeveloped lands, together, constitute about one-fifth of the community's land base, but are largely concentrated on a handful of parcels. This includes the large areas on far northwest side of the community that have significant development limitations (discussed later) and the City-owned land on the south side of the community that is leased to a local industry for landspreading (spray fields).

Sections 3.2, 6.3, and 7.2 further describe the housing, outdoor recreation, commercial, and industrial existing conditions in the community, respectively.

### **9.2 Existing Supply, Demand, and Price of Land**

Several factors have influenced the way in which development has occurred in the City of Cumberland and Barron County. These factors are a combination of market/economic forces, public infrastructure, personal desires, and natural amenities (topography, vegetation, water resources).

- **Economic Trends** – Since the late 1980s, the value of and price paid for area land has seen a steady increase. This increase is not expected to slow, except for minor dips related to the national economy.
- **Public Infrastructure** – Public infrastructure, especially transportation and water and sewer utilities network, contributes to the overall development pattern of the City as the network provides access to buildable land. This development of infrastructure will continue as development pressure increases.
- **Proximity** – The City of Cumberland is close to other cities such as the City of Rice Lake and even the Twin Cities Metropolitan Area in Minnesota. Growth pressure from both of these places will be prevalent over the next 20 years, though likely at a slower pace compared to the 1990's and early 2000's.
- **Natural Amenities** – Because the City of Cumberland has several water resources (lakes), rural forested lands and areas of rolling topography have become an attractive

development trend in the City of Cumberland. People want to live near these amenities.

Two indicators of a dynamic economy and a changing land use pattern are land sales and prices. These two indicators show a demand to convert undeveloped or under-developed land to more intensive uses such as residential, commercial, or industrial. In turn, additional community services may be needed to support this change.

The previous table allows a comparison of assessed acreage over time for some insights into land supply and demand trends. Assessment information can also help indicate land prices; however, this information has certain limitations due to assessment methods, timing, and whether a particular assessor has completely established current fair-market value comparables for a given community. The State of Wisconsin attempts to equalize values so communities whose assessments are in different years will have assessments that are fair. Eventually all assessments are supposed to reflect fully equalized, fair-market value of property.

Overall, from 2008 to 2016, there were no major changes in the number of parcels or acreages for any of the land use categories. With the addition of nineteen acres, manufacturing experienced the greatest change, while sixteen acres of assessed residential was lost. The number of improved residential parcels only increased by fifteen from 2008 to 2016 (+1.9/year). The recession and housing market collapse of the past decade are undoubtedly reflected in these numbers. Throughout the region, many homes were foreclosed upon, some new homes sat empty for extended periods, and many parcels were subdivided in anticipation of new homes, but were never built upon. Local officials have commented that the local housing market has begun to recover over the past two years, with increasing building permit requests, with three such applications in the first quarter of 2017.

As reflected in the housing, economic development, and land use issues and opportunities in Section 2.2, there are significant concerns by community members over the supply, demand, and price of land with the community. These concerns fall into three general categories:

1. Land is Not Affordable Due to High Taxes. As part of this Plan update, the Plan Commission compared property taxes with four other area communities (Rice Lake, Chetek, Amery, Balsam Lake) with significant lake properties. This comparison yielded the following insights:

- Cumberland's net mill rate (\$23.28) is lower than the statewide average rate for cities and lower than the comparison communities, except Balsam Lake. This means that properties with the same assessed value will have lower property taxes in Cumberland than in Rice Lake, Amery, or Chetek.
- Except for Balsam Lake, the assessed residential land and property values in Cumberland were significantly higher than the comparison communities. This can be partially explained by the fact that 22 percent of Cumberland's residential parcels are within 50 feet of a surface water. Assessed values are, in part, based on market

or sales value. This is a positive, in that this reflects a high demand for residential property in the City and/or a high percentage of high-value homes that add to the tax base. However, this can also be a negative in terms of affordability and could reflect that demand is outpacing supply.

- Net mill rates for surrounding towns are substantially less than the City, which is not surprising and not a fair comparison. The City provides services valued by community members, businesses, and institutions that are not available in most unincorporated towns. Likewise, many households prefer to be in the City with convenient access to services and the schools

### Parcel and Assessed Value Comparison

	2016 Total Residential Parcels	2016 Assessed Value of Residential Land	Avg. Land Value per Parcel	2016 Improved Residential Parcels	2016 Assessed Value of Residential Improvements	Avg. Improvement Value per Impr. Parcel	Residential Parcels Within 50ft of Surface Water	%
City of Cumberland	1,126	\$31,994,000	\$28,414	882	\$96,434,100	\$109,336	248	22%
City of Chetek	1,065	\$28,418,300	\$26,684	934	\$71,240,800	\$76,275	171	16%
City of Rice Lake	2,918	\$58,602,800	\$20,083	2,696	\$246,723,600	\$91,515	221	8%
City of Amery	1,099	\$19,763,800	\$17,983	940	\$86,984,300	\$92,536	215	20%
Village of Balsam Lake	616	\$49,353,600	\$80,119	521	\$63,100,400	\$121,114	265	43%

source: WCWRPC, Barron County GIS parcel and tax database

In short, taxes in Cumberland compared to some communities are high, though this likely has more to do with assessed values, the large proportion of lakefront properties, and the availability of desired lots (supply), rather than tax rates. This data is provided to encourage further discussion on addressing affordability, rather than offering a complete, detailed analysis of tax conditions and policy. The Plan Commission emphasized that it is important for the City to continue to strive toward providing services in a cost-efficient manner in order to avoid or minimize tax and utility cost increases to residents and businesses.

2. Housing Supply Not Meeting Demand And Discourages Young Families. Related to #1, over the past decade, the majority of homes on the market have been higher-priced homes, often lake properties, that are often not affordable for young families or households with moderate incomes. There appears to be a growing demand for alternative housing types (e.g., nice rental units, townhouses, twin homes, duplexes, condos). This is discussed at length in Section 3.2.

3. Is there sufficient land for future residential, commercial, and industrial growth? Section 9.6 further assesses the current land use supply/demand and projects future demand.

### **9.3 Barriers to Development and Land Use Conflicts**

Section 2.2 identifies various weaknesses and threats that may pose physical, infrastructure, or policy barriers to development within the City of Cumberland, including the following highlights:

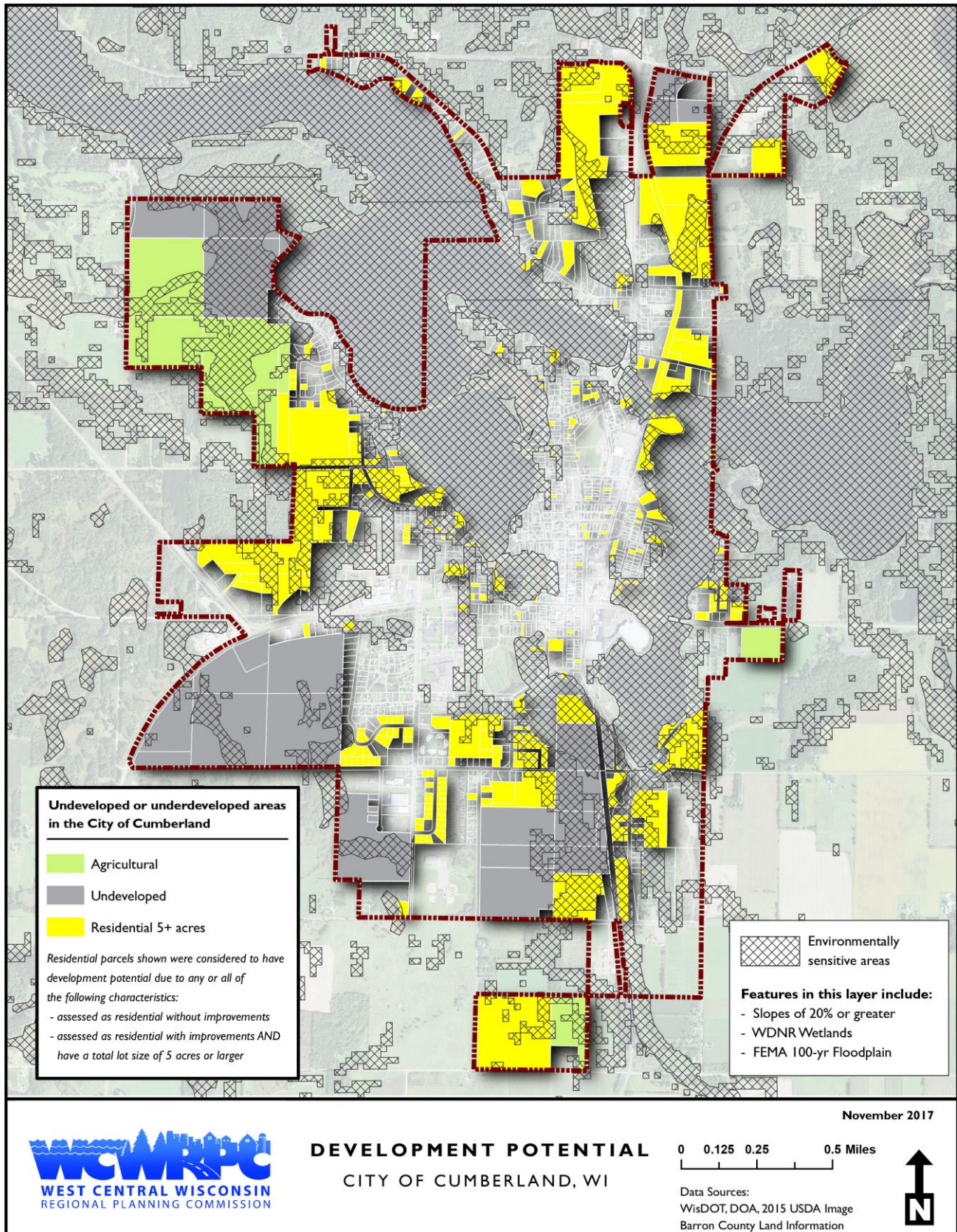
- The supply and affordability of property and housing, as discussed in the previous sub-section.
- As discussed in Section 6.2, the surface waters and environmentally sensitive areas (ESAs) pose development limitations and infrastructure challenges, while limiting where the City may grow.
- Workforce availability with the desired skills desired by businesses and industry is an ongoing challenge in the region and a barrier to economic development.
- Overall, services in the City are well positioned to support future development as described in Section 5, though sewer extensions and water systems improvement will likely be needed in the future. Like most communities, the City's budget is tight, which may limit some opportunities to attract new development.

The lakes and ESAs are the most significant barrier to development that must be considered when anticipating growth within the City of Cumberland. The map on the following page shows the ESAs in comparison to the existing primary agricultural, undeveloped, or large residential (5+ acres) properties in the community. This includes approximately 150 acres of undeveloped property that was annexed on the west side of the City in summer 2017. In all, 1,009 acres of potential development areas are highlighted on the map of which about 378 acres (37%) falls into one of the ESAs.

No significant existing land use conflicts were identified during the Plan update. In addition to carefully planning and considering future land use zoning and siting decisions within the community, the following potential land use conflicts in particular should be monitored and mitigated if needed:

- 1) Potential conflicts arising from the possible relocation of the truck route and the planning for motorized recreational trails.
- 2) Controlling stormwater and sediment run-off to surface waters is an ongoing challenge as discussed in Section 6.2.
- 3) As discussed in Section 8.0, intergovernmental conflicts have the potential to arise over annexation and boundary issues in the future.
- 4) Home-based businesses have the potential to conflict with adjacent residential uses if not carefully sited and limited.
- 5) The City has experienced significant highway commercial development over time. It is important to carefully plan for, coordinate, and control such development to limit use- and transportation-related conflicts, while maintaining the desired community image and aesthetic.







## 9.4 Opportunities for Redevelopment

Generally, redevelopment will be handled on an as-needed basis. Decisions on redevelopment will be based on the Zoning Ordinance and Comprehensive Plan. As discussed previously in other plan section, current opportunities for redevelopment are:

- adaptive re-use of the Opera House (preferred) or redevelopment of the site
- redevelopment of Library Lake green space area as a community gathering place
- redevelopment of the Highway 63 and Highway 48 intersection with the relocation of Kwik Trip.

## 9.5 Current Land Use Plans, Programs, and Regulations

Wisconsin Statutes §66.1001 states that beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, those ordinances shall be consistent with (i.e., furthers and not contradicts) the objectives, goals, and policies of that local governmental unit's comprehensive plan: official mapping, zoning, subdivision regulations, shoreland zoning or shoreland-wetland zoning. While the Comprehensive Plan is adopted by ordinance, it provides guidance for decision-making and is not a regulation. Overall, zoning ordinances and other land use regulations should be based on a land use or comprehensive plan in order to be effective and protect the public interest, while encouraging consistent, informed decision-making in a manner that is not arbitrary. The development of a comprehensive plan for the City of Cumberland provides the Plan Commission with a document upon which the community has provided input and stated desires regarding future land use decisions within the City's boundary. The City of Cumberland's Comprehensive Plan will also form a basis of planning for any future changes to City of Cumberland Zoning Ordinance.

The City's Code of Ordinances or Municipal Code is available online and includes City regulations on subjects such as:

- emergency services and government
- streets and sidewalks
- public nuisances, including those affecting health, peace, safety, and decency
- health and sanitation

### **Current City Zoning Districts**

During the planning process, questions arose whether the current mix of the districts in the City's Zoning Ordinance was sufficient. The following are the current zoning districts:

A-1	Agricultural
T-1	Temporary
R-1	Single-Family Residence
R-2	One- & Two-Family Residence
R-3	Multiple-Family Residence
PUD	Planned Unit Development
C-1	General Commercial
C-2	Central Business District
I-1	General Industrial
CON	Conservancy
PI	Public/Institutional
AP	Airport Zoning

- municipal utilities, including a stormwater utility
- building code, minimum housing code, and fair housing code
- historic preservation ordinance
- zoning code, including floodplain zoning and shoreland-wetland zoning
- subdivision and platting

[https://library.municode.com/wi/cumberland/codes/code\\_of\\_ordinances](https://library.municode.com/wi/cumberland/codes/code_of_ordinances)

### 9.6 Projected Land Use Supply and Demand

The use of land is the most important factor in managing the future growth of any community. Land use trends indicate what changes are occurring regarding type, location, and intensity of land uses over time. It is these changes that have to be managed in a manner that is beneficial to area residents and the environment.

Future land use activities and their resulting change to the landscape over the next 20-year period are difficult to predict. Changes in the local or national economy, natural disasters, and the overall change in year-round residents are some of the factors that will influence how land use activities may change in the future.

The table below provides projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses for five-year increments through the year 2040 for the City of Cumberland. The 2016 estimates are based on the existing land use table and map in Section 9.1. The population projections are the straight-line projections described in Section 3.1.

**Projected Land Use Demand, 2020-2040**

Year	Population	Residential (# of units)	Residential (acres)	Commercial (acres)	Industrial (excludes mining)	Agriculture (acres)
2016	2,182	1,212	915	157	65	156
2020	2,220 (+38)	1,225 (+13)	924 (+9)	165 (+8)	69 (+5)	153 (-3)
2025	2,265 (+46)	1,241 (+16)	935 (+11)	175 (+10)	73 (+5)	150 (-3)
2030	2,312 (+46)	1,258 (+17)	946 (+11)	185 (+10)	77 (+5)	147 (-3)
2035	2,359 (+47)	1,275 (+17)	957 (+11)	195 (+10)	81 (+5)	144 (-3)
2040	2,407 (+48)	1,293 (+18)	969 (+12)	205 (+10)	86 (+5)	140 (-4)
Difference	225	+81	+54	+48	+21	-16

The above is one picture of what may occur, and the future will largely be determined by population changes and the manner in which the City guides and manages growth. If the City fully achieves the goals and objectives of this plan, the Plan Commission believes the population projections may be conservative and additional growth is very possible. Given this uncertainty, these projections should be used for general planning purposes only.

Overall, the intensity and density of all land use activities in the community is very high due to the urban nature of the City. Over the next 20 years, it is anticipated that overall density will remain about the same. The following assumptions were used to develop the previous projections:

**Residential** Section 3.2 included a projection of housing units through 2040 based on the population projection and an average household size of 2.18 persons per unit. The unit projections (summarized in this table) also included a factor that attempted to anticipate a reduction in vacancy and seasonal housing rates over time; about 25 percent of new households could move into an existing housing unit. Projecting the demand for residential acres is even more challenging. Theoretically, the City's residential demand over the next 20 years could be met with existing vacancies and the infill of the 259 unimproved residential parcels. However, the majority of these vacant and undeveloped lots are not on the market and development limitations further decrease availability in other areas. And, as discussed in previous sections, the current housing stock is not meeting housing demand in terms of affordability and type (e.g., duplex, town houses, quality rental units). New residential acreage (green field or redevelopment) will be needed to meet these demands, while helping to address land affordability through increasing the supply of lots.

To project future residential acres, it was assumed that 15 percent of the projected new residential units would be attracted to unimproved parcels that are currently assessed residential. The City should encourage infill in these areas. The remaining new units are projected to need approximately 0.75 acres per unit on average. Average lot sizes would likely be smaller, especially for multi-family housing, but this estimate allows some flexibility for infrastructure, environmentally sensitive areas, etc.

**Commercial** According to a local real estate professional, the availability of commercial property for lease and acquisition is largely meeting current needs and is in low demand at this time. Maintenance and reuse of downtown commercial buildings is a high priority, which would not add to the acreage demands. From 2008 to 2016, the City lost one commercial assessed property, though total commercial acreage increased by nineteen acres (2.4 acres/year). It is expected that commercial development within the community will continue to grow slowly (+2 acres per year on average) with most new sites in the industrial/business park, highway commercial, and compatible home-based businesses. Commercial is not limited to retail, but includes tourism activities, services for the general public and other businesses, offices, warehousing, and, potentially, multi-use facilities.

**Industrial** Shown on the existing land use map are 18 parcels used for manufacturing on 110 acres. About 45 of these acres are associated with two



non-metallic mining sites, which were excluded from the previous table. This leaves 65 industrial acres with an average parcel size of 4 acres per parcel. Projecting industrial development is a challenge since such growth is typically slow and the land needs of different manufacturers can vary significantly. In fact, from 2008 to 2016, the City experienced a decrease in assessed manufacturing acres, though the number of improved parcels increased. While retention is a priority, increasing quality employment opportunities and growing the community's manufacturing base are also Plan objectives. As such, the land use projections conservatively assume an increase in 1-2 manufacturers requiring ten acres total per decade on average.

As reflected in Section 2.2, there is concern if the south-side industrial/business park has adequate space for future industrial development. There are approximately 45 acres within the existing industrial park that are undeveloped. However, as shown in the environmentally sensitive areas map in Section 6.2, there appears to be significant wetlands in these undeveloped areas that would likely limit development. Over the long-term, it is unlikely that this industrial park has adequate space to fully meet the projected demand, especially if commercial and office development continues to occur in this industrial park or a proposed industrial development would have significant space needs for structures, warehousing, shipping/receiving, employee parking, etc.

### **Agriculture**

Generally, agricultural lands within the City limits are likely to be developed over time as the private marketplace and development limitations allow. A projected average annual decrease of 0.5 to 1.0 agricultural acres is assumed in the previous table, largely based on the future land use map discussion with the Plan Commission, though such development will likely be more sporadic over time.

## **9.7 Land Use Goals and Objectives**

The land use goals are idealized end results that the Comprehensive Plan strives to accomplish in managing future growth while protecting social, economic, and natural resources. The land use objectives represent the official position and action items that the City will follow with respect to implementing controlled growth strategies.

The City of Cumberland anticipates that it will grow at a moderate rate over the next 20+ years. To ensure this growth and changes in land use do not adversely affect the rural character or natural resources of the area, the City of Cumberland has developed the following goals and objectives.

**Land Use Vision Statement**

The City of Cumberland will maintain a high quality of life and nurture compatible and efficient growth, while maintaining its “small-town” atmosphere and character.

***Goal: Preserve Cumberland’s existing character.***

Objective: Encourage urban-style residential development and densities similar to what Cumberland has right now.

- a. Develop and administer a site plan review process to ensure a uniform image throughout the community.
- b. Continue to monitor if existing zoning classifications are sufficient to meet the future needs of the City

Objective: Encourage and guide orderly development in a manner that is economically efficient, environmentally sound, contributes to a high quality of life for its residents, provides for a range of housing choices, protects property values, and avoids potential land use conflicts.

- a. Implement those land-use related objectives and recommendations found within the other plan elements.
- b. Zoning, land division, and other site planning should be consistent with the *City of Cumberland Comprehensive Plan* and future land use map.
- c. Maintain and enforce policies that require an appropriate level of property maintenance and upkeep based on the context of the zoning district and surrounding uses.
- d. Encourage housing development within and nearby the downtown district, but carefully consider the potential, cumulative long-term impacts when siting or permitting re-use so the function, linkages, and traditional character of the downtown as a pedestrian-friendly commercial area is maintained.
- e. Encourage infill, re-use, and redevelopment of vacant and under-utilized properties in a manner that is consistent with the character of the neighborhood and surrounding uses.
- f. Consider adoption of an official map that identifies and preserves likely future right-of-way and needed public lands in planned development areas.
- g. Residential areas (existing and proposed) should have safe pedestrian and bicycle connectivity to parks, schools, and the central business district to the extent reasonably possible.

Objective: Coordinate with neighboring municipalities (towns and cities) regarding anticipated future growth and day-to-day planning activities.

- a. Regularly meet with officials from adjacent towns and Barron County to discuss future planning activities and developments that may impact all communities.
- b. Leap frog” development should be discouraged. Such development is costly and uneconomical in terms of public service and utility extensions. “Leap frog” development allows land parcels to be bypassed and left vacant while land parcels are developed in dispersed locations. It is an inefficient use of land and necessitates costly municipal utility and service extensions.

Objective: Encourage low impact development especially in areas near sensitive natural resources.

- a. Coordinate with Barron County and the Lake District to consider additional requirements, incentives, and demonstration projects for conservation and runoff management in and near lakeshore areas. These requirements and best management practices should work to minimize uninterrupted hardscape, provide areas of stormwater storage, promote infiltration of stormwater, and encourage natural buffers zones and screens along roads and sensitive natural resources (i.e. steep slopes, wooded areas, wetlands, lakes, etc.).

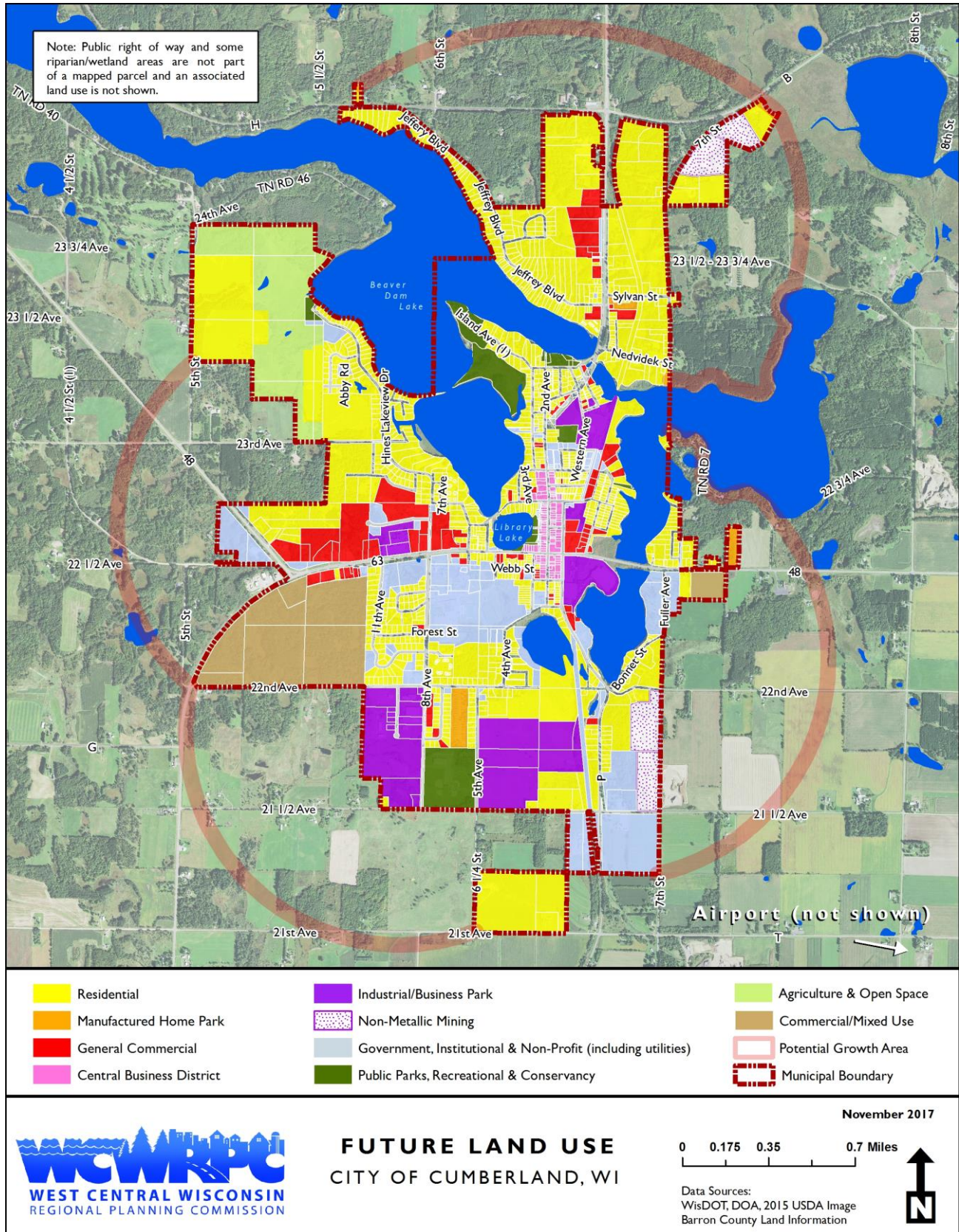
Objective: Provide continual public review and a public-based amendatory process to the Comprehensive Plan.

- a. The Plan Commission shall conduct an annual review of the Comprehensive Plan.
- b. Utilize the Plan Commission to inform the City Council on recommended changes needed within the Comprehensive Plan as land use patterns or trends change.

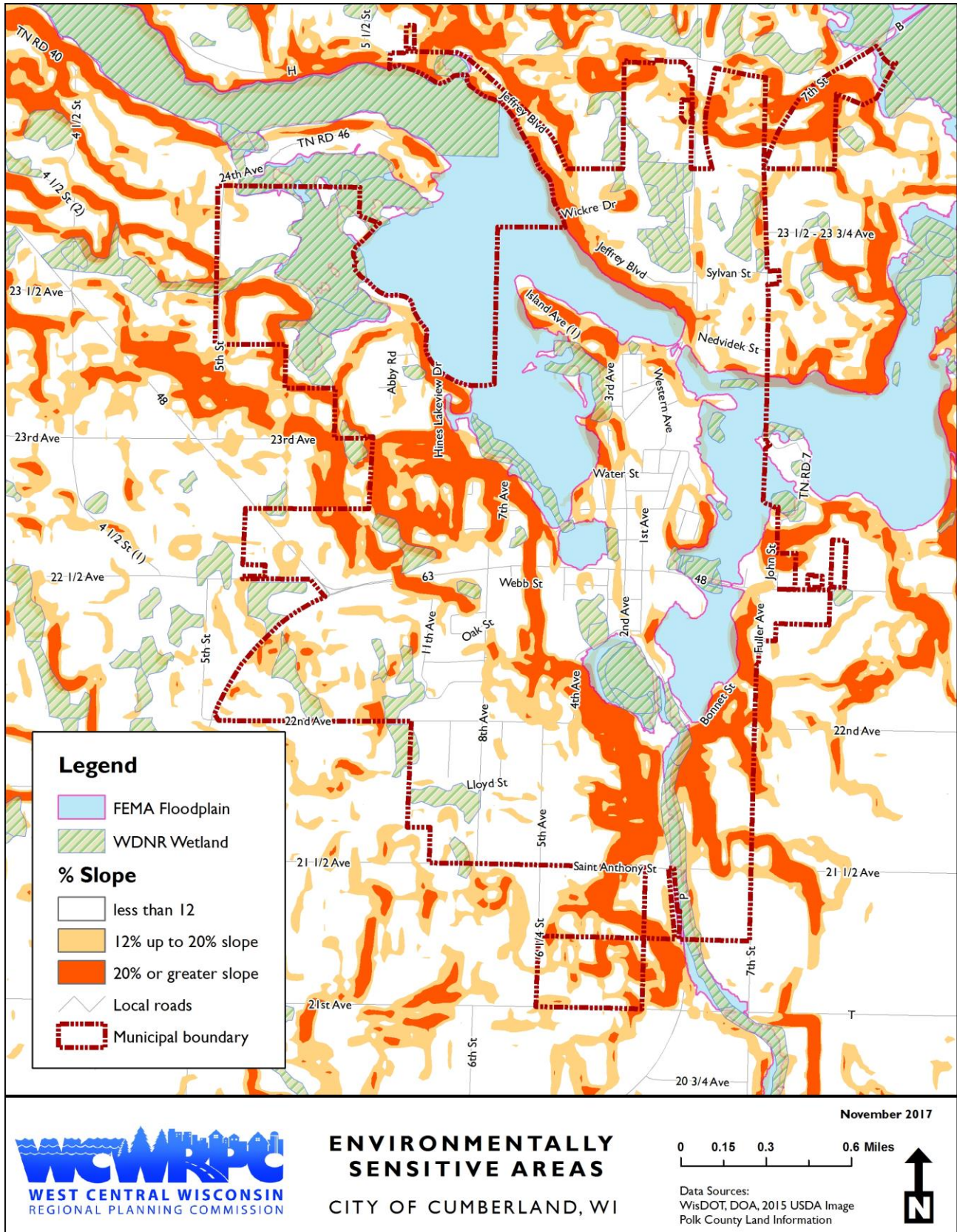
### 9.8 Future Land Use Map

The future land use map on the following page has been developed based on existing and future land use assumptions, a review of demographic and background data, trends in land use over the past several years, the efficient provision of municipal services, and the community’s desires for future development as reflected by the vision, goals, and objectives of this Comprehensive Plan update. The future land use map is intended to serve as a guide to the Plan Commission and City Council in matters concerning land use activities. As a decision-making tool it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the map.









For convenience, the ESA map is included immediately following the future land use map. Functionally, these maps should be used in tandem and the ESAs should be considered as an overlay of the future land use map. This approach will serve as a reminder that even though the map indicates an area should be residential, commercial, etc., additional limitations to development exist in many areas. Encroachment upon ESAs should be avoided if possible, and development in some areas may require study prior to approval or special mitigation action to prevent or limit undesired impacts.

<b>Future Land Use</b>	<b># of Parcels</b>	<b>% Parcels</b>	<b>Acres</b>	<b>% Acres</b>
Agricultural	6	0.4%	140	7.7%
Central Business District	137	10.0%	21	1.2%
General Commercial	90	6.6%	131	7.2%
Commercial/Mixed Use	2	0.1%	163	9.0%
Governmental & Utilities	80	5.8%	86	4.7%
Institutional	25	1.8%	76	4.2%
Manufactured Home Parks	3	0.2%	19	1.0%
Manufacturing/Business Park	31	2.3%	200	11.0%
Non-Metallic Mining	4	0.3%	57	3.1%
Non-Profit	19	1.4%	92	5.1%
Parks and Outdoor Rec.	21	1.5%	89	4.9%
Residential	1,143	83.5%	1,019	56.0%
Right of Way	41	3.0%	19	1.0%

In comparing the future land use map to the land use projections in Section 9.6, it must be remembered that many of the currently available growth areas within the City have some development limitations, such as steep slopes and wetlands. As shown in Section 9.3, these barriers constitute somewhere between 35-45 percent of the total acreages of the currently available growth areas. Development potential would be further decreased by any needed streets, stormwater management facilities, neighborhood parks, etc. In addition, allowances must be

made for the market, which greatly influences land availability and demand; some landowners may be unwilling to sell, while available land characteristics may not meet all development needs.

Keeping the above in mind, the future land use map identifies approximately 1,038 acres of residential outside the central business district (CBD), while the projected demand is 969 acres. The map shows 352 acres of general commercial, CBD, and manufacturing/business park compared to 291 acres of projected demand. The Commercial/Mixed Use areas allow additional flexibility for a possible mix of new commercial, light industrial, institutional, or multi-family housing. The recent annexation of approximately 150 acres on the west side of the community significantly increased the availability of undeveloped land. But given the development limitations and market factors, it is likely that development outside the City within the growth areas will be required to full meet the projected demand within the 20-year planning horizon.

### **9.9 Land Use Policies and Programs**

#### **Policies**

As suggested in this plan, development proposals should be individually evaluated based on a variety of factors, including, but not necessarily limited to:

- the availability of urban services, especially sanitary sewer, water lines, storm sewers, fire protection and schools, and ensure that such urban services be available or that they could be made available economically.
- the compatibility of the development with surrounding land uses and natural environment, which may require transportation or environmental studies
- potential fiscal impacts and the benefits to the community. Developments for which costs exceed benefits, either economically or environmentally, should be discouraged.

The City of Cumberland will routinely review and amend the future land use map and Comprehensive Plan as discussed in Section 10. The City recognizes that a Comprehensive Plan is not a static document and that it must evolve to reflect current conditions. In some situations, it may even be desirable to amend the City's Plan (and maps) to accommodate a compatible, but previously unplanned, use. Likewise, a change in county or regional policy, technological changes, or environmental changes may also impact the Plan.

The future land use map is a planning tool for the City of Cumberland. City appointed and elected officials should use the plan maps as a guide for making future land use decisions. Furthermore, developers and residents should understand the future land use map is intended to direct development to certain areas where facilities and services are available and where land uses are compatible with one another.

Any change to the Plan (including the Plan maps) will be considered in the context of all nine required plan elements, including the visions, goals and policies expressed in this document. When amendments are considered, the City will initiate a Plan Commission review, formal public hearing, City Council adoption, and distribution per the requirements of the Wisconsin Comprehensive Planning Law.

#### **Plans and Programs**

The other Plan elements, such as housing, natural resources, and economic development, identify the primary agencies, programs, and resources available to assist communities with land use programs. Appendix E identifies some additional land use-related plans and programs available to the City.



## **10.0 IMPLEMENTATION**

### **10.1 Action Plan**

### **10.2 Plan Integration and Consistency**

### **10.3 Plan Monitoring and Evaluation**

### **10.4 Plan Amendments and Updates**

This element serves as a “priority” list for implementing and realizing the plan. It prescribes those actions necessary to realize the visions, goals, and objectives highlighted in previous elements of the plan. The plan addresses many important components critical to sustaining a healthy community while preserving the areas rural character, natural resources, and history. As change is inevitable, the plan may need to be amended to appropriately reflect land use changes.

### **10.1 Action Plan**

The City of Cumberland’s Comprehensive Plan is intended to help guide land use decisions within the City. The plan is an expression of the City’s wishes and desires and provides a series of policies for assisting the community in attaining its visions, goals, and objectives. The plan is not an attempt to predict the future, but rather an attempt to document the community’s values and philosophies that citizens of the City of Cumberland share. The plan guides a variety of community issues including housing, transportation, land use, economic development, and intergovernmental cooperation.

The Cumberland Plan Commission, City Council, and citizens in reviewing all proposals pertaining to development in the City of Cumberland should utilize the Comprehensive Plan. Proposals should be examined to determine whether they are consistent with community wishes and desires as expressed in the plan. As part of the review, a thorough review of the plan is necessary with particular attention given to the goals and objectives. Where the impact of a proposed development is minimal, the evaluation may simply be a determination of whether or not the plan provides relevant direction and whether the requested action is in conformance with the plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

### **10.2 Plan Integration and Consistency**

Within this implementation element, it is required to “describe how each of the elements of the Comprehensive Plan will be integrated and made consistent with the other elements of the Comprehensive Plan.” As a result of the Comprehensive Plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements. In the future, as plan amendments occur, it is important that the Cumberland Plan Commission and City Council both conduct



## 10. Implementation

consistency reviews. Those reviews will ensure the document continues to represent an integrated approach to planning.

To promote consistency across jurisdictional boundaries, the City of Cumberland encourages early dialog between all adjoining and overlapping jurisdictions (towns and county) as they develop or revise their comprehensive plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

### 10.3 Plan Monitoring and Evaluation

As part of the comprehensive planning process, a number of goals, objectives, and action items were developed that when implemented are intended to build stronger relationships and give direction to the Plan Commission, City Council, and its residents. The goals are the “purpose or end” that provides direction for the City and other governmental organizations, such as Barron County. Objectives are statements that are measurable benchmarks the community works to achieve, and the actions are more specific statements that set preferred courses of action to carry out the objectives in the future. While many of the objectives and actions can be accomplished in the short term several others will be continuous or ongoing and do not have a specific implementation target date.

The City’s *Stormwater Management Plan*, *Urban Forestry Plan*, *Outdoor Recreation Plan*, the *Placemaking Cumberland* report, and other such plans provide further guidance on various goals, recommendations, and priorities related to the *Comprehensive Plan*. These other

#### **The Comprehensive Plan as an effective management and decision-making tool.**

In order to encourage implementation of this Plan, track progress, and promote consistency in decision-making, the City of Cumberland Plan Commission desired that this Plan update include a more formalized approach to monitoring process.

Each fall, the Plan Commission will perform an annual review of the plan that includes:

- an opportunity for public comment;
- track progress on actionable plan recommendations and identify any related resource needs;
- evaluate” consistency with the plan’s vision and goals and the future land use map;
- identify and make recommendations regarding any conflicts or emerging trends that may be inconsistent with the plan vision, goals, policies, and future land use map;
- determine if a plan amendment or update is needed; and,
- provide a brief report on progress and any recommended actions to the City Council that could be incorporated into an annual work plan.

The City may desire to create a tracking form or other reporting format to consistently monitor plan progress over time. This approach could potentially be expanded to include the recommendations of other City plans.

plans are essentially incorporated into this *Comprehensive Plan* by reference. The suggested implementation or priority schedules in these other plans should be evaluated concurrently with the Plan Commission's monitoring and evaluation of the overall *Comprehensive Plan* update.

As a means of measuring progress towards achieving the goals of the Comprehensive Plan, a suggested implementation schedule organized by Plan goals has been developed for the action-oriented, prescriptive objectives and recommendations of this Plan. Not surprisingly, most objectives and many of the recommendations are policy-oriented, decision-making guidance or more generalized recommendations. Policy-oriented objectives and general recommendations are not repeated here.

Ongoing:	Recommendation should be continued or should be ongoing.
Short Range:	approximately 0 to 5 years (before 2022)
Long Range:	approximately 5+ years (on or after 2022)

Initial focus should be on the ongoing and short-range recommendations. However, the above suggested timeframes should be flexible to accommodate budgets, available resources, new opportunities, and changing community priorities.

Housing Implementation Schedule		Timeline
<i>GOAL: The housing stock in the City of Cumberland should provide an adequate range of housing opportunities to meet the varied needs and desires of existing and future community residents.</i>		
Complete a housing analysis or plan that better defines the housing needs, demands, and opportunities for the community and provides measurable objectives and prescriptive actions.		short-range
Increase the marketing of available residential lots and infill/redevelopment opportunities within the community.		short-range
Work with the owner of the Opera House, housing providers, and other resources to explore the redevelopment of this structure as condos or quality rental units.		ongoing
Consider extending the life of Tax Increment Financing District (TID) #7 to support housing development. Once TID #7 closes, explore the creation of a new, multi-use TID to finance housing development.		short- to long-range
Continue the work group engaging in a conversation with realtors, developers, and non-profit organizations to address the housing needs of the community and identify potential incentives to address housing needs, improve housing maintenance, and diversify the housing stock.		short-range, then ongoing
Support efforts and new programs that will provide additional elderly and disabled resident housing opportunities and services. Work with the Aging and Disability Resource Center (ADRC) to increase awareness of related assistance programs.		ongoing
Work with the Housing Authority and other partners to explore housing grant opportunities to improve access and quality of housing for migrant workers.		long-range

## 10. Implementation

<i>GOAL: Guide new housing development into areas that minimize impacts on sensitive natural resources so that the City continues to be an attractive place to reside.</i>	
Explore the creation of a traditional neighborhood overlay district (TND) for residential zoned areas that allows a mix of compatible uses at a desired scale, design, and character that is at a human scale and generally consistent with the older neighborhoods of Cumberland.	long-range
Review and modify, if needed, the City's ordinances and policies to preserve and encourage compatible commercial and residential mixed-use development and vertical mixed use in Downtown Cumberland that maintains and supports the historic function of the downtown as the community's central business district	short-range
<i>GOAL: Provide for the appropriate design of residential development that addresses the daily living and recreational needs of residents.</i>	
Continue to implement and enforce Section 18.16 of the Municipal Code regarding dedication and reservation of lands and proportionate payments in lieu of dedications.	ongoing
Continue to implement and enforce the parking space requirements in Section 17.37 of the Municipal Code.	ongoing
<i>GOAL: Improve the existing housing stock to enhance quality, livability, and character of the City.</i>	
Support the enforcement of residential codes and nuisance ordinance standards that restrict and/or prohibit the accumulation of junk and debris. Review and amend existing municipal codes if needed.	ongoing
Partner with housing providers, utilities, and other agencies to provide and advertise housing rehabilitation and energy conservation programs.	ongoing
Encourage Barron County, State of Wisconsin, or other regional partners to further develop a housing rehabilitation program utilizing low or no-interest loan program funds.	long-range

Transportation Implementation Schedule	Timeline
<i>GOAL: The transportation system in the City of Cumberland shall facilitate the safe and efficient movements of its citizens within the City while preserving the identity of the community.</i>	
Evaluate alternatives to improve the "4-corners intersection" downtown, including signalization and potential options if truck traffic is rerouted. Any improvements at this intersection should consider pedestrian accessibility and this intersection's role as the "gateway" to downtown Cumberland.	long-range
Work with WISDOT to improve access and safety on Highway 63 west of downtown including: (i) potential improvements or signalization of the 8 <sup>th</sup> Avenue intersection and (ii) potential construction of a frontage road from 6 <sup>th</sup> to 8 <sup>th</sup> Avenue on the south side of Highway 63/48. Road and frontage road improvements in this area should consider economic development objectives.	short- and long-range

Implement the transportation, linkages, and connectivity recommendations of the <i>Placemaking Cumberland</i> report summarized in the Section 7 and the City's <i>Outdoor Recreation Plan</i> .	short- and long-range
<i>GOAL: Transportation improvements shall balance environmental factors with transportation needs and the desired land uses as identified in the future land use section of the Comprehensive Plan.</i>	
Identify and, if feasible, establish an alternative truck route.	short-range
<i>GOAL: The future transportation system should be flexible and multi-modal and provide for the needs of citizens and businesses in the City of Cumberland.</i>	
Improve multi-modal transportation services in the City of Cumberland and designate routes for trails and transit corridors within the community.	short-range, and ongoing
In accordance with Part 8.02 of the Municipal Code, sidewalks should be required in all new developments and when roads are reconstructed, unless sufficient alternative pedestrian facilities are provided. Maintain existing sidewalks as needed.	ongoing
Develop a comprehensive sidewalk plan that inventories the location and condition of existing sidewalks and identifies areas of needed improvements.	long-range
Establish formal bike and ATV route/trail maps and policies for the community, with connectivity to existing regional systems or plans. Partner with user groups to install related signage as funding allows. Encourage bicycle trails in new developments.	short-range
Work with Wisconsin Department of Transportation to replace and upgrade the Highway 63 bridge as a multi-modal facility, including increasing the height and box width of the bridge so that a pontoon with top down may pass safely underneath, providing for safe bike and pedestrian crossing, and providing a separated crossing for ATV and snowmobile use.	short-range
Partner with the School District and WCWRPC to develop a Safe Routes to School Plan.	short-range
Study and consider ways to improve pedestrian and bike safety downtown and along the major highways, such as traffic calming, signalization, speed reductions.	long-range or as needed
Closely monitor downtown parking needs. Increase the visibility, wayfinding, and linkages to public parking areas. Encourage downtown business owners and their employees to use public parking lots, rather than parking on Main Street.	long-range and ongoing

<b>Utilities and Community Facilities Implementation Schedule</b>	<b>Timeline</b>
<i>GOAL: Provide residents with reliable and clean water supply, and a sewer collection system and wastewater treatment plant, which meets applicable laws and regulations in a cost-effective manner.</i>	
Explore the creation of a formal capital improvement plan for the planning and programming of City street and utility improvements and other capital-intensive project.	short-range



## 10. Implementation

Additional water systems planning and new storage may be needed in the future.	long-range or as needed
Sewer and water extensions will likely be needed in the future to accommodate new development and growth.	long-range or as needed
Begin equitable utility charges or assessment fees for commercial and industrial connections for properties that are undeveloped or under developed, given that the value of these properties benefit from the available of services.	ongoing; implement Sec. 13.02 of Muni. Code
<b>GOAL: Implement the City of Cumberland Stormwater Management Plan.</b>	
See recommended improvements and actions in the <i>Stormwater Management Plan</i>	various; refer to this plan
Establish stormwater rates and financing mechanisms to fully implement the stormwater utility help pay for stormwater management projects and activities.	short-range
Work with Beaver Dam Lake Management District to increase awareness about water quality issues in Cumberland.	ongoing
<b>GOAL: Maintain essential emergency services to protect the public health, safety, and welfare of the community.</b>	
Regularly review, test, and update the City's Emergency Operations Plan and continue to participate in County emergency planning, exercises, and hazard mitigation efforts.	ongoing
As resources and priorities allow, implement the recommendations of the <i>Barron County Multi-Hazard Mitigation Plan</i> that pertain to the City.	as funding allows
<b>GOAL: Maintain and enhance community facilities and services, which contribute to the quality of life for area residents.</b>	
Continue to address the various community facilities and services needs as discussed or planned for in Section 5.1 and educate residents and businesses on the costs related to public services. Continue to evaluate the <i>City of Cumberland Comprehensive Plan</i> and develop needed utilities and community facilities as deemed necessary.	various and ongoing; see Section 5.1 for guidance
Consider bringing together residents, business owners, and Internet service providers to encourage competition, increase awareness of broadband alternatives, discuss related needs, and identify potential actions the community may take to improve broadband service. Explore the need for a joint trench-use policy and other creative solutions.	short-range
Conduct a broadband survey or encourage residents and businesses to participate in a future Public Service Commission's broadband surveys. Coordinate with local Internet providers, Barron County EDC, Chamber, and other stakeholders to assess the status of high-speed, broadband service within the community and identify strategies to address any long-term broadband needs (e.g., speed/bandwidth, redundancy, reliability, costs).	long-range or as needed

Consider becoming a State-certified Broadband Forward! Community by adopting an ordinance to reduce obstacles for broadband infrastructure investment, including having a single point of contact, adhering to a timely approval process, having reasonable fees and conditions, and not discriminating between providers.	short-range
<i>GOAL: Utility improvements shall be planned in a collaborative way with surrounding jurisdictions.</i>	
Continue to coordinate and evaluate the potential for future extensions of the sanitary sewer around the highly developed areas of lakeshore. Explore the potential expansion of the sanitary sewer services outside the City if cost beneficial.	long-range
Meet with representatives of utility companies to seek system upgrades in a timely and cost-effective manner when they are necessary.	ongoing

<b>Agricultural, Natural, and Cultural Resources Implementation Schedule</b>	<b>Timeline</b>
<i>GOAL: Conserve, protect, manage, and enhance the City's natural resources, including but not limited to, lakes, rivers/streams, wetlands, groundwater, forestlands, and other wildlife habitats in order to provide the highest quality of life for the City of Cumberland's citizens and visitors.</i>	
Educate residents about the importance of natural areas and wildlife corridors.	ongoing
Implement the recommendations of the City's <i>Stormwater Management Plan</i> .	various; refer to this plan
Support efforts to continue monitoring of the quality and quantity of runoff, such as phosphorus and sediment loading.	ongoing
Promote the establishment and maintenance of natural buffers along water resources. Encourage Barron County and the Wisconsin Department of Natural Resources to fund buffer strips along streams and the lakeshores.	ongoing
Publish or obtain information that can be distributed to residents on the disposal of hazardous materials, such as paint, waste oils, computers, insecticides, etc.	short-range
Inventory and map sensitive resources that should be preserved to the greatest extent possible.	short-range
<i>GOAL: Provide adequate amount of parkland, greenspace, and desired recreational facilities to serve existing and new development</i>	
Implement the recommendations of the <i>City of Cumberland Outdoor Recreation Plan</i> , <i>Placemaking Cumberland</i> report, and the <i>Library Lake Management Plan</i> related to outdoor recreational improvements.	various; refer to these plans
Improve Library Lake, including dredging and installation of a marina or piers, improvement of a walkway around the lake, and a permanent band shell.	short-range
Improve Eagle Point Campground, including new play equipment and enhancing the trails at Rabbit Island, and improve play equipment at Tourist Park.	short-range

## 10. Implementation

Improve the Golf Club including promoting the lake access, improving the dock system, marketing the bar and restaurant, and renovation of the buildings.	long-range
If there is interest by a community sponsor organization, establish a dog park.	long-range
Work with the School District and Library to support the Community Garden. (a) Explore interest in community education classes on gardening. (b) Work with the Methodist Church and 3M to explore possible garden expansion areas.	short-range
<b>GOAL: Preserve and enhance cultural resources, including historical and archeological sites and resources.</b>	
Work with private landowners on the maintenance and preservation of historic buildings, such as the Isle Theatre and Opera House.	short-range and ongoing
Coordinate with the Barron County Historical Society to update the inventory of historic properties in the City of Cumberland and share this information with the State of Wisconsin Architecture and History Inventory.	short-range
Develop a list of eligible or registered historical places in the City and promote the use of available tax credits as a historical preservation incentive.	short-range
Explore community and business owner interest in the creation of a downtown area historic district.	long-range

<b>Economic Development Implementation Schedule</b>	<b>Timeline</b>
<b>GOAL: Cumberland should be a strong economic center.</b>	
Work with educational institutions, partner organizations, and area businesses to encourage programs and partnerships that: (i) nurtures the creation of the next generation of manufacturing and technology-related jobs; and (ii) develops and attracts a skilled workforce within the City of Cumberland that supports the needs of local businesses.	short-range and ongoing
Actively engage local industries in a discussion of their business and workforce needs, barriers to growth, and opportunities that could be taken to not only retain, but grow their businesses.	short-range and ongoing
Work with the Cumberland business community and Barron EDC to offer entrepreneurs and small businesses technical resources and mentor support to help improve operations, identify target markets, develop opportunities for growth and expansion, and assist with business transition. Proactively offer such services to struggling businesses.	long-range
Continue to work with Barron County EDC to develop strategies to encourage business expansion and attract new businesses to Cumberland, including: (i) additional research on what businesses desire and (ii) strategies to market the City's assets and quality of life to attract new business investment.	ongoing
Bring the various community stakeholder groups and residents together to develop a consensus on a unified brand and marketing strategy for the City and incorporate this brand into logos, messaging, wayfinding, literature, etc.	short-range

Increase the marketing of lodging alternative in the City, including hotels, motels, camping, vacation rentals by owners, and bed-and-breakfasts.	short-range
Continue community discussions and efforts to implement the vision and recommendations of the <i>Placemaking Cumberland</i> report.	various; refer to the report
Consider participation in a First Impressions exercise to obtain insight into how a visitor views and experiences the community.	long-range
As opportunities allow, increase the amenities available for water sports (e.g., boat marina at Library Lake, boat gas, kayak/canoe rental).	various; some long-range
Consider Connect Communities status through the Wisconsin Economic Development Corporation for downtown revitalization assistance. Utilize this initiative to encourage more discussion on downtown improvement activities	short-range
If there is interest by downtown business owners, explore the creation of a Main Street Program or business improvement district to help coordinate and finance downtown programming, marketing, and improvements.	long-range
Promote the use of the City's business fund and the Regional Business Fund's Façade Loan Program to maintain or renovate downtown facades. Strongly encourage any proposed façade repairs or construction to be consistent with the City's downtown design guidelines and the historical context of the downtown historical district.	ongoing
Continue efforts to improve and develop Library Lake as a central-gathering place that is well connected to rest of the downtown and community, as well as an accessible destination for boat traffic	ongoing and short-range
Continue efforts to improve the visibility/wayfinding for downtown parking. Explore the addition of electric vehicle parking downtown.	ongoing and various
Support the establishment of business incubators and workforce development programs for technology-related activity and other business and industrial pursuits	long-range
Monitor the need for lots in the industrial park to ensure there are enough industrial and business park lots in the community to meet demand.	ongoing

<b>Intergovernmental Cooperation Implementation Schedule</b>	<b>Timeline</b>
<i>GOAL: Improve communication with neighboring towns, Barron County, Cumberland School District, Beaver Dam Lake Management District, and state agencies.</i>	
Work with the law enforcement agencies, School District, and other partners to address drug abuse concerns in the community.	short-range and ongoing
Continue to inventory equipment and services of adjacent jurisdictions and other area governmental entities.	ongoing
Explore the potential for mutual services with neighboring towns including road development/maintenance, garbage collection, etc.	ongoing
Seek funds for housing rehabilitation in coordination with other jurisdictions.	short-range



## 10. Implementation

Determine the feasibility and cost-benefits of establishing a sanitary sewer district that would extend services into nearby unincorporated areas.	long-range
Assess and, if possible, quantify the use of City services by residents of adjacent towns and the related expenses to the City. If needed, engage the towns in a discussion on the costs and explore funding options, fee schedules, etc.	short-range
Establish a conflict resolution process with adjoining and overlapping jurisdictions.	short-range
Address potential annexation and boundary adjustments with surrounding towns before it becomes an issue. Work with adjacent towns to explore development of a boundary agreement plan for expected growth areas.	as needed
Should development near the City, but outside its borders, occur in a manner that is inefficient for the provision of future municipal services or conflicts with the natural resources, land use, and transportation goals of this plan, explore adoption of extraterritorial plat review or engage the town(s) to consider extra-territorial zoning.	as needed

Land Use Implementation Schedule	Timeline
<i>GOAL: Preserve Cumberland's existing character.</i>	
Develop and administer a site plan review process to ensure a uniform image throughout the community.	short-range
Continue to monitor if existing zoning classifications are sufficient to meet the future needs of the City.	short-range
Maintain and enforce policies that require an appropriate level of property maintenance and upkeep based on the context of the zoning district and surrounding uses.	ongoing
Consider adoption of an official map that identifies and preserves likely future right-of-way and needed public lands in planned development areas.	long-range
Regularly meet with officials from adjacent towns and Barron County to discuss future planning activities and developments that may impact all communities	ongoing
Coordinate with Barron County and the Lake District to consider additional requirements, incentives, or demonstration projects for conservation and runoff management in and near lakeshore areas. These requirements and best management practices should work to minimize uninterrupted hardscape, provide areas of stormwater storage, promote infiltration of stormwater, and encourage natural buffer zones and screens along roads and sensitive natural resources (i.e. steep slopes, wooded areas, wetlands, lakes, etc.).	short-range
The Plan Commission shall conduct an annual review of the Comprehensive Plan.	annually
Utilize the Plan Commission to inform the City Council on recommended changes needed within the Comprehensive Plan as land use patterns or trends change.	as needed

## 10.4 Plan Amendments and Updates

Evaluating the Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the plan requires updating and amendments. Plan amendments are typically relatively minor changes or additions to plan maps or text as deemed necessary and appropriate, often involving a limited geographic area or to address a single issue, policy, or program. Plan amendments can occur without needing to update all data, maps, service descriptions, etc., as long as the Comprehensive Plan remains internally consistent. Plan updates are typically a more substantial re-write of the text involving major revisions to multiple plan sections, including updating of plan goals, data, tables, services, and maps. A plan amendment can be completed in a matter of months compared to a plan update that often requires a year or more.

The time that elapses between the completion of the plan and the need to amend the plan depend greatly on evolving issues, trends, and land use conditions. Plan amendments are typically triggered by City Council request, plan monitoring/evaluation by the Plan Commission, or a proposed land use change by a petitioner.

A proposed project should be evaluated for consistency with the *City of Cumberland Comprehensive Plan* as a whole. The proposal should not contradict the objectives, goals, and policies of the plan, or else additional plan changes must be considered. There should be a clear public need for the proposed change or that unanticipated circumstances have resulted in a need for the change. The proposed change should also not result in substantial adverse impacts to the community, nearby properties, or the character of the area. The City may require the petitioner(s) to prepare reports or fund other studies prior to a decision on amending the Comprehensive Plan.

Statutorily, amendments and updates have the same minimum public participation and adoption requirements, though updates often involve greater opportunities of public input at the discretion of the community. To ensure residents are involved in plan amendments, the following process and protocol should be followed to allow public involvement and comment. The City of Cumberland Plan Commission shall undertake a review of the plan and shall consider necessary amendment(s) to the plan resulting from property owner requests, changes to social and economic conditions, new opportunities, or unanticipated conflicts. Upon the Plan Commission review, recommended changes to the plan shall be forwarded to the City Council. The City of Cumberland City Council shall call a public hearing to afford property owners time to review and comment on recommended plan changes. A public hearing shall be advertised in accordance with the City's public meeting notice procedures. Based on public input, Plan Commission recommendations, and other facts, the City Council will then formally act on the recommended amendment(s).

Periodic Plan updates will allow for updates to statistical data, and to ensure the plan's goals, objectives, and actions reflect the current conditions, needs, and concerns. The Comprehensive Planning Law requires Plan updates at least every ten years. The City of Cumberland Plan Commission will remain flexible in determining when and how often the plan

## ***10. Implementation***

should be updated. Generally, a comprehensive Plan update should not be expected more often than once every five years. A tremendous amount of change can occur in a community over just a couple of years and the City of Cumberland will be prepared to address changing conditions with timely Plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements, as well as other community plans.

## APPENDIX A:

# PUBLIC PARTICIPATION PLAN

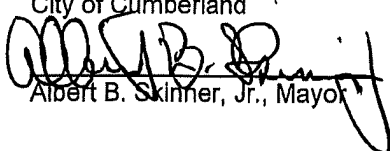
### RESOLUTION 16-9B

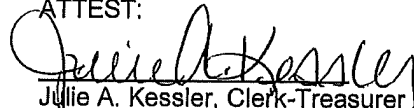
#### PUBLIC PARTICIPATION PROCEDURES FOR THE UPDATE OF THE CITY OF CUMBERLAND COMPREHENSIVE PLAN

- WHEREAS,** the City of Cumberland has decided to update its comprehensive plan under the authority and procedures of §62.23 (3) and §66.1001, Wisconsin Statutes; and
- WHEREAS,** §66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments; and
- WHEREAS,** the City Council of the City of Cumberland has designated a plan commission for the purposes defined in §62.23 (1), (2), (4) and (5), Wisconsin Statutes; and
- WHEREAS,** the City of Cumberland Plan Commission has reviewed and recommended approval of the following *Public Participation Procedures for the City of Cumberland Comprehensive Plan Update*; and
- WHEREAS,** the agreement between the City of Cumberland and its hired planning consultants is consistent with and furthers the mechanisms identified within the *Public Participation Procedures for the City of Cumberland Comprehensive Plan Update* to foster public participation, ensure wide distribution of draft plan materials, and provide opportunities for written comments on draft plan materials; and
- WHEREAS,** the City of Cumberland believes that regular, meaningful public involvement in the plan development process is important to assure that the resulting plan meets the wishes and expectations of the public.

**NOW, THEREFORE BE IT RESOLVED,** that the City Council of the City of Cumberland hereby ordain and resolve as follows: to approve the written procedures included in *Public Participation Procedures for the City of Cumberland Comprehensive Plan Update* as its public participation procedures meeting the requirements of §66.1001 (4) (a), Wisconsin Statutes.

Dated this 6<sup>th</sup> day of September, 2016.

City of Cumberland  
  
Albert B. Skinner, Jr., Mayor

ATTEST:  
  
Julie A. Kessler, Clerk-Treasurer



## Public Participation Procedures for the City of Cumberland Comprehensive Plan Update

### INTRODUCTION

§66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments.

The City of Cumberland City Council recognizes the need for an open and active public participation process to foster a strong community commitment to the development and implementation of a comprehensive plan to guide the community's future growth and development. To ensure that the public has an opportunity to be involved in every stage of the update of the Comprehensive Plan, the City identifies the following actions to promote an active public involvement process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing involvement of the public in developing the plan.

### PUBLIC PARTICIPATION PROCEDURES

- The City has a duly appointed Plan Commission pursuant with §66.23 (1) and/or §60.62 (4), Wisconsin Statutes.
- All meetings of the governing body of the local governmental unit (City Council) are open to the public and are officially posted to notify the public as required by law.
- All Plan Commission meetings are open to the public and are officially posted to notify the public as required by law. Opportunities for public comment will be provided during the Plan Commission meetings.
- The City Council will receive periodic reports from the Plan Commission during the preparation of the plan and will have the opportunity to review and comment on materials developed for incorporation into the Comprehensive Plan.
- Prior to the required public hearing, the governmental units of adjacent or overlapping jurisdiction will be notified of the community's undertaking of the preparation of the Comprehensive Plan and their input sought on intergovernmental issues concerning land use, municipal boundaries, and service provision.
- Draft copies of the Comprehensive Plan will be available at City Hall, on the City website, and at the Cumberland Public Library during regular hours for the public to review.
- A joint Plan Commission and City Council Public Hearing will be conducted on the recommended Comprehensive Plan prior to Plan Commission recommendation and the governing body enacting the plan by ordinance. The Public Hearing will be preceded by Class 1 notice under Chapter 985, Wisconsin Statutes, published at least 30 days before the hearing is held. Additional notice will be provided to non-metallic mining interests pursuant to §66.1001 (4) (e), Wisconsin Statutes. The public is invited to comment and submit written comments.
- The City Council will consider and respond to written comments regarding the plan before enacting it by ordinance.
- The adopted comprehensive plan will be distributed to:
  1. Every governmental body that is located in whole or in part within the boundaries of the local governmental unit.
  2. The clerk of every local governmental unit that is adjacent to the local governmental unit which is the subject of the plan.
  3. The Wisconsin Department of Administration on behalf of the Wisconsin Land Council
  5. The West Central Wisconsin Regional Planning Commission.
  6. The Cumberland Public Library.
- The City Plan Commission, with City Council approval, may implement additional public participation activities as deemed appropriate, practicable, and needed.

## APPENDIX B:

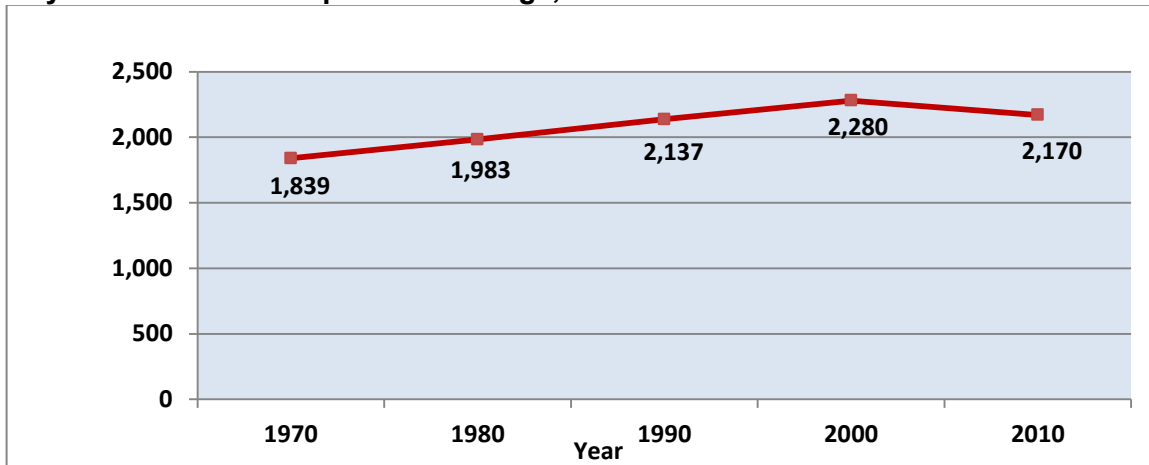
# BACKGROUND INFORMATION & DATA

This section highlights some of the key background information and data used by the City of Cumberland Plan Commission during the update of the City's comprehensive plan. Additional data, forecasts/projections, and related discussion can be found in the plan text.

### Population and Demographics

**2016 WDOA Official Population Estimate:** 2,182 residents

#### City of Cumberland Population Change, 1970 – 2010



Source: U.S. Bureau of the Census 1970 - 2010

#### Population by Age, City of Cumberland, 2000-2010

Age (years)	2000		2010		% Change 2000-2010
	Number	% of Total	Number	% of Total	
Under 5	102	4.5	103	4.7	1
5 to 19	464	20.4	396	18.2	-14.7
20 to 44	638	28	545	25.1	-14.6
45 to 64	522	22.9	809	37.3	55
65+	554	24.3	317	14.6	-42.8
Total	2,280		2,170		-4.8
Median Age	43.2 (county – 38.8)		46.8 (county – 43.1)		8.3

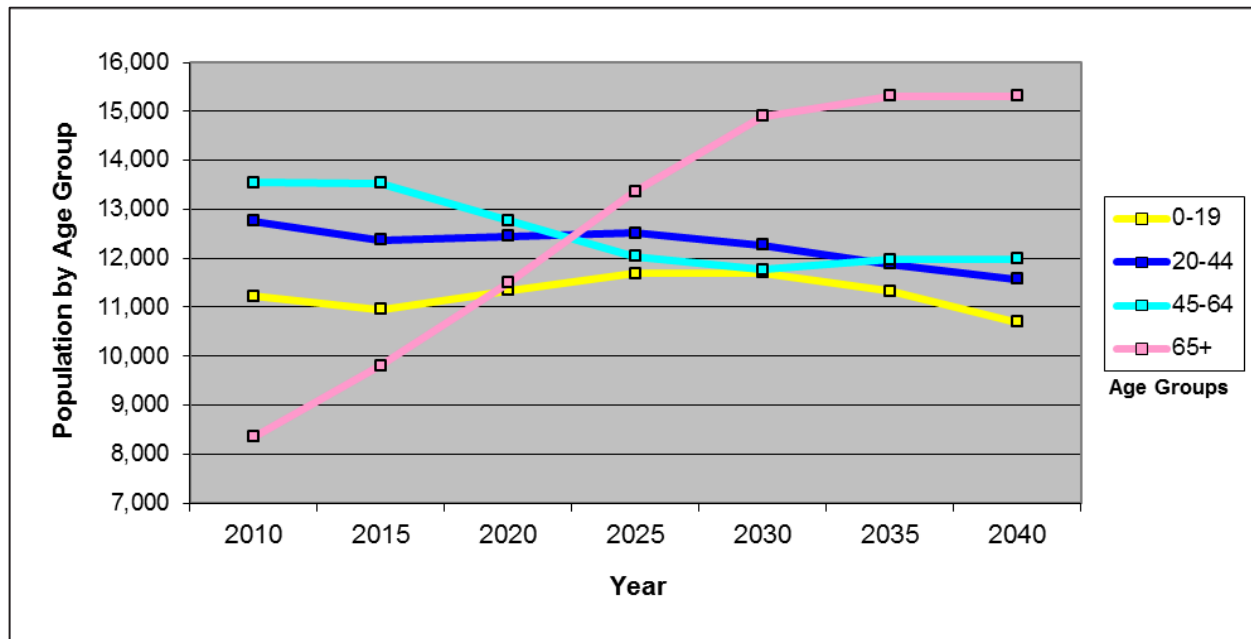
Source: U.S. Bureau of the Census 2000 & 2010, ESRI Community Analyst

### WisDOA Population Projection, City of Cumberland, 2010-2040

	2010 Census	2015 Proj.	2020 Proj.	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	change
Total Population	2,170	2,180	2,185	2,205	2,195	2,140	2,055	
Population Increase		10	5	20	-10	-55	-85	-115
% Population Increase		+5	+2	+9	-5	-2.5	-4.0	-5.3

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013

### WisDOA Population Projections, Barron County, 2010-2040



Source: Wisconsin Department of Administration, Final Population Projections, 2014

## **Housing**

### **Housing Occupancy and Tenure, City of Cumberland, 2000 - 2010**

	<b>2000</b>	<b>% of Total</b>	<b>2010</b>	<b>% of Total</b>	<b>No. Change '00--'10</b>	<b>% Change '00--'10</b>
Total Housing Units	1,134		1,207		73	6.4
Occupied Housing Units	1,013	89.3	994	82.4	-19	-1.9
Owner-Occupied	665	58.6	643	53.3	-22	-3.3
Renter-Occupied	348	30.7	351	29.1	3	0.9
Vacant Housing Units	121	10.7	213	17.6	92	76
Seasonal/Rec/ Occasional Use	65	5.7	111	9.2	46	70.8
Average Household Size	2.18		2.14		-.04	-1.8
Persons per Housing Unit	2.25		2.18		-.07	-3.1

Source: U.S. Bureau of the Census 2000 & 2010, ESRI Community Analyst

**NOTE:**      2000-2010 Population Growth = -4.8%  
                  2000-2010 Housing Units Growth = +6.4%  
                  2010 Barron County Average Persons per Housing Unit = 2.36

### **Units in Structure, City of Cumberland 2014**

	<b>2014</b>	<b>% of Total</b>
1-Unit Detached	790	67.2
1-Unit Attached	61	5.2
2 Units	55	4.7
3 or 4 units	35	3.0
5 to 9 units	61	5.2
10 to 19 Units	38	3.2
20 or More Units	90	7.7
Mobile Home	45	3.8
Boat, RV, Van, Etc.	0	0
<b>TOTAL</b>	<b>1,175</b>	

***\*USE ACS DATA WITH CAUTION***

U.S. Census ACS data is a sample survey. For small populations, this can result in a large margin of error.

Source: U.S. Bureau of the Census, 2010-2014 American Community Survey (ACS), ESRI Community Analyst



**Units by Year Built, City of Cumberland 2014**

	Estimate	% of Total
Built 2010 or later	0	0
Built 2000 to 2009	95	8.1
Built 1990 to 1999	149	12.7
Built 1980 to 1989	114	9.7
Built 1970 to 1979	193	16.4
Built 1960 to 1969	85	7.2
Built 1950 to 1959	132	11.2
Built 1940 to 1949	91	7.7
Built 1939 or earlier	316	26.9
<b>TOTAL</b>	<b>1,175</b>	

Source: U.S. Bureau of the Census, 2010-2014 American Community Survey (ACS), ESRI Community Analyst

**Housing Value of Specified Owner-Occupied Units, 2016**

Less than \$50,000	\$50,000-\$99,999	\$100,000-\$149,000	\$150,000-\$199,999	\$200,000-\$299,999	\$300,000-\$499,999	\$500,000 or more	City Median Value	County Median Value	State Median Value
55	136	139	124	68	22	28	\$151,815 (\$78,100 in 2000)	\$135,600	\$165,900

Source: U.S. Bureau of the Census, Census 2010 Summary File 1, ESRI Community Analyst

**Owner-Occupied Housing Costs as a Percentage of Household Income, 2015 (w/ mortgages)**

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % not affordable	County % not affordable
69	65	59	77	19	72	25.2%	32.8%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: 2011-2015 American Community Survey 5-Year Estimates

**Renter-Occupied Housing Costs as a Percentage of Household Income, 2015**

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % not affordable	County % not affordable
144	49	22	14	12	32	16.1%	16.9%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: 2011-2015 American Community Survey 5-Year Estimates

## **Education, Income, and Employment**

### **Educational Attainment of Persons Age 25 & Older City of Cumberland, 2015**

<b>Attainment Level</b>	<b>Number</b>	<b>Percent of Total</b>
Less than 9 <sup>th</sup> Grade	29	1.7
9 <sup>th</sup> Grade to 12 Grade, No Diploma	127	7.4
High School Graduate (includes equivalency)	705	41
Some College, No Degree	315	18.3
Associate Degree	148	8.6
Bachelor's Degree	255	14.8
Graduate or Professional Degree	141	8.2
<b>TOTAL PERSONS 25 AND OVER</b>	<b>1,720</b>	<b>100</b>

Source: U.S. Census Bureau, 2011-2015 American Community Survey

- Educational attainment of City residents has increased significantly with 91 percent of residents over 25 years of age in 2015 (ACS 5-year estimates<sup>3</sup>) having at least attained a high school diploma as compared to 83.7 percent in 2000.
- The median household income in the City of Cumberland was \$32,661 in 2000 (U.S. Census Bureau, Census 2000). In 2015, this number increased to \$41,544 (2011-2015 American Community Survey), which is a 27.2 percent increase. The County median household income increased from \$37,275 to \$45,714 and the State increased from \$43,791 to \$53,357.
- In 2015, 17.3 percent of persons and 12.1 percent of families in the City of Cumberland were below the poverty level at some time in the previous 12 months. This is compared to 8.3 percent and 12.6 percent, respectively, for Barron County as a whole.

### **Unemployment Rate, 2000 & 2015**

	<b>2000</b>		<b>2015</b>	
	<b>Employed</b>	<b>Unemployment Rate</b>	<b>Employed</b>	<b>Unemployment Rate</b>
City of Cumberland	1,048	2.8%	1,000	8.6%
Barron County	22,583	3.2%	22,243	6%

Source: U.S. Bureau of the Census 2000, 2011-2015 American Community Survey 5-Year Estimate

<sup>3</sup> Many of the 2015 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

**Means of Transportation to Work for City of Cumberland Residents, 2015**

Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	78.3
Car, Truck, or Van - Carpooled	10.9
Public Transportation (excluding taxi)	0
Walked	5.2
Taxicab, motorcycle, bicycle, or other	0
Worked at home	5.7

Source: U.S. Census Bureau, 2011-2015 American Community Survey

- Of employed residents in the City of Cumberland, mean travel time to work was 19.1 minutes in 2015 and 46.8 percent of workers lived within 10 miles of their place of employment.

**Place of Work for City of Cumberland Residents, 2015**

Place of Work	Percent of Workers
Worked in the City of Cumberland	44.3
Worked in Barron County, but outside the City	35.7
Worked outside Barron County, but in Wisconsin	17.1
Worked outside State of Wisconsin	2.9

Source: U.S. Census Bureau, 2011-2015 American Community Survey

## Land Use

### Land Use Acreage and Assessed Value Per Acre, 2008 and 2016

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
<b>2008</b>									
# Parcels	10	11	4	20	1,134	192	13	1	1,385
# Improved	-	-	-	-	867	166	10	1	1,044
Acres	134	61	13	143	436	111	69	1	968
Land Value per Acre	\$122	\$1,511	\$462	\$255	\$46,183	\$32,596	\$12,296	\$6,000	\$99,425
Improv. Value per Imp. Parcel	-	-	-	-	\$94,909	\$108,944	\$519,820	\$164,800	\$888,473
<b>2016</b>									
# Parcels	10	11	4	20	1,125	191	13	-	1,374
# Improved	-	-	-	-	882	158	12	-	1,052
Acres	143	61	13	148	420	130	59	-	974
Land Value per Acre	\$148	\$2,729	\$1,084	\$352	\$76,176	\$35,597	\$18,783	-	\$134,869
Improv. Value per Imp. Parcel	-	-	-	-	\$109,335	\$145,137	\$787,350	-	\$1,041,822
<b>Difference</b>									
# Parcels	-	-	-	-	-9	-1	-	-1	-11
# Improved	-	-	-	-	15	-8	2	-1	8
Acres	9	-	-	5	-16	19	-10	-1	6
Land Value per Acre	\$26	\$1,218	\$622	\$97	\$29,993	\$3,001	\$6,487	-\$6,000	\$35,444
Improv. Value per Imp. Parcel	-	-	-	-	\$14,426	\$36,193	\$267,530	-\$164,800	\$153,349

Source: Wisconsin Department of Revenue

#### Assessment Notes:

- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.





## Demographic and Income Profile

Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

Summary	Census 2010	2016	2021
Population	2,170	2,138	2,124
Households	994	983	978
Families	570	589	583
Average Household Size	2.14	2.15	2.15
Owner Occupied Housing Units	643	668	664
Renter Occupied Housing Units	351	315	314
Median Age	46.8	50.1	49.8
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	-0.13%	0.35%	0.84%
Households	-0.10%	0.40%	0.79%
Families	-0.20%	0.34%	0.72%
Owner HHs	-0.12%	0.38%	0.73%
Median Household Income	1.44%	2.10%	1.89%
Households by Income	2016	2021	
	Number	Percent	Number
<\$15,000	133	13.5%	130
\$15,000 - \$24,999	156	15.9%	177
\$25,000 - \$34,999	88	8.9%	66
\$35,000 - \$49,999	180	18.3%	143
\$50,000 - \$74,999	199	20.2%	201
\$75,000 - \$99,999	111	11.3%	118
\$100,000 - \$149,999	68	6.9%	83
\$150,000 - \$199,999	42	4.3%	55
\$200,000+	7	0.7%	7
Median Household Income	\$43,308	\$46,509	
Average Household Income	\$54,962	\$59,593	
Per Capita Income	\$25,336	\$27,535	
Population by Age	Census 2010	2016	2021
	Number	Percent	Number
0 - 4	103	4.7%	89
5 - 9	126	5.8%	102
10 - 14	139	6.4%	117
15 - 19	131	6.0%	118
20 - 24	114	5.3%	103
25 - 34	237	10.9%	234
35 - 44	194	8.9%	195
45 - 54	269	12.4%	271
55 - 64	316	14.6%	343
65 - 74	224	10.3%	284
75 - 84	196	9.0%	185
85+	121	5.6%	95
Race and Ethnicity	Census 2010	2016	2021
	Number	Percent	Number
White Alone	2,082	95.9%	2,039
Black Alone	10	0.5%	10
American Indian Alone	31	1.4%	27
Asian Alone	1	0.0%	2
Pacific Islander Alone	0	0.0%	0
Some Other Race Alone	9	0.4%	16
Two or More Races	37	1.7%	44
Hispanic Origin (Any Race)	54	2.5%	75

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

December 02, 2016

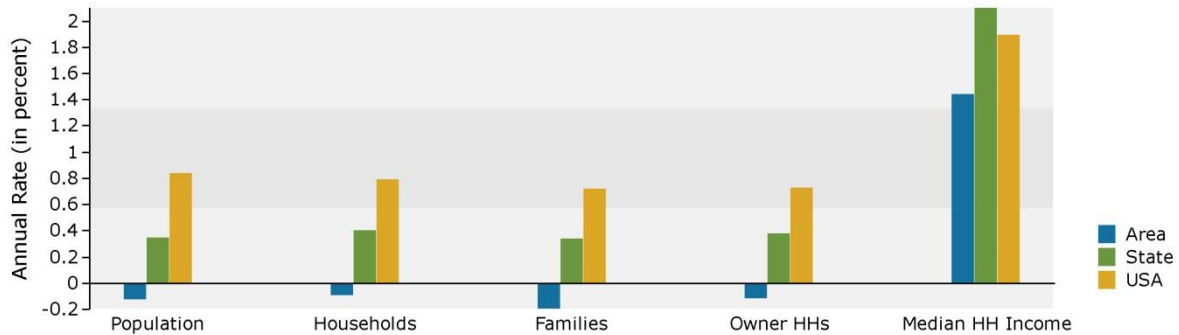


## Demographic and Income Profile

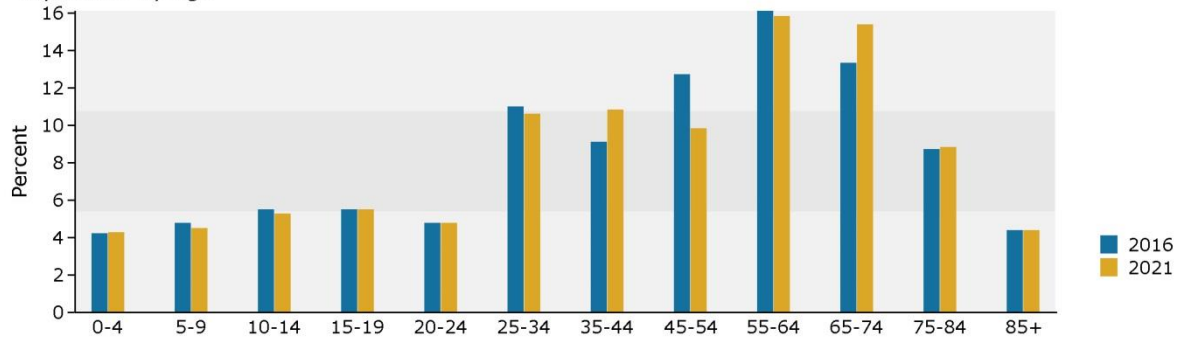
Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

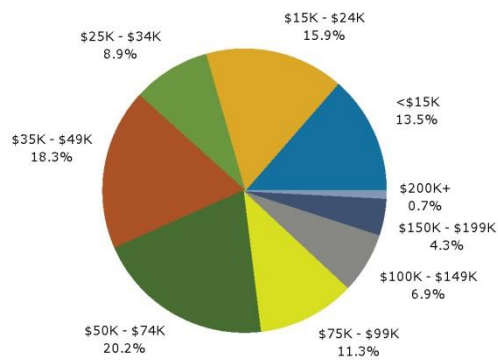
Trends 2016-2021



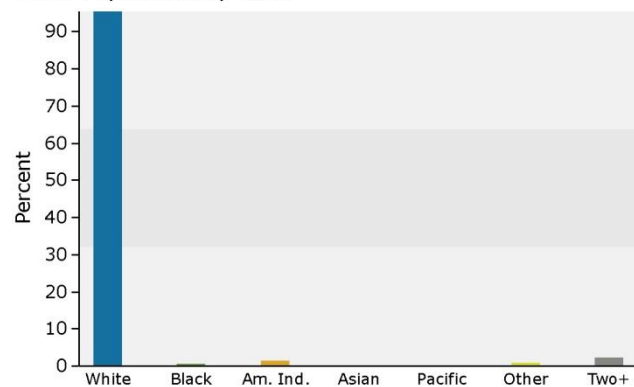
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 3.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

December 02, 2016



## Housing Profile

Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	2,170	2016 Median Household Income	\$43,308
2016 Total Population	2,138	2021 Median Household Income	\$46,509
2021 Total Population	2,124	2016-2021 Annual Rate	1.44%
2016-2021 Annual Rate	-0.13%		

Housing Units by Occupancy Status and Tenure	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	1,207	100.0%	1,207	100.0%	1,216	100.0%
Occupied	994	82.4%	983	81.4%	978	80.4%
Owner	643	53.3%	668	55.3%	664	54.6%
Renter	351	29.1%	315	26.1%	314	25.8%
Vacant	213	17.6%	224	18.6%	238	19.6%

Owner Occupied Housing Units by Value	2016		2021	
	Number	Percent	Number	Percent
Total	669	100.0%	665	100.0%
<\$50,000	55	8.2%	33	5.0%
\$50,000-\$99,999	136	20.3%	78	11.7%
\$100,000-\$149,999	139	20.8%	96	14.4%
\$150,000-\$199,999	124	18.5%	167	25.1%
\$200,000-\$249,999	68	10.2%	104	15.6%
\$250,000-\$299,999	22	3.3%	32	4.8%
\$300,000-\$399,999	69	10.3%	87	13.1%
\$400,000-\$499,999	28	4.2%	33	5.0%
\$500,000-\$749,999	8	1.2%	9	1.4%
\$750,000-\$999,999	15	2.2%	20	3.0%
\$1,000,000+	5	0.7%	6	0.9%
Median Value	\$151,815		\$187,575	
Average Value	\$198,991		\$234,624	

Census 2010 Housing Units	Number	Percent
Total	1,207	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	0	0.0%
Rural Housing Units	1,207	100.0%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

December 02, 2016



## Housing Profile

Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent
Total			643	100.0%
Owned with a Mortgage/Loan			372	57.9%
Owned Free and Clear			271	42.1%
Census 2010 Vacant Housing Units by Status			Number	Percent
Total			213	100.0%
For Rent			36	16.9%
Rented- Not Occupied			6	2.8%
For Sale Only			26	12.2%
Sold - Not Occupied			9	4.2%
Seasonal/Recreational/Occasional Use			111	52.1%
For Migrant Workers			7	3.3%
Other Vacant			18	8.5%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	994		643	64.7%
15-24	44		8	18.2%
25-34	126		63	50.0%
35-44	111		65	58.6%
45-54	170		113	66.5%
55-64	181		144	79.6%
65-74	151		119	78.8%
75-84	134		99	73.9%
85+	77		32	41.6%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	994		643	64.7%
White Alone	969		635	65.5%
Black/African American	2		0	0.0%
American Indian/Alaska	14		5	35.7%
Asian Alone	0		0	0.0%
Pacific Islander Alone	0		0	0.0%
Other Race Alone	2		1	50.0%
Two or More Races	7		2	28.6%
Hispanic Origin	13		5	38.5%
Census 2010 Occupied Housing Units by Size and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	994		643	64.7%
1-Person	361		177	49.0%
2-Person	373		289	77.5%
3-Person	109		72	66.1%
4-Person	89		62	69.7%
5-Person	42		30	71.4%
6-Person	16		11	68.8%
7+ Person	4		2	50.0%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

December 02, 2016

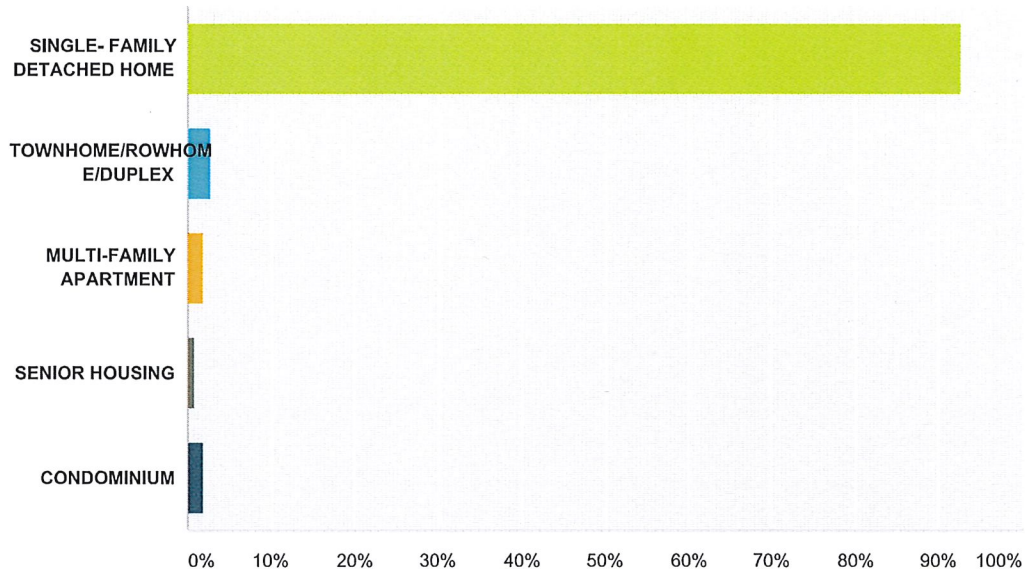
## **APPENDIX C: COMMUNITY HOUSING SURVEY RESULTS**



## Cumberland Housing Survey

### Q1 WHAT TYPE OF HOUSING DO YOU CURRENTLY LIVE IN?

Answered: 109 Skipped: 3



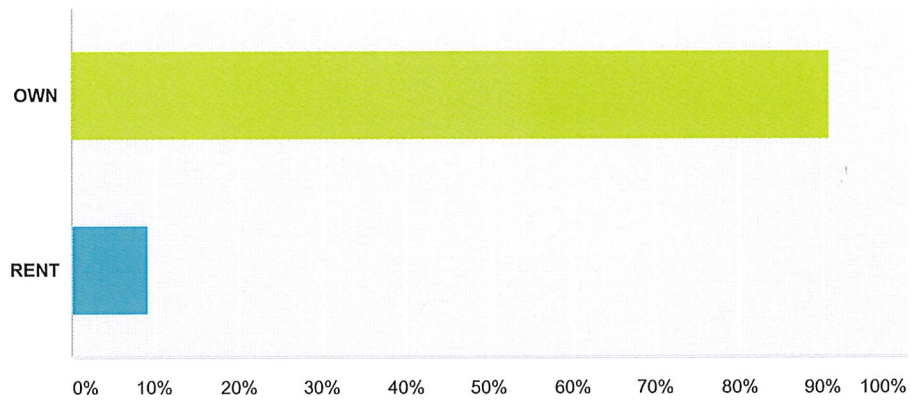
Answer Choices	Responses	
SINGLE- FAMILY DETACHED HOME	92.66%	101
TOWNHOME/ROWHOM E/DUPLEX	2.75%	3
MULTI-FAMILY APARTMENT	1.83%	2
SENIOR HOUSING	0.92%	1
CONDOMINIUM	1.83%	2
<b>Total</b>		<b>109</b>

#	Other (please specify)	Date
1	Single Home rental - had to move to rice lake due to no rentals in Cumberland	3/13/2017 6:13 PM
2	i have two lots, to be built on/ townhomes/duplex	3/10/2017 6:11 PM
3	real estate taxes are way too high in this town	3/3/2017 10:16 AM
4	Just a comment - check the misspelled words	2/23/2017 2:33 PM

# Cumberland Housing Survey

## Q2 DO YOU OWN OR RENT YOUR CURRENT RESIDENCE?

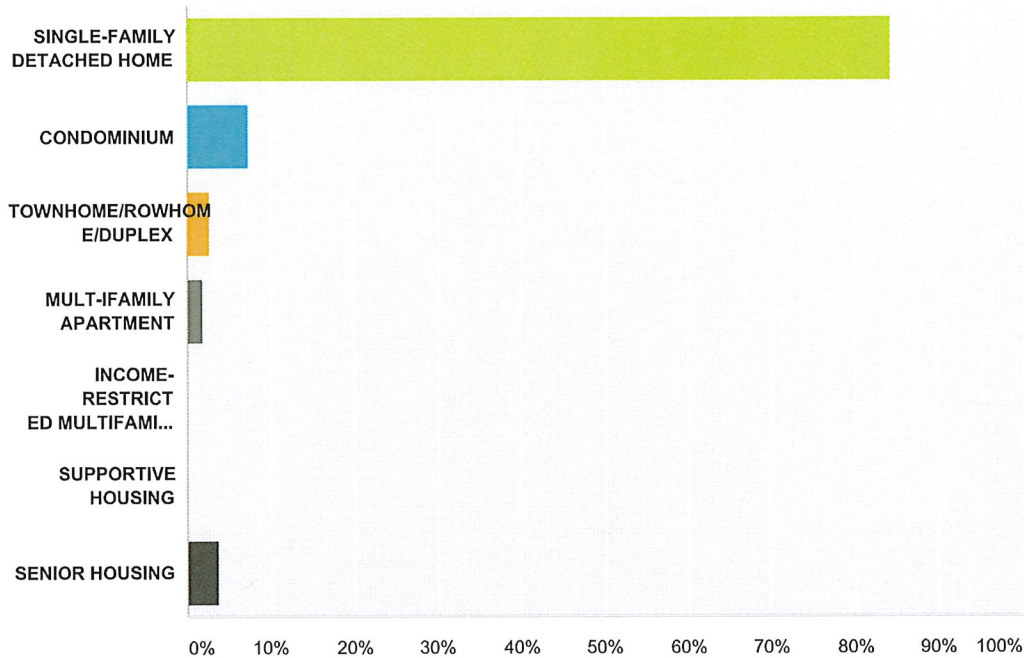
Answered: 110 Skipped: 2



Answer Choices	Responses	
OWN	90.91%	100
RENT	9.09%	10
Total		110

### Q3 WHAT TYPE OF HOUSING WOULD YOU PREFER TO LIVE IN?

Answered: 109 Skipped: 3



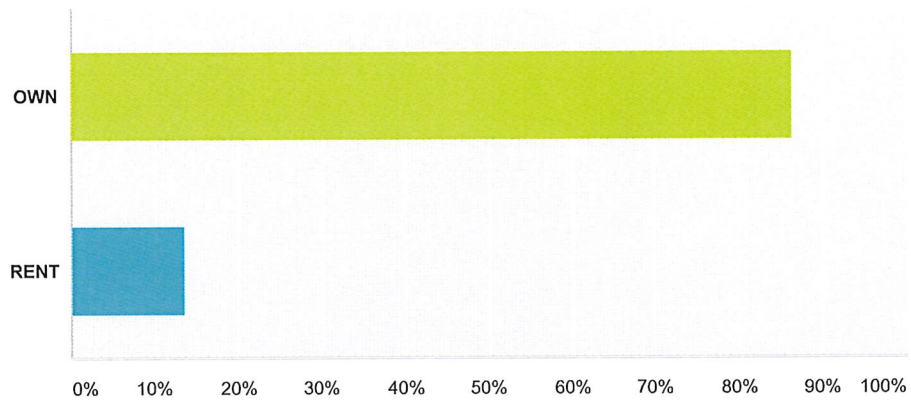
Answer Choices	Responses
SINGLE-FAMILY DETACHED HOME	84.40% 92
CONDOMINIUM	7.34% 8
TOWNHOME/ROWHOME/DUPLEX	2.75% 3
MULT-IFAMILY APARTMENT	1.83% 2
INCOME-RESTRICTED MULTIFAMILY APARTMENT	0.00% 0
SUPPORTIVE HOUSING	0.00% 0
SENIOR HOUSING	3.67% 4
<b>Total</b>	<b>109</b>

#	Other (please specify)	Date
1	Cumberland needs affordable middle income apartments	3/15/2017 4:01 PM
2	Private Housing Rental	3/13/2017 6:13 PM
3	I WOULD PREFER EFFORTS TO IMPROVE WHAT WE HAVE RATHER THAN EMPHASIS ON "DOWNTOWN" AND SUMMER RESIDENTS.	3/9/2017 8:50 AM

## Cumberland Housing Survey

### Q4 IN THE FUTURE, WOULD YOU PREFER TO OWN OR RENT YOUR RESIDENCE?

Answered: 111 Skipped: 1



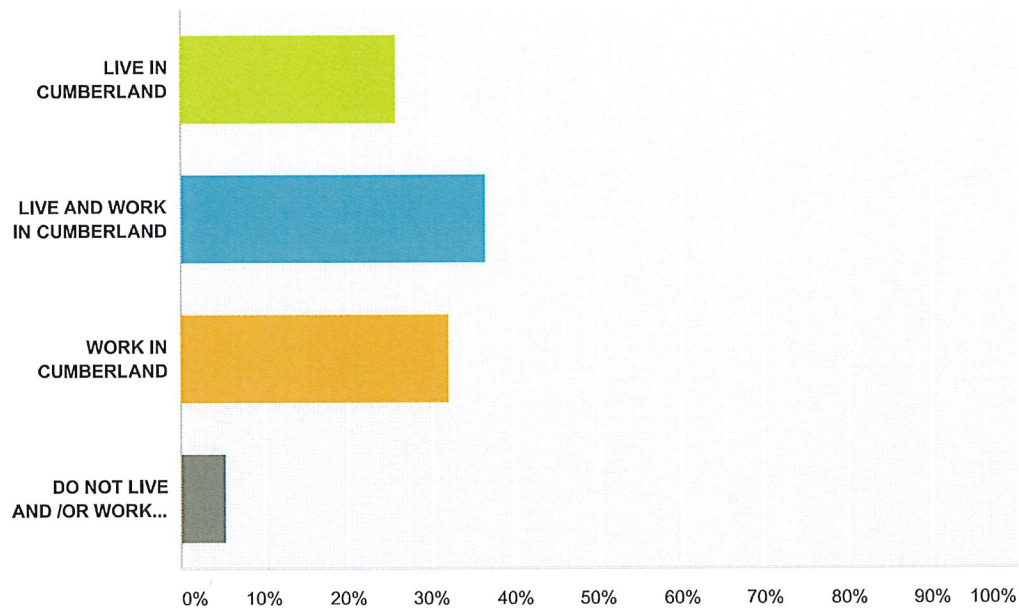
Answer Choices	Responses	
OWN	86.49%	96
RENT	13.51%	15
Total		111



# Cumberland Housing Survey

## Q5 DO YOU CURRENTLY LIVE AND/OR WORK IN CUMBERLAND?

Answered: 112 Skipped: 0



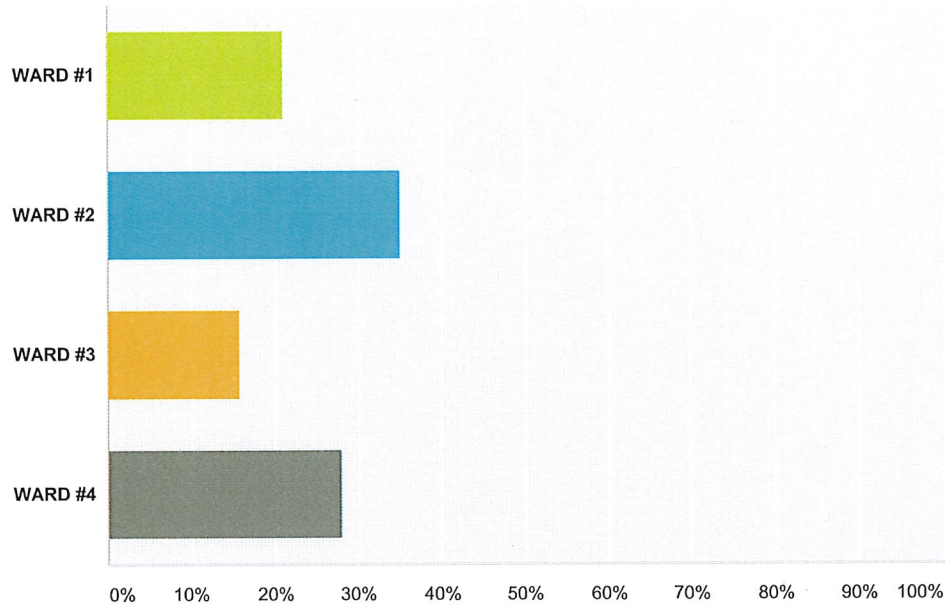
Answer Choices	Responses	
LIVE IN CUMBERLAND	25.89%	29
LIVE AND WORK IN CUMBERLAND	36.61%	41
WORK IN CUMBERLAND	32.14%	36
DO NOT LIVE AND /OR WORK IN CUMBERLAND	5.36%	6
<b>Total</b>		<b>112</b>



# Cumberland Housing Survey

## Q6 IF YOU LIVE IN CUMBERLAND, IN WHICH WARD DO YOU LIVE? SEE CITY WEB PAGE FOR MAP

Answered: 57 Skipped: 55

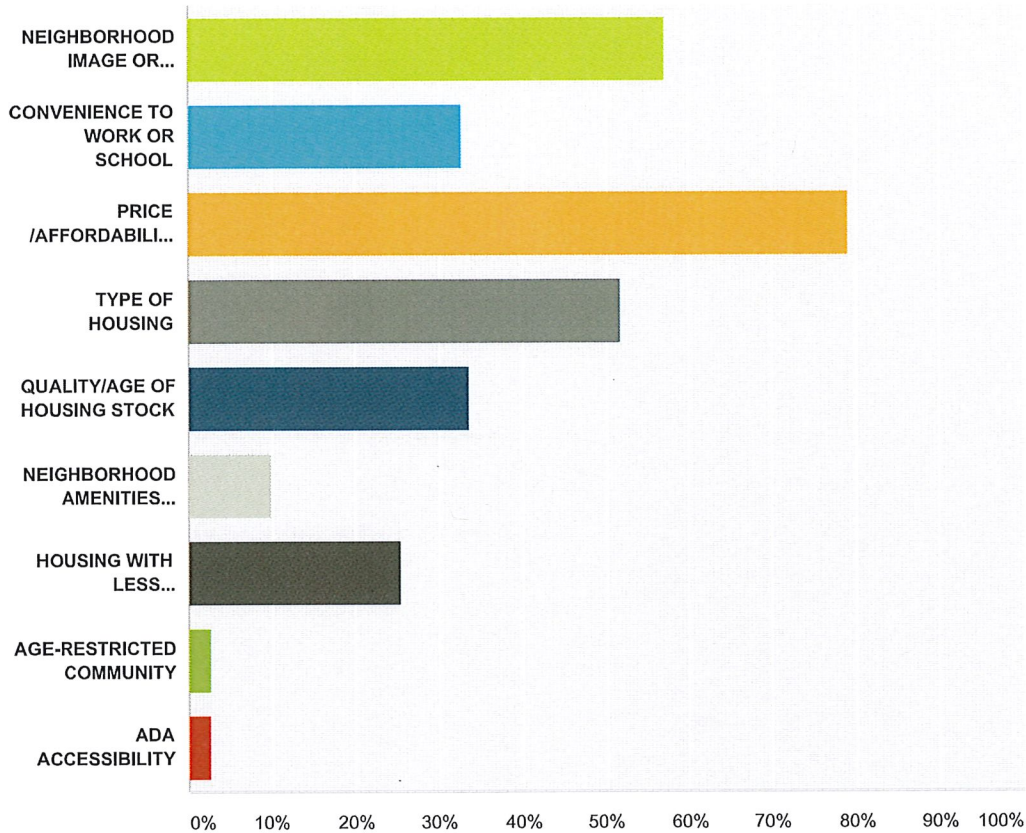


Answer Choices	Responses	
WARD #1	21.05%	12
WARD #2	35.09%	20
WARD #3	15.79%	9
WARD #4	28.07%	16
Total		57

# Cumberland Housing Survey

## Q7 WHAT MATTERS TO YOU WHEN MAKING A HOUSING DECISION? PLEASE MARK YOUR TOP THREE CONCERNS.

Answered: 110 Skipped: 2



Answer Choices	Responses	
NEIGHBORHOOD IMAGE OR REPUTATION	57.27%	63
CONVENIENCE TO WORK OR SCHOOL	32.73%	36
PRICE /AFFORDABILITY OF HOUSING	79.09%	87
TYPE OF HOUSING	51.82%	57
QUALITY/AGE OF HOUSING STOCK	33.64%	37
NEIGHBORHOOD AMENITIES ACCESS	10.00%	11
HOUSING WITH LESS MAINTENANCE	25.45%	28
AGE-RESTRICTED COMMUNITY	2.73%	3
ADA ACCESSIBILITY	2.73%	3
Total Respondents: 110		

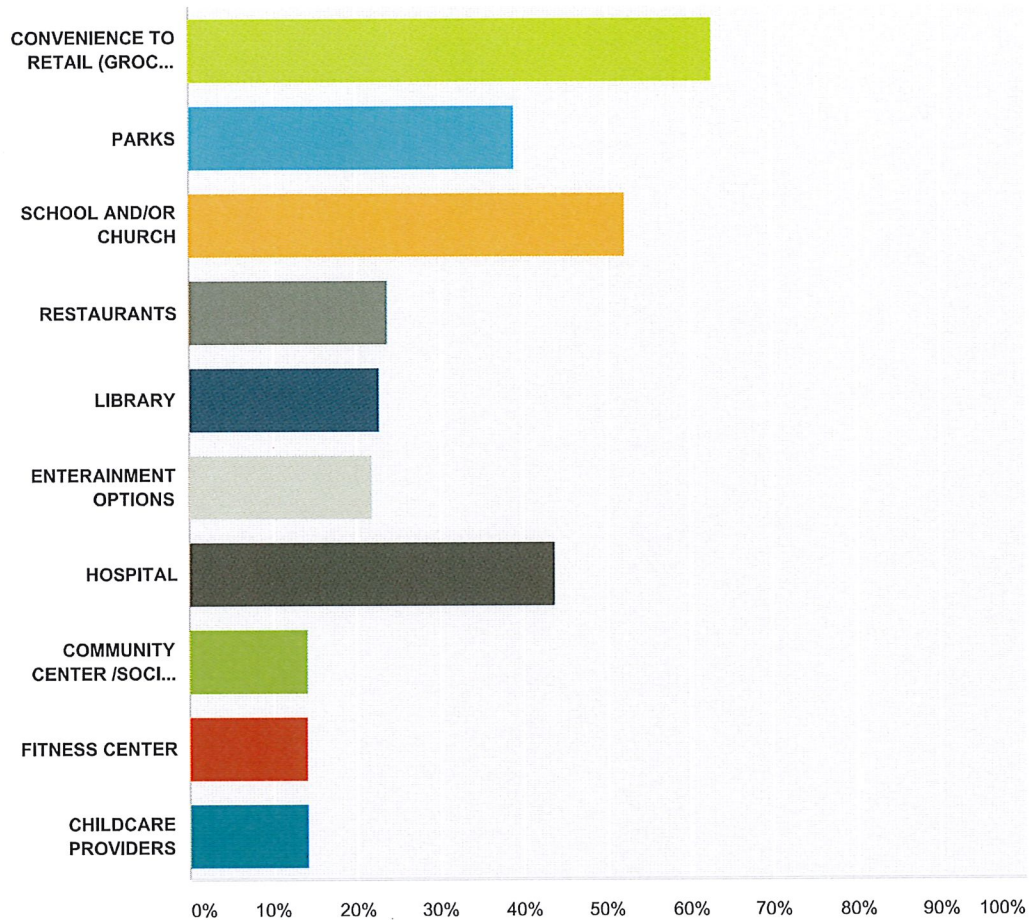
#	Other (please specify)	145	Date
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## Cumberland Housing Survey

1	quality of schools	3/22/2017 7:40 AM
2	Rental that allows dogs	3/13/2017 6:13 PM
3	retired, rental or ownership, multi housing	3/10/2017 6:11 PM
4	SEMI-RURAL SOLITUDE	3/9/2017 8:50 AM
5	all of these are important!	3/8/2017 4:35 PM
6	with garage, one level two bedroom, 1bath and 1/2 bath, washer & dryer hook up	3/3/2017 10:16 AM

**Q8 WHAT NEIGHBORHOOD AMENITIES  
WOULD BE IMPORTANT TO YOU WHEN  
MAKING A HOUSING DECISION? PLEASE  
CHECK YOUR TOP THREE AMENITIES.**

Answered: 105 Skipped: 7



Answer Choices	Responses	
CONVENIENCE TO RETAIL (GROCER, PHARMACY, GENERAL MERCHANDISE, ETC.)	62.86%	66
PARKS	39.05%	41
SCHOOL AND/OR CHURCH	52.38%	55
RESTAURANTS	23.81%	25
LIBRARY	22.86%	24
ENTERTAINMENT OPTIONS	21.90%	23
HOSPITAL	43.81%	46
COMMUNITY CENTER /SOCIAL PROGRAMS	14.29%	15
FITNESS CENTER	14.29%	15

# Cumberland Housing Survey

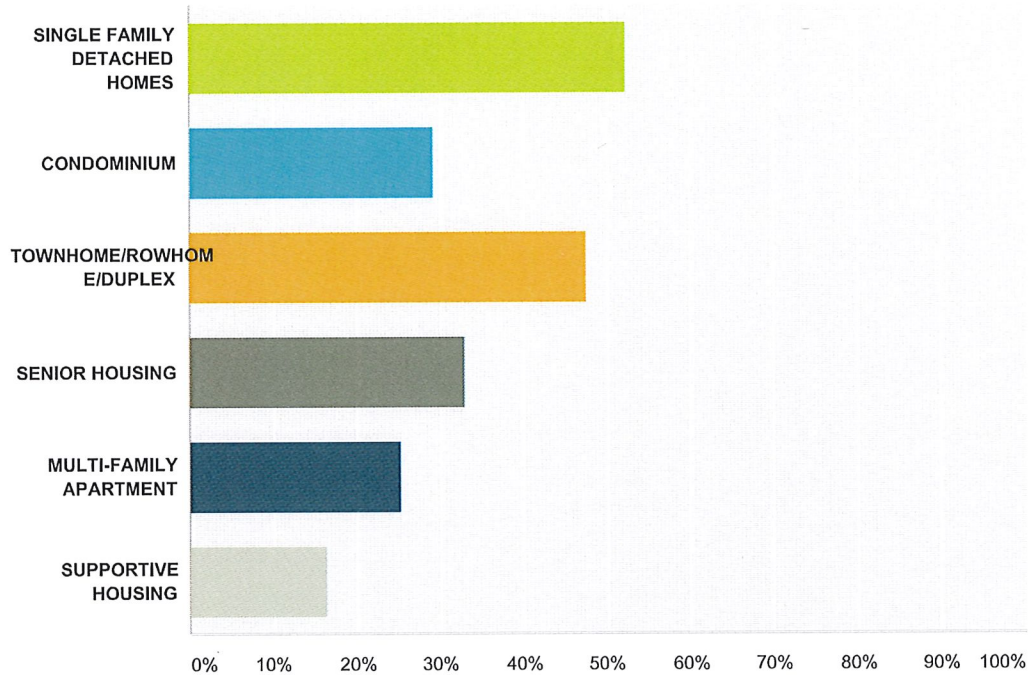
CHILDCARE PROVIDERS		14.29%	15
Total Respondents: 105			
#	Other (please specify)	Date	
1	Not a good question for me. I live on the lake. Everything noted...in a town the size of Cumb...is convenient.	3/22/2017 9:52 PM	
2	If driving, none of the above would be an issue, but if walking my top three would be	3/20/2017 9:54 AM	
3	QUIET	3/16/2017 11:38 AM	
4	Living on the lake	3/12/2017 12:04 PM	
5	some shopping within 5- miles	3/10/2017 6:11 PM	
6	Lake	3/8/2017 6:02 PM	
7	health care, nice surrounding area, fairly quiet & peaceful	3/3/2017 10:16 AM	



# Cumberland Housing Survey

## Q9 WHAT TYPE OF HOUSING WOULD YOU LIKE TO SEE DEVELOPED WITHIN CUMBERLAND? CHECK ALL THAT APPLY

Answered: 103 Skipped: 9



Answer Choices	Responses
SINGLE FAMILY DETACHED HOMES	52.43% 54
CONDOMINIUM	29.13% 30
TOWNHOME/ROWHOME/DUPLEX	47.57% 49
SENIOR HOUSING	33.01% 34
MULTI-FAMILY APARTMENT	25.24% 26
SUPPORTIVE HOUSING	16.50% 17
Total Respondents: 103	

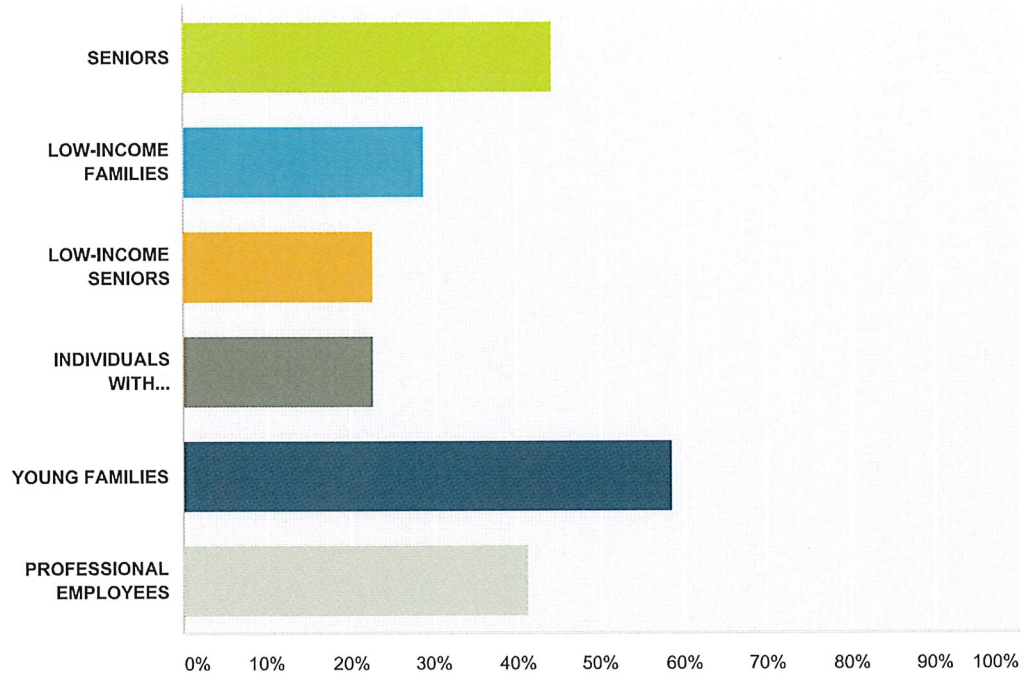
#	Other (please specify)	Date
1	The city needs more rental properties. I had a very hard time finding a place when I first moved here.	3/15/2017 7:42 AM
2	Nice rental properties that are not just for seniors or low income families	3/14/2017 9:30 AM
3	Townhomes for Professionals, not LOW INCOME	3/14/2017 9:28 AM
4	Rentals as taxes are way to high	3/11/2017 1:07 PM
5	w/ medium sales price or rentals	3/10/2017 6:11 PM
6	I HAVE NO INFORMATION TO BASE AN OPINION	3/9/2017 8:50 AM
7	assisted living	3/8/2017 9:15 PM

## Cumberland Housing Survey

8	one level apartments with outdoor amenities cared for and laundry facilities available or at least hook ups in each apartment and sewer, water and electric included in the rent	3/3/2017 10:16 AM
9	off the lake so taxes and association fees are lower	3/2/2017 7:49 PM
10	I'd like to see what is needed most; but I'm not sure what that is. Lower income?	2/24/2017 11:41 AM
11	Any of the above	2/23/2017 2:14 PM
12	The rentals that are available need more guidelines and many need to be cleaned up!	2/23/2017 2:03 PM

**Q10 ARE THERE SPECIFIC POPULATIONS  
WITHIN CUMBERLAND THAT YOU FEEL  
ARE UNDER SERVED BY THE EXISTING  
HOUSING STOCK? PLEASE CHECK ALL  
THAT APPLY**

Answered: 97 Skipped: 15



Answer Choices	Responses
SENIORS	44.33% 43
LOW-INCOME FAMILIES	28.87% 28
LOW-INCOME SENIORS	22.68% 22
INDIVIDUALS WITH DISABILITIES	22.68% 22
YOUNG FAMILIES	58.76% 57
PROFESSIONAL EMPLOYEES	41.24% 40
Total Respondents: 97	

#	Other (please specify)	Date
1	Empty nesters that are lower middle income	3/15/2017 4:01 PM
2	Specifically, young professionals. With few rentals, a poor selection of retail and grocery stores, and little options for entertainment, there aren't that many draws for young professionals.	3/15/2017 7:42 AM
3	None	3/14/2017 12:45 PM
4	SEE #9	3/9/2017 8:50 AM
5	Quality senior housing with attached garage & community ce.....	3/7/2017 8:14 PM

## Cumberland Housing Survey

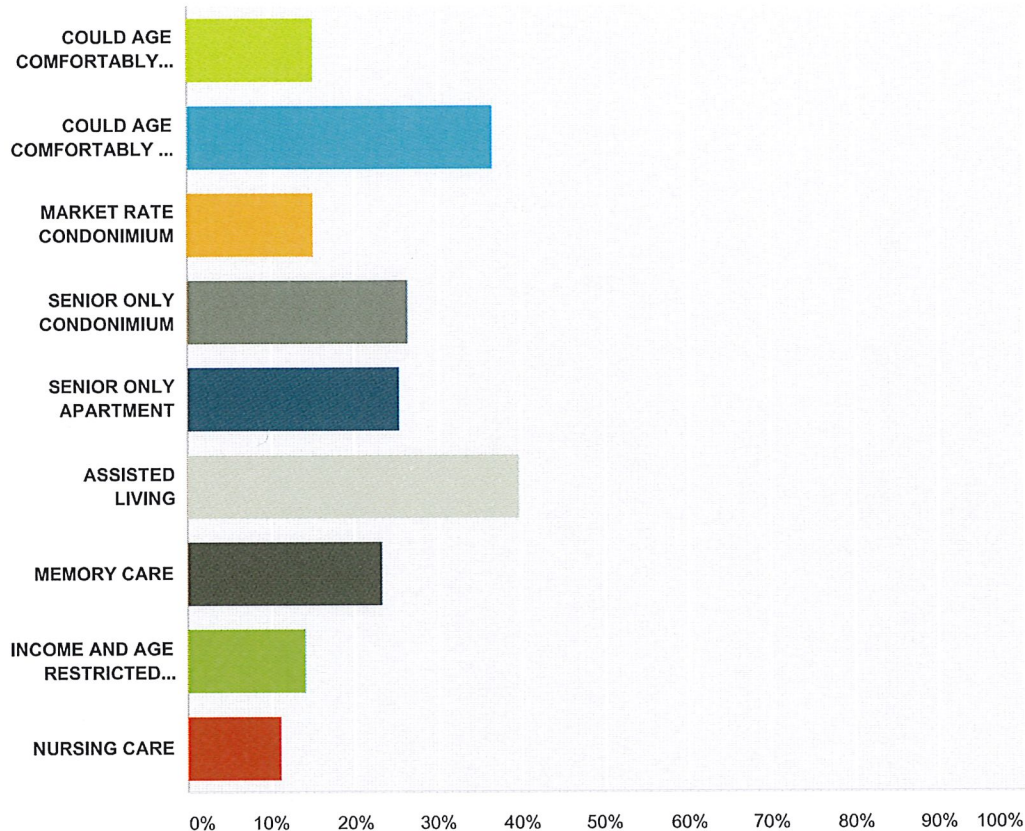
6	Several years ago a unit was built in my neighborhood that was supposed to be for disabled individuals. It was not completed for over a year & now is being rented but doubtful it is handicap accessible. Is actually an eyesore & I wonder how this got by the city council. Approval given for something that was needed but that's not what was provided.	3/3/2017 5:01 PM
7	It is hard for young professionals that move to Cumberland to find a nice place to rent when they are getting settled. I've had multiple friends move back to my hometown who lived in Co-Workers and friends basements because there was no where around Cumberland to rent a nice apartment. One such person chose to rent a townhome 30 miles away, when they wanted to get their own place, for a year before buying in Cumberland.	3/3/2017 2:40 PM
8	all of the above. There are buildings within the city limits that are eye sores and should either be renovated or torn down for better use of that property. Owners of these properties have done little or nothing to fix them up and some even stand empty such as the Opera House.	3/3/2017 10:16 AM
9	seniors with average incomes	3/2/2017 7:49 PM
10	There are many young families who cannot afford to buy a house in Cumberland. There are also many younger professional employees who gain employment here in town but can't find housing.	2/23/2017 2:10 PM



## Cumberland Housing Survey

### Q11 DO YOU FEEL THERE ARE HOUSING OPTIONS THAT WOULD ALLOW YOU TO AGE COMFORTABLY IN CUMBERLAND? IF NOT, WHAT IS MISSING? CHECK ALL THAT APPLY

Answered: 98 Skipped: 14



Answer Choices	Responses	
COULD AGE COMFORTABLY WITH THE EXISTING HOUSING STOCK	15.31%	15
COULD AGE COMFORTABLY IN MY HOME WITH LIMITED MODIFICATIONS	36.73%	36
MARKET RATE CONDOMINIUM	15.31%	15
SENIOR ONLY CONDOMINIUM	26.53%	26
SENIOR ONLY APARTMENT	25.51%	25
ASSISTED LIVING	39.80%	39
MEMORY CARE	23.47%	23
INCOME AND AGE RESTRICTED MULTI-FAMILY APARTMENTS	14.29%	14
NURSING CARE	11.22%	11
<b>Total Respondents: 98</b>	<b>153</b>	



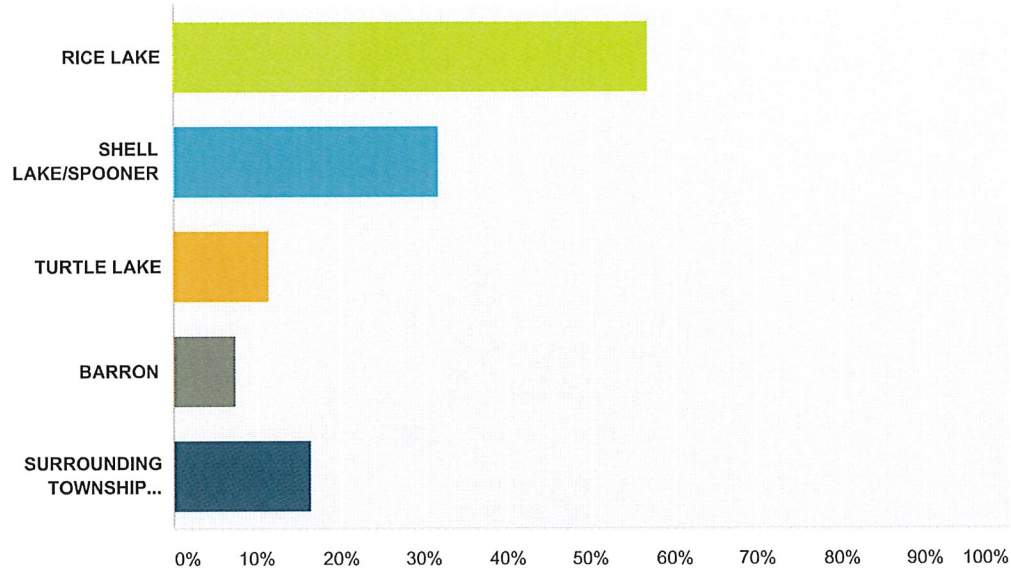
## Cumberland Housing Survey

#	Other (please specify)	Date
1	Very few people are living comfortably in memory care...etc. focus should first be on working/professional housing with 2nd effort on senior if population growth occurs	3/22/2017 9:52 PM
2	Again apartments/ housing for lower middle income empty nesters	3/15/2017 4:01 PM
3	Transportation may be an obstacle to aging in place.	3/8/2017 6:02 PM
4	Cumberland Hospital/Extended Care Unit dropped the ball when they didn't provide assisted living. All area communities have them & Cumberland residents have relocated because of it.	3/3/2017 5:01 PM
5	There is a few elderly housing options in Cumberland, I think it is missing out on unassisted senior living. Similar to the apartments by the old Donatelles Grocery Store.	3/3/2017 2:40 PM
6	one level living spaces with garages, storage and all needed amenities such as on site laundry	3/3/2017 10:16 AM
7	Affordable	2/24/2017 10:32 AM
8	Affordable duplexes for seniors/couples	2/23/2017 2:33 PM

# Cumberland Housing Survey

## Q12 IF YOU WERE GOING TO LEAVE CUMBERLAND, WHAT OTHER COMMUNITIES WOULD YOU CONSIDER?

Answered: 79 Skipped: 33



Answer Choices	Responses	
RICE LAKE	56.96%	45
SHELL LAKE/SPOONER	31.65%	25
TURTLE LAKE	11.39%	9
BARRON	7.59%	6
SURROUNDING TOWNSHIP (SEPECIFY WHICH TOWNSHIP) _____	16.46%	13
Total Respondents: 79		

#	SURROUNDING TOWNSHIP, PLEASE SPECIFY	Date
1	Minneapolis...or warm climate	3/22/2017 9:52 PM
2	Clayton	3/22/2017 7:40 AM
3	No doubt that there would be a trade off in not having city services and lower property tax rates. Crystal Lake, Maple Plain or Lakeland.	3/20/2017 9:54 AM
4	River Falls WI. More affordable housing. A lot more things to do	3/15/2017 4:01 PM
5	maple plain, crystal lake, cumberland	3/15/2017 2:27 PM
6	comstock	3/12/2017 7:32 PM
7	I plan to remain in Cumberland	3/12/2017 12:04 PM
8	HAYWARD	3/9/2017 8:50 AM
9	Eau Claire	3/8/2017 6:02 PM
10	would look at St. Croix County or White Bear township	3/8/2017 9:26 AM

## Cumberland Housing Survey

11	Eau Claire	3/7/2017 9:06 PM
12	Almena	3/7/2017 8:50 PM
13	Eau Claire, Hudson, Minneapolis	3/7/2017 8:14 PM
14	Menomonie or eau Claire	3/3/2017 8:48 PM
15	COUNTRY, BUT CLOSE TO TOWN	3/3/2017 9:59 AM
16	Barronette, Comstock, Mickinley	3/2/2017 3:42 PM
17	Eat claire	3/2/2017 1:07 PM
18	Maple pl	2/27/2017 9:59 PM
19	Out of the area	2/24/2017 11:41 AM
20	Barron	2/24/2017 10:10 AM
21	Comstock	2/24/2017 9:56 AM
22	Minneapolis	2/23/2017 2:50 PM
23	Twin Cities	2/23/2017 2:36 PM
24	Maple Plain	2/23/2017 2:13 PM
25	We are looking to sell our house in town and move to McKinley, Maple Plain or Chrystal Lake Townships.	2/23/2017 2:10 PM

## Cumberland Housing Survey

### Q13 IF YOU DO NOT LIVE IN CUMBERLAND, PLEASE ANSWER THE FOLLOWING QUESTIONS.

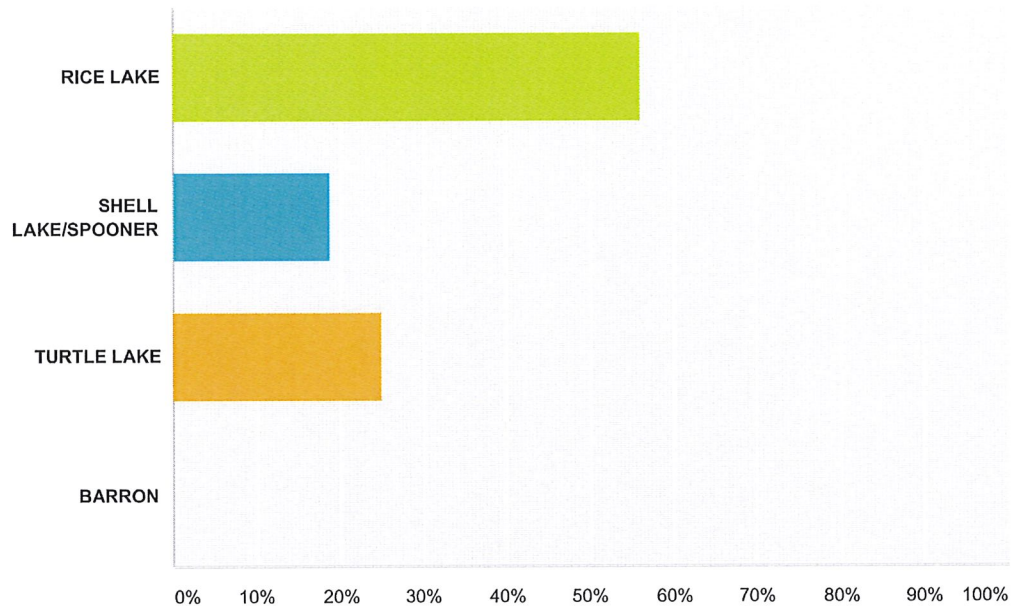
Answered: 2   Skipped: 110

#	Responses	Date
1	I live on township of Cumberland	3/14/2017 10:28 AM
2	We live in Crystal Lake township	2/24/2017 11:41 AM

# Cumberland Housing Survey

## Q14 WHERE DO YOU LIVE?

Answered: 16 Skipped: 96



Answer Choices	Responses
RICE LAKE	56.25% 9
SHELL LAKE/SPOONER	18.75% 3
TURTLE LAKE	25.00% 4
BARRON	0.00% 0
<b>Total</b>	<b>16</b>

#	Other (please specify)	Date
1	Bloomington, IL	3/22/2017 9:02 PM
2	Clayton	3/22/2017 7:40 AM
3	between Rice Lake and Haugen	3/15/2017 7:27 AM
4	Grantsburg	3/14/2017 12:38 PM
5	Barronett	3/14/2017 9:58 AM
6	luck	3/14/2017 9:53 AM
7	In the country, Clinton township	3/14/2017 9:44 AM
8	Barronett	3/14/2017 9:41 AM
9	Outside of the City of Cumberland	3/14/2017 9:28 AM
10	Only because there was no rentals in Cumberland	3/13/2017 6:13 PM
11	isanti county, minn	3/10/2017 6:11 PM
12	maple plain township	3/8/2017 4:35 PM
13	Cumberland township - Vermillion Lake	3/8/2017 10:50 AM



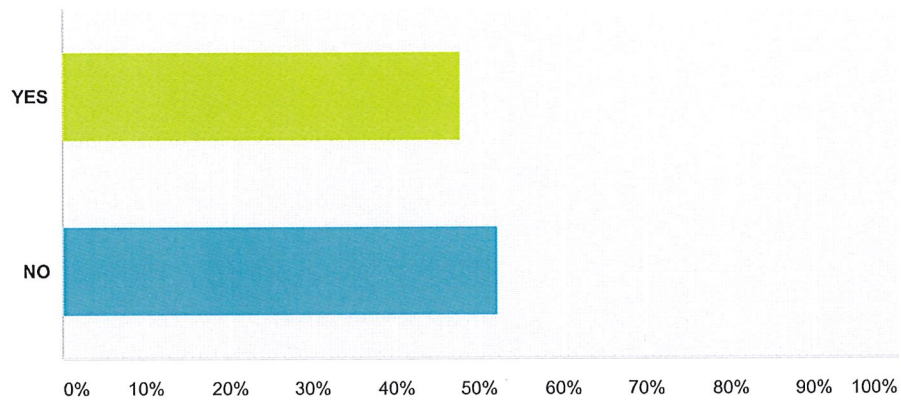
## Cumberland Housing Survey

14	lakeland township	3/8/2017 6:59 AM
15	Maple Plain township	3/8/2017 6:55 AM
16	Twin Cities	3/3/2017 2:40 PM
17	Lakeland Township	2/27/2017 11:31 AM
18	North, outside of city limits.	2/25/2017 7:54 AM
19	Crystal Lake township ; have never lived within the city limits	2/24/2017 11:41 AM
20	Lakeland Township	2/24/2017 11:04 AM
21	chetek	2/24/2017 7:06 AM
22	Lakeland	2/23/2017 6:02 PM
23	Luck	2/23/2017 4:26 PM
24	Clinton Township	2/23/2017 2:33 PM
25	McKinley	2/23/2017 2:16 PM

## Cumberland Housing Survey

### Q15 HAVE YOU EVER LIVED IN CUMBERLAND?

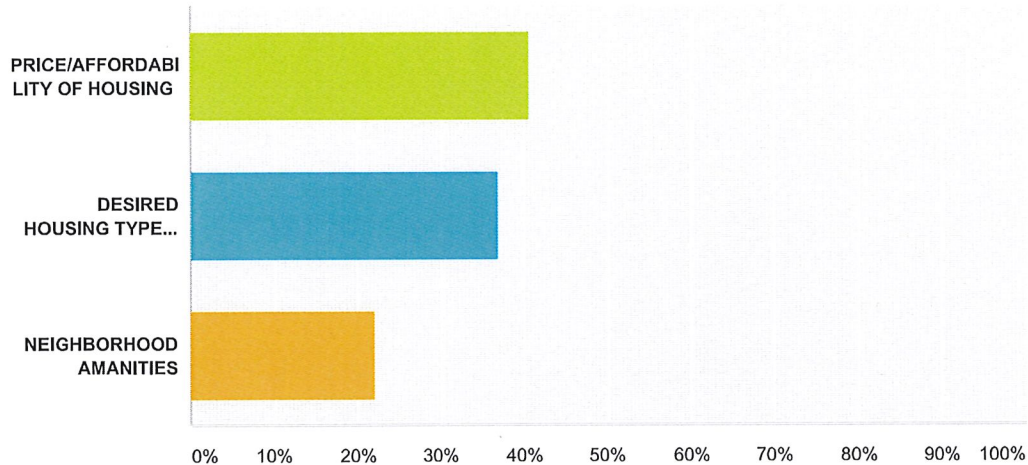
Answered: 44 Skipped: 68



Answer Choices	Responses	
YES	47.73%	21
NO	52.27%	23
Total		44

## Q16 WHAT IS THE PRIMARY REASON YOU CHOSE TO LIVE OUTSIDE OF CUMBERLAND?

Answered: 27 Skipped: 85



Answer Choices	Responses
PRICE/AFFORDABILITY OF HOUSING	40.74% 11
DESIRED HOUSING TYPE IS UNAVAILABLE	37.04% 10
NEIGHBORHOOD AMANITIES	22.22% 6
<b>Total</b>	<b>27</b>

#	Other (please specify)	Date
1	Job/wage opportunities	3/22/2017 9:02 PM
2	school district in Clayton is awesome	3/22/2017 7:40 AM
3	to be closer to relatives to help with child care	3/15/2017 7:27 AM
4	I own my current house	3/14/2017 12:38 PM
5	Care for an elderly parent	3/14/2017 9:44 AM
6	Privacy/land	3/14/2017 9:41 AM
7	No apartments for young professionals	3/14/2017 9:28 AM
8	No House rentals in Cumberland that allows dogs	3/13/2017 6:13 PM
9	employment	3/10/2017 6:11 PM
10	owned the land. "amanities" above is spelled incorrectly	3/8/2017 4:35 PM
11	We live on a dead end road with neighbor's	3/8/2017 10:50 AM
12	granite lake	3/8/2017 6:59 AM
13	Job Opportunities, unfortunately Cumberland in the past has made it hard for Businesses to come in to town. This has caused shrinking population and school enrollment, which has in turned caused established businesses to suffer. Cumberland is becoming a dwindling "Retirement Community" because of the cities opposition to adapt and change. Cabins are not even sought after for out of towners like they are here. For that same reason, expansion of ATV & Snowmobile Trails and lake access to bars and restaurants is things they have been working on recently.	3/3/2017 2:40 PM

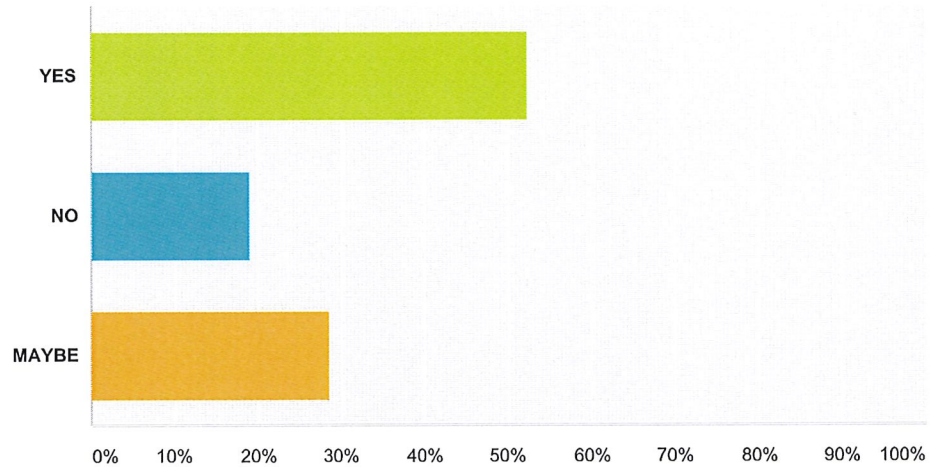
## Cumberland Housing Survey

14	I LIKE THE COUNTRY	3/3/2017 9:59 AM
15	Couldnt find the right type of house and location for the money	3/3/2017 7:36 AM
16	I prefer not to live in town	2/27/2017 11:31 AM
17	We wanted more of a country setting	2/24/2017 11:41 AM
18	On-Lake pricing too high in town	2/24/2017 11:04 AM
19	always have lived there	2/24/2017 7:06 AM
20	Want to live in the country	2/23/2017 6:02 PM
21	Location is central for my partners job as well	2/23/2017 4:26 PM
22	Best option at the time	2/23/2017 2:50 PM
23	Hunting	2/23/2017 2:16 PM

# Cumberland Housing Survey

## Q17 IF THE RIGHT HOUSING WERE AVAILABLE, WOULD YOU CONSIDER LIVING IN CUMBERLAND?

Answered: 42 Skipped: 70



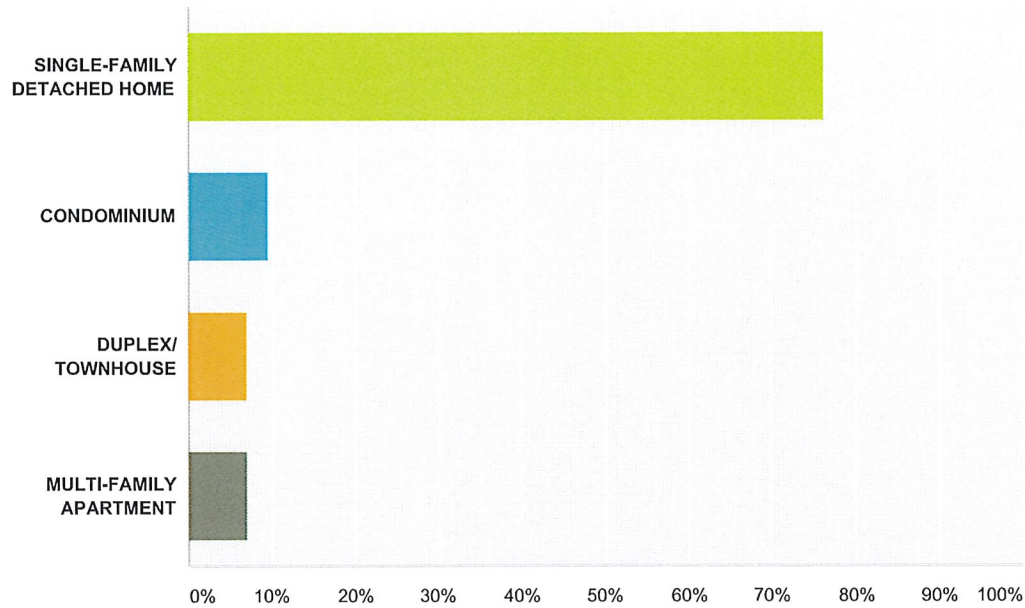
Answer Choices	Responses	
YES	52.38%	22
NO	19.05%	8
MAYBE	28.57%	12
<b>Total</b>		<b>42</b>



# Cumberland Housing Survey

## Q18 WHAT TYPE OF RESIDENCE WOULD YOU PREFER?

Answered: 42 Skipped: 70



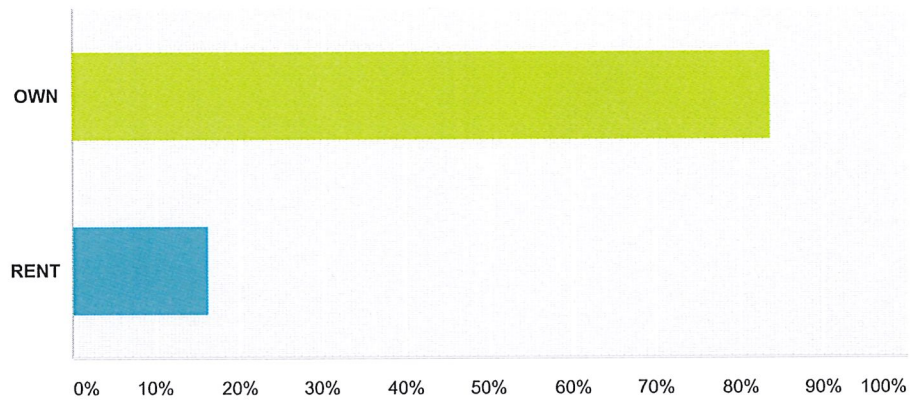
Answer Choices	Responses
SINGLE-FAMILY DETACHED HOME	76.19% 32
CONDOMINIUM	9.52% 4
DUPLEX/ TOWNHOUSE	7.14% 3
MULTI-FAMILY APARTMENT	7.14% 3
<b>Total</b>	<b>42</b>

#	Other (please specify)	Date
1	Country Housing	3/3/2017 2:40 PM

# Cumberland Housing Survey

## Q19 WOULD YOU PREFER TO OWN OR RENT A RESIDENCE IN CUMBERLAND?

Answered: 43 Skipped: 69

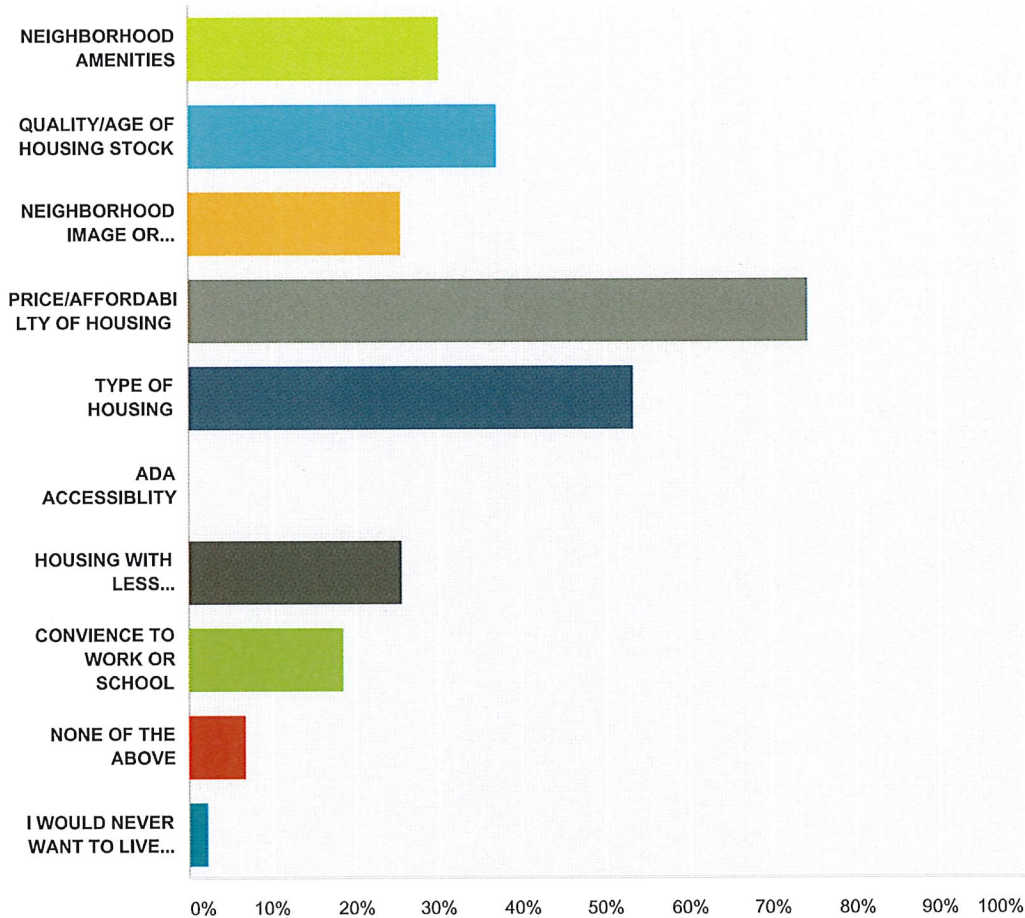


Answer Choices	Responses	
OWN	83.72%	36
RENT	16.28%	7
Total		43

# Cumberland Housing Survey

## Q20 IF YOU WERE TO CONSIDER LIVING IN CUMBERLAND WHAT ISSUES WOULD MOST INFLUENCE YOUR DECISION? PLEASE CHECK YOUR TOP THREE CONCERNS.

Answered: 43 Skipped: 69



Answer Choices	Responses	
NEIGHBORHOOD AMENITIES	30.23%	13
QUALITY/AGE OF HOUSING STOCK	37.21%	16
NEIGHBORHOOD IMAGE OR REPUTATION	25.58%	11
PRICE/AFFORDABILITY OF HOUSING	74.42%	32
TYPE OF HOUSING	53.49%	23
ADA ACCESSIBILITY	0.00%	0
HOUSING WITH LESS MAINTENANCE	25.58%	11
CONVIENCE TO WORK OR SCHOOL	18.60%	8
166		

## Cumberland Housing Survey

NONE OF THE ABOVE	6.98%	3
I WOULD NEVER WANT TO LIVE IN CUMBERLAND	2.33%	1
Total Respondents: 43		

## APPENDIX D:

# ECONOMIC PROFILE

The following economic profile is a supplement to the economic conditions described in the main plan document.

### **Civilian Labor Force and Employment**

As shown in the table below, the number of City of Cumberland residents in the labor force decreased from 2000 to 2015, while unemployment increased. It should be noted, however, that the 2015 estimate is actually a five-year average and includes post-recession years. Employment data, especially in rural areas where agriculture, forestry, and extractive industries are a major part of the economy, can have significant seasonal and market-related employment fluctuation.

#### **Unemployment Rate, 2000 & 2015**

	2000		2015	
	Employed	Unemployment Rate	Employed	Unemployment Rate
City of Cumberland	1,048	2.8%	1,000	8.6%
Barron County	22,583	3.2%	22,243	6%

Source: U.S. Bureau of the Census 2000, 2011-2015 American Community Survey 5-Year Estimate

### **Educational Attainment**

The table below displays the education attainment level of residents in the City of Cumberland that were age 25 and older in 2013. The educational attainment level of persons within a community is often an indicator of the overall income, job availability, and well-being of the community. Lower educational attainment levels can also be a hindrance to attracting certain types of businesses, typically those that require high technical skills and upper management types of positions.

#### **Educational Attainment of Persons Age 25 & Older City of Cumberland, 2013**

Attainment Level	Number	Percent of Total
Less than 9 <sup>th</sup> Grade	49	11.1
9 <sup>th</sup> Grade to 12 Grade, No Diploma	39	8.8
High School Graduate (includes equivalency)	130	29.5
Some College, No Degree	86	19.5
Associate Degree	45	10.2
Bachelor's Degree	71	16.1
Graduate or Professional Degree	21	4.8
TOTAL PERSONS 25 AND OVER	441	100

Source: U.S. Census Bureau, 2009-2013 American Community Survey



**Use Caution When Using Economic Data**

The data in this element should be used for general planning purposes and consideration of trends, but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use different definitions which may differ from each other (as well as your own definition). Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. And in some cases, data may be withheld due to confidentiality.

Based on American Community Survey data, educational attainment of City residents has increased significantly with 91 percent of residents over 25 years of age in 2015 (ACS 5-year estimates<sup>4</sup>) having at least attained a high school diploma as compared to 83.7 percent in 2000. For all of Barron County in 2011-2015, 89.5 percent of residents over 25 years of age had at least a high school diploma and 16.6 percent had a Bachelor's degree or higher.

**Income**

The median household income in the City of Cumberland was \$32,661 in 2000 (U.S. Census Bureau, Census 2000). In 2015, this number increased to \$41,544 (2011-2015 American Community Survey), which is a 27.2 percent increase. The County median household income increased from \$37,275 to \$45,714 and the State increased from \$43,791 to \$53,357. In 2015, 17.3 percent of persons and 12.1 percent of families in the City of Cumberland were below the poverty level at some time in the previous 12 months. This is compared to 8.3 percent and 12.6 percent, respectively, for Barron County as a whole.

**Employment by Industrial Sector**

As discussed previously in the transportation element, the majority of employed City residents (55.7%) work outside the City of Cumberland. About 46.8 percent of residents travel less than 10 miles to their place of employment and the mean travel time to work was 19.1 minutes in 2015. The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend is partly attributed to the aging of the population.

The table on the following page shows the number of employed residents by industry group in the City of Cumberland. Nearly half of working City residents were employed in manufacturing, education, health care, or related social services and an additional 11 percent were employed in retail trade.

The second table on the following page provides employment by industry numbers from a different source for 2006 and 2016. The table reflects the economic slowdown in Wisconsin over the past decade with losses in construction and government, but the area countered some national trends by showing increases in manufacturing and management of companies and enterprises employment.

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<sup>4</sup> Many of the 2015 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

**Employment by Industry, City of Cumberland, 2015**

Industry	Number	Percent of Total
Agriculture, forestry, fishing and hunting, and mining	4	.4
Construction	48	4.8
Manufacturing	221	22.1
Wholesale trade	15	1.5
Retail trade	112	11.2
Transportation and warehousing, and utilities	18	1.8
Information	14	1.4
Finance and insurance, and real estate and rental and leasing	9	.9
Professional, scientific, and management, and administrative and waste management services	53	5.3
Educational services, and health care and social assistance	229	22.9
Arts, entertainment, and recreation, and accommodation and food services	149	14.9
Other services, except public administration	83	8.3
Public administration	45	4.5
TOTAL CIVILIANS EMPLOYED, 16+ YEARS	1,000	100

Source: U.S. Census Bureau, 2011-2015 American Community Survey

**Employment by Industry, Cumberland Zip Code, 2006 and 2016 (non-farm)**

NAICS Code	Description	2006 Jobs	2016 Jobs	Change	Competitive Effect	2016 L.Q.
11	Crop and Animal Production	42	44	2	2	1.40
21	Mining, Quarrying, and Oil & Gas Extraction	<10	15	Insf. Data	13	1.41
22	Utilities	0	0	0	0	0.00
23	Construction	145	113	(32)	(10)	0.82
31-33	Manufacturing	538	653	115	186	3.22
42	Wholesale Trade	<10	11	Insf. Data	6	0.11
44-45	Retail Trade	153	152	(1)	(4)	0.57
48-49	Transportation and Warehousing	82	146	64	57	1.70
51	Information	<10	18	Insf. Data	10	0.38
52	Finance and Insurance	52	57	5	8	0.57
53	Real Estate and Rental and Leasing	<10	<10	Insf. Data	(2)	0.16
54	Professional, Scientific, & Technical Services	24	19	(5)	(9)	0.12
55	Management of Companies and Enterprises	16	96	80	76	2.63
56	Administrative and Support and Waste Management and Remediation Services	17	15	(2)	(3)	0.10
61	Educational Services	<10	<10	Insf. Data	1	0.05
62	Health Care and Social Assistance	180	312	132	85	0.96
71	Arts, Entertainment, and Recreation	19	12	(7)	(10)	0.28
72	Accommodation and Food Services	197	206	9	(27)	0.94
81	Other Services (except Public Administration)	82	88	6	5	0.72
90	Government	675	606	(69)	(78)	1.53
99	Unclassified Industry	0	0	0	0	0.00
	Total	2,246	2,575	329	306	-

Source: EMSI Complete Employment, December 2016

Included for reference in the previous table are competitive effect and location quotient numbers. Competitive effect is used as part of shift-share analysis to show the number of jobs gained or lost that cannot be explained by national growth or overall changes in an industry; these numbers attempt to isolate region-specific trends. For instance, the manufacturing growth and government job losses within the two zip code area are unique. Location quotient (L.Q.) is a “snapshot in time” of how concentrated or clustered each industry is within the two zip code area. In the case of manufacturing, the area has 3.22 times more manufacturing jobs compared to the national average. By delving deeper into shift share and L.Q. for different years, trends, competitive advantages, and opportunities can be identified.

An important feature of determining the economic health and future of Barron County and its communities is to determine the amounts and types of jobs currently available as well as making predictions for the future. The Wisconsin Department of Workforce Development (WDWD), Office of Economic Advisors produced employment projections in September 2015 for West Central Wisconsin, which includes Barron, Chippewa, Barron, Dunn, Eau Claire, Pepin, Pierce, Polk, and Barron counties.

#### **Employment by Industry Projections, West Central Wisconsin, 2012 and 2022**

Industry Title	2012 Employment*	2022 Projected Employment	Change (2012-2022)	
			Employment	Percent
<b>Total All Industries</b>	<b>179,507</b>	<b>197,498</b>	<b>17,991</b>	<b>10.02</b>
<i>Goods-Producing</i>	40,072	40,816	744	1.86
Natural Resources and Mining	2,217	2,082	-135	-6.09
Construction	6,251	7,672	1,421	22.73
Manufacturing	31,604	31,062	-542	-1.71
<i>Services-Providing</i>	129,703	146,376	16,673	12.85
Trade, Transportation, and Utilities	36,849	39,788	2,939	7.98
Information	1,730	1,697	-33	-1.91
Financial Activities	7,060	7,668	608	8.61
Professional and Business Services	15,691	19,602	3,911	24.93
Education and Health Services	33,232	39,322	6,090	18.33
Leisure and Hospitality	18,240	20,248	2,008	11.01
Other Services (except Government)	4,779	5,301	522	10.92
Government, excluding Post Office, Education and Hospitals	12,122	12,750	628	5.18
<b>Self Employed and Unpaid Family Workers, All Jobs</b>	<b>9,732</b>	<b>10,306</b>	<b>574</b>	<b>5.90</b>

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015

WDWD notes that employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add-up due to rounding and some data for certain industries may be suppressed due to confidentiality. Government employment includes tribal-owned operations, which are part of Local Government employment. Information is derived using a variety of Federal data sources. It is important to note that unanticipated events may affect the accuracy of the projections.

### **Leakage/Surplus Factor for Retail Businesses**

The tables on the following pages display the Leakage/Surplus Factor in the City of Cumberland by Industry Subsector and Industry Group according to the ESRI Business Analyst Online tool. The Leakage/Surplus Factor presents potential retail opportunity. The factor is a measure of the relationship between the supply and demand of an industry and ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail, indicating that citizens are likely going outside the City of Cumberland for these goods or services. A negative value represents a 'surplus' of retail sales, potentially drawing in customers from outside the city.

Caution and care must be used in interpreting and applying such data; it must be compared against what you know about your community. The leakage/surplus factors are based on sampling from various sources, such as the U.S. Bureau of Labor Statistics and the Census of Retail Trade. In smaller communities, such as Cumberland, a small number of oversights in the sampling can have dramatic influences in the results. For instance, the exclusion of a single, large retail business in a small community can result in a sizable leakage.

As seen also in the following tables, residents are largely traveling outside of the City to shop for furniture, electronics and appliances, groceries, shoes, books and department stores. The City is attracting customers for automobiles, specialty foods, lawn and garden equipment and auto parts.

These tables show the importance of a diversified mix of retail and services. Not only does a diverse mix of smaller business make a local economy more resilient to larger changes in the overall economy, but they are also important to attracting residents and families. Consider the following:

- In 2014, there were approximately 1,347 jobs in the City of Cumberland, of which about 18.5% were filled by city residents.
- Approximately 80% of employed City of Cumberland residents work outside the City.
- There are roughly 1,098 individuals who live outside the City, but commute to the City of Cumberland for their employment. These individuals not only represent a very important market for goods and services, but some could potentially be future residents.



## Retail MarketPlace Profile

Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

Summary Demographics						
2016 Population						2,138
2016 Households						983
2016 Median Disposable Income						\$34,504
2016 Per Capita Income						\$25,336
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$32,767,313	\$42,514,795	-\$9,747,482	-12.9	51
Total Retail Trade	44-45	\$30,067,308	\$39,343,187	-\$9,275,879	-13.4	36
Total Food & Drink	722	\$2,700,005	\$3,171,608	-\$471,603	-8.0	15
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,346,959	\$8,816,653	-\$1,469,694	-9.1	4
Automobile Dealers	4411	\$5,862,223	\$8,171,963	-\$2,309,740	-16.5	2
Other Motor Vehicle Dealers	4412	\$1,112,156	\$0	\$1,112,156	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$372,580	\$644,690	-\$272,110	-26.7	2
Furniture & Home Furnishings Stores	442	\$775,126	\$502,009	\$273,117	21.4	1
Furniture Stores	4421	\$486,787	\$0	\$486,787	100.0	0
Home Furnishings Stores	4422	\$288,339	\$502,009	-\$213,670	-27.0	1
Electronics & Appliance Stores	443	\$1,557,689	\$718,671	\$839,018	36.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,523,592	\$8,589,611	-\$7,066,019	-69.9	4
Bldg Material & Supplies Dealers	4441	\$1,169,425	\$1,658,136	-\$488,711	-17.3	3
Lawn & Garden Equip & Supply Stores	4442	\$354,167	\$6,931,475	-\$6,577,308	-90.3	1
Food & Beverage Stores	445	\$5,001,992	\$4,963,174	\$38,818	0.4	4
Grocery Stores	4451	\$4,477,813	\$422,786	\$4,055,027	82.7	1
Specialty Food Stores	4452	\$345,424	\$3,181,277	-\$2,835,853	-80.4	1
Beer, Wine & Liquor Stores	4453	\$178,755	\$1,359,111	-\$1,180,356	-76.8	2
Health & Personal Care Stores	446,4461	\$2,294,189	\$1,301,861	\$992,328	27.6	2
Gasoline Stations	447,4471	\$2,508,557	\$8,590,978	-\$6,082,421	-54.8	3
Clothing & Clothing Accessories Stores	448	\$1,110,666	\$1,105,138	\$5,528	0.2	3
Clothing Stores	4481	\$679,990	\$647,248	\$32,742	2.5	2
Shoe Stores	4482	\$203,769	\$0	\$203,769	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$226,907	\$457,890	-\$230,983	-33.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$753,580	\$346,000	\$407,580	37.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$604,311	\$346,000	\$258,311	27.2	1
Book, Periodical & Music Stores	4512	\$149,269	\$0	\$149,269	100.0	0
General Merchandise Stores	452	\$5,307,093	\$915,845	\$4,391,248	70.6	1
Department Stores Excluding Leased Depts.	4521	\$4,414,182	\$0	\$4,414,182	100.0	0
Other General Merchandise Stores	4529	\$892,911	\$915,845	-\$22,934	-1.3	1
Miscellaneous Store Retailers	453	\$1,174,122	\$2,640,949	-\$1,466,827	-38.4	11
Florists	4531	\$47,687	\$802,606	-\$754,919	-88.8	3
Office Supplies, Stationery & Gift Stores	4532	\$287,877	\$0	\$287,877	100.0	0
Used Merchandise Stores	4533	\$155,200	\$291,498	-\$136,298	-30.5	3
Other Miscellaneous Store Retailers	4539	\$683,358	\$1,546,845	-\$863,487	-38.7	5
Nonstore Retailers	454	\$713,743	\$852,298	-\$138,555	-8.8	1
Electronic Shopping & Mail-Order Houses	4541	\$477,345	\$852,298	-\$374,953	-28.2	1
Vending Machine Operators	4542	\$73,600	\$0	\$73,600	100.0	0
Direct Selling Establishments	4543	\$162,798	\$0	\$162,798	100.0	0
Food Services & Drinking Places	722	\$2,700,005	\$3,171,608	-\$471,603	-8.0	15
Full-Service Restaurants	7221	\$1,426,402	\$1,020,452	\$405,950	16.6	5
Limited-Service Eating Places	7222	\$1,079,553	\$1,002,225	\$77,328	3.7	3
Special Food Services	7223	\$61,871	\$65,746	-\$3,875	-3.0	1
Drinking Places - Alcoholic Beverages	7224	\$132,179	\$1,083,185	-\$951,006	-78.2	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

December 02, 2016



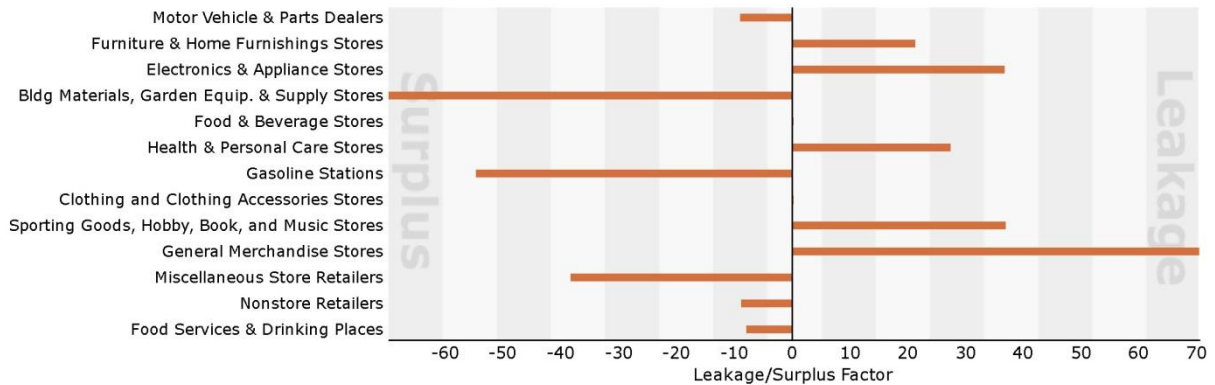


## Retail MarketPlace Profile

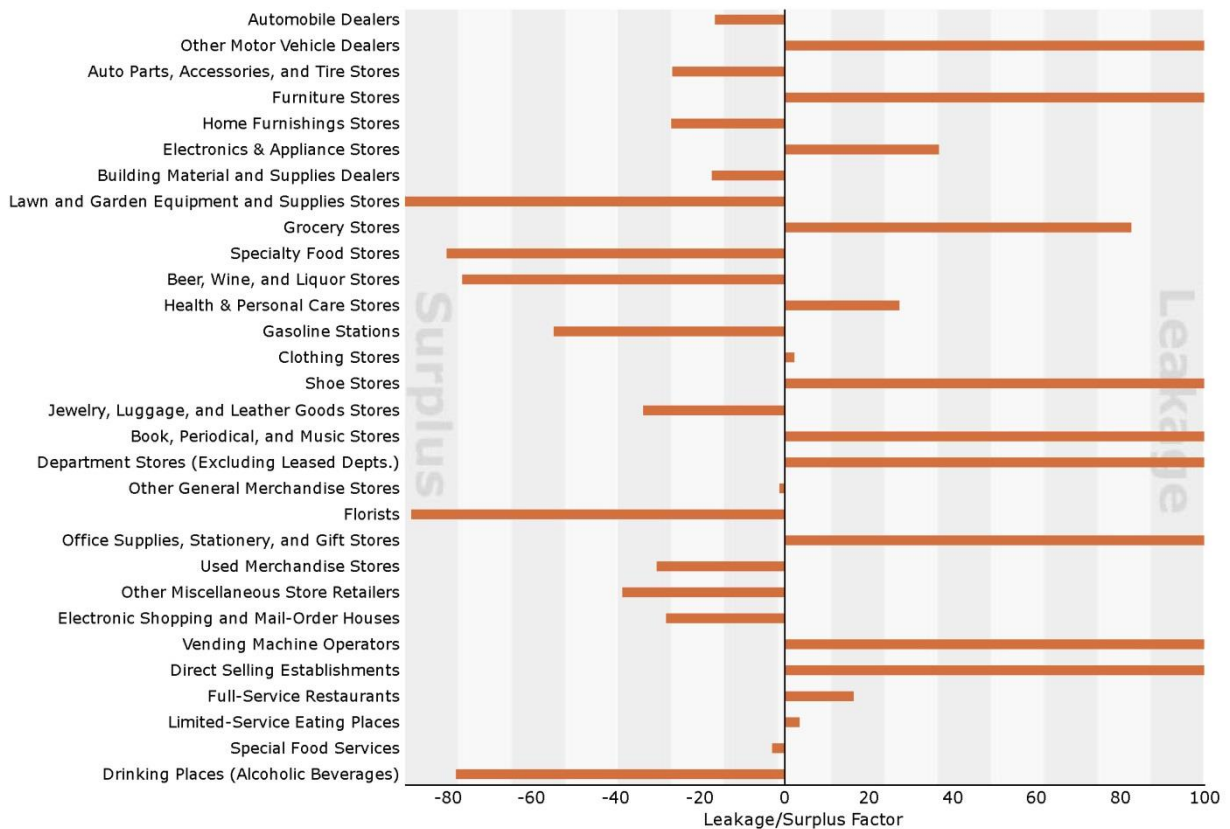
Cumberland City, WI 2  
Cumberland City, WI (5518025)  
Geography: Place

Prepared by Esri

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

December 02, 2016

Some additional, more general economic trends include:

- The “new economy” places greater emphasis on regional and global relationships and marketing. Many firms are smaller, leaner, and decentralized. Service-oriented industry is replacing manufacturing in many communities.
- High speed, broadband communication is essential to functioning in the new economy. The speed and reliability of broadband service was an identified concern during this Plan update. This is especially important for the City of Cumberland given its large commuter population and potential pool of telecommuters.
- Economic and land use decision-making must consider lifestyle changes and the demands of today’s households. Households are continuing to get smaller, while the area’s population is aging. An active, vibrant community with a strong sense-of-place is desired, especially among younger households.
- A 2008-2010 Gallup poll for the Knight Foundation found that there is a significant correlation between how attached people feel to where they live and the local economy. People spend time and money “where their heart is.” The study concluded that what drives people to love where they live is their perception of their community’s: (1) aesthetics; (2) social offerings; and (3) openness and how welcoming it is. Other polling shows that young talent is increasingly choosing a place to live first, then find a job. Quality of life, vibrant places, and a strong sense-of-place are increasingly important in the new economy as communities compete to attract and retain workers, entrepreneurs, businesses, and growing industries.
- The recent growth in non-metallic mining extraction, processing, and transport throughout the region has not yet been fully reflected in economic statistics and property assessment data. Some operations are still not fully developed or are just coming online. Some data may be suppressed for confidentiality reasons. It may be a number of years yet before a better picture of the economic impacts of this industry is available.

## APPENDIX E:

# ADDITIONAL EXISTING PLANS & PROGRAMS

The following is a summary of some of the key plans and programs more commonly used or considered by local municipalities in West Central Wisconsin during plan development and implementation. These plans and programs are in addition to the City of Cumberland plans and programs described previously in the main text.

### ISSUES & OPPORTUNITIES

#### Overall Programs

##### **League of Wisconsin Municipalities**

The League of Wisconsin Municipalities is a voluntary nonprofit and nonpartisan association of cities and villages that acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities.

##### **Wisconsin Towns Association**

The Wisconsin Towns Association provides education and advocacy for Wisconsin's town governments.

##### **University of Wisconsin-Extension's Local Government Center**

The UW-Ext Local Government Center provides educational support to local governments.

##### **Wisconsin Department of Administration**

The Wisconsin Department of Administration maintains a comprehensive planning website with element guides and other useful resource links. The Department also manages the State's Demographics Services Center with official population and housing estimates and projections.

##### **West Central Wisconsin Regional Planning Commission (WCWRPC)**

WCWRPC conducts area wide planning and provides technical assistance to local governments, including planning support, data analysis, mapping, small business revolving loan fund management, grant assistance, and project administration.

In June 2010, West Central Wisconsin Regional Planning Commission developed the *Plan Implementation Guide for West Central Wisconsin* as part of its regional comprehensive planning effort. The Guide discusses best practices from around the region and other ideas and resources for some of the key concepts and trends identified in the regional comprehensive plan. Many of the ideas found within the Guide were considered by the Plan Commission during this Plan update. The City of Cumberland can use this Guide as the City moves forward with implementation of its comprehensive plan.

## **POPULATION & HOUSING**

### *Locally Administered Housing Programs*

#### **Barron County Habitat for Humanity**

Habitat for humanity is a non-profit that offers homeownership opportunities to low and moderate income families in Barron County.

#### **Barron County Housing Authority**

The Barron County Housing Authority has an online application for Section 8 housing assistance for the residents of Barron County, with the exception of the City of Rice Lake. Applicants may apply for assistance online.

#### **Community Options Program (COP) – Barron County Department of Health & Human Services**

The Community Options Program (COP) and the Community Options Program Waiver (COP-W) help people get the long-term support they need to remain in their own homes and communities.

#### **Impact Seven, Inc.**

Impact Seven is a private, non-profit as defined by the Internal Revenue Code 501(c)3, community development corporation (CDC). Their mission is to impact communities and lives through innovative and socially-motivated investment and service. Impact Seven is one of the largest non-profit developers of affordable housing in Wisconsin, the only state-wide Certified Housing Development Organization (CHDO) in Wisconsin and manage over 1,400 units. Impact Seven has a long history of managing housing projects financed by Rural Development (Formerly FmHA) and the U.S. Department of Housing and Urban Development (HUD). Impact Seven further specializes in the management of Low-Income Housing Tax Credits (LIHTC) projects and Market Rate housing.

#### **Rural Housing, Inc.**

Assist low-income families to obtain adequate, safe and sanitary housing. Help low-income households acquire appropriate water and wastewater services. Enable small communities and local organizations to more effectively address the needs of those with substandard shelter. Demonstrate new services and new approaches to address rural housing problems. Alert the public and private sectors about the housing, water, and community development needs of low-income rural residents.

#### **West Central Wisconsin Regional Planning Commission**

WCWRPC offers technical housing assistance with respect to housing related grants and grant writing. WCWRPC should be contacted for further information.

#### **Wisconsin Home Energy Assistance Program (WHEAP) – Barron County Department of Health & Human Services**

The Wisconsin Home Energy Assistance Program (WHEAP) provides eligible low income households with assistance for their home heating and energy costs. This program can offer a one-time per heating season (October 1- May 15) benefit to help with fuel and electric expenses and is generally paid directly to the fuel or electric supplier.

### State Housing Programs

#### **Community Development Block Grant – Small Cities Housing Program**

The Wisconsin Community Development Block Grant (CDBG) program, administered by the Wisconsin Department of Administration, Division of Housing (DOH), provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households. These funds are primarily used for rehabilitation of housing units, homebuyer assistance, and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

#### **Homeless Programs**

The Division of Housing and Intergovernmental Relations administers the following programs designed to help homeless people:

State Shelter Subsidy Grant (SSSG) Program: Provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.

Housing Opportunities for Persons With Aids (HOPWA): This Federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.

HUD Emergency Shelter Grant (ESG) Program: Funds may be used for homelessness prevention, essential services, rehabilitation of shelters, and operating costs.

Transitional Housing Program (THP): Eligible applicants propose to operate transitional programs for formerly homeless individuals and families. Funds may be used for housing costs, education and vocational training, transportation, day care, or other costs needed to assist participants in sustaining self-sufficiency.

Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

#### **Home Safety Act**

Wisconsin law requires the State's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one and two family dwellings built since June 1, 1980. The Home Safety Act signed into law by Governor Doyle on December 3, 2003 includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

#### **Housing Cost Reduction Initiative (HCRI)**

Local sponsors compete for \$2.6 million in State grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities, and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR).



### **Property Tax Deferral Loan Program (PTDL)**

The Wisconsin property tax deferral loan program allows low- and moderate-income elderly homeowners and veterans to convert home equity into income to pay property taxes. The program provides cash income to individuals who have little disposable income and a significant amount of home equity. Loans help pay property tax bills, thereby helping owners remain in their homes.

### **Tax Credits for Historic Homes**

Owners of historic residences in Wisconsin may be eligible for income tax credits that can help pay for their home's rehabilitation. The Homeowners' Tax Credit program returns 25 percent of the cost of approved rehabilitation (of eligible historic homes) as a Wisconsin income tax credit. The Wisconsin Historical Society's Division of Historic Preservation and Public History administer this program.

### **Wisconsin Department of Administration, Division of Housing and Intergovernmental Relations**

The Division of Housing and Intergovernmental Relations provides housing assistance to benefit low- and moderate-income households through the Bureau of Housing. It offers State-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop State housing plans and policies, and provides training and technical assistance. The Division channels Federal housing funds to local authorities and organizations and administers Federal funds for the homeless.

### **Wisconsin Community Action Program Association (WISCAP)**

The Wisconsin Community Action Program Association (WISCAP) is the statewide association for Wisconsin's sixteen (16) Community Action Agencies and three single-purpose agencies with statewide focus: the Coalition of Wisconsin Aging Groups (CWAG), the Foundation for Rural Housing and United Migrant Opportunities Services (UMOS).

### **Wisconsin Fresh Start Program**

The Fresh Start Grants are awarded on a competitive basis to agencies that would like to establish programs based on the Operation Fresh Start, Inc. service model. The purpose of the program is to provide at-risk young people with education, employment skills, and career direction leading to economic self-sufficiency. This is accomplished through opportunities for meaningful service in the young people's communities by helping to meet the housing needs of low-income individuals and families. The program is designed to provide on-site housing construction and rehabilitation work experience, off-site academic classes, and supportive services for young people, primarily for ages 16-24. Contact the Wisconsin Division of Housing and Intergovernmental Relations (DHIR) for more information.

### **Wisconsin Housing and Economic Development Authority (WHEDA)**

The Wisconsin Legislature created the Wisconsin Housing and Economic Development Authority (WHEDA) in 1972 to meet an increasing need for affordable housing financing. The Legislature broadened WHEDA's purpose in 1983 to include financing for the expansion of business and agricultural activity in Wisconsin. WHEDA works closely with lenders, developers, local government, nonprofits, community groups and others to implement its low-cost financing programs. WHEDA is an independent authority, not a state agency, and receives no tax dollars for its programs and operations.

### **WIHousingSearch.org**

WIHousingSearch.org, Wisconsin's premier housing locator service, was created to help people list and find safe and decent, affordable, accessible and, when necessary, emergency housing. This web-based service, supported by a toll-free call center, provides information for the general public as well as for housing professionals seeking vital resources for their clients.

### Federal Housing Programs

#### **Department of Housing and Urban Development (HUD)**

HUD is the Federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state-developed programs through HOME and other initiatives. It also funds the Continuum of Care for Homeless Families initiative, and provides Section 8 vouchers, which assist low-income families in finding affordable housing.

#### **Home Investment Partnership Program (HOME)**

HOME is a Federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by Federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Economic Development Corporation. These programs provide funds to eligible housing development organizations (homeownership and rental) and local governments (homeownership only) for the acquisition, rehabilitation, and new construction of owner-occupied and rental housing for low-income households in non-entitlement areas. In addition, the HOME Owner-Occupied Housing Loan program is administered by WHEDA.

#### **United States Department of Agriculture Rural Development (USDA-RD) – Rural Housing Service**

Single Family Housing Direct Home Loans - Also known as the Section 502 Direct Loan Program, this program assists low- and very-low-income applicants obtain decent, safe and sanitary housing in eligible rural areas by providing payment assistance to increase an applicant's repayment ability. Payment assistance is a type of subsidy that reduces the mortgage payment for a short time. The amount of assistance is determined by the adjusted family income.

Single Family Housing Guaranteed Loan Program - This program assists approved lenders in providing low- and moderate-income households the opportunity to own adequate, modest, decent, safe and sanitary dwellings as their primary residence in eligible rural areas. Eligible applicants may build, rehabilitate, improve or relocate a dwelling in an eligible rural area. The program provides a 90% loan note guarantee to approved lenders in order to reduce the risk of extending 100% loans to eligible rural homebuyers.

Single Family Housing Repair Loans & Grants - Also known as the Section 504 Home Repair program, this provides loans to very-low-income homeowners to repair, improve or modernize their homes or grants to elderly very-low-income homeowners to remove health and safety hazards.

## **TRANSPORTATION**

### Regional and Local Programs

#### **Barron County Highway Department**

The Barron County Highway Department strive to attain our goal of keeping State and County Highways in the best possible condition for the safety and use of County Residents and Guests.

### **West Central Wisconsin Regional Planning Commission (WCWPRC)**

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, grant assistance, and pedestrian/bicycle trail planning guidance. Contact WCWPRC for further information.

### **Specialized Transportation and Transit Providers in Barron County**

Aging and Disability Resource Center Barron County

Center for Independent Living for Western Wisconsin, Inc. (CILWW), New Freedom Volunteer Driver and Voucher Program

Handi Lift

Namekagon Transit

Northwood's Transport

Rice Lake Airport Shuttle Service, Inc.

Volunteer Services of Barron County, Inc.

### **Regional Transportation Projects and Studies**

#### **Projects in Design**

- Turtle Lake Roundabouts – Turtle Lake, Barron County
- WIS 48 (Bear Paw Ave. – Hammond Ave.) - Rice Lake, Barron County

#### **Design projects and studies (construction not scheduled)**

- US 53 Corridor Preservation Study (Rice Lake-Superior) - Barron, Washburn and Douglas Counties
- US 8 Corridor Preservation Study (WIS 35-US 53) - Polk and Barron Counties

### **State Programs**

#### **Adopt-A-Highway Program**

The Adopt-A-Highway Program is administered by the Wisconsin Department of Transportation (WDOT). The program was initiated to allow groups to volunteer and support the State's anti-litter program in a more direct way. Each qualified group takes responsibility for litter control on a segment of State highway. The group picks up litter on a segment at least three times per year between April 1 and November 1. Groups do not work in dangerous areas like medians, bridges, or steep slopes. In addition, a sign announcing a group's litter control sponsorship can be installed. The State Adopt-A-Highway coordinator should be contacted for further information. Applications and forms are available through the WDOT website.

#### **Pavement Surface Evaluation and Rating (PASER)**

PASER is a simple method of rating asphalt and concrete roads on a scale of 1 to 10 and gravel roads on a scale of 1 to 5, based on visual inspection. PASER manuals and a video explain how and why roads deteriorate, and describe proper repair and replacement techniques. PASER ratings can be put into PASERWARE, an easy to use pavement management software. PASERWARE helps to inventory roads

and keep track of their PASER ratings and maintenance histories. It also helps to prioritize road maintenance and improvement needs, calculate project costs, evaluate the consequences of alternative budgets and project selection strategies, and communicate those consequences to the public and local officials. Both PASER and PASERWARE are available from the University of Wisconsin's Transportation Information Center at no charge. The Center also offers free training courses.

### **Transportation Economic Assistance (TEA) Program**

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the State. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public.

### **Wisconsin Department of Natural Resources**

The Wisconsin Department of Natural Resources provides funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

### **Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) administers many of the Federal HUD Community Development Block Grant programs at the State level. This funding includes the CDBG-Public Facilities program for infrastructure and building projects which may include streets and specialized transportation projects.

### **Wisconsin Department of Transportation**

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of Federal transportation assistance dollars. Many of these key assistance programs for county and local governments are listed below.

**General Transportation Aids** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs

**Local Roads and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.

**Surface Transportation Program** uses allocated Federal funds for the improvement of Federal-aid-eligible rural and urban roadways.

**Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.

**Traffic Signing and Marking Enhancement Grants Program** provides funds to local governments for signage improvements to improve visibility for elderly drivers and pedestrians.

**Rural and Small Urban Area Public Transportation Assistance** and the **Transit Assistance Program** allocate Federal funds to support capital, operating, and training expenses for public transportation services.

**Supplemental Transportation Rural Assistance Program** provides Federal funds for the planning, start-up, and expansion of non-urban transit service projects.

**Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.

**Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes Federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.

**Local Transportation Enhancement Program** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.

**Bicycle and Pedestrian Facilities Program** funds projects that construct or plan for bicycle or bicycle/pedestrian facilities. This program shares the same application process as the Local Transportation Enhancement Program.

**Safe Routes to School Program** is a Federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.

**Airport Improvement Program** combines a variety of resources to fund improvements for the State's public-use airports which are primarily municipally owned. WisDOT is currently encouraging land use planning around airports and a *Wisconsin Airport Land Use Guidebook* is available to assist in these efforts. Additional program and regulatory support is also available through the Federal Aviation Administration.

**Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** of all highway and transit projects that propose to use Federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**.

### State Transportation Plans

#### **Bicycle Transportation Plan 2020**

The Wisconsin Department of Transportation (WisDOT) encourages planning for bicyclists at the local level, and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged.



The development of WisDOT's statewide long-range bicycle plan, Wisconsin Bicycle Transportation Plan 2020, involved many people, including an advisory committee. This bicycle planning document is intended to help both communities and individuals in developing bicycle-friendly facilities throughout Wisconsin.

### **Connections 2030**

Connections 2030 is the Wisconsin Department of Transportation's (WisDOT) long-range transportation plan for the state. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian and transit. WisDOT officially adopted Connections 2030 in October 2009.

### **Six-Year Highway Improvement Program 2015 – 2020**

Wisconsin's transportation budget is divided into two subprograms for implementing improvements to state highway facilities—Major Highway Development and State Highway Rehabilitation (SHR).

### **State Airport System Plan 2030**

The Wisconsin Department of Transportation (WisDOT) officially adopted Wisconsin State Airport System Plan 2030 on February 19, 2015. Wisconsin State Airport System Plan 2030 and its accompanying System-Plan Environmental Evaluation (SEE) is the statewide long-range airport transportation plan. The 20-year plan builds off the policies and issues identified in Connections 2030, Wisconsin's statewide long-range transportation plan adopted in October 2009.

Wisconsin's State Airport System Plan identifies a system of 98 public-use airports adequate to meet different aviation needs in all parts of the state, and is a guide for federal and state investment decisions. The identification of potential projects in this plan is not a commitment for federal or state project funding, nor does it provide project justification. Prior to project implementation all projects must be justified through the local master planning and environmental process, and approved by the Wisconsin Department of Transportation and Federal Aviation Administration, when appropriate. The plan includes a statewide vision for aviation, an overview and analysis of the state's system of airports, a SEE, and an environmental justice analysis.

### **State Freight Plan**

Enhancing freight mobility is a top priority for the Wisconsin Department of Transportation (WisDOT). The Wisconsin State Freight Plan will provide a vision for multimodal freight transportation and position the state to be competitive in the global marketplace by ensuring critical connections to national freight systems remain, or become, efficient.

### **State Highway Plan 2020**

Wisconsin's State Trunk Highway system, consisting of approximately 11,800 miles of roads, is aging and deteriorating at the same time traffic congestion is increasing. In response to this critical issue, the Wisconsin Department of Transportation (WisDOT), in partnership with its stakeholders, developed the State Highway Plan 2020, a 21-year strategic plan which considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement, and safety needs.

Since the release of the State Highway Plan 2020, WisDOT completed a multimodal, long-range transportation plan called Connections 2030. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian and transit. WisDOT officially adopted Connections 2030 in October 2009.

### **Statewide Pedestrian Policy Plan 2020**

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs through 2020, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

### **State Rail Plan 2030**

The Wisconsin Department of Transportation (WisDOT) officially adopted Wisconsin Rail Plan 2030 on March 19, 2014. It includes 12 chapters with supporting materials included as appendices. Wisconsin Rail Plan 2030 is the statewide long-range rail transportation plan. It provides a vision for freight rail, intercity passenger rail and commuter rail, and identifies priorities and strategies that will serve as a basis for Wisconsin rail investments over the next 20 years.

Wisconsin Rail Plan 2030 will bring the State of Wisconsin in compliance with the Passenger Rail Investment and Improvement Act of 2008 (PRIIA). In order to be eligible for federal funding, PRIIA legislation requires state to develop a long-range plan for freight, intercity passenger and commuter rail, and update the plan at least every five years. Wisconsin Rail Plan 2030 also brings the State of Wisconsin in compliance with Title 49 United States Code Section 22102 requirements, making the state eligible to receive financial assistance based on compliance with regulations through the U.S. Secretary of Transportation.

## **UTILITIES & COMMUNITY FACILITIES**

Utilities and community facilities can include a broad range of services ranging from health and social services to emergency services and from public infrastructure to private utilities. Providing a complete list here is not feasible. The following is a synopsis of some of the key utility and community facility resources and plans that are frequently used or commonly considered by local municipalities in Wisconsin.

### *Utilities & Community Facilities Plans*

- **Barron County Conditions and Trends Report** (WCWRPC, November 2008)
- **Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin** (WCWRPC, October, 2008)
- A variety of **State, regional, and local emergency management plans and programs** relate to the community, including plans and procedures for emergency response agencies, the Regional Tactical Interoperability Community Plan (TICP), the Barron County Hazard Mitigation Plan, and the community's emergency operating plan.
- Though the **Barron County Outdoor Recreation Plan** is out-of-date, an update to this plan would enable the County to pursue grant dollars through WDNR for nature-based outdoor recreation activities.
- The **State of Wisconsin Public Service Commission** oversees planning for a variety of utilities, including electric, telephone, broadband, natural gas, and water. While some plans are

developed by the utility providers, over the past five years there has been increasing emphasis on broadband planning and grants in Wisconsin. UW-Extension has taken a lead on related broadband educational efforts. Barron County is part of the **Region 3 Broadband Plan** and the **Region 3 Broadband Implementation Group** continues to meet with the assistance of WCWRPC.

### *Other Utilities & Community Facilities Programs*

No list of utilities and community facilities programs could ever be 100% complete. Related rules, programs, grant deadlines, and contact information is always changing. Grant programs are often competitive and many have prerequisite or eligible requirements. The following is a list of some of the most commonly used resources:

**U.S. Economic Development Agency (EDA) Economic Development Assistance** (infrastructure, planning, and programming that support job creation; locally coordinated through WCWRPC)

**USDA Grant and Loan Programs** (water and wastewater systems, community facilities, broadband, rural business development, renewable energy systems, community development)

**HUD Community Development Block Grants** (planning, public facilities, infrastructure, housing, economic development)

**WDNR Knowles-Nelson Stewardship Program and Trail Grants** (nature-based outdoor recreation, including acquisition, trail development, and park facility improvements)

**WDNR Motorized Stewardship Recreation Trail Aids** (Additional aid programs specific to recreational boating, ATV trails, and snowmobile trails are also available.)

**WDNR Safe Drinking Water Loan Program** (municipal water system improvements)

**WDNR Clean Water Fund, Pollution Abatement, and Water Quality Grants** (A variety of water quality planning and project grants and low-interest loans are available through WDNR, including infrastructure improvements, watershed planning, and non-point pollution projects.)

**WEDC Community Development Investment Grant** (infrastructure and community improvement projects that support job creation)

**National Endowment for the Humanities** and **National Endowment for the Arts** (these two programs have a variety of support and grant programs for museums, libraries, arts programming/education, and other cultural organizations; mini-grants are also available through the **Wisconsin Humanities Council**)

**FEMA Staffing for Adequate Fire and Emergency Response (SAFER) Grant** (support staffing and capacity building measures for fire protection & EMS)

**FEMA Fire Prevention and Safety Grants** (enhance safety for firefighters and responders)

**FEMA Assistance to Firefighting Grant Program** (primarily for equipment)

In addition to the above, there are a variety of **wildfire and forest fire grants** available for planning, educational outreach, and protection equipment through the WDNR and U.S. Forest Service. WDNR also administers grant and loan programs related to **conservation programming, recycling, well abandonment, and flood controls**. And in 2015, UW-Extension completed a **broadband funding guide** and maintains an online list of potential broadband funding resources.

Not included above are the large number of social services and support grants ranging from transitional housing to arts programs to counseling to family care. Private grant dollars is often a major contributor to such facilities and programming. Tax increment financing, utility districts, special assessments, private-public partnering, and other local funding tools are also used to support utilities and/or community facilities.

More information on Federal grant programs can be found at [grants.gov](http://grants.gov). For State grant programs, a search of the individual department webpages may be needed. Some libraries provide access to the Foundation Center web database for private foundation grant searches. If the community has questions or needs assistance regarding potential grant resources, WCWRPC is available to assist.

## **AGRICULTURAL, NATURAL & CULTURAL RESOURCES**

Many different agricultural, natural, and cultural resource governmental services, non-profit advocacy groups, grant programs, plans and studies, and educational resources exist. The following is a synopsis of some of the key resources that are frequently used or commonly considered by local municipalities in Wisconsin.

### **Agricultural & Natural Resource Programs**

#### **Barron County, Soil and Water Conservation Department (Programs & Services)**

Conservation Walkover – Barron County Soil & Water Conservation Department offers a Conservation Walkover program to provide voluntary assistance to landowners to address issues such as water quality, erosion control, grazing management and wildlife habitat improvement on their property.

Erosion Control Mulching – The department owns two mulchers and operates them at cost for landowners, local units of government and contractors throughout the county to protect agricultural, urban and road construction sites. They also provide an excellent sod-forming grass/legume seed mixture for waterways, construction sites, eroding slopes and other critical sites. This seed, which is sold at cost, comes in one acre bags.

Soil Erosion Transect Survey – This is an annual survey of cropland in the county to determine the soil erosion rate. It was begun in 1998 and will be used to show the trend of soil erosion in the county.

Technical Assistance – Many farmers voluntarily install conservation practices on their farms to help prevent soil erosion and to improve water quality. Cost share dollars will still find priority with landowners looking to voluntarily implement BMPs to correct prohibition violations on their lands. Barron County will continue to offer voluntary cost sharing to others as program funds are available. The agricultural performance standards and prohibitions found in NR 151 require 70% cost sharing be offered to change an existing cropland practice or livestock facility to bring them into compliance with the new standards. The opportunity exists for an increase to 90% cost sharing if economic hardship is proven. Barron County will work with landowners to develop designs for the conservation practices needed to correct any concerns.

**Tree Program** – Barron County purchases thousands of trees annually and sells them at cost to residents of the county. Conifers (pines, fir and spruce) and several shrubs and hardwoods are sold in bundles of 25 for \$18 per bundle. This program complements the WDNR tree program. The department owns two tree planters and a brush mower for previous plantings and coordinates their use through the WDNR Forestry Department. Orders are taken January through March for pickup towards the end of April. Please call 537-6315 after January 1 to place an order.

**Wildlife Damage Program** – Starting in 1996, the SWCD administered the Wisconsin Wildlife Damage Program in Barron County. Farmers enjoy seeing wildlife but when wildlife eats large quantities of their crops, it's a different story. When the economic loss to wildlife exceeds \$500, the farmer may be eligible for compensation. The Wisconsin program includes deer, bear, geese and wild turkey. Farmers who request compensation must agree to a damage abatement plan or population control measures.

### **2011 Land & Water Resource Management Plan, Barron County**

Wisconsin Act 27, Chapter 92 of the Wisconsin Statutes was amended to require counties to develop a land and water resources management plan. The plan will be primarily focused on soil conservation and water quality, describing our implementation strategies for bringing County landowners in compliance with NR 151 standards.

### **U.S. Department of Agriculture (USDA)**

The USDA's Farm Service Agency (FSA) is tasked with implementing Federal farm conservation programs to improve the economic stability of the agricultural industry, maintain a steady price range of agricultural commodities, and help farmers adjust to changes in demand. These goals are achieved through a range of farm commodity, credit, conservation, loan, and disaster programs, including Federal Crop Insurance. Also part of the USDA is the Natural Resources Conservation Services (NRCS), which was formerly known as the Soil Conservation Service. The NRCS provides data, maps, technical expertise, and training in soils, conservation techniques, ecological sciences, and other such activities.

The USDA has service centers located in each county in the region, which include the FSA and NRCS offices. Local USDA staff typically work very closely with local UW-Extension Agriculture Agents and county conservation staff to assist farmers and municipalities in their respective counties.

### **Wisconsin Farmland Preservation Program Wis. Stats. §91**

The Wisconsin Farmland Preservation Program was established in 1977 to assist local government efforts to preserve agricultural resources. The Program was updated in 2009 as part of the Wisconsin Working Lands Initiative.

Eligible farmland owners receive state income tax credits. The amount of the credit varies and eligible landowners may collect one of the following per acre amounts by filing with their income tax return:

\$5.00 for farmers with a farmland preservation agreement signed after July 1, 2009 and located in an agricultural enterprise area.

\$7.50 for farmers in an area zoned for farmland preservation.

\$10.00 for farmers in an area zoned for farmland preservation and in an agricultural enterprise area, with a farmland preservation agreement signed after July 1, 2009.

There is no cap on the amount of credit that an individual can claim or on the amount of acreage eligible for a credit. For more information on the state program, please contact the DATCP or visit the Working Lands Initiative website: [http://datcp.wi.gov/Environment/Working\\_Lands\\_Initiative/](http://datcp.wi.gov/Environment/Working_Lands_Initiative/)



**Farmland Use Value Assessment (1995 Wisconsin Act 27; Wis. Stats. §70.32(2r) & 73.03(49))**

With the passage of the State 1995-1997 Budget Act, the standard for assessing agricultural land in Wisconsin changed from market value to use value. With taxation of land based on the income that could be generated from the land's rental for agricultural use, rather than development potential, the program helps Wisconsin farmers to maintain current farming practices, rather than succumbing to development due to economic pressures. Only land devoted primarily to agricultural use qualifies. For reference, undeveloped land (e.g., bog, marsh, lowland brush, wetlands) is assessed at 50% of its full value.

**Livestock Facility Siting Ordinances Wis. Stats. §93.90 & ATCP 51**

The role of local governments in the regulation of the site of new and expanded livestock operations changed significantly in 2006 with the adoption of Wisconsin Statutes §93.90 and Administrative Rule ATCP 51. Effective May 1, 2006, local ordinances which require permits for livestock facilities must follow state rules. The siting standards only apply to new and expanding livestock facilities in areas that require local permits, and then only (in most communities) if they will have 500 animal units (AU) or more and expand by at least 20%.

For communities with zoning, the new Statute limits the exclusion of livestock facilities from agricultural zoning districts, unless another ag district exists where operations of all sizes are allowed and the exclusion is for public health and safety based on scientific findings of fact. However, such facilities can be treated as a conditional use. Appeals of local permit decisions are taken to the State Livestock Facility Siting Review Board. The changes in state rules for livestock facility siting do not impact a local government's ability to enforce shoreland-wetland zoning, erosion controls, stormwater management requirement, manure storage ordinances, and road regulations.

**University of Wisconsin-Extension**

UW-Extension offices provide a variety of educational and support programming in the areas of agribusiness, land use and soil management. To assist farmers and local governments, a UW-Extension Agricultural Agent is located in each county in the region with county support.

**U.S. Fish and Wildlife Service**

The U.S. Fish and Wildlife Service maintain the St. Croix Wetland Management District, which is one of only two such districts in the state. The St. Croix District was established in 1974 and consists of 41 waterfowl production areas totaling 7,700 acres as well as 15 easements protecting wildlife habitat on private land in Barron, Burnett, Dunn, Pepin, Pierce, Polk, St. Croix, and Washburn counties.

**Wisconsin Department of Natural Resources (WDNR)**

The Wisconsin Department of Natural Resources develops, maintains, implements, and enforces a wide variety of programs, plans, and permitting for west central Wisconsin. WDNR is perhaps most visible to the region's residents through its management of state parks, trails, and other recreational or natural areas, as well as permitting for hunting, fishing, trapping, and burning. WDNR also provides educational programs and training to residents and teachers/instructors in hunting, ecology, outdoor skills, safety, and regulatory compliance. Training and assistance are also available to governments and businesses in regulatory compliance, grant programs, etc. And WDNR scientists and managers are working to address potential conflicts and threats to wildlife and recreational opportunities, such as invasive species.

But local governments often have more contact with WDNR officials on planning, permitting, grants, and regulatory issues, such as stormwater planning, financial assistance for outdoor recreation or environmental remediation, or permitting as it relates to utilities, mining, burning, wetlands, and water discharges. More information and contact information for WDNR programs and plans can be found at their website: [www.dnr.state.wi.us](http://www.dnr.state.wi.us)

### **Forest Land Tax Programs Wis. Stats. §70 & 77**

The Wisconsin Department of Natural Resources manages two forestry tax laws that provide tax incentives to encourage proper management of private forest lands for forest crop production, while recognizing a variety of other objectives. The Forest Crop Law (FCL) program allows landowners to pay taxes on timber only after harvesting or when the contract is terminated, though enrollment in this program was closed in 1986. The Managed Forest Law (MFL) program replaces the FCL and the now-defunct Woodland Tax Law Program. The Woodland Tax Law program expired in 2000, and there are no active contracts under this program in Wisconsin.

The Managed Forest Law (Wisconsin Statutes §77.80) was enacted in 1985 and offers flexibility for private owners of 10 or more acres of contiguous woodlands who enroll in the program. Under the MFL program, landowners have the option to choose either a 25- or 50-year order period; and the annual tax varies depending on whether the land to open or closed to public access (certain restrictions apply). Enrollees are obligated to submit and follow a forest management plan, submit a harvest report, and permit inspections, in exchange for technical support, tax benefits, and good woodlot management. Participants in the MFL program are automatically eligible for American Tree Farm System group certification which provides certain marketplace benefits.

### **WDNR Division of Water and Watershed Management**

The Division of Water promotes the balanced use of Wisconsin's waters to protect, maintain and enhance them in full partnership with the public. Communities with municipal water supplies also interact with the Division of Water through water quality testing and reporting and wellhead protection.

WDNR has the authority to issue permits affecting navigable waters of the state. These permits include bulkhead line ordinance establishment, bridge or culvert placement, dam construction, stream realignment, retaining wall construction, water diversion and pond construction.

The Bureau of Watershed Management administers programs on dam safety, floodplain mapping and management, impaired waters, shoreland management, runoff management, the priority watershed program, and a variety of water-related permits. The Bureau also conducts basin planning or "water quality management planning" for the state, of which local sewer service area plans are part. Beginning in 1999, the water quality management program worked with state lands and fisheries programs to develop integrated basic plans statewide.

All except the far northwesterly part of Barron County falls within the Red Cedar Watershed. Due to phosphorus loading and related eutrophication and toxic algae outbreaks, there has been increased emphasis on water quality improvements within the Red Cedar Watershed during recent years. A Total Maximum Daily Load (TMDL) limit was established for the Red Cedar River at Lakes Tainter and Menomin near the bottom of the watershed in Dunn County. To achieve this TMDL, cooperation is needed from the entire watershed, including Barron County. As of 2015, the Red Cedar River watershed plan is nearing completion and the Barron County Soil and Water Conservation Department works cooperatively with WDNR, local municipalities, landowners, lake groups, and area businesses and landowners to improve water quality.

### **Stormwater Management**

Stormwater management in Wisconsin is a partnership between WDNR, local governments, and landowners. Under the 1987 Federal Clean Water Act and Wisconsin law, the WDNR Storm Water Program regulates storm water discharges from construction sites, industrial facilities and municipalities. Projects where more than one acre will be disturbed must develop a construction site erosion control and stormwater management plan, then obtain a WDNR Construction Site Storm Water Runoff General

Permit. Generally, erosion control for commercial buildings and 1- and 2-family dwellings less than one acre are regulated by the Wisconsin Department of Safety and Professional Services. Except for new 1- and 2-family dwellings, local ordinances may be more strict than state regulations. Certain agricultural cropland and many silviculture activities are exempt from these requirements.

Certain communities also require a Municipal Separate Stormwater System (MS4) permit, which requires municipalities to reduce polluted stormwater runoff by implementing best management practices. Within Barron County, only the City of Rice Lake is required to obtain a MS4 permit, with an emphasis on reducing the amount of sediment and phosphorus entering the surface waters.

### **WPDES Permits**

Wisconsin Pollutant Discharge Elimination System (WPDES) permits through WDNR are required for municipal and industrial facilities discharging to surface and/or ground waters. These include most municipal wastewater treatment systems, as well as the land application of by-products, some larger swimming pools, and large-scale, non-agricultural use of pesticides and herbicides. Wastewater permits contain all the monitoring requirements, special reports, and compliance schedules appropriate to the facility in question.

### **Lake Districts and Associations**

Lake Districts and Associations also have a vital role in planning for, protecting, and improving the water quality, recreational value, and natural habitat of area lakes. Lake Associations are voluntary, unincorporated group, but are eligible for certain planning and project grant dollars. Lake Districts are also eligible for grant dollars, but as also incorporate special purpose units of government with the ability to assess taxes and enact some regulations.

As of Summer 2015, the following are the lake districts and organizations in Barron County:

BEAR LAKE ASSOCIATION OF BARRON CO INC  
CHETEK LAKES PROTECTION ASSOCIATION  
DESAIR LAKE RESTORATION, INC.  
ECHO LAKE ASSOCIATION  
GRANITE LAKE ASSOCIATION, INC  
HORSESHOE LAKE IMPROVEMENT ASSOCIATION  
LITTLE LAKE IN THE WOODS PROPERTY OWNERS ASSOCIATION  
LITTLE SAND LAKESHORE ASSOCIATION  
MOON LAKE ASSOCIATION  
MOON LAKE ASSOCIATION  
POSKIN LAKE ASSOCIATION INC  
RED CEDAR LAKES ASSOCIATION  
SAND COMMUNITY ASSOCIATION  
SILVER LAKE ASSOCIATION  
UPPER TURTLE LAKE ASSOCIATION  
VERMILLION LAKE ASSOCIATION INC  
BEAVER DAM LAKE MANAGEMENT DISTRICT  
DUMMY LAKES MANAGEMENT DISTRICT  
LAKE KIRBY LAKE MANAGEMENT DISTRICT  
LOWER TURTLE LAKE MANAGEMENT DISTRICT  
RICE LAKE PROTECTION & REHAB DISTRICT  
SAND LAKE MANAGEMENT DISTRICT  
STAPLES LAKE P & R DISTRICT

### **Lake and River Management and Planning Grants**

Lake and river management and planning grants are available from the WDNR for various water quality protection, habitat improvement, and conservation efforts.

### **Wisconsin Act 307 – Notification to Nonmetallic Resource Owners**

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

### **Environmental Quality Incentives Program (EQIP)**

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Five to 10 year contracts are used. Agricultural producers may be eligible for up to 75% cost share on agricultural land. Public access is not required. Contact: USDA Natural Resources Conservation Service or Farm Service Agency, or County Land and Water Conservation Department.

### **Non-Point Pollution Abatement Program**

Funds are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction include priority lakes, are eligible to apply. Eligible projects are watersheds and lakes where: 1) the water quality improvement or protection will be great in relation to funds expended; 2) the installation of best management practices is feasible to abate water pollution caused by non-point source pollution; and 3) the local governmental units and agencies involved are willing to carry out program responsibilities. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Non-rural landowners and land operators can contact their municipal government offices. A watershed or lake project normally has a 10 to 12 year time frame: two years for planning and eight to ten years to implement best management practices. Contact the WDNR Regional Environmental Grant Specialist for further information.

### **Stewardship Grants for Municipalities and Non-Profit Conservation Organizations**

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

### **Land Recycling Loan Program (LRLP)**

Wisconsin's Land Recycling Loan Program (LRLP) provides low cost loans to cities, villages, counties, and towns for the purpose of remediating environmental contamination (brownfields) at landfills, sites, or facilities where contamination has affected or threatens to affect groundwater or surface water. Redevelopment and housing authorities are also eligible. Contact the WDNR for further information.

### **Cultural and Historical Resources Programs**

#### **Historic Building Code**

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administer the Historic Building Code and can be contacted for further information.

#### **Wisconsin Historical Preservation Tax Credits**

One of the benefits of owning a historic property in Wisconsin is the ability to participate in Federal and state income tax incentives programs for rehabilitation of historic properties. There are currently three programs available to owners of properties that are either listed in, or determined to be eligible for listing in, the state or national registers of historic places. The three programs are:

- Federal 20% Historic Rehabilitation Credit.

- Wisconsin 5% Supplement to Federal Historic Rehabilitation Credit.

- Wisconsin 25% Historic Rehabilitation Credit. The State Historical Society of Wisconsin, Division of Historic Preservation should be contacted for further information

#### **Wisconsin Historical Society, Office of Preservation Planning (OPP)**

Whether you need information concerning state or Federal laws and regulations that may be applicable in your case, whether you need information on grassroots strategies for preserving and protecting historic properties, or whether you need information on how you may protect and preserve your own historic property, the OPP can assist.

#### **Wisconsin's Historical Markers Program**

For almost 50 years, Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at [www.wisconsinhistory.org/histbuild/markers/apply](http://www.wisconsinhistory.org/histbuild/markers/apply).

#### **National Historic Landmarks Program**

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to



encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

### **National Trust for Historic Preservation, Preservation Services Fund**

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar. The grant range is from \$500 to \$5,000.

### **Wisconsin Humanities Council, Historic Preservation Program Grants**

The Wisconsin Humanities Council and the Jeffris Family Foundation have formed a partnership pool to support Historic Preservation Program Grants. The Wisconsin Humanities Council (WHC) will award grants with funds from both groups. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. Preference will be given to smaller, rural communities with populations under 30,000.

### **Certified Local Government Program**

Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and Federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at <https://www.wisconsinhistory.org/> or the National Park Service's Web site at <http://www.nps.gov/nr/>.

## **ECONOMIC DEVELOPMENT**

Many different economic-related governmental services, non-profit advocacy groups, grant programs, plans and studies, and educational resources exist. The following is a synopsis of some of the key economic development resources that are frequently used or commonly considered by local municipalities in Wisconsin.

### **Regional and County Economic Development Plans & Programs**

#### **Barron County Economic Development Corporation**

Barron County Economic Development Corporation (BCEDC) provides free consulting services to entrepreneurs looking to start or grow their business. The EDC also provides consulting to existing businesses. BCEDC works with entrepreneurs in a confidential, one-to-one session in the areas of management, marketing, sales, finance, accounting and other disciplines required for business growth, expansion, and innovations. Counseling sessions are held the 1st Thursday of each month with a representative from UW – Eau Claire Small Business Development Center. The sessions are held at the Rice Lake Chamber of Commerce Office. Appointments are necessary. Other appointments are available by contacting BCEDC at any time.

### **Barron County, University of Wisconsin-Extension, Cooperative Extension**

The University of Wisconsin-Extension has an office in Barron. Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

One program within the Cooperative Extension is the First Impressions program. The First Impressions program offers an inexpensive way of determining what visitors think of your community. Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings. It is somewhat similar to the WCWRPC's placemaking efforts, but provides a visitor's impressions of aesthetics and "welcomingness", rather than an emphasis on function, uses, and activities by those who live, work, and play in a place. The two programs can be complimentary. For more information, visit [www.cced.ces.uwex.edu](http://www.cced.ces.uwex.edu) and contact WCWRPC regarding placemaking.

### **BizStart Barron County**

A new small business startup program has been created in Barron County called BizStart Barron County. The Rice Lake Chamber of Commerce, Rice Lake City Council Economic Development Committee, Barron County Economic Development Corporation and UW-EC Small Business Development Center have jointly created a comprehensive new program to assist individuals who want to know more about how to start a business in Rice Lake and throughout Barron County. BizStart provides all the resources a potential entrepreneur needs to start a business by making a phone call to the Rice Lake Chamber offices.

### **Momentum West**

Momentum West is a regional economic development organization serving Barron, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see <http://www.momentumwest.org/index.cfm>.

### **West Central Wisconsin Regional Planning Commission**

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an Economic Development District by the Economic Development Administration and maintains the regional Comprehensive Economic Development Strategy (CEDS), which is a prerequisite for EDC economic development planning and project grant assistance for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition, WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), and grant coordination, writing, and administration. For more information, please see [www.wcwrpc.org](http://www.wcwrpc.org).

### **Regional Business Fund, Inc.**

All communities in Barron County are covered by a business revolving loan fund. All but two participate in the Regional Business Fund, Inc., administered by WCWRPC which has three components—Downtown Façade Loan, Micro Loan Fund, and Technology Enterprise Fund.

### Federal and State Economic Development Plans & Programs

#### **U.S. Department of Commerce, Economic Development Administration (EDA)**

The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, and education. The WCWRPC is designated as an Economic Development District by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see [www.wcwrpc.org](http://www.wcwrpc.org).

#### **USDA - Wisconsin Rural Development Programs**

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include: community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at <http://www.rurdev.usda.gov/wi/index.html>.

#### **Forward Wisconsin**

Forward Wisconsin helps businesses looking for available sites or buildings through its website at <http://www.forwardwi.com/search/index.html>.

#### **Wisconsin Economic Development Association**

WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. For more information see <http://www.weda.org/>.

#### **Wisconsin Department of Administration**

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements.

The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility for Economic Development (PF/ED) funding for public infrastructure necessary for business expansions

For more information, see <http://www.doa.state.wi.us>.

#### **Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. For more information, see <http://inwisconsin.com/>.

One program within WEDC is the Main Street Program. The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and

economic restructuring. More information on the Wisconsin Main Street Program can be found at: <http://inwisconsin.com/mainstreet/>. WEDC also administers the Connect Communities program, which provides communities with an introduction to Main Street Program techniques and access to other resources for downtown revitalization.

### **Wisconsin Department of Tourism**

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: <http://industry.travelwisconsin.com/>.

### **Wisconsin Department of Workforce Development**

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the web-site at [www.dwd.state.wi.us](http://www.dwd.state.wi.us).

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

### **Agricultural Development and Diversification (ADD) Grant Program**

The ADD grant program annually provides funding to projects that have the potential to bolster agricultural profits or productivity. The program funds proposals that are likely to stimulate Wisconsin's farm economy with new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. The Wisconsin Department of Agriculture, Trade and Consumer Protection should be contacted for further information.

### **Wisconsin Department of Natural Resources**

The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create the business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provide a comprehensive, streamlined program that consolidates state and Federal cleanups into one

program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).

- Business sector support: Sector development specialists are WDNR staff who works with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all DNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance. Improved environmental and economic performance is pursued through various strategies, including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- DNR Switchboard: The WDNR Switchboard is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

### Wisconsin Housing and Economic Development Authority (WHEDA)

The following economic programs are offered by WHEDA:

- Credit Relief Outreach Program: CROP features 90% guarantees on loans of up to \$30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- FARM: FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.
- Small Business Guarantee: A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

### Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to



Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see <http://www.dot.wisconsin.gov/localgov/aid/tea.htm>.

## **INTERGOVERNMENTAL COOPERATION**

The following is a brief description of some of the primary intergovernmental cooperation tools available to local municipalities in Wisconsin.

### **Annexation**

Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a city or village. Cities and villages cannot annex property without the consent of landowners as required by the following petition alternatives:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.
3. Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the city or village when signed by at least 20 percent of the electors in the territory.

### **Extraterritorial Zoning**

Wisconsin Statute, 62.23(7a) allows a city or village to participate with an adjacent town(s) in the zoning of lands outside their incorporate boundaries. For the City of Cumberland, the extraterritorial area would encompass 1.5 miles. The steps for exercising this power are identified in the Statutes and include the City working with the adjacent towns to create a joint extraterritorial zoning committee with three town and three City members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations. There has been no recent discussion between the City and adjacent towns on extraterritorial zoning. The City's Comprehensive Plan does not include a recommendation regarding extraterritorial zoning.

### **Extraterritorial Subdivision Review**

Wisconsin Statute, 236.10 allows a city or village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if the city or village adopts a subdivision ordinance or official map. A town does not approve the subdivision ordinance for the city or village. The city or village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities and villages influence the development pattern of areas outside their boundaries that will likely be annexed to the city or village. This helps cities and villages protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the city and village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the city and village so that not more than one ordinance will apply.

### **Office of Land Information Services, Municipal Boundary Review**

Municipal Boundary Review regulates the transition of unincorporated areas to city or village status through municipal annexation, incorporation, consolidation, or by joint city-village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

### **UW-Extension Local Government Center**

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. Educational programs are delivered through the two-way audio Educational Telecommunications Network (ETN), satellite television, and state-wide and regional workshops. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. For further information visit its web-site at [www.uwex.edu/lgc/](http://www.uwex.edu/lgc/).

### **Wisconsin Intergovernmental Statute Agreements**

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

#### 66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

#### 66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each city, village, or town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

#### 66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions

Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members. State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. Barron County is a member of the West Central Wisconsin Regional Planning Commission.

## **LAND USE**

The following is a brief description of some of the primary land use programs and plans used by local municipalities in West Central Wisconsin.

### **AB608, Wisconsin Act 233 – Clarification of Smart Growth Law**

This bill was signed into law in April 2004. This new law reduces the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions which must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that an RPC's comprehensive plan is only advisory in its applicability to a political subdivision (a city, village, town or county), and a political subdivision's comprehensive plan.

### **Wisconsin Land Information Program**

The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Board oversees the Program's policies. The Board's statutory authority includes preparing guidelines to coordinate the modernization of land records and land information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.

### **Division of Intergovernmental Relations, Wisconsin Department of Administration**

The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Board. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: [www.doa.state.wi.us](http://www.doa.state.wi.us).

### **UW-Extension Center for Land Use Education**

The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to: land use planning, plan and ordinance administration, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at [www.uwsp.edu/cnr/landcenter/](http://www.uwsp.edu/cnr/landcenter/).

### **Barron County Comprehensive Plan and Land Use Ordinances**

Seventeen of Barron County's 25 unincorporated towns participate in County zoning. In addition, Barron County enforces floodplain and shoreland zoning, as well as a sanitary ordinance, land division ordinance, and non-metallic mining ordinance, for all unincorporated areas of Barron County. County land use decisions should be based upon and consistent with the vision, goals, objectives, and policies of the County's comprehensive plan.

### **West Central Wisconsin Comprehensive Plan**

As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan in September 9, 2010. This advisory document includes all of the nine elements required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.

### **Land Trusts**

Land trusts are non-profit conservation organizations that either buy land or hold conservation easements, or both, typically to conserve natural resources, valued habitat, or other special places. Land trusts may focus on a particular area (e.g., a community or along the Ice Age Trail) or on a particular resource (e.g., prairies or wetlands). Active land trusts in Barron County include:

Ice Age Trail Alliance  
The Conservation Fund (Duluth, MN)  
The Prairie Enthusiasts  
West Wisconsin Land Trust (Menomonie, WI)