



Town of Ashland

**Comprehensive
Plan: 2006 to 2025**

Background Element

Adopted by Town Board: September 8, 2005



Acknowledgements

*Town of Ashland
Comprehensive Plan – Background Element*

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Vierbicher Associates, Inc.; Madison, Wisconsin



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Introduction

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Foreword

In 2002, all of the jurisdictions in Ashland County worked in concert to submit a grant to the Wisconsin Land Council to help fund the preparation of comprehensive plans for each consistent with the new planning legislation adopted in 1999. The application was funded in 2003. The County hired Vierbicher Associates to assist with the county-wide plan, and plans for 15 of the 16 individual jurisdictions.

Chapter Contents

- ◆ Foreword
- ◆ What is a Comprehensive Plan?
- ◆ How Will This Plan Be Used?
- ◆ Organization of Plan Document
- ◆ Participatory Photography

What is a Comprehensive Plan?

A comprehensive plan is a document that describes a long-term vision that a community wants to achieve. It is a broad brush look at the entire community in terms of where it is now and where it would like to be in the coming years. It looks at the many parts of the community, how the community functions, and its role in the region.

The future vision is outlined using goals, objectives, and policies, and is depicted with maps showing future conditions. Tasks and activities are also identified that need to be achieved to help implement the plan. By law, this comprehensive plan must look out at least 20 years.

“A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for community-wide effort to achieve its vision.”

Having described what a comprehensive plan is, it’s also appropriate to describe what a comprehensive plan is not. Because a comprehensive plan is strategic in scope, it does not focus on physical design elements. It does not design a park for example, although the plan may identify a need for the park and prescribe some parameters for creating one. Neither is a comprehensive plan an engineering document intended to fix safety problems at a particular road intersection, for example. The fine details of design and engineering and many others will flow from the basic direction described in the plan.



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How Will This Plan Be Used?

Prior to the passage of the comprehensive planning legislation in 1999, most comprehensive plans in Wisconsin were not used as intended. In practice, many communities used their plans sporadically and inconsistently. Other plans were soon forgotten following adoption.

After January 1, 2010, land use decisions including zoning, subdivision regulations, and official mapping will have to be consistent with this plan (Exhibit 1-1). This means that land use regulations of these types must be revised or prepared so as to implement the vision articulated in this plan. Not only do the regulations have to be consistent with the plan, all individual decisions affecting land use must be consistent with the plan.

Each rezoning after 2010, by law, has to be consistent with the community's comprehensive plan, including the future land use map.

Organization of Plan Documents

The comprehensive plan for Ashland County, as well as each individual jurisdiction, consists of two documents. The first document is the background report. It contains information that describes what is and what has been. It is organized into the following chapters

- ◆ Housing
- ◆ Transportation
- ◆ Utilities and Community Facilities
- ◆ Agricultural, Natural, and Cultural Resources
- ◆ Economic Development
- ◆ Intergovernmental Cooperation
- ◆ Land Use
- ◆ Demographics

The second document is referred to as the policy document. It focuses on future conditions including

- ◆ Community Vision
- ◆ Goals, Objectives, and Policies
- ◆ Issues and Opportunities
- ◆ Plan Based Forecasts
- ◆ Future Land Use
- ◆ Future Transportation
- ◆ Future Utilities & Community Facilities

Collectively, the background document and policy document constitutes the comprehensive plan for the community.



Introduction

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Participatory Photography

During the initial stages of the Comprehensive Planning process, the Town participated in a photography exercise that documented existing conditions. Participants were instructed to take pictures of things in their community that they either liked or did not like. These pictures were then used as a starting point to identify what the Town should look like in the future. Through the process of developing each element, these pictures were referred to and helped to guide decision-making. The photographs that were taken are included on the following page.

Town of Ashland Like/Dislike Photos



Silver Creek in winter - trout stream



Kurki Sauna - Finnish influence



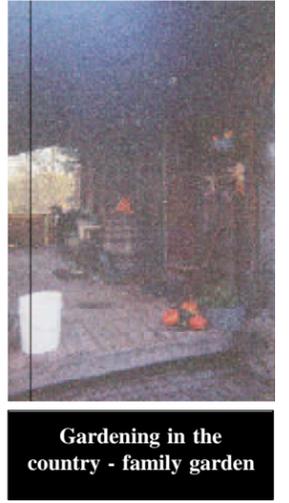
Harvesting boughs - for family Christmas wreaths



O'Dovero overflowing well



The Grouse Tree - Fall Grouse Festival



Gardening in the country - family garden



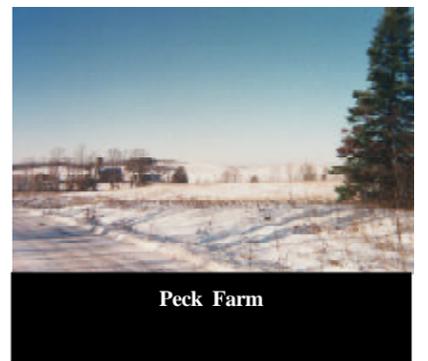
Bass Lake in winter



Bass Lake



Bass Lake - Hanninen hill from the overlook



Peck Farm



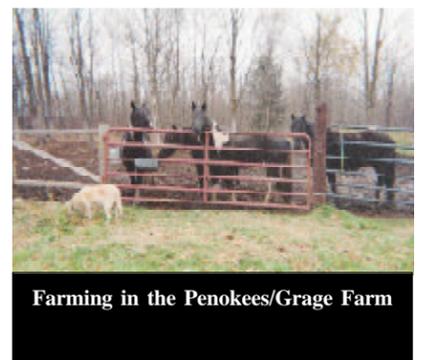
Billy Creek - trout stream



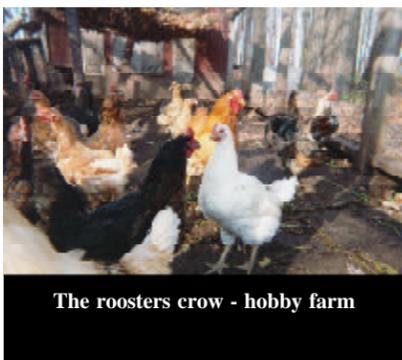
Clouds over the Schutte Farm



Sale sign/developmental stress/rising land values/taxes



Farming in the Penokees/Grage Farm



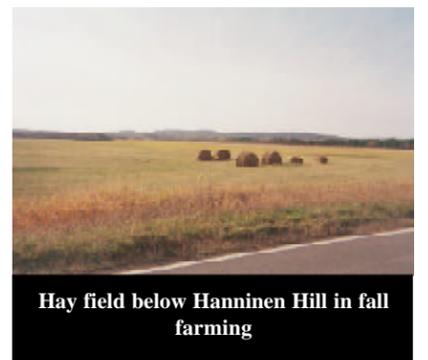
The roosters crow - hobby farm



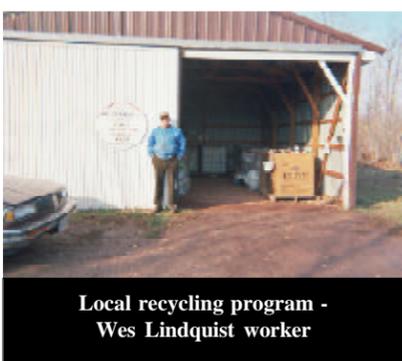
Fall forests



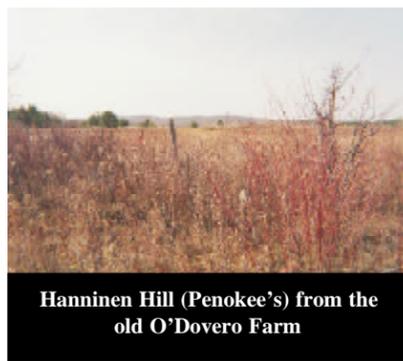
Sounds of the freight train still running



Hay field below Hanninen Hill in fall farming



Local recycling program - Wes Lindquist worker



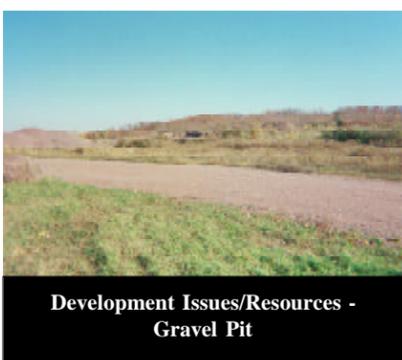
Hanninen Hill (Penokee's) from the old O'Dovero Farm



Town hall - One room schoolhouse used for comm. meetings and 4-H



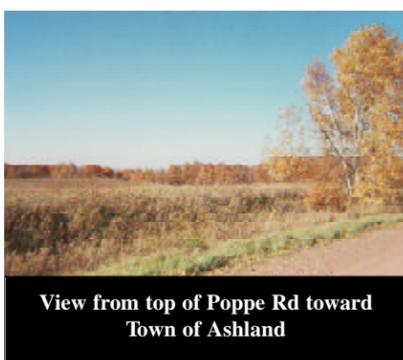
Local post office - center of town activity



Development Issues/Resources - Gravel Pit



Solo maple tree in hayfield



View from top of Poppe Rd toward Town of Ashland



Golden arches on Poppe Road



View from top of Poppe Rd over the reservation to the lake

Introduction ◆◆◆

Housing is a very important issue for the State of Wisconsin and the people who live here. Housing costs are the single largest expenditure for most Wisconsin residents. According to the U.S. Department of Labor (1997), Midwest households, on average, spend 31 percent of their incomes on housing, compared with 19 percent for transportation, and 14 percent for food.

Over two-thirds of Wisconsin households are homeowners and it is likely that their home is their most valuable asset and largest investment. Appreciation in home value continues to be a major source of wealth in the United States, and nearly 60 percent of the net worth of the typical homeowner is equity in the home.

While many Wisconsinites enjoy good housing situations, others are struggling in varying degrees. According to Wisconsin's 2000 *Consolidated Plan: For the State's Housing and Community Development Needs*, households in the low-income range have great difficulty finding adequate housing within their means and that can accommodate their needs, despite the state's stable economic health. Families that can not afford housing frequently become homeless. The federal government has cut back drastically on housing assistance, leaving state and local communities to grapple with these social issues.

The social benefits of housing are important, but difficult to quantify. In addition to being a place to sleep, relax, raise a family, store possessions, receive mail and telephone calls, decent shelter is important for one's self-respect. Furthermore, as people develop responsibility and pride in their homes, it is likely that they will participate more frequently in community activities, attend church, and vote.

In addition to its importance for social reasons, housing plays a critical role in the state and local economies. It is likely that housing is the largest land use in the community and the community's largest capital asset. According to a study prepared by the Wisconsin Realtors Foundation in 1992, the value of the state's housing stock was worth nearly \$1 trillion dollars. In 1990, the construction industry employed 83,000 workers (not including lawyers, real estate, financial, and insurance workers), making it the state's second leading industry in employment. The study estimated that housing contributed about 12 percent to the state's gross product. Housing is also a major source of revenue for local communities in the form of property taxes.

The number of houses and apartments that families with low-wage incomes can afford to rent is shrinking, burdening more families with high housing costs and threatening many

“The term *housing* refers not only to owner-occupied housing, but also rental, cooperative, and condominium ownership arrangements. The term also refers not only to single family detached units, but also to multifamily units, duplexes, townhouses, manufactured homes, and accessory apartments.”

with homelessness, according to a Department of Housing and Urban Development report entitled *The Widening Gap: New Findings on Housing Affordability in America*.

The following findings are based primarily on data from the U.S. Census Bureau's latest American Housing Survey:

“Housing affordability is an issue that affects the entire state. However, some areas are especially hard-pressed to offer affordable housing.”

- ◆ Despite a period of robust economic expansion, the housing stock affordable to struggling families continues to shrink. The number of such affordable rental units decreased by 372,000 units - a 5 percent drop - from 1991 to 1997. Struggling families are defined as those with incomes at or below 30 percent of the area median.
- ◆ Rents are rising at twice the rate of general inflation. According to U.S. Bureau of Labor Statistics data, in 1997 rents increased 3.1 percent while the overall Consumer Price Index (CPI) increased by only 1.6 percent. In 1998, rents increased 3.4 percent while the overall CPI increased 1.7 percent.
- ◆ As the affordable housing stock shrinks, the number of renters at or below 30 percent of median income continues to grow. Between 1995 and 1997, the number of struggling renter households increased by 3 percent, from 8.61 million to 8.87 million - one of every four renter households in America.

The gap between the number of struggling Americans and the number of rental units affordable to them is large and growing. In 1997 for every 100 households at or below 30 percent of median income, there were only 36 units both affordable and available for rent.

Housing Overview ◆◆◆

Wisconsin's Smart Growth legislation outlines 14 local, comprehensive planning goals, one of which is to provide an adequate supply of housing for individuals of all income levels throughout each community. Related to this goal, is that of encouraging neighborhood design that supports a range of transportation options. The location of housing directly impacts adjacent land use patterns and individual choices with regard to transportation.

The term housing refers not only to owner-occupied housing, but also rental, cooperative, and condominium ownership arrangements. The term also includes not only single family detached units but also multi-family units, duplexes, townhouses, manufactured homes, and

accessory apartments,¹ which offer independent apartment living as an accessory to single-family homes.

Many forces influence the type and distribution of housing units and tenure patterns within a community. A number of relationships must be examined in order to understand the housing framework in Ashland and plan for the type of housing that will be in demand over the next 20-year period.

Current trends have the potential to perpetuate land use patterns as follows:

- ◆ Continued conversion of agricultural land to residential development.
- ◆ Continued dispersed development.
- ◆ Single large lot development and large lot conventional subdivisions.
- ◆ Continued loss of open space.
- ◆ Intrusion on environmental areas.
- ◆ Increasing conflict between agriculture and rural, non-farm residences.
- ◆ Unsystematic commercial development.
- ◆ Little intervention in the market.
- ◆ Increases potential problems with septic systems in areas with a concentration of subdivisions.
- ◆ Increases traffic problems associated with sprawl.

“ An important part of assessing the local housing market is to understand current conditions as well as factors that influence residential patterns.”

An important part of assessing the local housing market is to understand current conditions as well as factors that influence residential patterns. By reviewing existing conditions and the factors that influence these conditions, and assessing what things are right with housing along with housing concerns, we can develop a preferred picture of the local housing market in 20 years. Generally, the housing stock should reflect the demographics and economic structure of the community.

Number of Housing Units

The 2000 Census indicates that there are 277 housing units in the Town of Ashland. This figure compares to 245 in 1990, which reflects a gain of 32 units or 13% over the last 10-year period.

“ The 2000 Census indicates that there are 277 housing units in the Town of Ashland.”

The following table (Table 1) illustrates housing trends in the Ashland County region over the period 1990 to 2000. The figures indicate that residential growth in northern Wisconsin is generally lower than that of the state levels. The number of housing units in the Town of

¹Housing Wisconsin: A Guide to Preparing the Housing Element of a Local Comprehensive Plan. March 2000. UW-Extension.

Ashland is greater than in the rest of Ashland County. Table 2 shows the breakdown of different types of dwelling units.

Table 1. Number of Housing Units – Ashland Town Area			
	1990	2000	Percent Change
State of Wisconsin	2,055,774	2,321,144	12.9%
Ashland County	8,371	8,883	6.1%
Agenda Town	309	328	6.1%
<u>Ashland Town</u>	<u>245</u>	<u>277</u>	<u>13%</u>
Butternut Village	200	220	10%
<i>Chippewa Town</i>	287	280	-2.4%
Gingles Town	232	273	17.7%
Gordon Town	359	397	10.6%
Jacobs Town	488	507	3.9%
La Pointe Town	586	692	18.1%
Marengo Town	154	191	24%
<i>Mellen City</i>	445	436	-2%
Morse Town	304	380	25%
Peeksville Town	115	125	8.7%
Sanborn Town	432	531	22.9%
<i>Shanagolden Town</i>	184	157	-14.7%
White River Town	298	312	4.7%

Source: US Census Bureau, Census 2000 Data Set SF-1

Census 2000 figures indicate the number of units in structures is as follows:

Table 2. Units in Housing Structure – Town of Ashland		
Housing Type	Number	Percent
1-unit detached	213	78.6%
1-unit attached	3	1.1%
2 units	0	0%
3 or 4 units	4	1.5%
5 to 9 units	0	0%
10 to 19 units	0	0%
20 or more units	0	0%
Mobile Home	51	18.8%
Boat, RV, Van, Etc.	0	0%
TOTAL	271	100%

Source: US Census Bureau, Census 2000, Data Set SF-3

The homeowner vacancy rate in the Town of Ashland is less than one percent. The rental vacancy rate is 7.9 percent. Some level of vacancy naturally occurs in the housing market. In the Town of Ashland seasonal housing units represent 12.3 percent (34) of all vacancies. According to the Federal Department of Housing and Urban

“The homeowner vacancy rate in the Town of Ashland is less than one percent.”

Development (HUD), a generally accepted vacancy standard for owner-occupied structures is 3 percent and 5 percent for renter-occupied dwellings. At these levels, it is assumed that the local housing market is functioning efficiently. However, these standards do not necessarily relate to whether or not the mix of housing types is meeting demand.

Tenure

The figures below indicate that about 69 percent of the Town’s housing stock is owner-occupied while renters occupy approximately 13 percent of households. A number of factors influence tenure patterns including age and household income (Table 3).

Table 3. Town of Ashland Housing Occupancy				
Tenure	1990	% (1990)	2000	% (2000)
Owner Occupied	169	68.9%	192	69.3%
Renter Occupied	28	11.4%	35	12.9%
Vacant Units	48	19.6%	50	18.1%
<i>For seasonal, recreational, or occasional use</i>	24		34	
Total Units	245		277	

U.S. Census Bureau, Census 2000 Data Set SF-1, Census 1990 Data Set STF-1

Housing Values and Rental Rates

Change in median home price is an indicator of housing demand as is the distribution of housing values relative to income levels. The latter helps us understand whether or not housing prices match people’s abilities to pay. As the data illustrates, housing values and rent levels have increased steadily over the last decade in the Town of Ashland, and in the region. Rental rates seem to be rising in some parts of Ashland County, although in a few cases they have stayed stable or have even dropped a small amount. Nationally, studies show that housing costs are rising faster than income (Table 4)

Table 4. Median Housing Values (MHV) and Median Contract Rent Levels

	1990 MHV	2000 MHV	1990 Median Contract Rent	2000 Median Contract Rent
State of Wisconsin	\$62,500	\$112,200	\$331	\$473
Ashland County	\$37,300	\$60,400	\$217	\$317
Agenda Town	\$48,900	\$78,500	\$150	\$250
<i>Ashland Town</i>	<i>\$37,500</i>	<i>\$57,000</i>	<i>\$200</i>	<i>\$250</i>
Butternut Village	\$31,300	\$48,900	\$170	\$263
Chippewa Town	\$43,200	\$76,700	\$138	\$375
Gingles Town	\$45,000	\$78,100	\$213	\$394
Gordon Town	\$38,300	\$53,800	\$169	\$200
Jacobs Town	\$29,000	\$39,200	\$167	\$216
La Pointe Town	\$63,800	\$165,000	\$275	\$275
Marengo Town	\$46,300	\$63,000	\$225	\$113
Mellen City	\$24,900	\$39,600	\$163	\$219
Morse Town	\$43,100	\$75,800	\$150	\$225
Peeksville Town	\$40,000	\$80,000	\$325	\$425
Sanborn Town	\$35,000	\$49,300	\$99	\$164
Shanagolden Town	\$36,700	\$70,000	\$238	\$275
White River Town	\$43,000	\$65,000	\$175	\$310

Source: U.S. Census Bureau: 1990 Census Median Contract Rent (STF 1), 1990 Median Value of Specified Owner Occupied Housing Units (STF 1), 2000 Census Median Contract Rent (SF 3), 2000 Census Median Value of Specified Owner Occupied Units (SF 3).

Income

According to 2000 Census figures, the median household income of Ashland Town residents is \$34,063. The median housing value is \$57,000 (Table 7).

Assuming that the income needed to afford Fair Market Rent (FMR) in the Town of Ashland is comparable to Ashland County the following tables can be referred to when determining the FMR for the Town. According to the tables rents are at or above the fair market rate. Nearly 23 percent of residents do not have the income needed to support a one-bedroom home and about 30 percent are unable to afford a three-bedroom home. Affordability concerns are even more pronounced for persons with fixed incomes (Table 5).

Table 6. 2004 Fair Market Rent by Number of Bedrooms

Location	Efficiency	One Bedroom	Two Bedroom	Three Bedroom	Four Bedroom
Ashland County	\$320	\$356	\$437	\$556	\$628
Wisconsin	\$387	\$481	\$605	\$783	\$883

Source: National Low-Income Housing Coalition

Housing that costs no more than 30 percent of a renter’s income is generally considered to be affordable. Income needed to afford the FMR in the region is as follows:

Table 6. Income Needed to Afford FMR*				
Location	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms
Ashland Co.	\$14,240	\$17,480	\$22,240	\$25,120

Source: National Low-Income Housing Coalition (NLIHC)

*Data is not available at the place level.

Extending the general standard of paying no more than 30 percent of household income as it relates to home ownership, we can develop a roughly comparable scenario about household ability to make a monthly mortgage payment. However, the scenario will vary based on the downpayment brought to the transaction and private mortgage insurance (PMI) that may be required, as well as other items that become part of an escrow account. Following is a sample scenario to provide an understanding of ability to pay.

Assumptions:

Household income = \$34,063 (median income in Ashland Town)
 Median home value = \$57,000 (median home value in Ashland Town)

Monthly household payment including mortgage and escrowed PMI, taxes and homeowners insurance = \$438.95

\$438.95X 12 (months) = \$5,267.40 (annual mortgage, PMI, taxes and insurance)

Household income (\$34,063)/\$5,267.40 (annual payment) = 15.5% of total household income.

Table 7. Household Income	Number	Percent
Less than \$10,000	29	12.8%
\$10,000 to \$14,999	10	4.4%
\$15,000 to \$24,999	31	13.7%
\$25,000 to \$34,999	45	19.8%
\$35,000 to \$49,999	49	21.6%
\$50,000 to \$74,999	43	18.9%
\$75,000 to \$99,999	11	4.8%
\$100,000 to \$149,999	9	4%
\$150,000 to \$199,999	0	0%
\$200,000 or more	0	0%
TOTAL HOUSEHOLDS	227	100%

U.S. Census Bureau, Census 2000 Data Set SF-3

Housing Stock

Another aspect of housing is quality. The appearance of the housing structures within the community gives a powerful first impression to a visitor and contributes to the quality of life experienced by residents (Table 8 & 9).

Table 8. Housing Characteristics – Town of Ashland	
Total Housing Units	277
Average family size	2.96
Average household size	2.66
Owner Occupied	192
Renter Occupied	35
Seasonal	34
Vacant	16
Median Housing Value	\$60,400
Median Contract Rent	\$250

Source: U.S. Census Bureau, Census 2000 Data Set SF-1

Table 9. Age of Housing Stock	
Built 1999 to March 2000	9 / 33%
1995 – 1998	12 / 4.4%
1990 – 1994	13 / 4.8%
1980 – 1989	37 / 13.7%
1970 – 1979	60 / 22.1%
1960 – 1969	15 / 5.5%
1950 – 1959	16 / 5.9%
1940 – 1949	30 / 11.1%
Built in 1939 or earlier	79 / 29.2%
Median Year Built	1967

Source US Census Bureau. Census 2000 Data Set SF-3

Housing for Special Populations

In addition to typical housing units, the Town should also consider the housing needs of special populations, including the elderly and those needing supportive services. Highlighted below are important statistics regarding the aging of Wisconsin's population and the need for long-term care (Exhibit 1).

Exhibit 2 lists the various types of special housing and provides a short description of each. The following sections talk about these housing types in more detail and the extent to which they are available in and around the Town.

Exhibit 1. A Snapshot of Wisconsin's Aging Population
♦ In 2020, 1 in 6 people will be age 65 or older
♦ Between 2000 and 2010, the population aged 85 and older is expected to grow an additional 29 percent.
♦ 80 percent of the adult long-term care population are over 65 years of age.
♦ About 11 percent of state residents 65 and older have long-term support needs that would allow them to receive care in a nursing home.
<p>As one ages, the need for long-term care becomes more important:</p> <ul style="list-style-type: none"> ♦ 3 percent of those 65 to 74 years old need comprehensive long-term care ♦ 11 percent of those 75 to 84 years old need comprehensive long-term care ♦ 39 percent of those 85 and older are estimated to be in need of nursing home level of care

Source: Wisconsin Department of Health & Family Services

Exhibit 2. Types of Special Housing in Wisconsin			
	General Description	Wisconsin	
		Facilities	“Beds”
Nursing home	A nursing home is a facility providing 24-hour services, including room and board, to 3 or more unrelated persons, who require more than 7 hours a week of nursing care.	411	44,319
Facility for the Developmentally Disabled (FDD)	A FDD is facility licensed to treat residents who are developmentally disabled, primarily due to mental retardation or cerebra palsy.	37	2,017
Adult Family Home (AFH)	An AFH is a place where up to four adults who are not related to the operator reside and receive care, treatment or services that are above the level of room and board and that may include up to seven hours per week of nursing care per resident. Counties certify AFHs with one and two beds and the state certifies those with three to four beds.	693	2,684
Community Based Residential Facility (CBRF)	A CBRF is a place where five or more adults, who are not related to the operator or administrator, and who receive care above intermediate level nursing care, reside and receive care, treatment of services that are above the level of room and board, but includes no more than three hours of nursing care per week per resident.	1,361	21,468
Residential Care Apartment Complex (RCAC)	A RCAC is a place where five or more adults reside in individual apartment units and where not more 28 hours per week of supportive services, personal assistance, and nursing services.	129	5,369

Source: Wisconsin Department of Health and Family Services

Nursing Homes

Within Wisconsin there are more than 400 nursing homes serving more than 44,000 state residents. Statewide, the vast majority of nursing home residents (79% in 2001) are admitted directly from an acute care hospital following an illness or injury. Although nursing home occupancy rates are traditionally quite high, they vary widely from a high of 100 percent to a low of 67 percent.

In Ashland County, there are 3 nursing homes with a total capacity of 310 beds. Two are located in the City of Ashland and the other is located in Mellen (Table 10). Exhibit 3 depicts the nursing home capacity in the region.

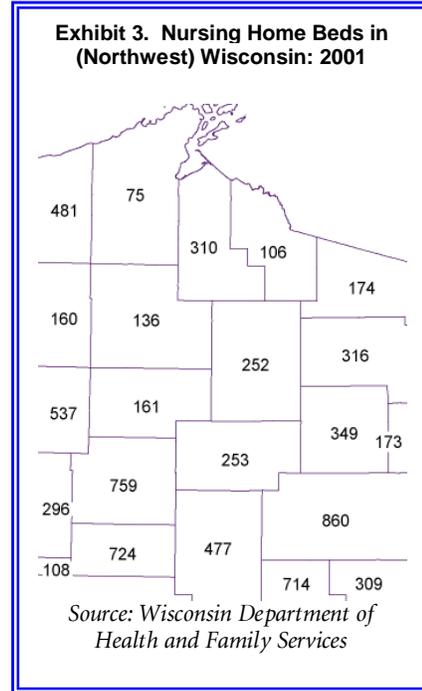


Table 10. Nursing Homes in Ashland County: 2001			
		Bed Capacity	Residents
Ashland Health/Rehabilitation Center	1319 Beaser Ave, Ashland	120	83
Court Manor Health/Rehabilitation	911 3 rd St. West, Ashland	150	150
Mellen Manor	450 Lake Drive, Mellen	40	40
Total		310	219

Source: Department of Health and Family Services Accessed from http://www.dhfs.state.wi.us/provider/nh_FDDsDir01.htm July 2003
 Note: Data is as of December 31, 2001

Assisted Living Facilities

Assisted living facilities are residential settings for people who need some level of health care, but not 24-hour access to nursing services. These include adult family homes (AFHs), community based residential facilities (CBRFs), and residential care apartment complexes (RCACs).

- ◆ **Adult Family Homes (AFHs)** During 2002 there were 693 AFHs throughout the state with a total capacity for over 2,600 individuals. While AFHs serve a wide range of clients, the three largest groups are those with disabilities, those with mental illness, and those with physical disabilities.
- ◆ **Community Based Residential Facilities (CBRFs)** In terms of those served, CBRFs serves the second largest number of state residents requiring special housing options. More than 87 percent of all CBRFs are relatively small (less than 20 beds). The elderly make up the largest group served by CBRFs followed by those with Alzheimer's/irreversible dementia.

Relevant Plans, Policies, Studies and Programs ◆◆◆

The balance of the Housing Element focuses on county, state and federal policies, plans and studies relating to the housing development environment.

Housing: A State Perspective

The State of Wisconsin has developed [the Consolidated Plan for the State's Housing and Community Development Needs](#) to maintain eligibility for funding from the federal Department of Housing and Urban Development (HUD). The current Consolidated Plan became effective in April 2000 and is valid through March 2005.

The Consolidated Plan serves as a guide for implementing the State's strategy for the delivery of housing and community and economic development resources. The Plan suggests that, in general, the supply of housing available to the state's low-income population does not meet the demand for such housing. Very low-income older adult households continue to be impacted by severe housing cost burden, as do persons with disabilities.

The state receives four types of funds to support the development of housing affordable to persons with low and moderate incomes as follows:

- ◆ Community Development Block Grant (CDBG);
- ◆ The HOME Program;
- ◆ Emergency Shelter Grants (ESG); and
- ◆ Housing Opportunities for Persons With Aids (HOPWA)

The state's priority housing needs are outlined through the following six goals.

- ◆ Promote the affordability of housing to all consumers, especially those with severe cost burdens to increase and maintain affordable housing.
- ◆ Encourage the production of new units, including the development of large family units and housing for older adults accompanying support services.
- ◆ Preserve and increase the availability of safe, sanitary housing for low and moderate income renters to include lead based paint hazard reduction and enhanced training and resources for these activities.
- ◆ Provide housing assistance for special needs groups to include homeless prevention activities, expansion of transitional housing programs and increased emergency shelter operating funds.
- ◆ Continue policies and activities that promote fairness and accessibility for all housing consumers, including enforcement and compliance with fair housing laws.
- ◆ Continue efforts to assist with housing disaster relief.

Housing: A National Perspective

Each year, Harvard University's Joint Center for Housing Studies produces a report titled *The State of the Nation's Housing*. The 2002 report states that despite upward trends in price, lower-income households have made the transition to homeownership in recent years. Spurred by the strong economy, favorable interest rates and innovations in mortgage finance, the share of home purchase loans going to lower-income households, and/or households living in lower-income communities increased steadily over the last 10 years.

This share increase is largely due to the emergence of a dual mortgage delivery system in which new types of lending organizations provide distinctly different mortgage products to lower-income markets, than those commonly offered in higher-income markets. Government-backed loans and lending by subprime and manufactured housing specialists account for nearly two-thirds of recent increases in low-income ownership rates. Conventional lending – that is, mortgages with the lowest rates and most favorable terms – accounted for 37 percent of the growth in lower-income lending, compared with 81 percent of loans to higher-income borrowers in higher-income neighborhoods. Innovative financing has enabled many households to become homeowners but, at the same time, these loans are extended at higher cost.

Section 42

Also contributing to the development of rental housing is the [Affordable Housing Tax Credit](#) or Section 42 (section 42 of the IRS code as part of the Tax Reform Act of 1986). The Affordable Housing Tax Credit is a dollar-for-dollar reduction of federal income taxes owed by owners/investors of affordable rental housing for tenants with incomes at specified levels. To receive the tax credit, an owner/investor must maintain a minimum percentage of rent-restricted units for tenants with limited incomes for at least 15 years.

Introduction

Although the nine required Comprehensive Plan Elements are all very much inter-related, understanding the link between transportation and land use is critical to the development of policies and strategies of an effective Comprehensive Plan. Land use decisions inevitably influence transportation needs, and transportation systems clearly influence future land use patterns. This relationship is particularly evident in the development patterns of the last several decades - with the shift in the majority of our nation's population and new business growth from urban to suburban areas being both *fueled by* the construction of new highways and arterial streets, and *fueling* the construction of more highways, increased capacity, and alternative transportation systems to meet increased demands. The goals, objectives, and policies that come out of the Transportation Element should focus on transportation alternatives that will most efficiently serve existing and planned land uses and community needs and desires.

“Understanding the link between transportation and land use is critical to the development of policies and strategies of an effective Comprehensive Plan.”

Town residents depend on the transportation facilities in their community and the region to connect them to other areas of the state and to the rest of the nation and the world. The type, quality, and location of transportation facilities are an important component in residents quality of life and in developing and maintaining a sustainable economy.

There is a significant relationship between transportation and land use. New development or changes in existing land uses, whether incremental or sudden, directly affects the safety and functionality of roadways and the demand for additional transportation facilities. On the other hand, the creation of new transportation corridors or the improvement of existing roadways can have a significant distribution effect on the type and timing of development within a community and/or a region. Thus, this element and the Land Use Element should support and complement one another.



For the foreseeable future, the private automobile will continue to be the dominant mode of transportation. However, it is important to recognize that people have different needs and capabilities and that a good transportation system should include a variety of transportation choices.

Existing Conditions

Local Road Network

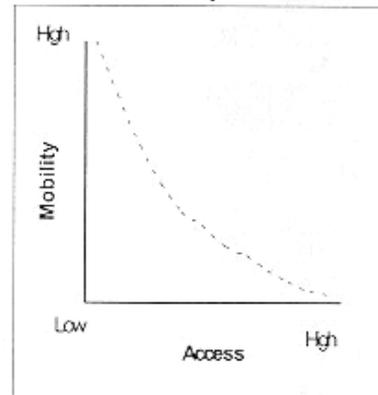
Roadways serve two competing functions: access to individual properties and traffic mobility. These needs compete in that as the number of property accesses increases along a route, traffic mobility decreases.

Access Management

The primary purpose of the road network is to provide access to properties and mobility. These functions often conflict. As the number of access points rises, vehicles slow to enter and exit amid increased vehicle counts, and traffic mobility declines. This concept is often referred to in the industry as access management (Exhibit 1).

Driveway design and spacing has a substantial impact on the existing road system and on preserving the flow of traffic on the surrounding road system in terms of safety, capacity, and speed. State highways and major arterial streets are typically targets of access management efforts. Access management is also of concern on main county roads when there is a transition from a rural environment to a town or city. Cooperation between land use and transportation interests is vital to a well-functioning transportation network, and street and driveway patterns are important determinants of community character. Although the Town does not have jurisdictional authority over state and county highways, development around these highways impacts the amount and type of traffic using the facility. In addition, the extent to which the Town's road system accommodates local travel directly impacts the amount of traffic that is diverted onto state and county roads.

Exhibit 1. General Relationship Between Access and Mobility



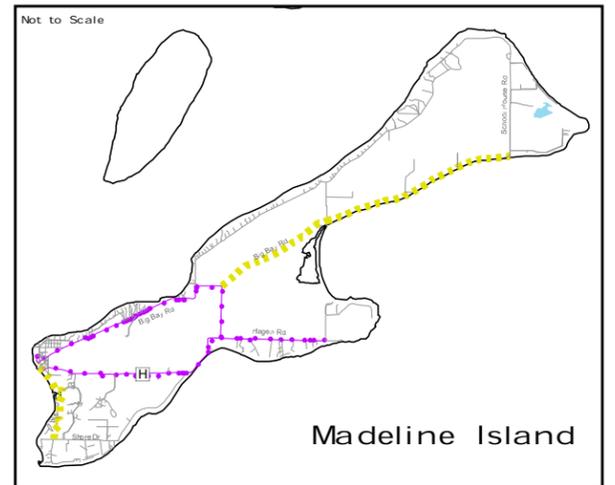
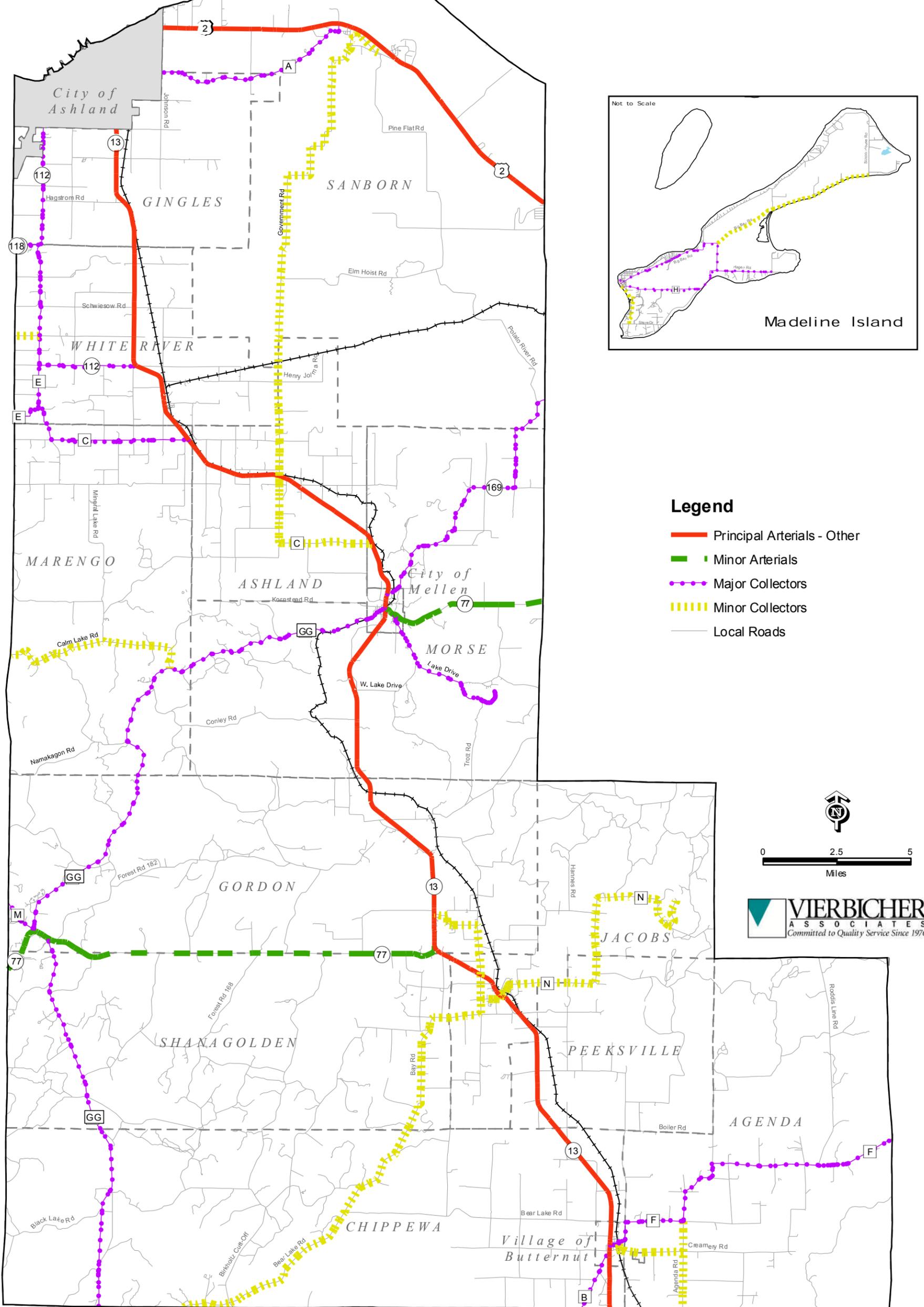
Road Classifications

To help plan for current and future traffic conditions, it is useful to categorize roads based on their primary function. Arterials accommodate the movement of vehicles, while local streets provide the land access function. Collectors serve both local and through traffic by providing a connection between arterials and local roads. The following map shows the various roads in the Town and how they are classified according to the Wisconsin Department of Transportation (WisDOT).



Ashland County

Road Classification



Source: Wisconsin Department of Administration and Wisconsin Department of Transportation

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Committed to Quality Service Since 1976

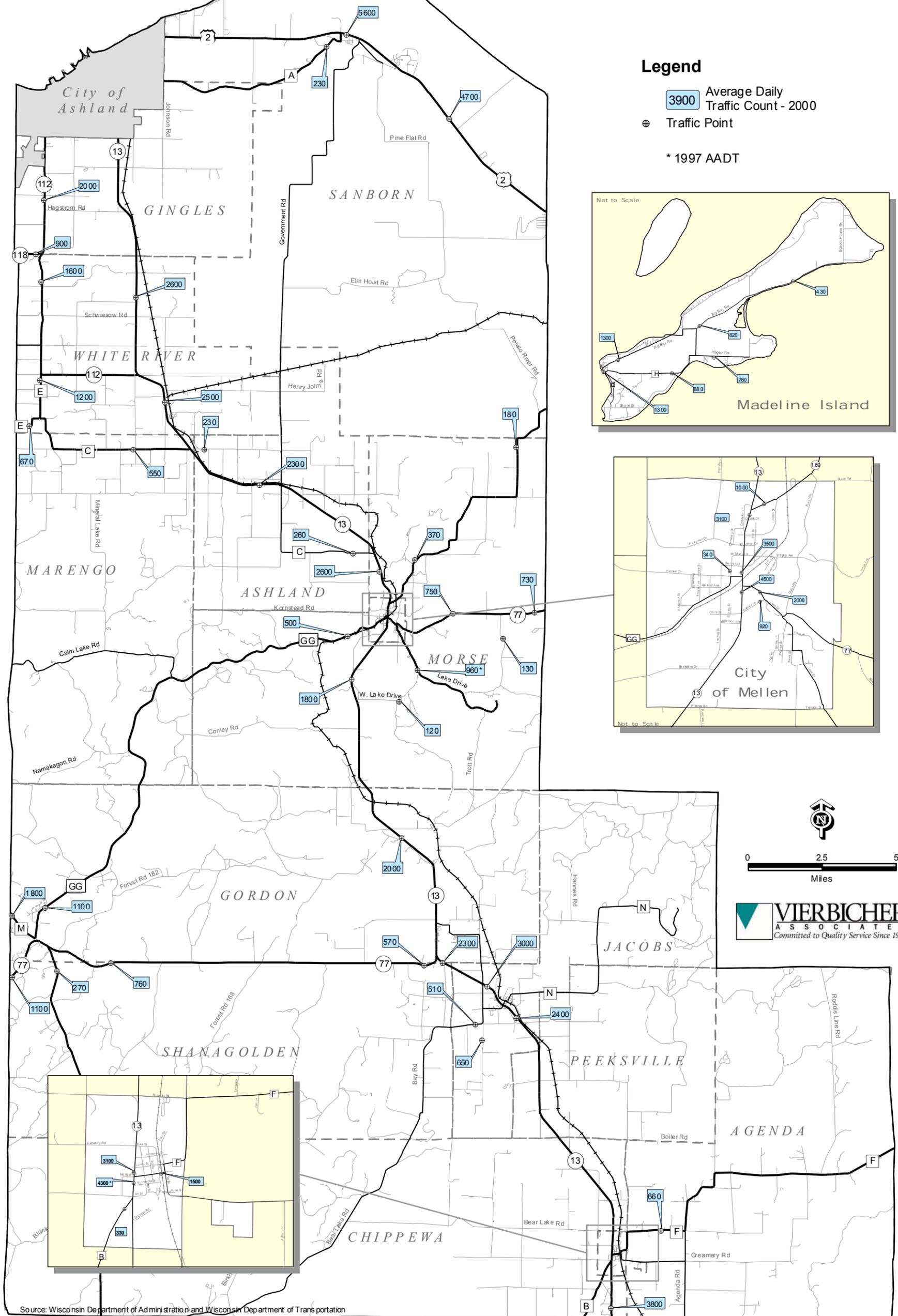
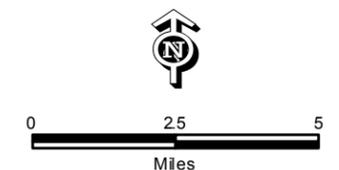
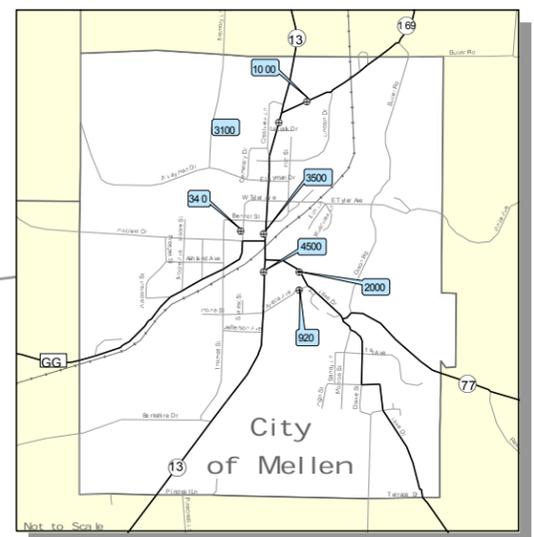
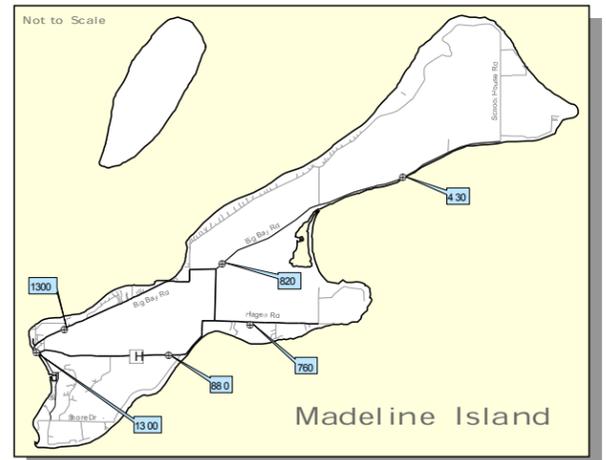
Ashland County

Annual Average Daily Traffic Counts



Legend

- 3900 Average Daily Traffic Count - 2000
- ⊕ Traffic Point
- * 1997 AADT



Source: Wisconsin Department of Administration and Wisconsin Department of Transportation

Principal Arterials – State Highway 13 runs through the Town. According to the WisDOT there are about 7 miles of roadway that are designated as principle arterials in the Town.

Minor Arterials – There are no Minor Arterials in the Town.

Collectors – There are no Major Collectors in the Town. County Highway Letter C is a Minor Collector that runs through the Town. There are about 8-miles of road in the Town that is classified as a minor collector.

Local Streets – All other public roads in the Town that are not classified by the WisDOT are considered to be local roads. There are about 54 miles of local roads in the Town.

Existing Traffic Volume Counts and Traffic Forecasting

WisDOT studies Average Annual Daily Traffic (AADT) counts for roadways at selected locations on a three-year cycle. Traffic volumes reported by WisDOT in May 2003 contain data collected from Ashland County in May 2000. The counts are depicted on the Annual Average Daily Traffic Count map. Traffic counts in the Town of Ashland were taken along County Road C and State Highway 13. It is likely that the traffic volume in the Town, as well as the County as a whole, will in the future remain consistent with current counts into the near future.

Pavement Condition

The surface condition of local roads is an important aspect of a local transportation network. Ensuring a safe, comfortable, and efficient transportation system requires a large public investment, and often requires balancing priorities and making difficult decisions about where to invest resources. The Pavement Surface Evaluation and Rating (PASER) system was developed by the Wisconsin Transportation Information Center to help communities evaluate the condition of local roads and set priorities for road maintenance and repair. The PASER system involves visual evaluation of pavement surface, and provides standard ratings to promote consistency. PASER ratings follow a scale from 1 to 10, 1 being poor and 10 representing excellent road conditions. Pavement ratings were collected for the Town of Ashland in 2003, however that data is not available at this time. Most of the roads in Ashland County are improved roads and therefore will have pavement ratings.

Accident Reporting

The WisDOT prepares an accident report for every quarter of the year. Exhibit 2 illustrates the total number of accidents that occurred between the last quarter of 2002 and the first three quarters in 2003. In the Town of Ashland there were 9 accidents that were reported to WisDOT by law enforcement officials. The Town does not believe that there are any intersections or stretches of road that are more dangerous than others that could possibly be the cause of the accidents.

Rustic Road Conditions

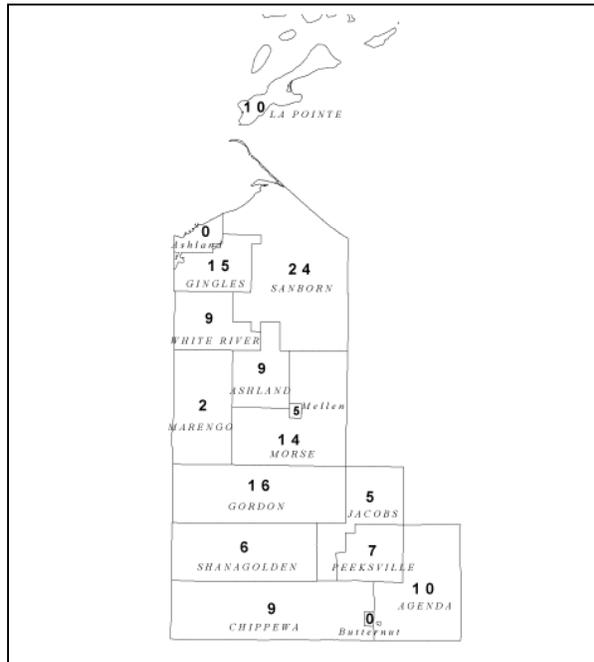
Created in 1973 and sponsored by WisDOT, the Rustic Roads Program provides a tool for communities to preserve byways and back roads that contribute to the aesthetic, cultural, and historic fabric of the state. Throughout the state, there are over 680 miles in the system with 84 designated roadways.

The goals of the Rustic Roads program are:

- ◆ To identify and preserve, in a naturally and essentially undisturbed condition, certain designated roads exhibiting unusual or outstanding natural or cultural beauty.
- ◆ Produce a linear, park-like system for auto, bicycle, and pedestrian travel. Identify roadways for quiet and leisurely enjoyment of local residents and the general public.
- ◆ Maintain and administer these roads for safe, public travel while preserving their scenic and rustic qualities. Establish appropriate maintenance and design standards.
- ◆ Encourage zoning and land use compatibility, utility regulations and billboard control.

An officially designated Rustic Road remains under local control. The Town has the same authority over a Rustic Road as it possesses over other highways under its jurisdiction. A Rustic Road is eligible for state aids just as any other public highway. There are not any officially designated Rustic Roads in Ashland County. The Town of Ashland is interested in the possible designation a Rustic Roads within the Town.

Exhibit 2. Ashland County Accident Count Map

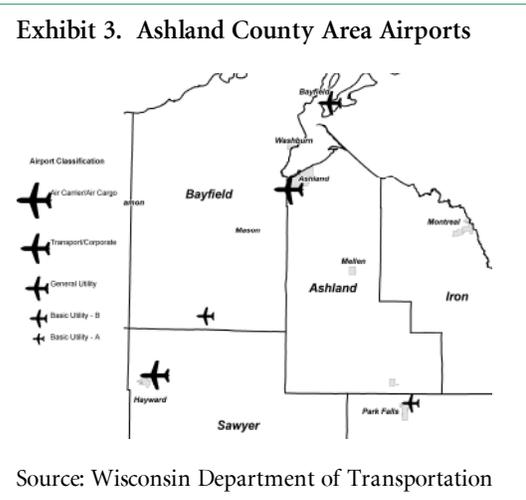


Source: Wisconsin DOT Law Enforcement Report, last quarter of 2002 and first three quarters of 2003

Air Transportation

Airports, aviation, and aviation-related industries play a significant role in the economic success of many Wisconsin communities. Within Ashland County there are 2 airports (Exhibit 3). John F. Kennedy Memorial in the Town of Gingles is a Transportation/Corporate (TC-C) Airport and on Madeline Island there is a GU Airport.

The City of Ashland and Ashland County jointly operate the John F. Kennedy Memorial Airport, and Bayfield County contributes some funds to help support its operation. The airport has two paved runways, and both of these runways are adequate for twin-engine aircraft. The airport is primarily used for business and recreational uses. Roughly half of the flights to the airport come from businesses and industries such as C.G. Bretting, Larson Juhl, M&I Bank, Duluth Clinic, Xcel Energy and others. It is believed that the airport will continue to grow and be an important component of the County's economic plan.



In August of 2003 Governor Jim Doyle has approved a \$510,000 project that will develop a new hangar area and associated taxiway as well as installation of Precision Approach Path Indicators at the John F. Kennedy Memorial Airport. Construction of the new hangars will be privately funded. Facilities at the airport include a 5,200-foot primary runway and a 3,500-foot secondary runway.

There is also an airport in Park Falls in Price County called the Park Falls Municipal Airport, it is an FAA Classified General Utility (GU) airport.

FAA Airport Classification System:

The airport classification scheme was developed for planning efforts that expand upon the traditional classification system for defining the role of an airport. The classification process took into account existing conditions and planned near-term improvements as contained in airport master plans and/or airport layout plans. The classification system divides airports into four categories.

- ◆ Air Carrier Cargo (AC-C) airports are designed to accommodate all aircraft. Airports in this category are usually referenced by the types of air carrier service being provided.
 - Short-haul air carrier
 - Medium-haul air carrier
 - Long-haul air carrier

- ◆ Transportation/Corporate (TC-C) airports are intended to serve corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes used in commuter air services.
- ◆ General Utility (GU) airports are intended to serve virtually all small general aviation single and twin-engine aircraft, both piston and turboprop, with a maximum takeoff weight of 12,500 pounds or less.
- ◆ Basic Utility (BU) airports are intended to serve all small single-engine piston aircraft and many of the smaller twin-engine piston aircraft with a gross takeoff weight of 12,500 pounds or less.

Based on projections contained in the Wisconsin State Airport System Plan-2000, the following table depicts the classifications of airports in the area (Table 1).

Table 1. Forecast General Aviation Operations and Classifications for Airports in State Airport System in Region: 2000 to 2020			
Airport Name	2000	2010	2020
Park Falls - Park Falls Municipal	BU-B 2,300	BU-B 2,300	BU-B 2,300
Ashland – John F. Kennedy Memorial	AC/C 15,900	AC/C 15,900	AC/C 15,900
La Pointe - Madeline Island Airport	GU 2,000	GU 2,000	GU 2,000
Rhineland – Rhineland/Oneida County	AC/C 37,000	AC/C 38,000	AC/C 40,000
Cable – Cable Union	BU-B 3,000	BU-B 3,000	BU-B 3,000
Hayward – Sawyer County	T/C 19,000	T/C 19,000	T/C 19,000

Source: Wisconsin State Airport System Plan – 2020

Railroad Facilities

With increased rail efficiency and truck-rail intermodal trends, the State Department of Transportation has forecast that some railroad lines will see continued growth in the future. However, according to *Transportation investment, Economic Development, and Land Use Goals in Wisconsin* (June 2002), due to lack of a freight-rail customer base, consolidation of rail service providers, rail abandonment, and rail-to-trails conversion initiatives, most counties in Northern Wisconsin feel that rail service is lacking in their county. The Canadian National Railroad travels through Ashland Town (Exhibit 4).



Bicycle and Pedestrian Facilities

Bicycling and pedestrian facilities play an important role in moving people within a community for purposes of necessity and/or pleasure. These types of mobility are often overlooked, yet many individuals choose these modes for their primary transportation. The bike trails within the county are generally along roads that the county has designated as bike routes. These designated routes provide residents and tourists alike the chance to enjoy the region's natural beauty.

Improvements to bicycle/pedestrian facilities typically occur in conjunction with road projects, and road improvement schedules are tied to local, county and state capital improvement budgets. There are no bike or pedestrian trails in the Town, in the future the Town may be interested in developing a trail. In addition to any county or local plans that may be developed, the State has adopted several pedestrian and bicycle transportation plans:

- ◆ Wisconsin Bicycle Transportation Plan 2020
- ◆ Wisconsin Pedestrian Policy Plan 2020
- ◆ Wisconsin Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21st Century
- ◆ Wisconsin Department of Natural Resources State Trails Network Plan

Currently the Wisconsin State Trails Network Plan does not identify that there are any trails proposed in the region.

There is a Federal trail called the North County Trail that is also located in Ashland County. The total trail length will eventually cover 3,200 miles. The Trail links New York's Adirondack Mountains with the Missouri River in North Dakota. The trail journeys through a variety of environments. Today, almost half of this trail is open for public use in both winter and summer time.

Winter Activities

Winter sports are an important activity in Ashland County and have a significant impact on the economy. Local residents and tourists both enjoy taking part in many snow-related sports.

Cross Country Skiing and Snowshoe Trails

Cross-country ski trail information and maps are available from the Wisconsin Department of Tourism as well as from local sources. Near Clam Lake there is an 11 mile West Torch River Ski Trail. Copper Falls State Park has 8 miles of trail and Penokee Mountain maintains 11 miles of trail. In the Chequamegon-Nicolet National Forest there are a total of 205 miles of trails. Maps of the National Forest trails are available at the trailheads.

Snowmobile & ATV Trails

Wisconsin snowmobilers are proud of the statewide trail system that ranks among the best in the nation. This trail system would not be possible without the generosity of the thousands of landowners around the state, as 70 percent of all trails are on private land. Trails are established through annual agreements and/or easements granted by these private property owners to the various snowmobile clubs and county alliances throughout the state.

Snowmobiling and associated trail systems are an important asset to the area. Specifically, they assist in expanding the range of recreational opportunities in the Town. They also serve as a winter time attraction, assisting the area in promoting its image as a year-round tourism destination. There are several snowmobile and ATV clubs in the area. According to the Wisconsin Department of Tourism, Ashland County has 204 miles of County and Community Trails and Chequamegon-Nicolet Great Divide Trail National Forest contains 160 miles of trails. The Department of Tourism can provide further information regarding the location of snowmobile and ATV trails in the region. The Town has designated ATV trails.

ATV and snowmobile trails are often areas of much controversy. It is important that the Town as well as the County involve all interested residents a chance to comment and give input regarding the development of trails. Currently there are several proposed trails within Ashland County.

Water Transportation

Today, water transportation continues to serve as the most efficient method for moving bulk commodities. Wisconsin's commercial ports are major economic hubs that generate thousands of jobs. The nearest commercial port is Duluth-Superior Port. The port is the Great Lakes' largest harbor. Each year it hosts about 1,100 lake carriers and oceangoing ships. Water transportation also provides communities recreational opportunities such as water-skiing and fishing. The Town of Ashland has a public water access point at Bass Lake. Elsewhere in the County, the Ashland Municipal Marina provides moorage and access to tourists and local boaters. The Madeline Island Ferry also travels between Ashland and Madeline Island transporting both passengers and vehicles. In the winter there is a windsled that carries passengers to and from the island. An ice road is also available for travel to and from the island. This road is maintained through the winter months when the ice is thick enough.

Trucking

Trucks handle almost 90 percent of all freight tonnage shipped from Wisconsin, serving businesses and industries of all sizes and in all parts of the state. The state has a 112,000 mile network of state highways and local roads, including the 3,650 mile Corridors 2020 network of four-lane backbone and key connector routes. State Highways 13 and 112 are officially designated truck routes in Ashland County. Interstate Route 2 is also designated as a truck route. Truck traffic is permitted on county roadways within the Town as long as materials being carried do not exceed legal axle weights enforced by the state. County Highway 13 travels through the Town (Exhibit 5).

Mass Transit

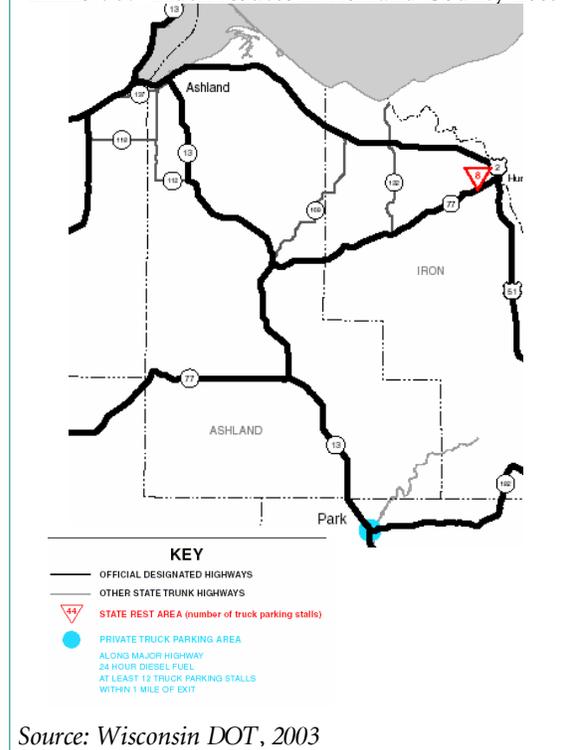
The Town does not have access to public transportation. According to the Department of Transportation the nearest available transit system is located within Bayfield County. However for use in longer trips a commercial busline makes a stop in the City of Ashland.

There are two private transportation services in the County. One taxi service serves only the City of Ashland, while the other travels throughout the County and will transport people to different areas as necessary. In addition, a bus that generally services the City of Ashland is available on an as needed basis to residents of the Town of Marengo, Mellen City, Glidden, and the Village of Butternut. Currently the County is in the process of trying to coordinate with other places to offer transportation to Park Falls on selected days to residents of the Village of Butternut and Glidden. The County also works with groups of volunteers in the County who are able to provide transportation to people going to doctor appointments. From January through September of 2003 the volunteers assisted with providing transportation for about 180 people.

Paratransit

Paratransit services provide transportation for those people whose needs are not met by conventional transit options. Paratransit service is required by the Americans with Disabilities Act (ADA) as a supplement to any fixed route public transportation system. Typically, paratransit is provided on an as needed basis, rather than a scheduled route. Eligibility to use paratransit services requires that an individual be unable to use the

Exhibit 5. Truck Routes in Ashland County 2003



existing transit service. Since there is no mass transit system in the Town, paratransit service is not required.

Highway Projects

The Town of Ashland has completed many road projects since the year 2000. In cooperation with the U.S. Department of Transportation, the Bureau of Indian Affairs, and the Township of White River, a \$300,000 bridge was installed over the Marengo River on Government Road. With the Wisconsin DOT flood aid, a bottomless span culvert is in the process of being installed over the Silver Creek on Delafield Road in the Town. The Ashland County Highway Department will be re-surfacing County Highway C in 2005. Lastly, three huge culverts in the Billy Creek system are being replaced with help from the Bade River Watershed Association and the United State Fish and Wildlife Service. Because of its small size, the Town cooperates with multiple organizations and jurisdictions to complete transportation projects. The Wisconsin Department of Transportation LRIP funds have also been utilized to pave selected roads throughout the Town.

Review of Existing Transportation Plans

There are a number of statewide transportation planning efforts that will have a bearing on the presence or absence of transportation facilities and services in the region. Most of these efforts developed umbrella policy documents that provide general goals and policies that cover the state as a whole. The following section provides a brief overview of the plans that have been completed or that are in a draft phase and how they might affect area residents and the preparation of this plan (Exhibit 6). The overall goals and objectives of these plans will be taken into consideration if and when the Town undertakes any planning efforts that either directly or indirectly impact the area's transportation system.

Exhibit 6. Existing State Transportation Plans	
Translinks 21	WI Department of Transportation
Wisconsin Bicycle Transportation Plan 2020	WI Department of Transportation
Wisconsin State Highway Plan 2020	WI Department of Transportation
Wisconsin State Airport System Plan 2020	WI Department of Transportation
State Recreational Trails Network Plan	WI Department of Natural Resources
State Pedestrian Plan	WI Department of Transportation

- ◆ *Translink 21* – Prompted by the federal Intermodal Surface Transportation Efficiency Act (ISTEA), *Translink 21* is a broad plan intended to guide transportation investments through the year 2020. From this plan, individual plans for highways, airports, railroads, bikeways, pedestrian and transit continue to be shaped.
- ◆ *Wisconsin Bicycle Transportation Plan 2020* - This plan provides a blueprint for integrating bicycle transportation into the overall transportation system. The plan analyzes the condition of all county and state trunk highways and shows the suitability

- of roadways for bicycle travel. Guidelines are available for accommodating bicycle travel when roadways are constructed or reconstructed.
- ◆ *Wisconsin State Highway Plan 2020* - The State Highway Plan 2020 outlines investment needs and priorities for the state's investment needs and priorities for the state's 1,800 miles of State Trunk Highway through 2020. Given the financial realities of maintaining this extensive road network, the plan establishes priorities for funding. Most of the funding is allocated to Corridors 2020 backbone and collector routes.
 - ◆ *Wisconsin State Airport System Plan 2020* - This plan provides for the preservation and enhancement of public use airports that are part of the State Airport System over a 21-year period. Overall, the Plan recommends no new airports and no elimination of existing facilities.
 - ◆ *State Recreational Trails Network Plan* - The plan identifies a network of trail corridors through out the state referred to as the "trail interstate system" that potentially could consist of more than 4,000 miles of trails. These potential trails follow highway corridors, utility corridors, rail corridors, and linear natural features.
 - ◆ *Wisconsin State Pedestrian Policy Plan 2020* – Wisconsin Department of Transportation. The plan outlines statewide and local measures to increase walking and promote pedestrian safety. It provides a vision and establishes actions and policies to better integrate pedestrians into the transportation network.
 - ◆ *Best Management Practice Guidelines for the Wisconsin Portion of the Lake Superior Basin – March 2003* - This set of guidelines is meant to be a working document that is focused on reducing nonpoint pollution. This best management practice guideline is intended to building on the conservation projects of the past and incorporate newer technologies and ideas. The document is divided into sections based on different activities that have been identified as being important. These sections include project planning, roads, forestry, agriculture, critical area stabilization, habitat and development.

Funding Opportunities

WisDOT administers a number of programs to defray the cost of enhancements to local transportation systems. Eligibility options may increase through coordination due to population thresholds associated with some programs. In addition, cost savings and a more seamless transportation network between and around communities may be realized as a result of joint efforts. A complete list of programs is available at www.dot.state.wi.us and should be consulted to understand the full array of programming. The following is a list that the Town may wish to start with when seeking out funding for transportation related activities; the list provides a brief overview of available programs.

Local transportation enhancements program: The program requires a local match of 20 percent and allows for bicycle and pedestrian facility system enhancements such as the development of a bicycle commuting route, landscaping, and other scenic beautification.

Elderly and disabled transportation capital assistance program: This annual grant program provides capital funding for specialized transit vehicles used to serve the elderly and persons with disabilities. The program covers 80 percent of the total cost of equipment.

State Urban/Rural/Small Urban Mass Transit Operating Assistance Program: This program provides funds for eligible project costs to public bus and shared-ride taxi programs. Eligible public transportation services include any bus, shared-ride taxicab, rail or other conveyance, either publicly or privately-owned, that provides general or special service on a regular and continuing basis. Local units of government are eligible to apply.

State of Wisconsin Department of Transportation Six Year Highway Improvement Program: The state highway system consists of 744 miles of Interstate freeways and 11,147 miles of state and US-marked highways. While the 11,794 miles of state highways represent only 11 percent of the 110,594 miles of public roads, they carry over 29 billion vehicle miles of travel a year, or about 58 percent of the total annual statewide travel. The remaining 99,160 miles are maintained and approved by local units of government.

Utilities and Community Facilities

Town of Ashland

Introduction

Community facilities are buildings, lands, services and programs that serve the public. Examples of community facilities are parks, schools, and fire and police protection. Public works such as water supply, sewer systems, storm water facilities and power generation and distribution make up the physical components of a community. Together, community facilities and utility infrastructure allow the Town to function, grow, and enhance the community's quality of life.

“Together, community facilities and infrastructure allow the Town to function, grow and add to the community's quality of life.”

This Plan Element inventories existing facilities and services currently provided by both the public and private sectors, identifies the capacity of these services along with unmet needs, and evaluates the need for improvements or additional facilities over the next 20 years. The inventory divides utilities and facilities into two categories.

- ◆ Utilities/Infrastructure – the physical systems, networks and/or equipment necessary to provide for and support the basic needs of urban land uses, including systems, networks, and equipment, but excluding transportation infrastructure.
- ◆ Community Facilities – public buildings and grounds that provide space, services or programs, or from which services or programs are co-ordinated, that are aimed at improving the quality of life, safety, or general welfare of community residents.



Utilities and Community Facilities

Town of Ashland

Utilities and Community Facilities

Stormwater Management

The Town does not own or operate any stormwater management facilities. The Town does not expect growth to occur at a density that would require developing any new facilities in the future.

Water System

Private wells serve homes and businesses in the Town. Due to the rural nature of the area there are no plans for a water system to connect homes in the Town to a single water source. Unlike public water systems, protection and maintenance of private wells is largely the responsibility of homeowners. The entire community needs to work together to develop a protection plan that safeguards everyone's water supply. Good construction and proper location are critical in ensuring a safe drinking water supply. Care needs to be taken to locate the well far from potential pollution sources. NR 812, Wis. Adm. Code requires new wells to be located:

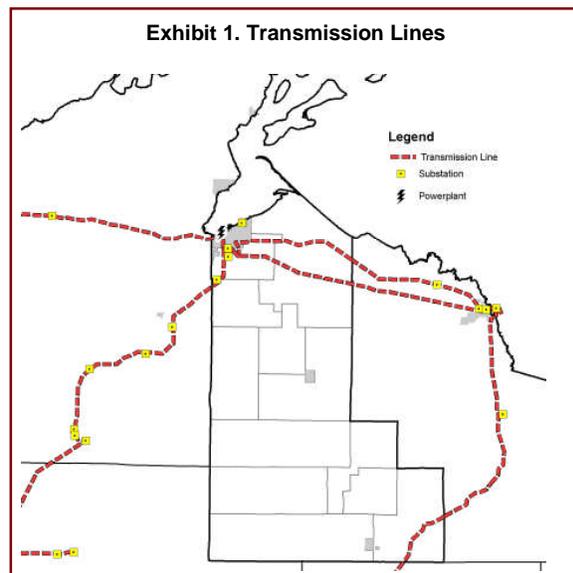
- ◆ 25 feet from septic tanks
- ◆ 25 feet from the high water mark of a lake, pond or stream
- ◆ 50 feet from livestock yards, silos, and septic drainfields
- ◆ 100 feet from petroleum tanks
- ◆ 250 feet from a sludge disposal area or an absorption, storage, retention or treatment pond

In addition to state and county codes there is a section of the Bad River Reservation that is in the town. Bad River Tribal ordinances will apply to this segment of land.

Wastewater Facilities

There are currently no sewer or public utilities in the Town of Ashland. Residences and businesses rely on private septic systems and wells. Septic systems are wastewater treatment systems that use septic tanks and drainfields to treat and dispose of the wastewater in the soil. Septic systems are generally used in rural areas that have large lots where sanitary sewer services are not available. Ashland County reviews and issues permits for such private wastewater treatment systems. The Town does not have any plans to create or build a wastewater treatment facility.

Telecommunication



Source: Public Service Commission



Utilities and Community Facilities

Town of Ashland

There is not a cell tower located in the Town of Ashland. The Town does not have any current plans to pursue cellular towers, however if a carrier wanted to locate a new cell tower in the Town, the Town would work with Ashland County and the cellular carrier to ensure the tower is located in an appropriate place that meets all regulations and will seek to protect the scenic views that are valued by Town residents.

There are two telephone companies, Century Tel and Chequamegon Telephone Coop, in the Town.

Electric and Natural Gas

Xcel Energy and Bayfield Electric provide electrical services in the Town of Ashland (Exhibit 1). There is not natural gas hook-up available in the Town. Alternative sources of power are also being utilized within the Town.

Fire Tower

There is a fire tower located in the Town that serves as part of a safety network to lookout for forest fires.

Solid Waste Disposal/Recycling

The Town contracts with Tri-M Sanitary which picks up solid waste and materials for recycling at a drop-off site within the Town. Tri-M has an annual collection in the spring for appliances and other larger items. Throughout the County, the UW Extension Service administers a program to collect hazardous products. In the City of Ashland there is a paint recycling program. The Boy Scouts, 4-H Clubs, and Boys and Girls Clubs throughout the County operate multiple aluminum can recycling bins.

Leaves, Wood, and Compost: There is no composting site within the Town.

Library Services

Library resources are an important part of any community base. No exact social standard can be applied to any one community, as the needs and desires of citizens vary widely. Data for the individual library branches in Ashland County is not available; however, data is given on a countywide basis. There are four libraries that are part of the Northern Waters Library Service, which cover the entire county. The libraries are located in Ashland, La Pointe, Mellen, and Odanah.

According to the annual Library Statistics Report compiled by the Wisconsin Department of Public Instruction the libraries are operated by approximately five librarians and about five other paid staff. The libraries are open an average of 35.5 hours in the summer months and 37 hours in the winter months. In 2002 the libraries housed 64,988 book and serial volumes and had 286 periodical titles available. There are 16 computer terminals accessible to the public; 12 of those computers offer access to the Internet. Many audio, electronic and video materials are also available to borrowers. The library also offers many programs to adults and children. In 2002 a total of 4,735 individuals within the County attended those programs (Table 1).





Utilities and Community Facilities

Town of Ashland

The libraries receive funding from both state and county appropriations. The total operating expenditure in 2002 was \$572,055. A majority of those funds were from either municipal or county appropriations, which is an average per capita tax of \$39.80.

Amenities	Planning Standard*	Existing Amount	Preferred Amount	Surplus/ (Deficit)
Book Stock	3.5 - 5 per capita	64,899	38,021	26,878
Facility Space	0.7 - 0.8 sq. ft. per capita	16,826	7,604	9,222

* Source: Urban Land Institute standards should be used as a flexible guide and adapted to the particular needs of the community. Department of Administration 2002 county population estimates (10,863) were used to calculate this table.

Note: Professional and experts were consulted by ULI

Parks and Open Space

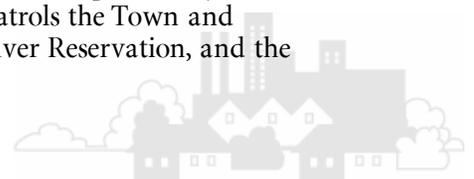
One of the principal assets of a community is its recreational opportunities. The Town of Ashland has several recreational facilities (Table 2). The Town owns a beach at Bass Lake that has picnic tables and changing rooms. There is also a baseball diamond on Highway 13. There are also snowmobile trails that are located in the Town. There is one snowmobile trail located in the Town that is part of the Ashland County Corridor. The Town's previous land use plan states that they wish to preserve and protect more open space and areas of cultural and historical benefit. The Town plan would like to investigate the bathroom facilities and an extended picnic area at Bass Lake bend. They would also like to develop a hiking trail from Highway C along Trout Brook to the North County Trail in the Chequamegon Forest.

Park/Trail	Location	Facilities	Acreage/Miles
Bass Lake Beach	Bass Lake	Picnic tables, changing room, baseball diamond, beach	1.8 acres
Managed Forest Law Land – Open to public	Scattered Locations	-	2,405 acres
Managed Forest Law Land – Closed to public	Scattered Locations	-	625 acres

Source: Town of Ashland & DNR

Police Service

Ashland County is serviced by a 911 Emergency Response System that is operated by the Sheriffs Department. The Ashland County Sheriffs Department patrols the Town and surrounding areas. The City of Mellen, Town of La Pointe, Bad River Reservation, and the





Utilities and Community Facilities

Town of Ashland

City of Ashland all have their own police services. During the day there are two deputies that patrol the county and respond to calls. At night there are three deputies that patrol the County. The department employs 11 full time patrol deputies, one sheriff, one undersheriff, and one lieutenant. There is also one investigator, 18 full time corrections and dispatch personnel, and seven additional part time dispatch staff. The Department is located in the City of Ashland (Table 3).

Table 3. Sheriff Department 2003 - Ashland County Sheriffs Department	
Amenities	Existing Amount
Deputies	11
Vehicles	14

Source: Ashland County Sheriffs Dept

Table 4. Calls For Service - Ashland County Call Volumes*	
2003	5,681

Source: Ashland County Sheriffs Dept

**Does not include Bad River Reservation, Town of La Pointe, City of Mellen, or the City of Ashland*

The calls for service represent calls made on a countywide basis and include both civil and criminal complaints. The calls for service do not represent calls made only from the City of Ashland (Table 4).

Emergency Medical Services

The Town of Ashland has a mutual aid agreement with Mellen and Morse to provide emergency medical services when needed. The emergency medical service may involve intercept with the Ashland Ambulance service which has paramedics on staff. In addition, helicopter services may be available to transfer people with the Flight for Life from St. Mary's and St. Luke's hospitals in Duluth.

Fire Protection

Ashland has a mutual aid agreement with Mellen, Morse, Glidden and Marengo to provide fire services.

Town Hall

The Hall serves as the headquarters for the Town Board and various other committees. The Town Hall is available to Town residents for various functions. Rent may be charged for private functions. Non-profit organizations, such as 4-H, have used it for free. The Town needs to refurbish the hall to make it more handicap-friendly. For example, the bathrooms in the hall need to be improved in addition to making the basement a functional space.





Utilities and Community Facilities

Town of Ashland

Health Care Facilities

Some communities in Wisconsin have been designated by the U.S. Department of Health and Human Services as a Health Professional Shortage Area. Either a geographic area or a specific population can be designated as an HSPA. This designation is used to determine eligibility for at least 34 federal programs, and state programs. According to the Wisconsin Office of Rural Health portions of Ashland County have been designated as HSPA. The Town of Ashland is not included in this designation. About 20 percent of the U.S. Population live in areas designated as a shortage area.

Health care facilities available to Town residents include the Ashland Clinic, Grandview Health System Clinic, Marshfield Clinic, Memorial Medical Center, Flambeau Hospital, Chequamegon Clinic, Main Street Clinic and many other health care providers for specialized treatment. The County Human Services Department is available to serve social and health needs.

Nursing Homes & Elder Care

There are three nursing homes in Ashland County (Table 5). There are no nursing homes in the Town of Ashland. The Town would like to note that more basic services for the elderly in the County are needed. The unavailability of these services often results in people having to be placed in nursing homes.

Nursing Home	Location	Number of Beds	Ownership Type
Ashland Health / Rehab Center	1319 Beaser Ave, Ashland	118	Corporation
Court Manor Heath Rehab	911 3 rd St. West, Ashland	150	Corporation
Mellen Manor	450 Lake Dr., Mellen	40	Limited Liability Partnership

Source: Department of Health and Family Services

Cemeteries

There is one cemetery in the Town. There are also a few unmarked cemeteries in the Town of historical significance, as they were sited by the old County Poor Farm Facility, once located in the Township.





Utilities and Community Facilities

Town of Ashland

Childcare Facilities

Within Ashland County there are a total of 33 certified and 30 licensed daycare programs with capacities ranging from 8 to 46 children. In the Town of Ashland there are no licensed day care programs and there are two certified childcare providers. A regulated program has either been licensed through the state or certified by Ashland County. A program's capacity does not necessarily reflect the number of children that are currently enrolled in programs. The capacity reflects the amount of children the program could possibly serve at any one time. Data generally shows that childcare demand outstrips supply locally, statewide and nationally. The cost of care plays a big part in household decisions about childcare arrangements. (Table 6). Several opportunities exist to improve childcare in the Township.

Table 6. Ashland County Certified and Licensed Childcare Providers - 2004		
Location	Licensed	Certified
City of Ashland	26	28
City of Mellen	2	-
Village of Butternut	-	1
Town of Jacobs (Glidden)	2	-
Town of White River (Marengo)	-	2
Town of Ashland (Highbridge)	-	2
TOTAL	30	33

Source: Ashland County Health and Human Services Department

Schools

The Mellen School District currently serves school-age children in the Town of Ashland (Exhibit 2). Information about school-age children and the district schools they attend can be found in Tables 7 and 8. Several families in the Town home school children and there is a private school, the Christian Academy, which is located within the Town boundaries. Currently, school enrollments are dropping. This is causing most schools within the county to reevaluate their services and determine the best way to provide for district residents and their school-age children. The Town will continue to work and communicate with the school district to ensure that both district and Town needs are being met.

Table 7. Town of Ashland School Enrollment 2000		
Town of Ashland	Number	Percent
Nursery School, Preschool	12	10%
Elementary school (K-8)	68	55%
High school	35	28%
College or graduate school	8	7%
TOTAL	123	100%

Source: 2000 US Census, Data Set SF-3



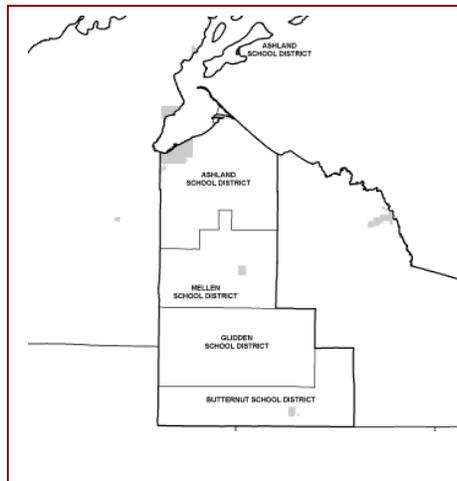
Utilities and Community Facilities

Town of Ashland

School	Location
Mellen Elementary and Mellen High School	Mellen, Wisconsin

Source: Department of Administration

Exhibit 2. Ashland County School Districts



Source: US Census Bureau, 2000

Universities and Technical Schools

In Wisconsin there are 16 technical college districts. The Town is located in the Wisconsin Indianhead Technical College district. The district includes 11 counties. Its campuses are located in Ashland, New Richmond, Rice Lake, and Superior. A 9-member board governs the district. Evening adult classes are held in schools in Mellen, Glidden, and Butternut.

Other nearby post-secondary schools include Northland College, a four-year institution that is located in the City of Ashland, and Gogebic Community College, which is a two-year institution located in Ironwood, Michigan. There are also many Wisconsin based colleges and universities that offer continuing education or other coursework in or near Ashland County.





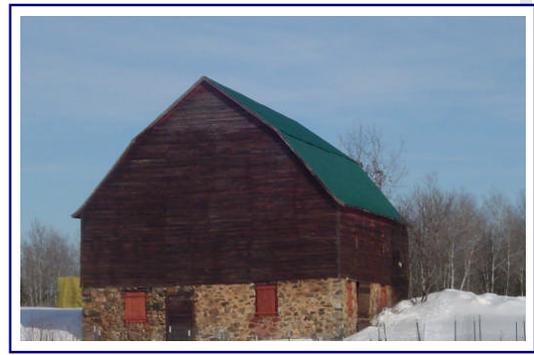
Agricultural, Cultural, & Natural Resources

Town of Ashland

Agricultural Resources

America's farmland and open space are under ever-increasing pressure from growth and development. Each year countless acres of rural land are developed. In partial response, the President has created "The President's Council on Sustainable Development." Between June 1993 and June 1999, the PCSD advised former President Clinton on sustainable development and developed bold, new approaches to achieve economic, environmental, and equity goals. From this effort, the United States Department of Agriculture (USDA) has committed itself to a number of new principals on sustainability.

Benefits to preserving rural land are sometimes hard to measure. For example, it is difficult to place a value on scenic areas. Lacking prices, developing economic benefit measures for preserving open space and agricultural land becomes problematic. However, while agricultural production can create environmental problems, properly managed farmlands provide non-market benefits, including improved water and air quality, and conserved wetland habitat. Farmland creates aesthetically pleasing landscapes and can provide social and recreational opportunities. Conserving land for agriculture also helps preserve farming as part of the rural economy.¹



Agriculture can co-exist with development and expanding populations while at the same time providing opportunities for growing new crops. However, farmers are often faced with changing their business practices to survive in urbanizing areas as the products and services they offer are no longer as valuable, or traditional delivery and marketing mechanisms are no longer feasible. To adapt to urbanization and its associated rising land values and increased contact with new rural residents, farmers must modify their operations to emphasize higher value products, more intensive production, or a more urban marketing orientation.² In the northern section of Ashland County there are a number of specialty crops under cultivation. Most notable are the apples that are currently being grown in the area. In the City of Ashland, there is a farmers market that only allows the sale of organic foods. An active group of organic growers operate within the County.

National studies and county level plans have concluded that, on average, residential development requires approximately \$1.24 in expenditures for public services for every dollar generated in tax revenue. By contrast, farmland or open space generates 38 cents in costs for each dollar in taxes paid.

¹ Development at the Urban Fringe and Beyond: Impacts on Agriculture and Rural Land, Economic Research Service, U.S. Dept. of Agriculture. Agricultural Economic Report 803, June 2001.

² Development at the Urban Fringe and Beyond: Impacts on Agriculture and Rural Land, Economic Research Service, US Dept. of Agriculture. Agriculture Economic Report 803, June 2001.



Agricultural, Cultural, & Natural Resources

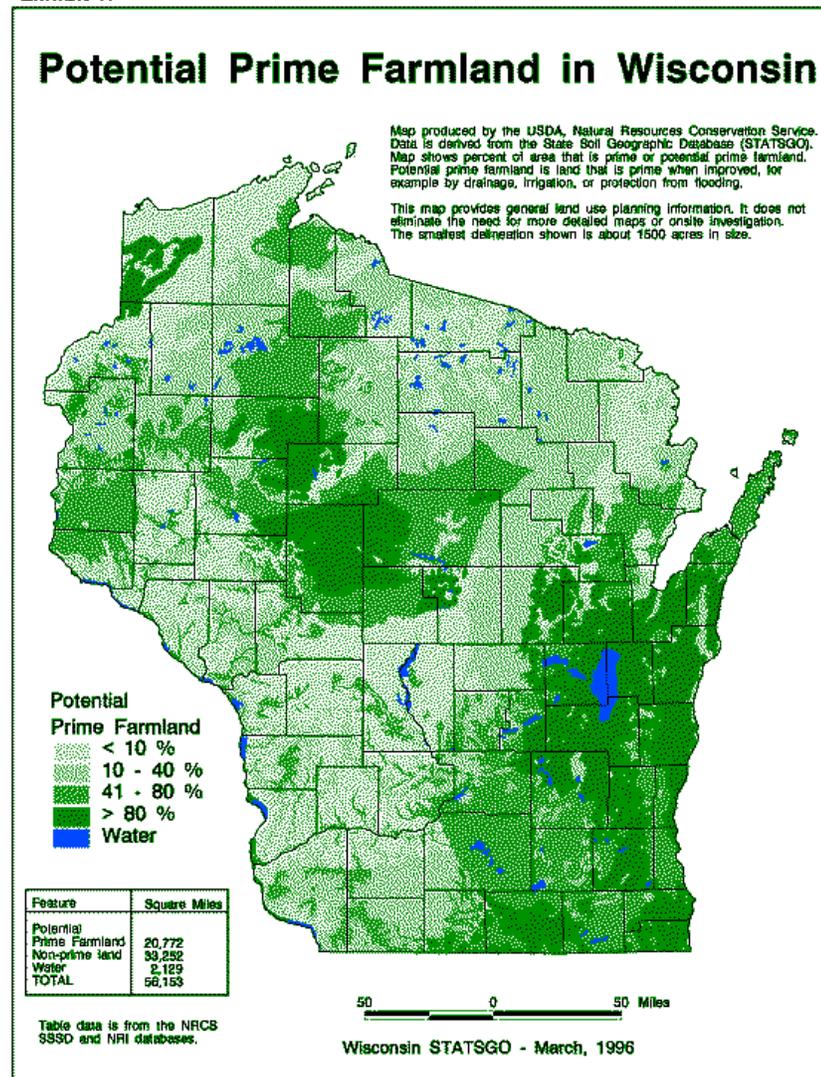
Town of Ashland

Predominantly focused in the upper Midwest, America's prime farmland regions coincide with our traditional notions of America's farm belt. While not containing as much prime farmland area as some other upper Midwest states, Wisconsin is still home to many acres of prime land. According to 1996 findings by the USDA/NRCS, Wisconsin is home to 20,772 square miles or 13,294,027 acres of prime farmland. This area represents approximately 38 percent of the State's entire area. Most of this land area can be found in the southern and eastern portion of the State (Exhibit 1). An additional concentration of prime farmland can also be found in the central portion of the State.

In Ashland County, the highest concentrations of prime farmland can be found in the south central area and some parts of the northern portion. The northern coastal plain area of the County has a longer growing season due to its proximity to the lake, and therefore, is a more viable area

for growing crops. The southern portion of the County has a shorter growing season.

Exhibit 1.





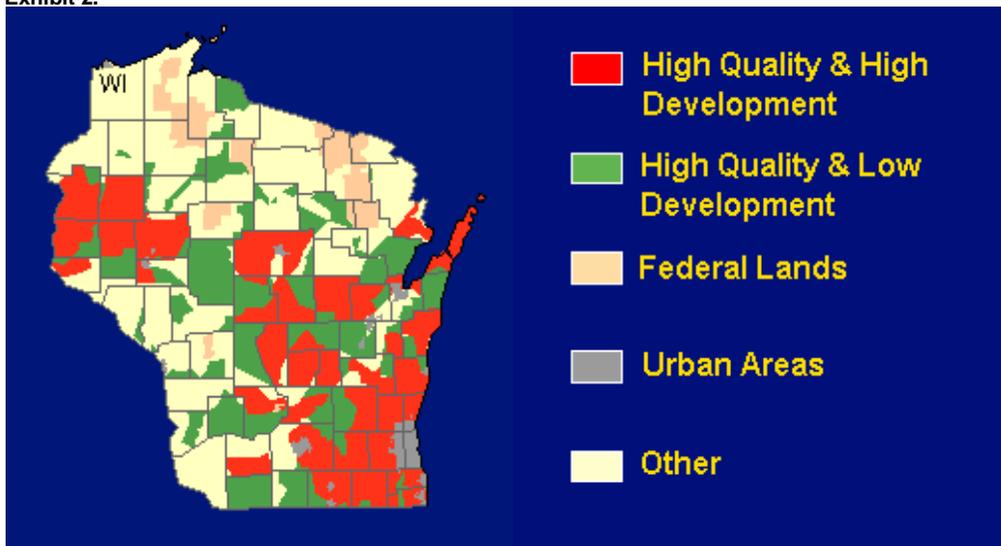
Agricultural, Cultural, & Natural Resources

Town of Ashland

As further development is considered in the Town, careful consideration of the land's potential productivity must be understood in order to protect this valuable community resource.

Exhibit 2 portrays high quality farmland under threat of development in Wisconsin by highlighting sub-county geographic areas that meet two threshold tests. These tests define

Exhibit 2.



the importance and vulnerability of the land they encompass:

High Quality farmland includes areas that, in 1992, had relatively large amounts (greater than their respective statewide averages) of prime or unique farmland.

High Development includes areas that experienced relatively rapid development (greater than their respective statewide averages and having at least 1,000 acres of urban conversion) between 1982 and 1992.

Other includes all areas not meeting the two threshold tests.

Unique farmland was defined to include areas where unique soil and climate conditions support the growth of specialty crops.³

³ Data is from the National Resources Inventory of 1992, by the National Resources Conservation Service of the U.S. Department of Agriculture. The urban built-up areas are defined by the Bureau of Census, U.S. Department of Commerce (1991). © 1996 American Farmland Trust



Agricultural, Cultural, & Natural Resources

Town of Ashland

Best Management Practices

There are Best Management Practice (BMP) Guidelines that have been identified for the Wisconsin Portion of the Lake Superior Basin. Within this document (*Best Management Practice Guidelines for the Wisconsin Portion of the Lake Superior Basin, March 2003*), there are identified practices and management actions that will improve farm operations, reduce farm runoff to surface water, restore areas manipulated by farm activities, improve cover in riparian corridors, and improve fish and wildlife habitat. It is advisable that jurisdictions in Ashland County review these BMPs when projects begin on farmland or in natural areas. The Town of Ashland specifically addresses these concerns in Goal No. 1 and No. 2 of their land use plan.

Exclusive Agricultural Zoning Ordinances

At the State level, efforts to protect agricultural lands have been underway for many years. Principal among the State's many programs aimed at farmland and agricultural protection is the authority granted to counties and local governments to adopt Exclusive Agricultural Zoning Ordinances. According to the Wisconsin Department of Agriculture, Trade, & Consumer Protection, the authority to create Exclusive Agriculture Districts has been granted by the legislature to help local units of government best prevent conflicts between agricultural and nonagricultural land uses. By establishing an exclusive agricultural use district, a local government effectively decides that agriculture is the appropriate and primary land use in that district. An exclusive agricultural zoning ordinance can be adopted by any county or municipality in a county that has a certified agricultural preservation plan in effect. Ashland County does not have an exclusive agricultural zone.

Department of Agriculture, Trade and Consumer Protection

Preserving Wisconsin's valuable farmland is important to the Department of Agriculture, Trade, and Consumer Protection. This program assists counties in creating county agricultural preservation plans, which lay the groundwork for municipalities and the county to develop exclusive agriculture zoning districts. Farmers also can participate by signing an individual, long-term agreement. The farmland preservation program provides state income tax credits to farmers who meet the program's requirements: to meet soil and water conservation standards, and to use the land only for agriculture.

It can be noted that while exclusive agricultural zoning has been available for many years, Ashland County has yet to take advantage of this option.

The 1997 U.S. Census of Agriculture revealed a number of interesting findings related to the growth and development of Ashland County.

- ◆ Land in Farms – decreased 9.2 percent from 51,208 acres in 1992 to 46,503 acres in 1997.
- ◆ Average Size of Farms – decreased 259 acres in 1992 to 250 acres in 1997.
- ◆ Full Time Farms – decreased 6.1 percent from 198 farms in 1992 to 186 farms in 1997.

The amount of land, the number of fulltime farms, and the average size of farms, all experienced a decrease. The trend leads to speculation that more farms are being operated as a hobby by long time residents and/or newcomers to the area.



Agricultural, Cultural, & Natural Resources

Town of Ashland

While the number of farming operations in Ashland County is currently decreasing, the land values of the local farmsteads are increasing. In 1987, the average total farm value (land and buildings), was at \$95,648. In 1997, the average value had grown to \$165,770, an increase of 73 percent over the ten-year period.

It appears that agriculture will continue to play a limited role in the County in the future. If current trends are allowed to continue, questions about development patterns on agricultural lands in the County may need to be addressed. This will have a bigger impact as development in the northern coastal plain reaches the most viable farming land in the County.

In the northern part of the State, the most predominant type of crop is trees. This is also the case in Ashland County. There are many more forested acres of land here than there are cultivated acres. Countywide, many towns do not have much farmland within their boundaries. The City of Mellen and the Village of Butternut contain small amounts of agricultural land within their boundaries. Many residents have noted that an increasing number of landowners are deciding to return acreage that is now agricultural cropland into forested land. Some of those property owners are using the land as sport hunting and others are interested in utilizing their forestland as a managed crop area.

The Town has a strong desire to preserve and protect its rural character. Specifically, the Town wishes to comply with S. 16.965(4), Wis. Stats.: Goal #4 - "Protection of economically productive areas, including farmland & forests."

Available Funding

The following is a possible grant source for agriculture-related activities in the Town.

Agricultural Development and Diversification (ADD) Grant – Department of Agriculture, Trade and Consumer Protection (DATCP)

Provide grants to fund demonstration projects, feasibility analysis, and applied research directed toward new or alternative products, technologies, and practices that will stimulate agricultural development and diversification of economic activity within agriculture.

Program Contact: Mike Bandli, DATCP mike.bandli@datcp.state.wi.us



Agricultural, Cultural, & Natural Resources

Town of Ashland

Natural Resources

Natural resources are a vital part of Ashland County. The majority of the County's terrestrial resources includes forested land at 526,600 acres, agricultural land at 33,377 acres, and 170,000 acres of wetlands. The county also boasts 548 miles of streams and 4,855 acres of lakes.

Land Management Factors (LMF)

With cooperation from the University of Wisconsin Center for Land Use Education (CLUE), communities in Ashland County participated in two Saturday afternoon mapping workshops. Individuals from each of the jurisdictions met to discuss factors that influence land management and growth throughout the county. These factors were mapped, in addition to land uses, and became countywide Land Management Factor maps. The maps indicate natural features that have an impact on land management and growth. They identify areas that can best accommodate new growth by first identifying the natural, cultural, and regulatory factors that restrict, limit, or modify new development. The maps were then used individually by each community to develop a future land use map.

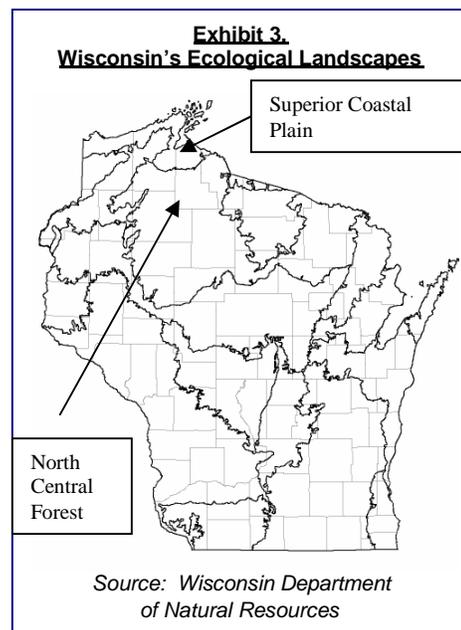
Coastal Resource Management

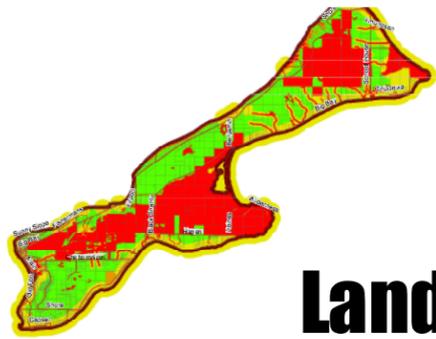
As part of the Comprehensive Plan, the County received grant funds from Wisconsin Coastal Resource Management to incorporate Coastal Resource Planning into the Plan document. The Coastal Resource Area map located in this element depicts the coastal resource area and the watersheds that are found within it. The Coastal Resource Area map clearly shows the boundary of the planning area. This boundary has also been included on each of the maps found in this element. The Coastal Planning Area is 340,421 acres in size. The coastal boundary is also the boundary for the Lake Superior Basin.

It is the intent of Coastal Resource Planning to identify applicable planning measures and natural resources, as well as goals, objectives, and policies that relate specifically to Coastal Management Planning.

General Setting:

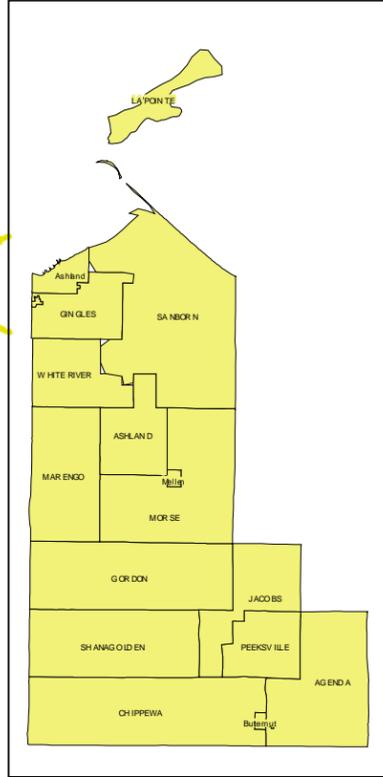
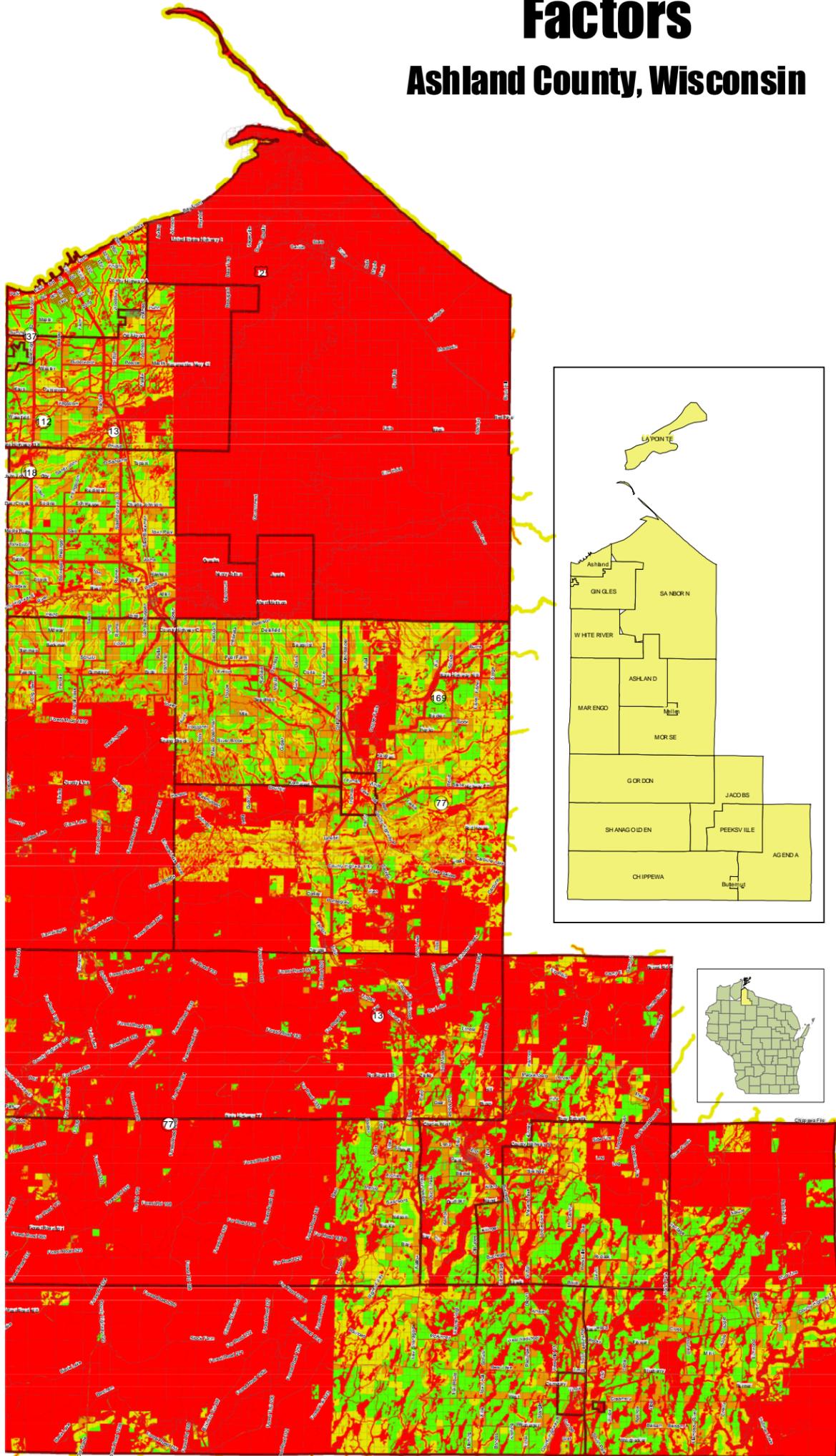
The Town is located within both the North Central Forest and the Superior Coastal Plain, as defined by the Department of Natural Resources (Exhibit 3). The major portion of the Town is in the Marengo River Sub-Watershed of the Bad River Watershed.





Land Management Factors

Ashland County, Wisconsin



Comprehensive Planning 2005 - 2025

www.uwsp.edu/cnr/landcenter/landproject/ashland.html

Map Description

This map displays land management factors (LMF) for Ashland County, Wisconsin. The LMF map identifies areas that can best accommodate new growth by first identifying the natural, cultural, and regulatory factors that restrict, limit, or modify new development. For example, development is restricted from surface waters and road right-of-ways, while development can occur on steep slopes with engineering modifications.

The map is intended to be used by local units of government to help guide their local land use policy regarding where and how future development should occur.

Land Management Factors can be helpful to:

1. Identify areas where growth should be restricted, limited, or modified
2. Identify areas that can best accommodate development
3. Move the debate from "Where should we grow?" to "How should we grow?"

The menu of land management factors were identified by the Strategic Mapping Focus Group on September 11, 2004. The Focus Group consists of nine members representing various local planning committees throughout Ashland County. The Center for Land Use Education provided facilitation and mapping skills to compile this map.

Legend

Land Management Factors

- Major Highways
 - Roads
 - Trails
 - Railroads
 - Surface Water
 - Tribal
 - Surface Water Setback (75ft)
 - Public Lands
 - Wilderness Preserve
 - Slopes > 20 Percent
 - DNR Wetland Inventory
 - 100 - year floodplain
 - 500 - year floodplain
 - Industrial
 - Institutional
 - Commercial
 - Residential
 - Slopes > 12 Percent
 - Managed Forest Law (open)
 - Managed Forest Law (closed)
 - Forest Crop Law
 - Shoreland Zone (1000/300ft)
 - Remaining Land
- Factors displayed in red are those that do or should RESTRICT future development.**
- Factors displayed in orange are those that do or should LIMIT future development.**
- Factors displayed in yellow are those that should MODIFY future development.**
- Land shown in green DO NOT restrict, limit, or modify future development.**

Sources

Surface water features from Wisconsin Department of Natural Resources (DNR) 1:24,000-scale hydrography data model (version 3). Mapped from several 1:24,000-scale sources. Contact Bradley Duncan, DNR GIS Data Specialist for more information. Bradley.Duncan@dnr.state.wi.us.

Shoreland zone and 75 foot hydrology setback created from DNR hydrography data model (version 3) by Douglas Miskowiak, Center for Land Use Education. The data in this map is not intended to be used for regulatory purposes. The actual locations of the ordinary high water mark, 75-foot setback, and shoreland zone need field verification.

Wetland features from Wisconsin Department of Natural Resources (DNR) Fisheries Management and Habitat Protection Digital Wisconsin Wetland Inventory. Polygons digitized from 1:24,000-scale Wisconsin Wetland Inventory maps. Wetlands shown are those greater than five acres.

Floodplains derived from the Flood Insurance Rate Maps (FIRMs) published by the Federal Emergency Management Agency (FEMA). Mapping specifications are consistent with those requirements for mapping at a 1:24,000-scale. Hardcopy FIRM maps were either manually digitized or scanned and vectorized. Floodplains digitized from .tiff documents obtained from DNR. Rubber sheeting techniques employed to best fit floodplains to Ashland County aerial photography. Floodplains digitized by Todd Gooch, Point North Inc., September 25, 2003.

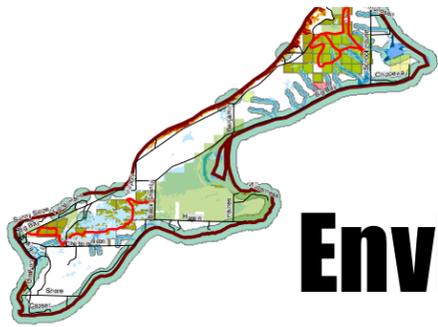
Steep slopes created using the 30 meter digital elevation model and ArcMap8.3 spatial analyst extension and surface analysis slope functionality.

Tribal lands from the Wisconsin Department of Natural Resources, 1998.

Developed parcels based from citizen land use field surveys from Vierbicher and Associates Land use attributes overlain on ownership parcels by Douglas Miskowiak, Center for Land Use Education.

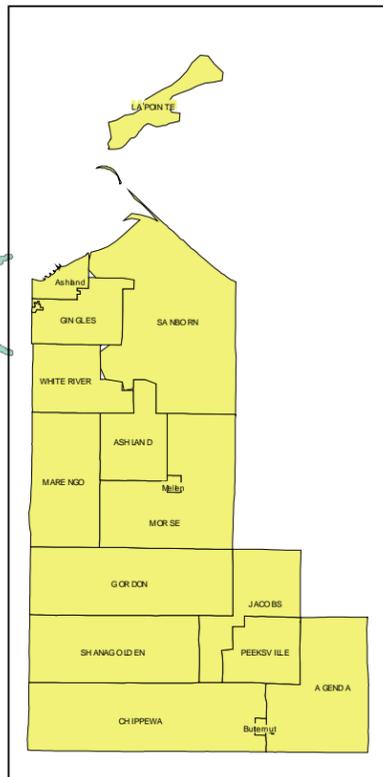
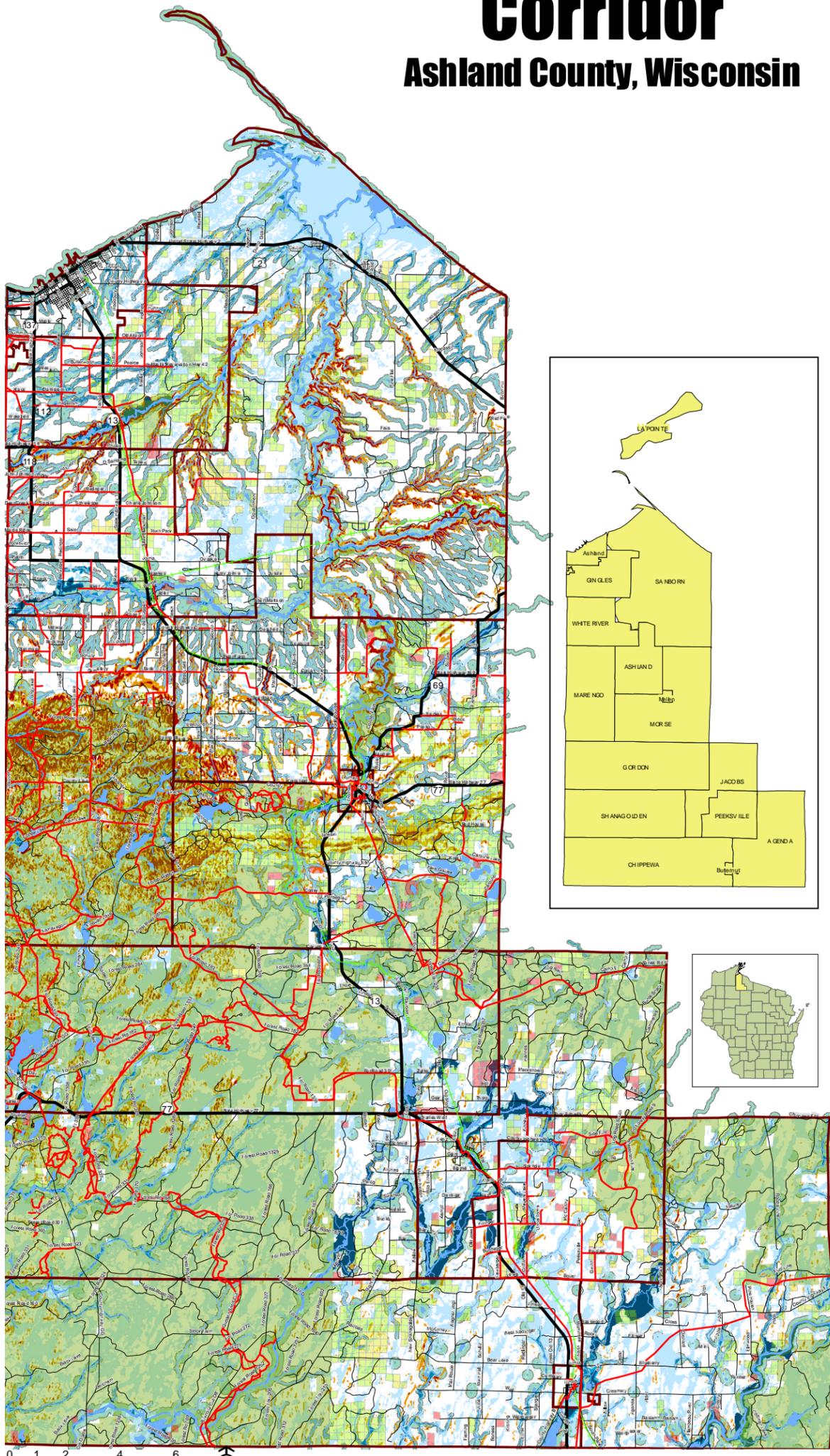


Map created by Douglas Miskowiak,
Center for Land Use Education (CLUE)
September, 2004.



Environmental Corridor

Ashland County, Wisconsin



**Comprehensive Planning
2005 - 2025**

www.uwsp.edu/cnr/landcenter/landproject/ashland.html

Map Description

This map displays environmental features that contribute to an environmental corridor concept for Ashland County, Wisconsin. The environmental corridor displays areas to consider for enhanced environmental management or protection. This map makes no local policy recommendations. The map is intended to be used by local units of government to help guide their local land use policy and enhance inter-governmental cooperation regarding natural and cultural resources.

Environmental corridors can be helpful to:

1. Enhance recreational opportunities
2. Protect water quality
3. Provide wildlife habitat
4. Safeguard aesthetic values
5. Provide opportunities for development

The menu of environmental features were identified by the Strategic Mapping Focus Group on September 11, 2004. The Focus Group consists of nine members representing various local planning committees throughout Ashland County. The Center for Land Use Education provided facilitation and mapping skills to compile this map.

Legend

Note: For cartographic purposes public lands, forest crop lands, and managed forest lands were made transparent. Colors of environmental features where they overlap with these transparent features may vary from that shown on the legend.

Environmental Features

- Surface Water
- Surface Water Setback (75ft)
- Shoreland Zone (1000/300ft)
- DNR Wetland Inventory
- 100 - year floodplain
- 500 - year floodplain
- Slopes > 20 Percent
- Slopes > 12 Percent
- Public Lands
- Trails
- Managed Forest Law (open)
- Managed Forest Law (closed)
- Forest Crop Law
- Wilderness Preserve

Context Layers

- Major Highways
- Roads
- Railroads
- Minor Civil Divisions

Sources

Surface water features from Wisconsin Department of Natural Resources (DNR) 1:24,000-scale hydrography data model (version 3). Mapped from several 1:24,000-scale sources. Contact Bradley Duncan, DNR GIS Data Specialist for more information. Bradley.Duncan@dnr.state.wi.us

Shoreland zone and 75 foot hydrology setback created from DNR hydrography data model (version 3) by Douglas Miskowiak, Center for Land Use Education. The data in this map is not intended to be used for regulatory purposes. The actual locations of the ordinary high water mark, 75-foot setback, and shoreland zone need field verification.

Wetland features from Wisconsin Department of Natural Resources (DNR) Fisheries Management and Habitat Protection Digital Wisconsin Wetland Inventory. Polygons digitized from 1:24,000-scale Wisconsin Wetland Inventory maps. Wetlands shown are those greater than five acres.

Floodplains derived from the Flood Insurance Rate Maps (FIRMs) published by the Federal Emergency Management Agency (FEMA). Mapping specifications are consistent with those requirements for mapping at a 1:24,000-scale. Hardcopy FIRM maps were either manually digitized or scanned and vectored. Floodplains digitized from .tif documents obtained from DNR. Rubber sheeting techniques employed to best fit floodplains to Ashland County aerial photography. Floodplains digitized by Todd Gould, Point North Inc., September 25, 2003.

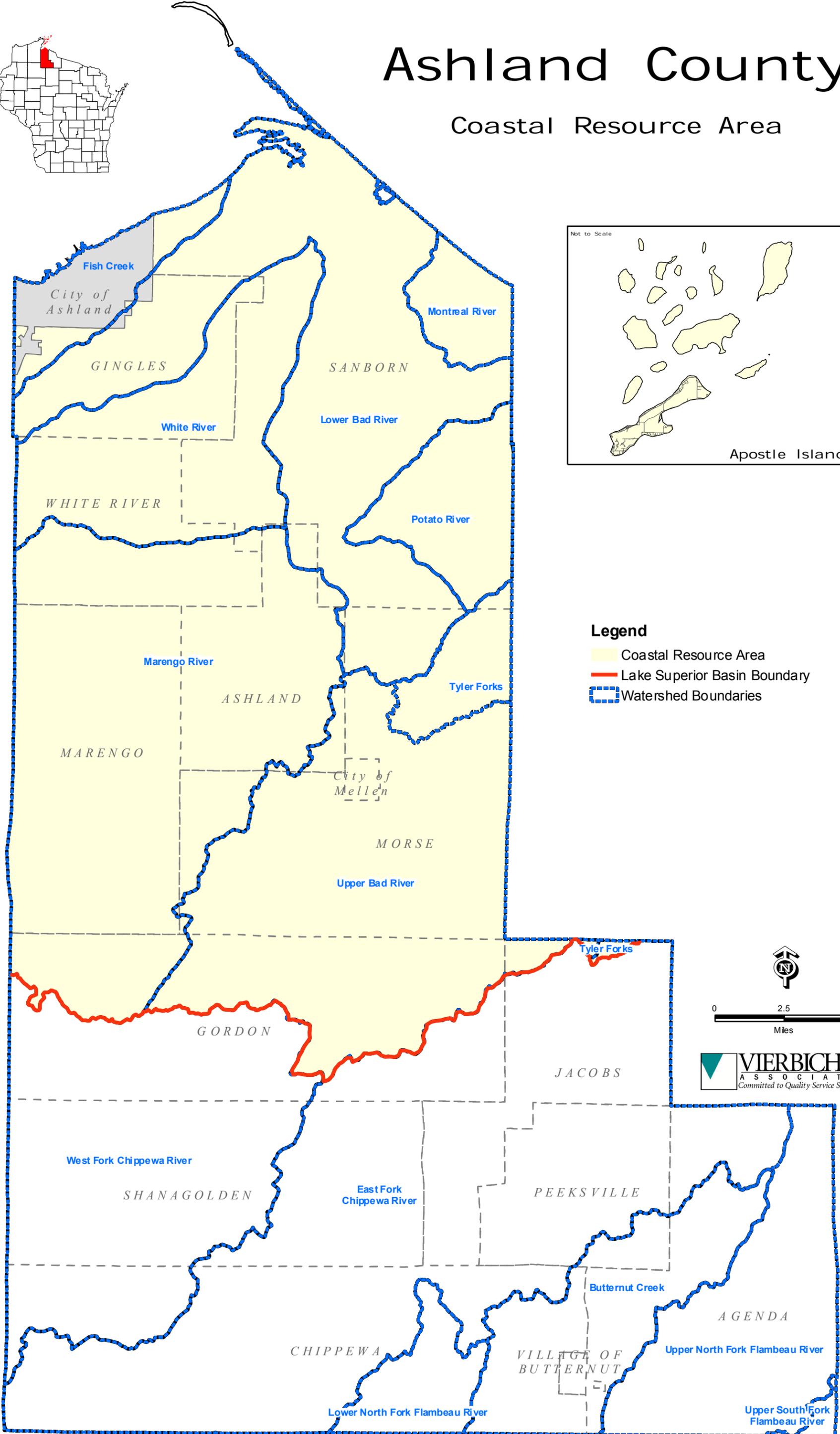
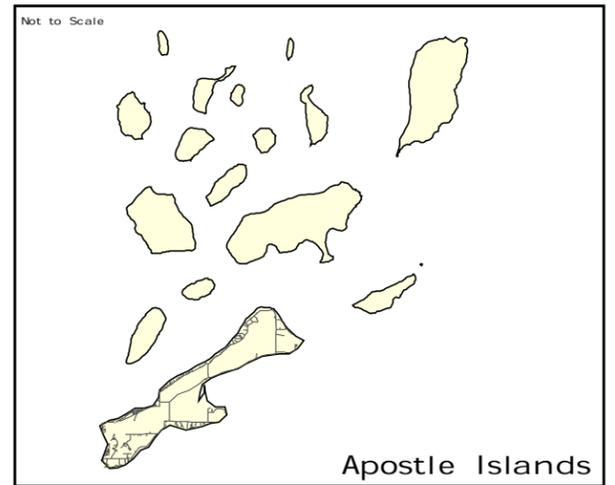
Steep slopes created using the 30 meter digital elevation model and ArcMap8.3 spatial analyst extension and surface analysis slope functionality.



Map created by Douglas Miskowiak,
Center for Land Use Education (CLUE)
September, 2004.

Ashland County

Coastal Resource Area



Legend

- Coastal Resource Area
- Lake Superior Basin Boundary
- Watershed Boundaries





Agricultural, Cultural, & Natural Resources

Town of Ashland

Attributes and Characteristics of the North Central Forest

In Ashland County, the Towns of Agenda, Chippewa, Peeksville, Shanagolden, Jacobs, Gordon, the City of Mellen, the Village of Butternut, as well as sections of Ashland, Marengo, and Morse, are located within the North Central Forest landscape that runs across much of northern Wisconsin, as defined by the Department of Natural Resources (Exhibit 4). This ecological landscape encompasses what many residents refer to as the “north woods”. Located on ground moraine left by the glaciers about 12,000 years ago, these vast northern forests support a variety of wildlife, including many that need large blocks of habitat to survive. Although there are very few large lakes on this ground moraine, many large wetlands, small creeks, rivers, and small kettle lakes occur throughout. Because the County has only a few lakes, the current trends in development are putting extensive pressure on the many miles of rivers and streams. Soils are primarily acid silt loams, often rocky, and poorly drained. Areas of loam and loamy sand are also present.

Many of the State’s major rivers, such as the Flambeau, Chippewa, Wolf, Peshtigo, and Brule-Menominee, originate in the North Central Forest. The exceptional water quality and aquatic diversity of these rivers is a result of the heavily forested landscape. The major land use is pulp and sawlog production. There is only a limited amount of agriculture here.

Over the last several decades, this area has experienced tremendous growth in second-home development and a trend to significantly smaller parcel sizes. Although most of this new housing is centered on lakes, flowages, and rivers, even areas without water frontage are increasingly being subdivided and developed (Wisconsin DNR). As less waterfront property is available, or even affordable, more people are looking for land that is within or adjacent to state and federal forests. These areas are considered prime property for locating second residences or retirement homes.

Attributes and Characteristics of the Superior Coastal Plain

The Towns of La Pointe, Sanborn, Gingles, White River, and sections of Marengo, Ashland, and Morse are located in the ecological landscape that is centered on the low plains of Lake Superior’s south shore. Two large pockets of this low plain occur in Wisconsin: one between the City of Superior and Port Wing and the other between Ashland and the Montreal River. The Bayfield Peninsula ridge splits these low plains. This ecological landscape includes the near-lake portion of the ridge, as well as the Apostle Islands. An escarpment rising several hundred feet above the plain marks this ecological landscapes southern boundary. Underlying this landscape is a thick band of clay deposited when lake levels were considerably higher. Outcroppings of sandstone bedrock occur along the northern margin of the Bayfield Peninsula and along the shores of some of the Apostle Islands.





Agricultural, Cultural, & Natural Resources

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There are very few natural lakes within this landscape but many small rivers and streams dissect the lake plain and peninsula. Soils are moderately well drained (on the peninsula) to poorly drained (where the red clay is near the surface). Before European settlement, white pine, balsam fir, white spruce, and paper birch were the dominant trees in the area. This was the only area in the State to support sizable tracts of boreal forest. Trembling (quaking) aspen is now dominant throughout the landscape as a result of past disturbance and management for earlier succession forests. Boreal forest remnants consisting of spruce, fir, white pine, tall pine, hemlock, oak, and associated hardwoods (aspen, balsam poplar, white birch, and red maple) still exist.

The majority of this ecological landscape remains forested, with only a small amount of the land being used for agriculture. Urban development threatens some coastal wetlands. The Kakagon-Bad River Sloughs are of special ecological concern because of their sensitive nature. Public lands within this area include the Apostle Island National Lakeshore, Chequamegon National Forest, Brule River State Forest, St. Louis River Streambank Protection Area, Superior Municipal Forest, and several State Parks and Natural Areas. These natural areas are also sensitive to the effects of development and human interaction.

DNR Legacy Places

In 2000, the DNR compiled a list of places that were believed to be critical in meeting conservation and recreation needs. Criteria were applied to identify specific places using data on the distribution of various ecological, population, and geographical features. The Legacy Places were then categorized according to which ecological landscape they fall into (Exhibit 3). Values were then given to each of the places based on size, the amount of protection initiated, the amount of the area that still needs protection, its conservation significance, and its recreation potential.

The only Legacy Place that is listed in the North Central Forest area is the Chequamegon-Nicolet National Forest. The Chequamegon-Nicolet Forest covers an area of approximately 1.2 million acres located on glacial moraines and till plains with loamy soils that provide mesic and wet-mesic conditions. This section of the Chequamegon contains a portion of the Penokee-Gogebic Range, which is noted for its steep topography and relatively contiguous northern hardwood forest cover.

In the Superior Coastal Plain area, there are several Legacy Places. Some key ecological resources of this area include coastal estuaries, sandscapes, boreal conifer-hardwood forest, shoreline cliffs, red clay soils, and concentrations of migratory birds. The extensive, high quality coastal wetlands and estuaries in this area provide critical habitat for many migratory songbirds, waterfowl,



Big Bay State Park – Madeline Island. (Photo: DNR)



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shorebirds, and rare plants. In addition to important wetland areas, the shoreline also consists of many sandstone cliffs and clay bluffs that are home to many rare plant species.

The Bad River Legacy Place consists of the area that the Bad River flows through. Starting in the Penokee-Gogebic Range, the river quickly drops through deep forests down to lowland forests and then out to sloughs where it flows into Lake Superior. Many other high quality waters feed this river, notably the White, Marengo, Burnsweller, Potato, and Tyler Forks Rivers. The lower stretches of the Bad and White Rivers flow through the Bad River Indian Reservation. Copper Falls State Park is a Legacy Place because of the areas of canyons, streams, and waterfalls that are found within the Park.

At the mouth of the Bad River are some of the largest and highest quality coastal wetland in the Great Lakes region. This is characterized as the Chequamegon Point-Kakagon Slough Legacy Place. Along with these wetlands is a long narrow sand spit, Chequamegon Point-Long Island, which provides critical nesting and resting habitat for many migratory waterfowl, shorebirds, and songbirds. This vast wetland complex of sloughs is also an important spawning and nursery area for many fish species.

Big Bay State Park is also considered a Legacy Place. This large area is located on the Eastern Coast of Madeline Island and contains a coastal barrier spit, beach and dunes, xeric pine forest, lagoon, and a diverse array of peatlands. Coastal fen, coastal bog, shrub swamp, and tamarack swamp border the lagoon. An abandoned sandspit, now three-quarters of a mile inland from Lake Superior, separates a much more acidic complex of peatland types, including open bog, muskeg, and black spruce swamp, from the more mineral-rich types to the east. The primary coastal spit is mostly forested, with all three pine species native to the State present.

Soils

Currently, there is limited soil data available for Ashland County. According to the Ashland County Forest 10-Year Plan (1996), the soils of the County are largely derived from the weathering of the glacial drift deposits and show a great variation within relatively short distances. Water action, wind, and the accumulation and incorporation of organic material since the glacial period have modified the soils. Soil types within the County are not generally found in extensive continuous areas of any one soil classification, but are scattered in smaller groupings. The majority of the soils in the County are loamy and silt, soils over loamy till, and sandy loam soils over outwash plains. The basic soil components are sand, gravel, silt, clay, and organic material. The different soil types are composed of various combinations of each component. A soil survey for Ashland County should become available in 2006.

The soils of the area can be described as transition soils (sloping stratified sands to clay). Moderate to steep sloping landscapes lying adjacent to the clay basin rim define these transition soils. The farthest extent south of the Lake Superior lowland clay is characterized by the clayey till (typically one to four feet thick) intermixed with outwash and lake sediment. These materials were reworked by wave action when the Lake was a higher elevation than at present. Minor areas of loamy and sandy tills with bedrock are also present in the transition soils. This area has numerous seeps and springs, where subsurface water flow from upslope landscapes comes to the surface, forming the headwaters of many



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tributaries running into the Bad River Watershed. This landtype occurs where the high ridge of the Penokee Range slopes down into the clayey basin of the Lake Superior lowland. There are also several areas in the Town where gravel is extracted.

Source: Town of Ashland Land Use Plan (NRCS)

Mineral Resources

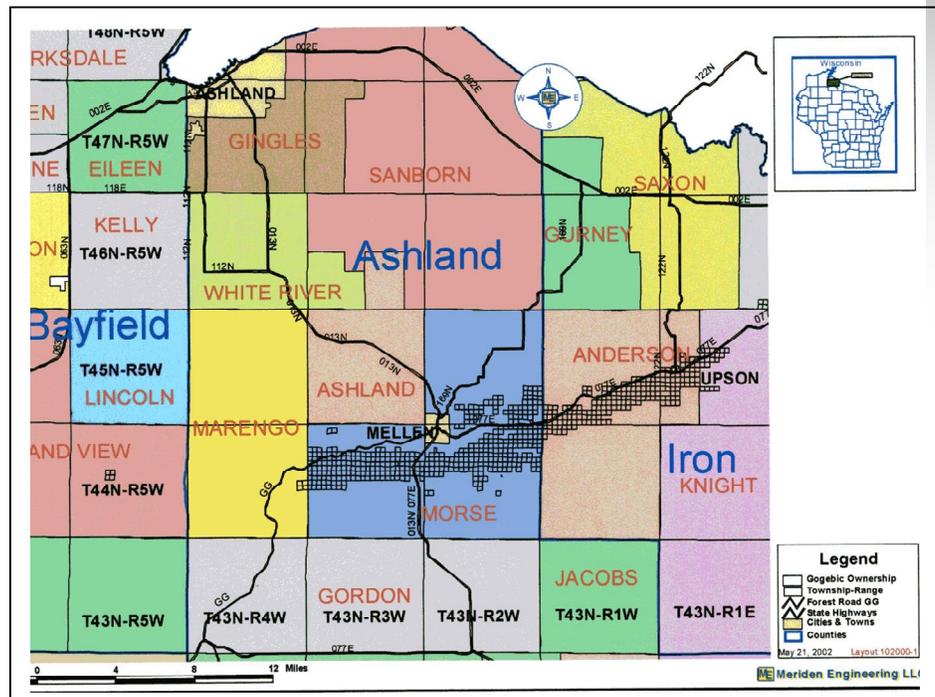
Exhibit 4. Iron Company Land Ownership

Metallic

Bedrock in some areas of northern Wisconsin contains metallic minerals. In some localized areas, significant concentrations of these metallic minerals may be appropriate for economic development, depending on local geology, price of metal, and environmental review and permitting processes. The potential and pace for metal mining in northern Wisconsin is

affected by the geology of the region, by the prices for metals on national and international commodities markets, and by the time involved in completing the State's environmental review and permitting processes. When a mining company has completed exploration drilling of a metallic mineral deposit and has determined that the prospect contains economically viable amounts of recoverable minerals, the company must decide whether to initiate the formal metallic mining permitting process. This process involves receiving licenses and permits from the DNR.

There is a large amount of iron ore that remains in the County. The area where the metal is concentrated is known as the Gogebic Iron Range and a local mining company (Exhibit 4) owns a majority of either the land or the mining rights to the area. The Company has developed a conceptual iron/taconite mining development area that includes land in the Towns of Marengo and Morse. There are also lands owned in Bayfield and Iron Counties; however, the majority of Company property is located in Ashland County. The mining plans for the area are still in the planning stages and the company has expressed interest in working with the County and its residents to create future plans for this land.



Source: La Pointe Iron Company & Meriden Engineering LLC



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Nonmetallic

Another asset of Ashland County and the Town of Ashland is the potential accessibility of non-metallic resources. These resources can contribute to economic activity within the Town. However, these resources also represent potential erosion concerns and groundwater infiltration concerns. These must be carefully managed so as to avoid any potential negative impacts through their development and use. If accessed and used, it is critical that mitigation plans be put into place in order to ensure a pre-disturbance landscape in appearance and usability once they have yielded their resources. Additional concerns about noise, hours of operation, dust, and blasting impacts are also common.

NR135 of the Wisconsin Administrative Code establishes a statewide program regulating nonmetallic mine reclamation. As of September 2001, nonmetallic mines may not operate without a reclamation permit. The program is administered at the local level. These mines are required by law to develop a reclamation plan that will designate an approved land use once mining operations have ceased. Mines need to be in compliance with NR216 and they need to secure stormwater permits. Both private and municipally owned mines are required to obtain such coverage. Registration allows for identification, preservation, and planning for future development of marketable resources. According to Ashland County there are seven active non-metallic mines in Ashland. There are a total of 38 non-metallic mines in the County, seven of which are inactive.

Water Resources

Within Ashland County, there are 85 lakes, 96 flowages, and 548.1 miles of streams; of this number there are 257.7 miles of streams that are classified as trout streams. There are two different watersheds in Ashland County. Streams located in the northern basin flow into Lake Superior, and streams in the southern portion of the county (south of the Great Divide) flow into streams that eventually enter the Mississippi River.



There are several small lakes (Bass Lake and various unnamed lakes), one small river (Marengo River) and numerous small streams running through the Town of Ashland. Some of these streams are named (Trout Brook, Billy Creek, Silver Creek, Krause Creek), but many of these streams are unnamed and occur in ravines which intermittently carry water, most commonly during snowmelt runoff. This characteristic is a result of the geologic history of the area. Many of the small perennial streams support fish. The Marengo River meanders over two stream miles through the northern portion of the Town before its confluence with the Bad River. There are more than 30 total stream miles in the Town. All surface water in the Town eventually drains to Lake Superior through the Bad River watershed system.

As part of this comprehensive planning process, a document entitled *Ashland County's Water Resource: Issues and Recommendations* was prepared by the Center for Land Use Education. This document was prepared to highlight critical water issues the region is



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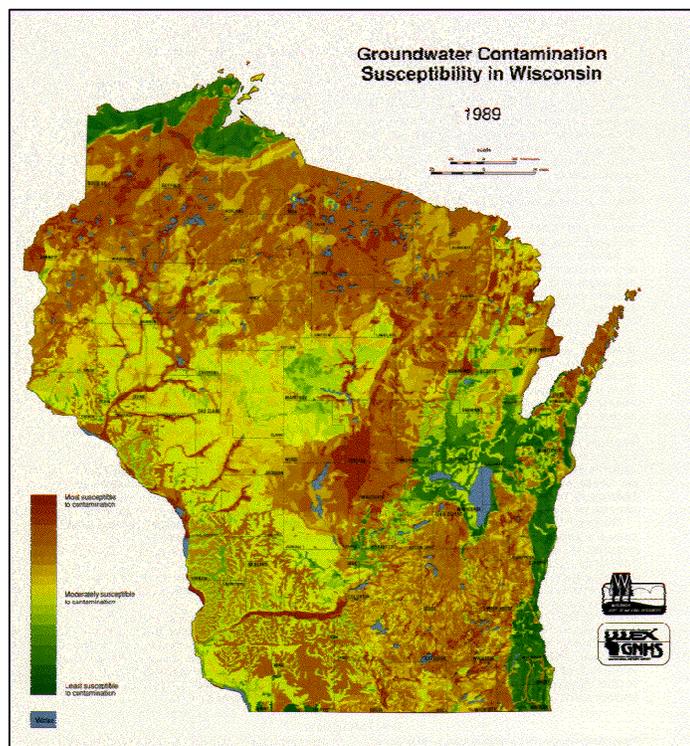
facing, and recommend multiple strategies that could be implemented to address these issues. The entire document can be found in Appendix A of the Agricultural, Cultural, and Natural Resources Element in the Countywide Plan.

Ground Water

Wisconsin is a state with a large quantity of groundwater. There have not been any concerns about the availability of good quality groundwater in or near the Town. According to the Ashland and Bayfield County Land and Water Resource Management Plan, groundwater is found under nearly the entire county and is generally of very good quality.

Groundwater is an important resource in the Town of Ashland. Most residents use private wells to supply their household needs for water. Due to the geologic formation of the Town, springs and overflowing wells are frequent.

A Wisconsin Geological and Natural History Survey map delineates groundwater susceptibility to contamination based on five physical resource characteristics. These characteristics are the type of bedrock, depth to bedrock, depth to water table, soil characteristics, and surficial deposits. Based on these characteristics, the region around the Town is moderately susceptible to contamination.



The Department of Natural Resources maintains a Groundwater Retrieval Network Database, which includes monitoring data from public and private water supply wells. A review of this database indicates that there has been a number of monitoring results that exceed the preventative action limit (PAL) throughout the County for:

- ◆ Nitrate (NO₃): Water normally contains a very small amount of nitrate, but elevated nitrate levels indicate contamination. Some common sources of nitrate contamination include individual septic systems, sewage treatment plants, fertilizers, and animal waste.
- ◆ Coliform: Coliform bacteria are found in the feces of humans and other animals, as well as in surface water. Their presence in groundwater (wells) shows that unfiltered or poorly-filtered surface water or near-surface waters have found their way into the groundwater or entered through an opening in, around, or at the top of the well casing.

There are also some wells that exceed limits for metals in the water. Metals in groundwater can be naturally occurring or the result of human activities. For example, iron is a



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common, naturally occurring metal, while cadmium and chromium are associated with metal plating operations. Other elements are often found affiliated with metals. Although exceeding the PAL is not a violation of the groundwater rules, it does serve as a “trigger” for remedial actions to reduce the concentration of the substance below the PAL.

Surface Water

The Town is located in the Lake Superior River Basin (Exhibit 5), which includes the watersheds of Fish Creek, Lower Bad River, Montreal River, White River, Marengo River, Tyler Forks, and Upper Bad River. There are several streams, lakes, and rivers in the region that are experiencing problems as a result of increased amounts of sediment due to erosion. The County encourages that BMPs be utilized when activities affecting transportation or building occur. There are also many other activities that could impact the stability of the soil in an area. Current research indicates that the percentage of forest cover within a watershed will significantly affect peak flows within the area. Erosion and resulting sedimentation within the region is due to high peak flows (*Ashland County Water Resources*).

The County has prepared a lake classification guide. Lakes have been placed into the following classes:

- ◆ Class 1 lakes are large and highly developed. Minimum allowed lot sizes here are 30,000 square feet, minimum lot width is 150 feet, and minimum lot depth is 200 feet.
- ◆ Class 2 lakes are less developed and more sensitive to development pressure. Minimum allowed lot sizes here are 40,000, minimum lot width is 200 feet, and the minimum lot depth is 200 feet.
- ◆ Class 3 lakes are usually small, have little or no development, and are very sensitive to development pressures. It is important to note that the County has given rivers and streams the same standards as Class 3 lakes. Minimum allowed lot sizes here are 62,500 square feet, minimum lot widths are 250 feet, and the minimum lot depth is 250 feet.

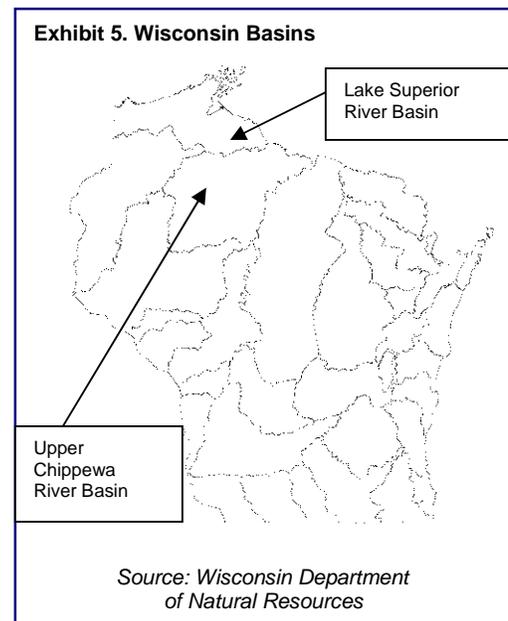
The following lakes are located in the Town of Ashland:

- ◆ Bass Lake – Class 3

There are a number of flowing wells throughout the town that many residents consider to be an important resource. There has not been any detailed information gathered regarding these wells. The majority of the wells exist on private lands.

Floodplains

The floodplain is land that has been, or may be, covered by floodwater during the 100-year or 500-year flood. It is also described as the flood level that has a one percent chance of occurring in any given year. Floodplain locations are determined by FEMA. If a property is located within a floodplain that has been identified by FEMA then that property owner is





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required to purchase flood insurance for their home. Development in the floodplain reduces the floodplain's storage capacity, causing the next flood of equal intensity to crest even higher than the last. The Town of Ashland has some areas located in a floodplain (See Wetland and Floodplain Map).

Wetlands

Wisconsin's wetlands provide a variety of critical functions. They provide habitat for wildlife, store water to prevent flooding, and protect water quality. However, wetlands continue to be destroyed and degraded as they are drained and filled for agriculture, development, roads, and are impacted by sedimentation and pollutants in stormwater.

According to the Wisconsin Wetlands Inventory, Ashland County contains 168,388 acres of wetland, comprising 25.2 percent of the County's total land area, and 3.1 percent of the State's wetlands. This data is based on aerial photography and includes only wetlands larger than two acres. As a result, these wetland acreage numbers are likely to undercount the actual acreage of existing wetland areas. For wetland locations please see the Wetland and Floodplain Map.

The DNR has profiled larger wetland areas that are found in the County. The Bad River-Kakagon Slough is mainly located in the Town of Sanborn and on the Bad River Reservation. It contains major wetland communities including emergent marsh, coastal fen, coastal bog, tamarack swamp, and shrub swamp. There are 18 rare elements of either bird, fish, or plant habitat that have been identified. These rare elements are included in the Wisconsin Heritage Inventory, and are discussed later in this element. The second identified large wetland complex is the Long Island-Chequamegon Point area. This is Lake Superior's most extensive, and least disturbed coastal barrier spit. Many types of plants and animals are found here. There are 15 rare elements of beetle, bird, community, grasshopper, and plant that have been identified for the area. These can also be found in the Wisconsin Heritage Inventory. The third large wetland area that has been identified is the Big Bay Wetland, located in the Town of La Pointe. This area is located within a state park and a town park and has been designated as a state natural area. There are 22 rare elements of bird, butterfly, community, and plants that are found here. These rare elements are listed in the Wisconsin Heritage Inventory.

Phase II of the DNR's *Coastal Wetland Assessment* prioritized wetland areas in the State. The assessment ranks ecological significance, as well as by the priority that each wetland is ranked by the need for future surveys. Out of the 28 wetland sites on Lake Superior, the assessment concentrated on five of the wetlands located in Ashland County. The wetland areas are:

- ◆ Kakagon-Bad River Slough
- ◆ Outer Island Sandspit and Lagoon
- ◆ Big Bay Wetlands
- ◆ Stockton Island Tombolo
- ◆ Long Island-Chequamegon Point
- ◆ Hoffman Lake

In both of the measures, these coastal wetlands in Ashland County ranked in the top 20 both for known ecological significance, and for the need for future field surveys due to data gaps.



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Point Sources

The DNR regulates the discharge of pollutants to waters through the administration for the Wisconsin Pollutant Discharge Elimination System (WPDES). Ashland County has six facilities with WPDES permits: (Source: *Ashland County's Water Resource*)

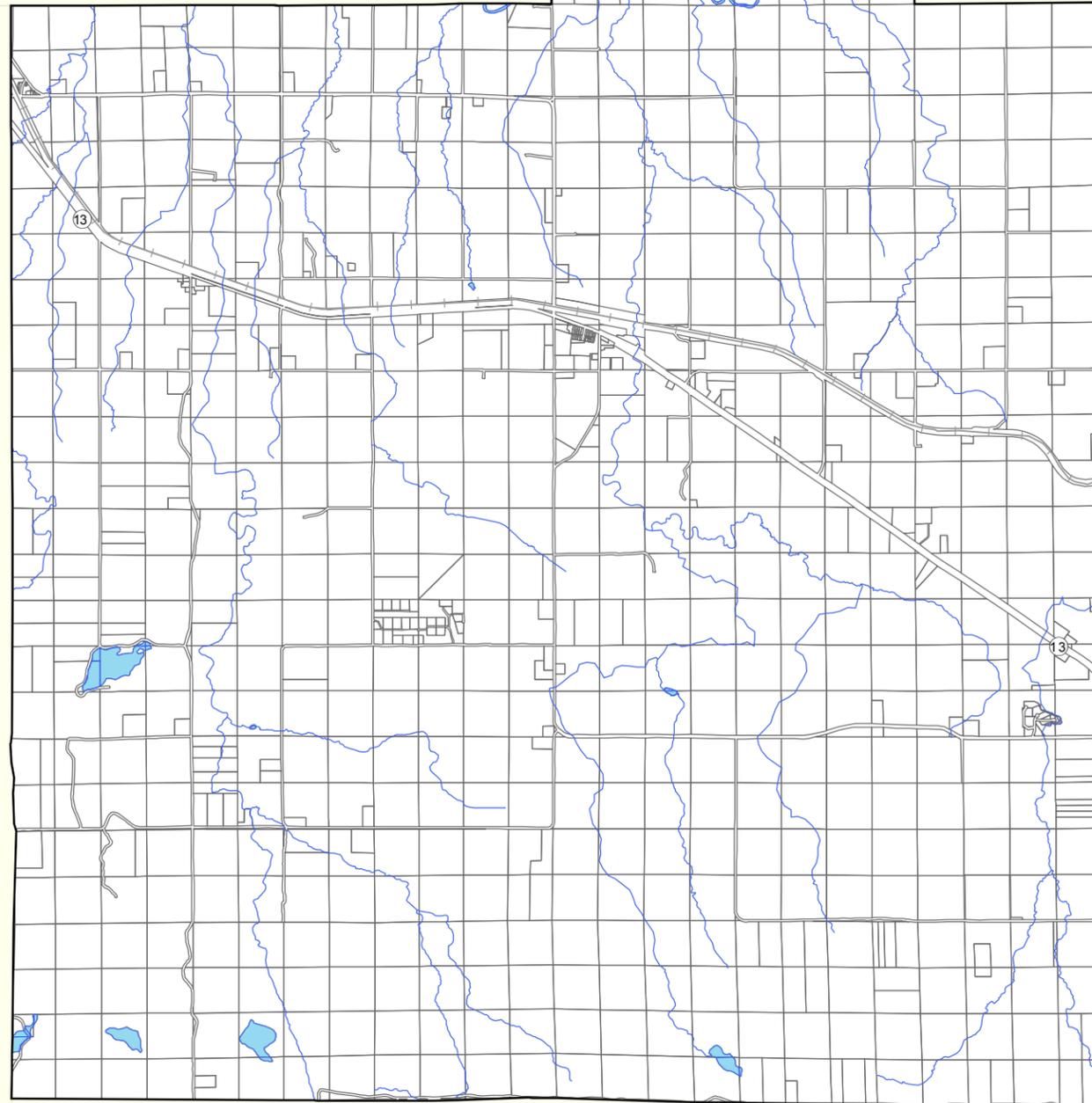
◆ Ashland Sewage Utility	◆ Village of Butternut
◆ Glidden Sanitary District	◆ Madeline Sanitary District
◆ Columbia Forest Products	◆ Xcel Energy

Surface Water:
2006 to 2025
Town of Ashland

Ashland County
Comprehensive Plan Map

Legend

 Surface water



Base Map: Ashland County

Map Created: October, 2004

Map Edited: September 11, 2005



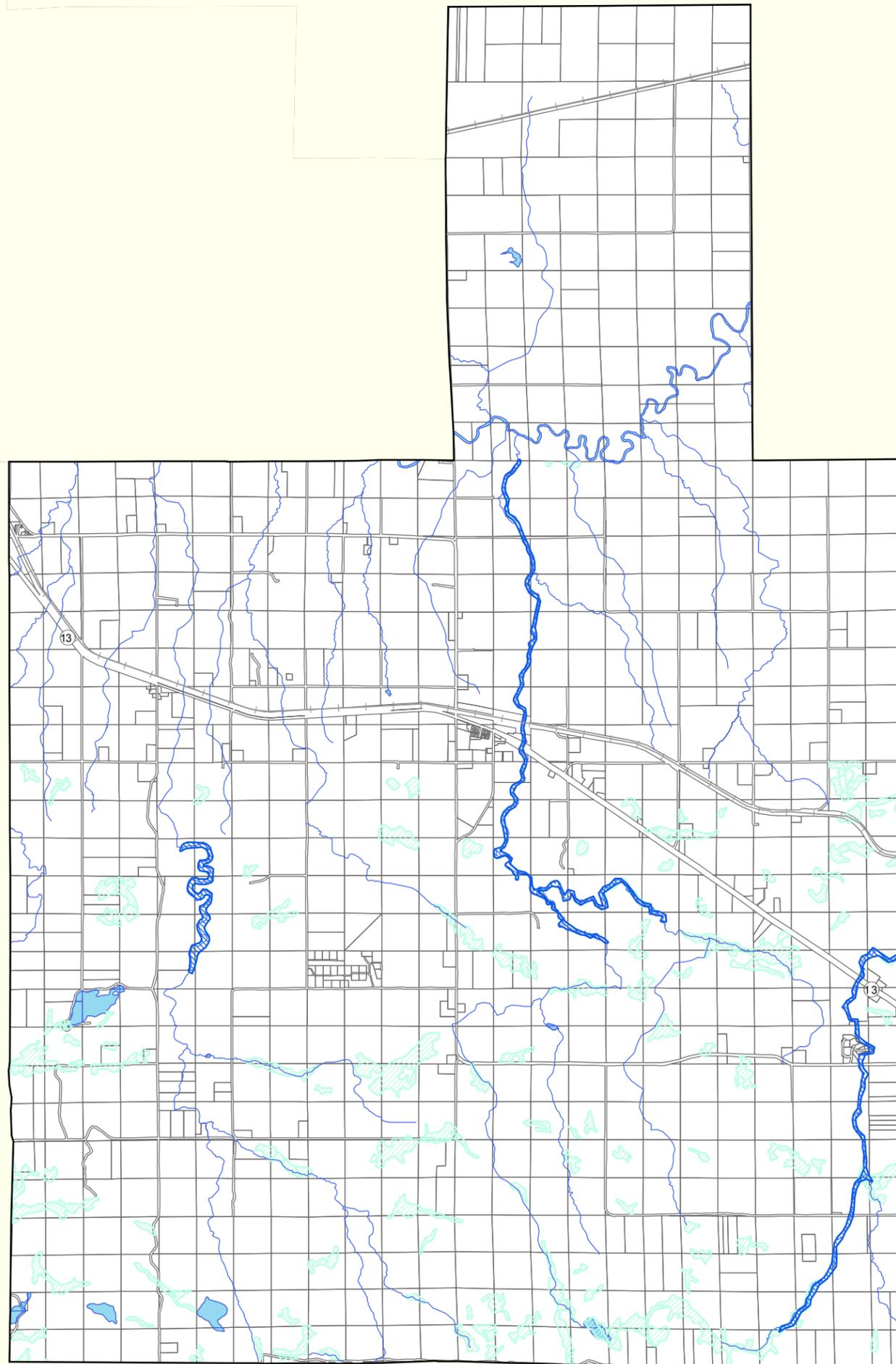
Floodplain and Wetlands:
2006 to 2025
Town of Ashland

Ashland County
Comprehensive Plan Map

Legend

-  100-year floodplain*
-  Wetlands

* The floodplain overlay district includes that area depicted as 100-year floodplain on the most recent version of the Flood Insurance Rate Maps (FIRM).



Base Map: Ashland County

Map Created: October, 2004
Map Edited: September 11, 2005





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Town of Ashland

Forest Resources

The Department of Natural Resources has identified 16 million acres of forestland (46 percent of Wisconsin's total land area) and millions of urban trees that significantly contribute to the quality of life in Wisconsin. These forests are important for their recreational opportunities, wildlife habitat, air quality enhancement, water protection, biodiversity, products, and a variety of other values. However, 70 percent of the forestland is in private ownership, making sustainable forest management more complex. The DNR defines forest land as *land area that is at least 16.7 percent covered by forest trees or was in the past, and is not currently developed for non-forest use.*

As part of this comprehensive planning process, a document entitled *Ashland County's Forest Resource: Trends, Issues, and Actions* was prepared by the Center for Land Use Education. This Document was prepared to highlight forest resource trends in Ashland County, identify critical forest issues the region is facing, and recommend multiple strategies that could be implemented to address these issues. Much of this information is included in this element; however, the document can also be found in Appendix B of the Agricultural, Cultural, and Natural Resources Element in the Countywide Plan.

There are two forest tax laws in Wisconsin, the Managed Forest Law (MFL) and the Forest Crop Law (FCL). These programs provide private property owners with tax reductions in exchange for entering into long-term contracts with the Department of Natural Resources to ensure proper forest management. The public also benefits from the additional opportunities for recreation, wildlife habitat, and watershed protection that proper forest management provides.

Changes were made to the Managed Forest Law in April 2004. Under these changes, forest landowners will pay taxes of approximately \$1.30 per enrolled acre if the property is open to public access for hunting, fishing, sightseeing, hiking, and cross country skiing. They will pay approximately \$6.50 per enrolled acre if the property is closed to public access. Land that is enrolled after this legislation passes will be allowed to close up to 160 acres. Another change that has been made is that 80 percent of the yield tax will be returned to the municipality and the County will receive 20 percent.

According to the Wisconsin DNR (2003), there are 620 FCL acres in Ashland, and there are 3,030 acres that are enrolled in MFL. 625 acres of this land is closed to the public and the remainder is open to public access.

Wisconsin has 32 river basins, which are divided into 23 management "basins" or Geographic Management Units (GMUs). These geographic areas are the basis for carrying out resource management work in the Watershed Management, Fisheries Management and Habitat Protection, and Drinking Water and Groundwater Management Programs. Ashland County is located within two different GMUs. The northern portion of the County is located within the Lake Superior GMU.

According to the DNR, forests in this GMU have been relatively stable for the past 13 years. The most recent survey of this GMU indicates that the forestland makes up 69 percent of the total area. The number of live trees over ten feet tall in the forest increased by nearly



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150 million, between 1983 and 1996, to 1 billion. The most common forest type is aspen-birch. The tree species found in the greatest volume is the aspen, followed by hard maple, balsam fir, soft maple, white pine, and red pine. Private individuals own 43 percent of the timberland area. The forest industry owns eight percent of the timberland, 47 percent of the timberland is owned by various levels of government, and two percent is owned by Native American tribes.

The other GMU encompassing the southern portion of the County, is the Upper Chippewa GMU. The most recent survey of the area indicates that forestland makes up 64 percent of the total land area of the GMU, an increase of approximately 100,000 acres since the previous survey. The number of live trees over ten feet tall in the GMU forest has increased by nearly 300 million, between 1983 and 1996, to 1.8 billion. Maple-basswood is the most common forest type and the tree species that are found in greatest volume are the hard maple, aspen, soft maple, basswood, and balsam fir. Approximately 49 percent of the forestland in this GMU is owned by private individuals. Forest industries own nine percent of the forestland, while 39 percent of the timberland is owned by various levels of government, and three percent of the land in the GMU is owned by Native American tribes (DNR).

County Forest Land

The County is currently in the process of updating their County Forest 10-Year Plan (1996). The objectives of the County Forest 10-Year Plan is to:

- ◆ Specify in this plan the operating policies and procedures, which Ashland County will follow in administration of the Forest.
- ◆ Provide the reader of the Plan with background information regarding the County Forest.

The plan provides a summary of 10-year forest management needs, as well as detailed annual needs for the 10-year timeframe.

In County Forest areas, approximately 93 percent of the area is forested (1996 County Forest Plan). At the time the 10-year Forest Plan was written there were approximately 32,279 acres, with five forest cover types comprising the commercial forest. The Northern Hardwood type alone comprises approximately 40 percent of the total commercial forest acreage. The following is a breakdown of the kinds of wood found in the County Forest:

- ◆ Northern Hardwood (40%)
- ◆ Fir-Spruce (12%)
- ◆ Swamp Conifers (13%)
- ◆ Aspen (15%)
- ◆ Other (20%)

The County Forest Lands are open for public use and for foot travel. There is also a system of forest roads and trails, which allow for at least seasonal access to almost every section of land within the forest. Recreational opportunities within the forest include beaches, boat landings, canoe campsites, and snowmobile, ATV, hunter, and walking trails. The Ashland County Department of Forestry has 62 management compartments that range in size from 142 to 827 acres. Approximately 72 percent of this is County-owned and 28 percent remain in private holding. The following is a list of towns containing County Forest Land:



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Town of Ashland

- ◆ Town of Jacobs – 13,586.46 acres (34%)
- ◆ Town of Agenda – 15,058.46 (37.6%)
- ◆ Town of Morse – 5,439.65 (13.6%)
- ◆ Town of Peeksville – 5,914.71 (14.8%)

(Source: Ashland County's Forest Resource: Trends, Issues, and Actions)

School Forests

School forests are lands owned or controlled by school districts and that are registered under Community Forest Law. These forests provide educational, recreational, and economic opportunities for local communities and their schools. Though school forests do have forest management plans, many of them are not up to date. The following is a list of school forests in Ashland County:

- ◆ Butternut School Forest – 27 acres
- ◆ Odanah School Forest – 40 acres
- ◆ Mellen School Forest – 50 acres
- ◆ Sanborn School Forest – 28 acres
- ◆ Glidden School Forest – 40 acres
- ◆ Cozy Valley School Forest – 40 acres

(Source: Ashland County's Forest Resource: Trends, Issues, and Actions)

National Forest Land

The Chequamegon-Nicolet National Forest consists of four non-contiguous units. Approximately 179,460 acres of the National Forest are in Ashland County. There is a wide variety of tree species and vegetative communities found in this forest, as well as over 300 wildlife species inhabiting the area. The following is a list of towns that contain National Forest Land:

- ◆ Chippewa
- ◆ Gordon
- ◆ Shanagolden
- ◆ Marengo
- ◆ Morse

(Source: North West Regional Plan Commission)

State Forest Land

State Forest Lands totaling around 2,283 acres are scattered throughout the County. These parcels range in size from 40, to approximately 277 acres. The following is a list of towns that contain State Forest Land:

- ◆ Town of La Pointe
- ◆ Town of Chippewa
- ◆ Town of Shanagolden
- ◆ Town of Gordon
- ◆ Town of Jacobs
- ◆ Town of Morse
- ◆ Town of Sanborn
- ◆ Town of Gingles
- ◆ Town of Agenda



Agricultural, Cultural, & Natural Resources

Town of Ashland

Tribal Forest Land

Approximately 77 percent of the Bad River Reservation is forested. Of this area, 45,700 acres of forested lands are considered by the Bureau of Indian Affairs (BIA) as being suitable for commercial timber management. Additionally, there are 3,191 acres of fee lands that are capable of timber production. There is a side mix of tree species with aspen dominating almost 50 percent of the Tribe's forestland. To protect and encourage pre-settlement animal species, the Reservation aims to restore late successional habitats.

Private Industrial Forest Land

There are several private firms that own large tracts of forestland in the County. In recent years, the transfer of private industrial forestland ownership has increased. At least 23,688 acres of this land have transferred ownership since 2000. Based on data from 1996, private industrial forestland ownership makes up approximately 12 percent of the total forestland in the County (*Ashland County's Forest Resource: Trends, Issues, and Actions*).

State Parks

Big Bay State Park in the Town of La Pointe encompasses 2,300 acres. The Copper Falls State Park in the Town of Morse is comprised of 2,600 acres.

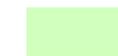
Apostle Islands National Lakeshore

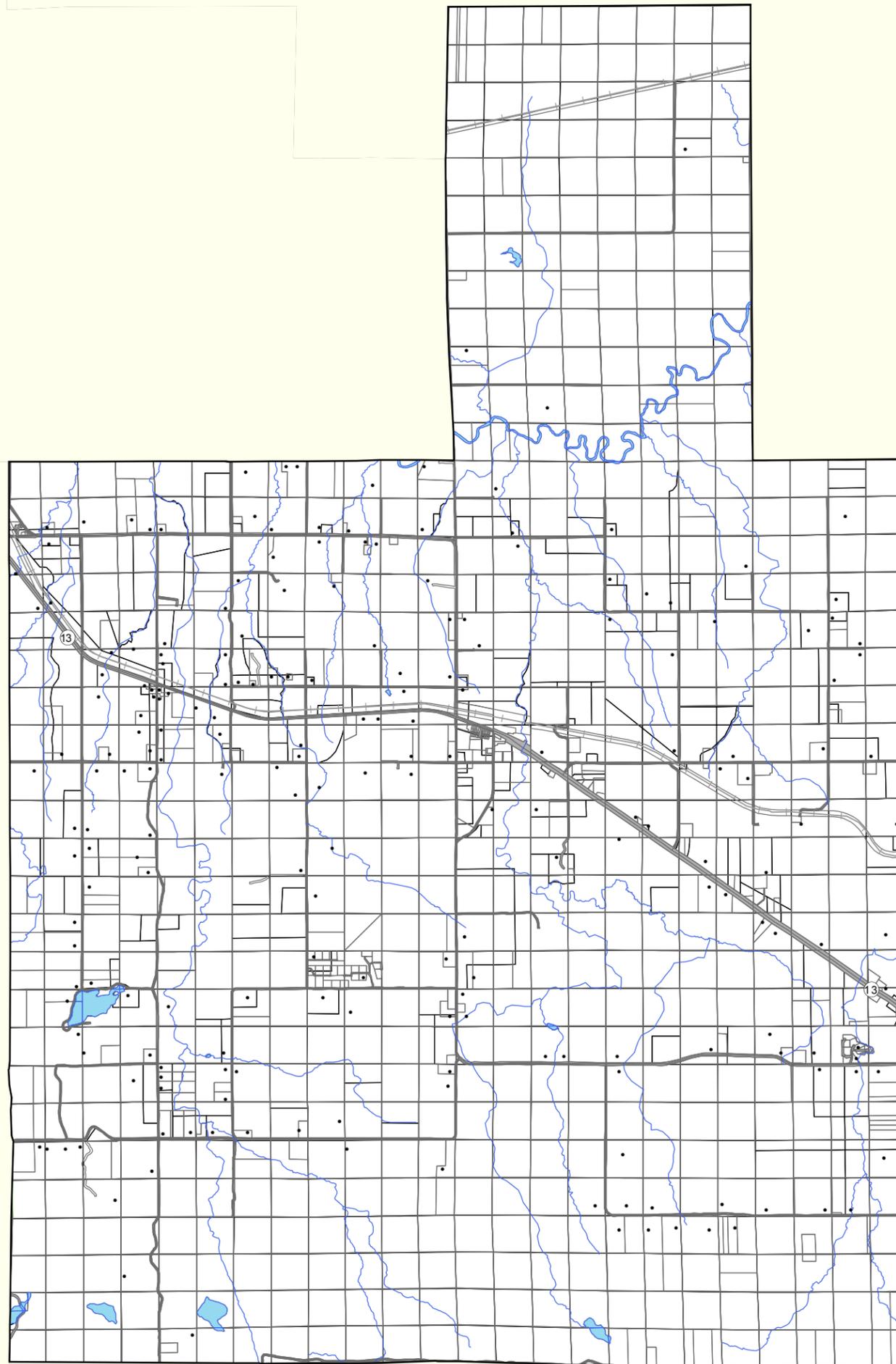
The Apostle Island National Lakeshore is found in both Ashland and Bayfield Counties. It consists of shoreline in Bayfield County and includes 21 of the Apostle Islands. The approximate amount of area found in Ashland County is around 35,253 acres. The lakeshore's forests have a wide variety of disturbance histories, ranging from pristine old-growth forest, without a history of deer browsing, to forests that have been subjected to logging, fires, and extensive deer browsing. At present, most of the Lakeshore is covered with unbroken mature second-growth forest. In addition to forestland, there are many other natural and cultural resources that are found in this area. Wildlife found in this area includes a diverse population of nesting and migratory birds, and a variety of mammals, amphibians, and fish.

Forest And Park Lands
Town of Ashland: 2004

Ashland County
Comprehensive Plan Map

Legend

-  County Forest
-  County Park
-  Chequamegon National Forest
-  State of Wisconsin
-  Copper Falls and Big Bay State Park



Base Map: Ashland County

Data Source: Northwest Regional Planning Commission

Map Created: October, 2004
Map Edited: September 11, 2005





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Wildlife Habitat

As Wisconsin's land ownership becomes increasingly fragmented, the Department of Natural Resources believes that habitat on these smaller parcels also becomes more fragmented. This is particularly relevant to species that require a large range or contiguous habitat, such as the bear and wolf. Fragmented ownership negatively impacts species by causing inconsistencies in habitat management, and making it more difficult and expensive for the DNR or private organizations to acquire land for preservation.

Large tracts of high quality natural areas in Ashland County include nine State Natural Areas. These are:

- ◆ Big Bay Sandspit and Bog
- ◆ Apostle Islands Maritime Forest
- ◆ Apostle Islands Maritime Cliffs
- ◆ Apostle Islands Sandscapes
- ◆ Apostle Islands Critical Species
- ◆ Chequamegon Hardwoods
- ◆ McCarthy Lake and Cedars
- ◆ Spider Lake
- ◆ Copper Falls

State Natural Areas are designated by the Department of Natural Resources to protect outstanding examples of native natural communities, significant geological formations, and archaeological sites. State Natural Areas also provide the last refuges in Wisconsin for rare plants and animals. The Copper Falls State Natural Area is located in the Town of Morse.

In 1995, 25 elk were released into the Chequamegon National Forest as part of a monitoring project. The DNR is now responsible for monitoring the herd, which has grown to approximately 80-90 elk. In Ashland County, their primary range includes the portions of the Towns of Gordon, Shanagolden, Marengo, Morse, and Chippewa.

Wildlife Management Areas

The Hoffman Lake-Hay Creek Wildlife Area encompasses a total of 13,784 acres that are located in Ashland and Iron Counties. The area in Ashland County is roughly half of the total acreage and lies in the Town of Agenda. The area is managed by the DNR whose main goal is to manage the property for wildlife, with the objective of maximizing the aspen acreage in the area. According to the DNR, there are 52 species of song birds, bear, beaver, grouse, deer, snowshoe hares, and wolves that all benefit from the aspen habitat either directly or indirectly.

The White River Wildlife Area encompasses an area of approximately 1,000 acres. The Wildlife Area is located in the Town of Gingles. This area does not have a master plan like the Hoffman Lake Hay Creek Wildlife Area does. It is much smaller and is basically unmanaged. The main goal for the area is to provide and maintain a winter deer yarding area. The Wildlife Area provides winter deer habitat with steep pine ravines, aspen, white pine, and red pine stands. The area is predominantly red clay soil. The last timber sale took place in 1993. The White River flows through the northern part of the wildlife area and the County snowmobile trail travels around the west side of the property. There are current plans developing to expand the White River Area through NDR land acquisition.



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Other Conservation Areas

Nature Conservancy

In 1997, the Nature Conservancy acquired 1,043 acres near Caroline Lake in Ashland County from George-Pacific Corporation. This area is located in the Town of Morse. Caroline Lake forms the headwaters of the Bad River, which flows into the Kakagon-Bad River Slough. This area provides important habitat for many species of birds and contains a large variety of forested area, wetlands, and lake areas. The area is open to the public and is also being utilized as a research area for Northland College students.

Nature Conservancy/Bad River Band of Lake Superior Tribe of Chippewa Indians

In 2003, the Nature Conservancy of Wisconsin transferred 21,322 acres of forested land in the Chequamegon Bay Area to the Bad River Band of Lake Superior Tribe of Chippewa Indians. The lands that were included in this transaction are composed of multiple parcels that range in size from 20 to 3,500 acres and are covered mostly by forests and wetlands. The Conservancy and the Tribe have signed a Memorandum of Understanding describing the two parties' working relationship on this conservation project.

Madeline Island Wilderness Preserve

The Madeline Island Wilderness Preserve is working to protect wilderness areas and open land. By preserving this space they will protect the diversity of the natural ecosystems and their plant and animal life. The group strives to promote awareness and appreciation of nature. The Wilderness Preserve is located on approximately 2,240 acres of land.

Big Bay Town Park

This Town Park is located on Madeline Island and is found about seven miles from La Pointe. The Park is adjacent to Big Bay State Park. There is no fee for daily use and there are 40 primitive campsites on a first-come, first-served basis. The Park provides trail access to trails in Big Bay State Park.

Environmentally Sensitive Areas

The Town is located in an area of the State that is characterized by numerous wetlands, which provide habitat for threatened or endangered species. Areas of this type are sensitive to development activity, and may be damaged by development that approaches an inappropriate land use or design for the specific location. The ecological services provided by these areas are important and may be difficult or costly to replicate.

Threatened or Endangered Species

Wisconsin's Natural Heritage Inventory (NHI), established in 1985 by the Wisconsin Legislature, is maintained by the Wisconsin Department of Natural Resources' (WDNR) Bureau of Endangered Resources. The NHI Program is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features in Wisconsin. The Wisconsin NHI Program is part of an international network of inventory programs that collect, process, and manage data on the occurrences of natural biological diversity using standard methodology. This network was established and is still coordinated by The Nature Conservancy (TNC), an international non-profit organization. The network now includes natural heritage inventory programs in all 50 states, most provinces in



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Canada, and many countries in Central and South America. The Town has identified the need to inventory its' land, which is outlined in Goal No. 3 of their local land use plan.

Wisconsin's Natural Heritage Inventory Program's three objectives are to collect information on occurrences of rare plants and animals, high-quality natural communities, and significant natural features in Wisconsin; standardize this information, enter it into an electronic database, and mark locations on base maps for the state; and use this information to further the protection and management of rare species, natural communities, and natural features.

Based on data contained in Wisconsin's Natural Heritage Inventory, there are 26 known rare or endangered plant species and 7 known rare or endangered animal species in Ashland County (see following tables).

Rare, Threatened, and Endangered Species and Natural Communities in Ashland County

Understanding the Town of Ashland and Ashland County's threatened and endangered species allows for proper examination of any potential impacts proposed developments may have. While specific geographic locations of species or communities are not defined in this element, field investigations at proposed new development sites may be called for in the review and approval process. Collaborative relationships with County staff and State agency representatives will serve as valuable networks to ensure that these resources are protected and preserved within the Town of Ashland. By taking these actions, the Town of Ashland will be achieving S. 16.965(4), Wis. Stats.: Goal #3 - "Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources."

Key

End = Endangered

Thr = Threatened

Sc = Special Concern

Sc/M = Fully protected by federal and state laws under the Migratory Bird Act

Sc/P = Fully protected

Sc/N = No laws regulating use, possession, or harvesting.

Sc/H = Take regulated by establishment of open closed seasons.

Sc/Fl = Federally protected as endangered or threatened, by not so designated by WDNR

Beetle		
Scientific Name	Common Name	Wisconsin Status
Cicindela Hirticollis Rhodensis	Beach-Dune Tiger Beetle	Sc/N

Birds		
Scientific	Common	Wisconsin Status
Accipiter Gentilis	Northern Goshawk	Sc/M
Catharus Ustulatus	Swainson's Thrush	Sc/M
Dendroica Caerulescens	Black-Throated Blue Warbler	Sc/M
Dendroica Cerulea	Cerulean Warbler	Thr
Dendroica Tigrina	Cape May Warbler	Sc/M
Empidonax Flaviventris	Yellow-Bellied Flycatcher	Sc/M
Falcapennis Canadensis	Spruce Grouse	Thr



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Falco Columbarius	Merlin	Sc/M
Oporornis Agilis	Connecticut Warbler	Sc/M
Vermivora Peregrina	Tennessee Warbler	Sc/M
Ammodramus Leconteii	Le Conte's Sparrow	Sc/M
Botaurus Lentiginosus	American Bittern	Sc/M
Bucephala Clangula	Common Goldeneye	Sc/M
Charadrius Melodus	Piping Plover	End
Chlidonias Niger	Black Tern	Sc/M
Circus Cyaneus	Northern Harrier	Sc/M
Cygnus Buccinator	Trumpeter Swan	End
Haliaeetus Leucocephalus	Bald Eagle	Sc/Fl*
Mergus Merganser	Common Merganser	Sc/M
Pandion Haliaeetus	Osprey	Thr
Sterna Hirundo	Common Tern	End

Butterfly		
Scientific	Common	Wisconsin Status
Hesperia Comma	Laurentian Skipper	Sc/N
Oeneis Jutta	Jutta Arctic	Sc/N
Boloria Frigga	Frigga Fritillary	Sc/N
Erebia Discoidalis	Red-Disked Alpine	Sc/N
Lycaena Dorcas	Dorcas Copper	Sc/N
Lycaena Epixanthe	Bog Copper	Sc/N
Pieris Virginiensis	West Virginia White	Sc/N

Caddisfly		
Scientific	Common	Wisconsin Status
Lepidostoma Libum	A Bizarre Caddisfly	Sc/N

Community		
Scientific	Common	Wisconsin Status
Boreal Forest	Boreal Forest	Na
Dry Cliff	Dry Cliff	Na
Great Lakes Barrens	Great Lakes Barrens	Na
Great Lakes Beach	Great Lakes Beach	Na
Lake Dune	Lake Dune	Na
Moist Cliff	Moist Cliff	Na
Northern Dry Forest	Northern Dry Forest	Na
Northern Dry-Mesic Forest	Northern Dry-Mesic Forest	Na
Northern Mesic Forest	Northern Mesic Forest	Na
Alder Thicket	Alder Thicket	Na
Black Spruce Swamp	Black Spruce Swamp	Na
Coastal Fen	Coastal Fen	Na
Emergent Aquatic	Emergent Aquatic	Na
Ephemeral Pond	Ephemeral Pond	Na
Floodplain Forest	Floodplain Forest	Na
Great Lakes Alkaline Rockshore	Great Lakes Alkaline Rockshore	Na
Hardwood Swamp	Hardwood Swamp	Na
Interdunal Wetland	Interdunal Wetland	Na
Lake-Deep; Soft; Drainage	Lake-Deep; Soft; Drainage	Na
Lake-Shallow; Soft; Drainage	Lake-Shallow; Soft; Drainage	Na
Lake-Soft Bog	Lake-Soft Bog	Na
Northern Sedge Meadow	Northern Sedge Meadow	Na
Northern Wet Forest	Northern Wet Forest	Na



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Northern Wet-Mesic Forest	Northern Wet-Mesic Forest	Na
Open Bog	Open Bog	Na
Poor Fen	Poor Fen	Na
Shrub-Carr	Shrub-Carr	Na
Stream--Fast; Soft; Cold	Stream--Fast; Soft; Cold	Na
Stream--Slow; Hard; Cold	Stream--Slow; Hard; Cold	Na
Stream--Slow; Hard; Warm	Stream--Slow; Hard; Warm	Na
Stream--Slow; Soft; Warm	Stream--Slow; Soft; Warm	Na
Tamarack Swamp	Tamarack Swamp	Na

Dragonfly

Scientific	Common	Wisconsin Status
Aeshna Eremita	Lake Darner	Sc/N
Cordulegaster Obliqua	Arrowhead Spiketail	Sc/N
Gomphurus Ventricosus	Skillet Clubtail	Sc/N
Ophiogomphus Howei	Pygmy Snaketail	Thr

Fish

Scientific	Common Name	Wisconsin Status
Acipenser Fulvescens	Lake Sturgeon	Sc/H
Clinostomus Elongatus	Redside Dace	Sc/N
Coregonus Artedi	Lake Herring	Sc/N
Coregonus Hoyi	Bloater	Sc/H
Coregonus Kiyi	Kiyi	Sc/H
Coregonus Zenithicus	Shortjaw Cisco	Sc/H
Etheostoma Microperca	Least Darter	Sc/N
Prosopium Coulteri	Pygmy Whitefish	Sc/N

Grasshopper

Scientific	Common Name	Wisconsin Status
Melanoplus Flavidus	Blue-Legged Grasshopper	Sc/N

Herptile

Scientific	Common Name	Wisconsin Status
Clemmys Insculpta	Wood Turtle	Thr*

Invertebrate

Scientific	Common Name	Wisconsin Status
Alasmidonta Marginata	Elktoe	Sc/H
Gomphus Viridifrons	Green-Faced Clubtail	Sc/N
Ophiogomphus Carolus	Riffle Snaketail	Sc/N
Stylogomphus Albistylus	Least Clubtail	Sc/N

Other

Scientific	Common Name	Wisconsin Status
Bird Rookery	Bird Rookery	Sc
Migratory Bird Concentration Site	Migratory Bird Concentration Site	Sc

Mammal

Scientific	Common	Wisconsin Status
Napaeozapus Insignis	Woodland Jumping Mouse	Sc/N



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Plant		
Scientific	Common	Wisconsin Status
Asplenium Trichomanes	Maidenhair Spleenwort	Sc
Botrychium Lunaria	Moonwort Grape-Fern	End
Botrychium Minganense	Mingan's Moonwort	Sc
Botrychium Mormo	Little Goblin Moonwort	End
Botrychium Oneidense	Blunt-Lobe Grape-Fern	Sc
Cardamine Maxima	Large Toothwort	Sc
Carex Concinna	Beautiful Sedge	Thr
Carex Pallescens Var Neogaea	Pale Sedge	Sc
Carex Prasina	Drooping Sedge	Thr
Clematis Occidentalis	Purple Clematis	Sc
Deschampsia Flexuosa	Crinkled Hairgrass	Sc
Dryopteris Expansa	Spreading Woodfern	Sc
Dryopteris Fragrans Var Remotiuscula	Fragrant Fern	Sc
Gnaphalium Sylvaticum	Woodland Cudweed	Sc
Gymnocarpium Robertianum	Limestone Oak Fern	Sc
Leucophysalis Grandiflora	Large-Flowered Ground-Cherry	Sc
Listera Convallarioides	Broad-Leaved Twayblade	Thr*
Lycopodium Selago	Fir Clubmoss	Sc
Melica Smithii	Smith Melic Grass	End
Moehringia Macrophylla	Large-Leaved Sandwort	End
Ophioglossum Vulgatum	Adder's-Tongue	Sc
Orobanche Uniflora	One-Flowered Broomrape	Sc
Osmorhiza Chilensis	Chilean Sweet Cicely	Sc
Pinguicula Vulgaris	Common Butterwort	End
Platanthera Flava Var Herbiola	Pale Green Orchid	Thr
Platanthera Orbiculata	Large Roundleaf Orchid	Sc
Polystichum Braunii	Braun's Holly-Fern	Thr*
Primula Mistassinica	Bird's-Eye Primrose	Sc
Ranunculus Gmelinii	Small Yellow Water Crowfoot	End*
Ribes Hudsonianum	Northern Black Currant	Sc
Ribes Oxyacanthoides	Canada Gooseberry	Thr
Salix Pellita	Satiny Willow	End
Salix Planifolia	Tea-Leaved Willow	Thr
Scirpus Torreyi	Torrey's Bulrush	Sc
Senecio Indecorus	Plains Ragwort	Thr
Streptopus Amplexifolius	White Mandarin	Sc
Trisetum Spicatum	Narrow False Oats	Thr
Vaccinium Vitis-Idaea Ssp Minus	Mountain Cranberry	End
Amerorchis Rotundifolia	Round-Leaved Orchis	Thr*
Arethusa Bulbosa	Swamp-Pink	Sc
Calamagrostis Stricta	Slim-Stem Small-Reedgrass	Sc
Calypso Bulbosa	Fairy Slipper	Thr
Carex Assiniboensis	Assiniboine Sedge	Sc
Carex Capillaris	Hair-Like Sedge	Sc
Carex Exilis	Coast Sedge	Thr
Carex Lenticularis	Shore Sedge	Thr
Carex Livida Var Radicaulis	Livid Sedge	Sc
Carex Michauxiana	Michaux Sedge	Thr
Carex Tenuiflora	Sparse-Flowered Sedge	Sc



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Plant (continued)		
Scientific	Common	Wisconsin Status
Ceratophyllum Echinatum	Prickly Hornwort	Sc
Cypripedium Arietinum	Ram's-Head Lady's-Slipper	Thr
Cypripedium Parviflorum	Small Yellow Lady's-Slipper	Sc
Cypripedium Reginae	Showy Lady's-Slipper	Sc
Deschampsia Cespitosa	Tufted Hairgrass	Sc
Drosera Anglica	English Sundew	Thr
Drosera Linearis	Slenderleaf Sundew	Thr*
Eleocharis Robbinsii	Robbins Spikerush	Sc
Epilobium Palustre	Marsh Willow-Herb	Sc
Epilobium Strictum	Downy Willow-Herb	Sc
Equisetum Palustre	Marsh Horsetail	Sc
Equisetum Variegatum	Variegated Horsetail	Sc
Parnassia Palustris	Marsh Grass-Of-Parnassus	Thr
Platanthera Dilatata	Leafy White Orchis	Sc
Rhynchospora Fusca	Brown Beakrush	Sc
Triglochin Maritimum	Common Bog Arrow-Grass	Sc
Utricularia Purpurea	Purple Bladderwort	Sc
Utricularia Resupinata	Northeastern Bladderwort	Sc

Salamander		
Scientific	Common	Wisconsin Status
Hemidactylum Scutatum	Four-Toed Salamander	Sc

Turtle		
Scientific	Common	Wisconsin Status
Clemmys Insculpta	Wood Turtle	Thr

Source: Wisconsin DNR

¹Wisconsin Status:

Endangered: continued existence in Wisconsin is in jeopardy.

Threatened: appears likely, within the near future, to become endangered.

Special Concern: species for which some problem of abundance or distribution is suspected but not proven. SC/N = no laws regulating use, possession or harvesting; SC/H = take regulated by establishment of open closed seasons, SC/FL = federally protected as endangered or threatened, but not so designated by WDNR; SC/M = Fully protected by federal and state laws under the migratory bird act.

Rule: protected or regulated by state or federal legislation or policy; neither endangered nor threatened.

* : Fact sheet about species and its habitat is available on the DNR website.



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Air Quality

National Ambient Air Quality Standards (NAAQS) have been established by the U.S. Environmental Protection Agency⁴ to protect public health and the environment. The pollutants regulated by these NAAQS include suspended particulate matter, carbon monoxide, ozone, oxides of nitrogen, oxides of sulfur, and lead. Ashland County is designated as an attainment area and does not have air quality problems.

In the Clean Air Act Amendments of 1977, Congress specified the initial classification of lands for Prevention of Significant Deterioration (PSD) purposes. There are not any areas within the County that fall under this classification.

Relevant Studies, Reports, and Findings

A Guide to Planning for Coastal Communities in Wisconsin (Draft) – (Wisconsin Coastal Management Program)

This comprehensive planning Guide is for communities in Wisconsin that lie within the coastal zone of the state. It is intended to address the preparation of a coastal element of a comprehensive plan and provides additional information for addressing coastal related issues within plans.

A Data Compilation and Assessment of Coastal Wetlands of Wisconsin's Great Lakes (Phases I, II, & III) (Natural Heritage Inventory Program, DNR)

The goals of the project were to compile existing information on coastal wetlands for Lakes Superior and Michigan and in Wisconsin, select ecologically significant primary coastal wetland sites, and identify existing data or inventory gaps.

Apostle Islands Wilderness Suitability Study – 2003 (NPS)

The purpose of the study was to determine which of the 21 islands in the park are suitable for inclusion in the National Wilderness Preservation System. It is recommended that 80 percent of the park be included in this system. Access to the park is limited to the boundary of the property; one cannot travel onto the land.

Ashland and Bayfield Land and Water Resource Management Plan January 1999

The land and water resource management plans are intended to be action-oriented, flexible, and reflect the resource management needs identified through public input. These plans have a specific focus on coordinated implementation. The goals of the plan are as follows:

- ◆ Improve forestland management to control sediment and erosion.
- ◆ Improve manure and nutrient management to reduce nonpoint pollution.
- ◆ Improve town and forest road maintenance and construction to reduce nonpoint pollution.
- ◆ Improve shoreland management to reduce nonpoint pollution.
- ◆ Reduce crop
- ◆ Land soil erosion.

⁴ Section 109 of the Clean Air Act.



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Ashland County Forest 10-Year Plan – 1996 (Ashland County Forestry Department)

The purpose of this plan is to specify the operating policies and procedures that the County will follow in administration of the forest. The plan also serves to provide background information regarding the County Forest.

Bad River Band of Lake Superior Tribe of Chippewa Indians. (2001). Integrated Resources Management Plan.

This document describes the Integrated Resources Management Plan (IRMP) that the Bad River Band developed. The plan focuses on soils, minerals, water, air, transportation, recreation, cultural, vegetation, wetlands, timber, fish, wildlife, and threatened and endangered species. This document describes the current condition of each of these resources, lists a set of known issues or problems relating to each resource, and outlines a series of goals and objectives designed to begin addressing the issues.

Best Management Practice Guidelines for the Wisconsin Portion of the Lake Superior Basin – March 2003 (Ashland, Bayfield, and Iron County Land Conservation Offices)

This set of guidelines is meant to be a working document that is focused on reducing nonpoint pollution. A guide to best management practices, it is intended to build on the conservation projects of the past and incorporate newer technologies and ideas. The document is divided into sections based on different activities that have been identified as being important. These sections include project planning, roads, forestry, agriculture, critical area stabilization, habitat, and development.

Chequamegon-Nicolet National Forest – Draft Environmental Impact Statement (USFS)

This document discusses the effects of applying alternative ways of managing the Chequamegon-Nicolet National Forest. It provides information that helps determine what aspects of the current Forest Plans need change, alternative options for making those changes, and the effects of implementing each of the alternatives.

Chequamegon-Nicolet National Forests – Proposed Land and Resource Management Plan 2003 (USFS)

This document, still in its draft form, is a guide for all resource management activities in the Chequamegon-Nicolet National Forests. It includes the following: forest-wide multiple-use goals and implementing objectives; forest-wide management requirements; management area direction, including area-specific standards and guidelines, desired future conditions and management practices; identification of lands suited/not suited for timber management; monitoring and evaluation requirements, and finally recommendations to Congress for additional wilderness.

Chequamegon-Nicolet National Forests – Roads Analysis 2002 (USFS)

This document was prepared to assist Chequamegon-Nicolet National Forest in evaluating its road systems and in response to changing priorities, concerns, funding, and needs. It provides a physical, biological, social, cultural, and economic description of the existing road system in this National Forest. It also details several issues related to current road maintenance, public, private, and administrative access provided by roads, the roads' effect on aquatic environment and water quality, the role of roads in proliferation of non-native invasive species, effects of roads on wildlife, and the maintenance cost and environmental



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effects of placing roadways on slopes. Opportunities and priorities for future management of the primary transportation system within this forest are also identified.

Our Watershed, Our Water – Understanding and Protecting a Watershed (The Nature Conservancy)

This document was created with input and collaboration of many sources, including residents of the Chequamegon Bay Area. The guide provides general watershed information and is intended to encourage local citizen to protect the clean water conditions that exist today so that future generations can enjoy these same things.

Wisconsin Water Quality Assessment Report of Congress 2002 (DNR)

This report describes the known quality of our surface water and groundwater. The information in this report is gathered, interpreted, and understood through the prism of existing social, economic, and political conditions. The report contains a statewide update of water quality assessment data for lakes and a partial update of river assessment information. Additionally, the report makes some recommendations to Congress.

*Ashland County's Forest Resource: Trends, Issues, and Actions (*See Appendix B in Countywide Comprehensive Plan)*

*Ashland County's Water Resource: Issues and Recommendations (*See Appendix A in Countywide Comprehensive Plan)*

*Ashland County Bibliography (*See Appendix C in the Countywide Comprehensive Plan)*

As part of the Comprehensive Plan preparation, a bibliography of important natural resource related documents was gathered together. Many of the resources in the document are listed above, to see the bibliography in its entirety please refer to the Countywide Comprehensive Plan.

Ashland County Land, Water, and Habitat Issue Identification Workshop-

A workshop was held in April 2004 to help County residents as well as State and local officials identify areas of importance that they wish the comprehensive plan to address. The top ten identified issues are as follows:

- ◆ Protect watersheds/systems, including headwaters, riparian zones, and buffers, to keep water clean.
- ◆ Use of proper forestry-management practices
- ◆ Balance development with conservation & preservation
- ◆ Landowner education and assistance for streambank protection and restoration (i.e. White River), including lakeshore
- ◆ Balance economy and environment to consider “hidden costs”
- ◆ High deer population problems
- ◆ Need better planned, engineered, built, and enforced trails
- ◆ Protect forest industry
- ◆ Rising property values
- ◆ Protect/restore environmental corridors (riparian zones, wetlands)
- ◆ Mining



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These issues are addressed in the goals, objectives, and policies of applicable elements. For a list of all the issues that were discussed at the workshop please refer to the Vision Chapter of the policy document where the workshop issues can be found in the appendices. Additional details for the Town of Ashland are located in the Town's local Land Use Plan.

Available Funding

The following is a listing of possible grant or loan resources that a city, village, town, or county could utilize. This list is not an exhaustive list, however it provides a place to start when searching for funds.

- ◆ ***Wisconsin Environmental Education Board (WEEB)***
WEEB has a grant program category that is available to encourage school districts to apply for funding for school forests.

- ◆ ***Department of Agriculture, Trade, and Consumer Protection***
Chemical and Container Disposal - Clean Sweep
Collect unwanted agricultural pesticides and chemicals from farmers, rural properties, and businesses for safe, legal disposal. The program also assists in the collection and management of empty pesticide containers. *Contact: Roger Springman, DATCP, roger.springman@datcp.state.wi.us*

- ◆ ***Wisconsin Department of Natural Resources***
The Clean Water Fund Program (CWFP) provides low-interest loans to municipalities for wastewater treatment facilities and urban stormwater runoff projects. In addition to regular CWFP loans, there are two subprograms within the Clean Water Fund Program:
 - Hardship assistance** is available to municipalities that meet certain criteria. [not available for storm water projects]
 - Small Loans** provides a subsidy to the interest rate on a loan that a municipality obtains from the State Trust Fund. [not available for stormwater projects]**The Safe Drinking Water Loan Program (SDWLP)** provides low-interest loans to municipalities for drinking water facilities.
The Land Recycling (Brownfields) Loan Program (LRLP) provides low-interest loans to municipalities for investigation and remediation of certain contaminated properties.

- ◆ ***Wisconsin Coastal Management Program – Department of Administration***
To support the management, protection, and restoration of Wisconsin's coastal resources, and increase public access to the Great Lakes. *Contact – Michael Friis coastal@doa.state.wi.us*



Cultural Resources

Architectural Structures

Old buildings have a special relevance to our lives today, bringing a “sense of place” to our lives and our communities. They also tell the social, cultural, economic, and political history of people in a way that no printed word or photograph can. Thus, telling the story of Wisconsin’s historic architecture is a way of documenting the diverse experiences of Wisconsin people and places.

The National and State Register of Historic Places gives honorary recognition to places that retain their historic character and are important to understanding local, state, or national history. These are official listings of properties that are worthy of preservation or significant to Wisconsin’s heritage. There are not any sites located in Ashland that are listed in the National Register of Historic Places and/or State Register of Historic Places.

The Wisconsin Architecture & History Inventory is a collection of information on historic buildings, structures, sites, objects, and historic districts that illustrate Wisconsin’s unique history. The database is maintained by the Wisconsin Historical Society, and is comprised of written text and photographs of each property, which document the property’s architecture and history. Most properties become part of the Inventory as a result of a systematic architectural and historical survey, and inclusion in this inventory conveys no special status, rights, or benefits to owners of these properties. The Wisconsin Architecture & History Inventory also contains many records of locations of historical significance. In the Town of Ashland, there are 14 buildings that are listed in the State Inventory. Many do not have specific names, only locations. The three that have been identified in the inventory are the Finnish Apostolic Church, The Zakovec Log House, and the Zakovec Log Barn; however, the Zakovec Log Barn has fallen down. Town members have additionally identified that important sites in the Town include the Kurki Sauna on Bass Lake, and the Town Hall.

Archeological Sites

The Wisconsin Historical Society maintains a list of archaeological sites and cemeteries referred to as the Archaeological Site Inventory Database (ASI), which is a part of the Wisconsin Archaeological and Historic Resource Database (WisARD). This list is the most comprehensive list of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites that are present in the State. The only sites that are included in this database are sites that have been reported to the Wisconsin Historical Society. Archaeological evidence indicates that people have lived in what is now Wisconsin for over 12,000 years. It is estimated that nearly 80 percent of the archaeological sites that once existed in the State have been destroyed or severely damaged, primarily by modern land practices such as development and farming. Some of the remaining evidence includes Native American effigy mounds, often constructed in the shapes of turtles, birds, bears, and other animals. Ashland County is not located in a part of the State where effigy mounds are common.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance. If a burial mound or



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an unmarked or marked burial is present in an area, the Burial Sites Preservation Office should be notified.

Archaeological sites include places where people have lived, worked, and worshipped. These sites are non-renewable resources and once a site is destroyed, either by natural or human related activities, it cannot be reclaimed. Because of the fragile nature of these sites, identifying them and determining their locations is a very important part of the planning process. A wide variety of methods used to protect natural resources can also be used to protect archaeological sites. For example, land purchases, easement purchases, zoning, and a state operated tax credit program are all tools available to property owners.

The following is a list of known archeological sites located in the Town of Ashland:

- ◆ 3 cemeteries or burials
- ◆ 2 Grooved Axe Site
- ◆ Quarter Corner Cabin/Homestead
- ◆ Foundation/Depression

Bad River Band of Lake Superior Tribe of Chippewa Indians

The Bad River Band is one of the six Wisconsin Ojibwe Bands that are federally recognized tribes. The tribe has over 6,000 members; about 1,500 of these members live on the reservation. The Chippewa migrated from the east and settled on Madeline Island in the early 1600's. The Bad River Reservation was established by the treaty of 1854, and includes over 124,000 acres of land in Ashland and Iron Counties. Ashland County has many archaeological sites that date back to the tribal community. Sites located within federally-recognized tribal lands are not reported in this document.

Preservation of Wisconsin Archaeological Sites

It is estimated that nearly 80 percent of the archaeological sites that once existed in the state have been destroyed or severely damaged, primarily by modern land practices such as development and farming. Many sites have also been damaged by looting.

Laws and Statutes

Federal Projects

Section 106 of the National Historical Preservation Act of 1966, As Amended requires federal agencies to insure that their actions (grants, funding, permits, activities such as highway building, etc.) do not adversely affect archaeological sites on or eligible for the National Register of Historic Places.

State Projects

Archaeological sites can be protected during the course of state agency activities (grants, funding, permits, ground disturbing projects) if the sites have been recorded with the Office of the State Archaeologist. See Section 44.40 Wisconsin Statutes.



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Political Subdivision Projects

Archaeological sites may be protected during the course of village, city, county, and other political subdivision projects (e.g. building, road construction, etc.), but only if the site is listed on the National Register of Historic Places. See Section 44.43 Wisconsin Statutes

Burial Sites

All human burial sites, including cemeteries and Indian mounds, are protected under state law Section 157.70 Wisconsin Statutes. The law applies to both public and private lands. Owners of burial sites may receive property tax exemptions. The law is administered by the SHSW Burial Sites Program.

Rock Art Site

Destruction and vandalism of ancient rock art sites listed on the National Register of Historic Places, without landowner permission, is a felony under Section 943.01 Wisconsin Statutes.

Public Lands

Federal Lands: It is illegal to remove artifacts, or otherwise disturbed archaeological sites on federal lands without a permit under the Archaeological Resource Protection Act of 1979. Federal lands in Wisconsin include National Forests, National Parks, and Federal Trust Lands, such as Indian Reservations.

State Lands

It is illegal to remove artifacts, or otherwise disturb archaeological sites, on state or political subdivision (village, city, county) lands without a permit under The Field Archaeology Act Section 44.47 Wisconsin Statutes. The law applies to both archaeological sites on public lands and submerged sites, such as Shipwrecks on publicly owned bottomlands under lakes and rivers. Permits are administered by the Office of the State Archaeologist. Permits are normally only given to professional archaeologists.

Tax Incentives

Most types of archaeological sites are **NOT** protected from destruction by private landowner activity on privately owned lands; exceptions are covered above. As an incentive for private landowners to protect archaeological sites on their lands, the state offers a property tax exemption if the landowner formally agrees to protect the site.

Local Preservation Efforts

Significant archaeological sites in your community may be protected by a special community landmarks ordinance. Contact your local landmarks commission. For more information on ways to preserve archaeological sites in your community, contact the SHSW Regional Archaeologist near you.

Native American Tribal Preservation Programs

The eleven Wisconsin Indian tribes are very active in the preservation of archaeological sites and sacred areas. Most have historic preservation programs or contacts.



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Archaeological Consultants

The Office of the State Archaeologist maintains a list of archaeological consultants qualified to conduct archaeological studies and identify and evaluate sites under various federal and state historic preservation laws and statutes.



Economic Development Element

Town of Ashland

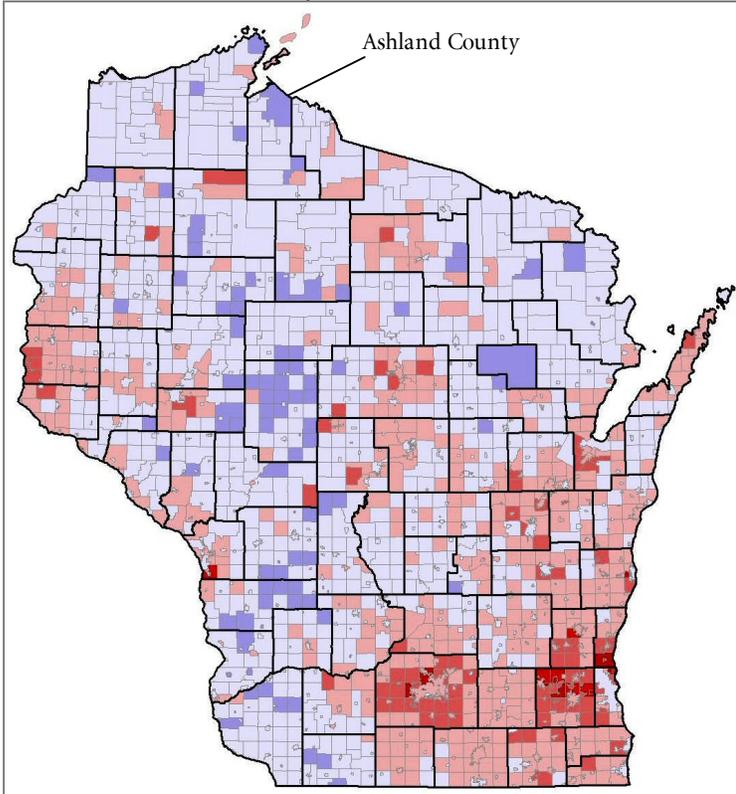
Introduction

The degree and quality of economic development in a community and the region has a direct impact on quality of life. The income of residents, revenue of local government, funding of community organizations, range of career options, and variety of shopping and services are all heavily dependent upon the diversity, stability, and growth of the local and regional economy. The local and regional economy also has a significant influence on the landscape and environment – influencing the quality of air and water, noise levels, traffic, and the overall look and feel of the community.

Although it is difficult for a local community to change its economic structure, it can have a significant influence on the quality and quantity of economic activity – and given enough time, effort and investment even the local economic structure can be changed.

The intent of the economic development element is to provide basic information on the Town's economy and population, analyze trends and identify potential issues and opportunities so that as a whole the comprehensive plan will support the economic development goals of the Town.

Exhibit 1: Wisconsin Per Capita Incomes



The map shows the distribution of per capita incomes. The municipalities in blue were below the average per capita income in Wisconsin of \$19,923 and those in red were above. The darker the red or blue shade, the further away from the average.

Source: 2000 U.S. Census



Economic Development Element

Town of Ashland

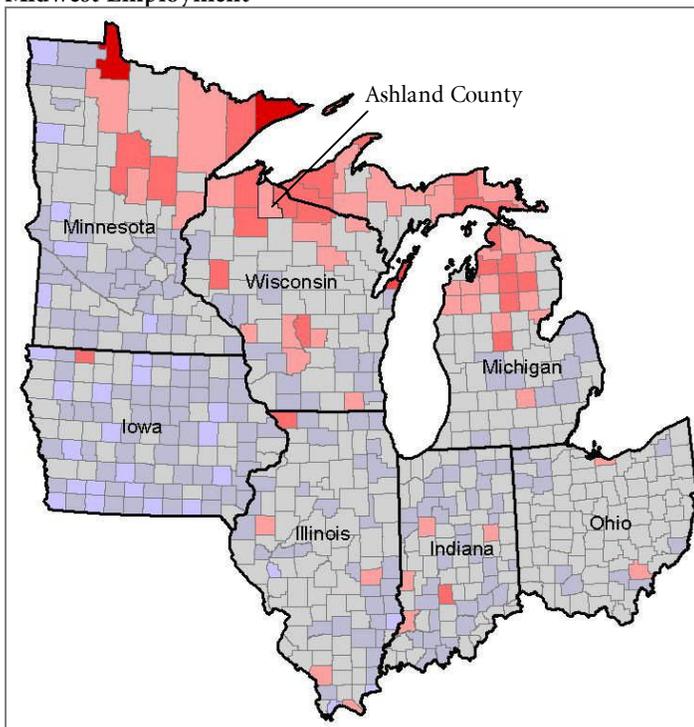
Background

Historically, the industry category with the most employment in Ashland County has been manufacturing, followed by health care and social assistance, and retail trade. Unlike state and national trends, manufacturing employment in Ashland County has actually increased between 1997 and 2001. Wood product manufacturing lead the way, especially the manufacturing of wood veneer and plywood manufacturing in Mellen and Butternut.



The fastest growing industry in Ashland County today is tourism. According to the 2000 census, Ashland County had 8.4 percent of total employment in the category of “Accommodation and Food Service.” The map below shows how this Ashland County percentage compares to the other counties in the Midwest (Exhibit 2). The counties in red have more than the national average of 6.2 percent in accommodation and food service and

Exhibit 2: Accommodation / Food Service As Percentage of Midwest Employment



Source: 2000 U.S. Census

the counties in blue are below the average. The graphic shows how important tourism is to the rural areas on the Great Lakes. Ashland County actually had more jobs in Accommodation and Food Service in 2000 than its neighbors Bayfield and Iron Counties, but Ashland also had considerably more employment in other categories like manufacturing.

Revenues from tourism have risen 221 percent in Ashland County between 1993 and 2002. This is the 5th highest increase among all Wisconsin counties. The county tourism industry and implications for the Town of Ashland are discussed later in this element.



Economic Development Element

Town of Ashland

Population and Labor Force

The goal of any government unit is to increase the quality of life and opportunities for its citizens. This section studies the residents of the Town of Ashland in terms of population, employment status, income, and education level. These are all indicators of how the local government is performing and how the local economy is functioning. This is also an opportunity to look at the labor force in the Town and consider its strengths and weaknesses for attracting new industries.

Manufacturing in the United States has undergone a dramatic change with the emergence of smaller, lighter industries that produce more valuable products. For example, all over Wisconsin small companies are producing heart valves, dentures, semiconductors, and valuable wood and dairy products. These companies are less reliant on proximity to raw materials, markets, and cheap labor and more dependent on a quality workforce. Improving the workforce will increase the Town's ability to attract companies and create jobs in cottage industries and farming.

Population & Unemployment

The total population in the Town of Ashland increased 6.3 percent from 1990 (567) to 2000 (603), higher than Ashland County growth of 3.4 percent but lower than the Wisconsin growth of 9.6 percent. In 2000 the median age in the Town was 42.3, in Ashland County it was 36.9, and in the State it was 36.0.

Unemployment is a serious problem in Ashland County. The County unemployment rate is 8.1 percent, much higher than the State average of 4.7 percent. Unemployment in the Town of Ashland is even higher at 9.3 percent. The following table shows the basic population and unemployment figures for the Town of Ashland, adjacent municipalities, Ashland County, and Wisconsin (Table 1).

Table 1: Population & Unemployment – Town of Ashland and Comparable Areas: 2000						
	Town of Ashland	Morse	Marengo	White River	Ashland County	Wisconsin
Total Population	603	515	362	892	16,866	5,363,675
Population Age 16+	456	425	275	565	13,138	4,157,030
In labor force:	312	292	168	401	8,504	2,872,104
In Armed Forces	0	0	2	0	2	2,868
Civilian Employed	283	278	157	375	7,810	2,734,925
Civilian Unemployed	29	14	9	26	692	134,311
Labor Force Participation	68.4%	68.7%	61.1%	71.0%	64.7%	69.1%
Unemployment Rate	9.3%	4.8%	5.4%	6.5%	8.1%	4.7%

Source: U.S. Census SF3: 2000



Economic Development Element

Town of Ashland

Household Income

Incomes in the Town of Ashland are slightly lower than the Ashland County averages and significantly below State averages. A full 10.5 percent of families are living below the poverty level, one of the highest percentages in Ashland County. The table below displays income figures in Ashland compared to adjacent jurisdictions, Ashland County, and Wisconsin (Table 2).

	Town of Ashland	Morse	Marengo	White River	Ashland County	Wisconsin
Total Households	227	202	135	273	6,697	2,086,304
Income Less than \$15,000	17.2%	11.9%	20.0%	11.4%	22.8%	13.0%
Income \$15,000 - \$24,999	13.7%	15.8%	17.8%	18.3%	15.6%	12.7%
Income \$25,000 - \$34,999	19.8%	14.9%	16.3%	15.0%	16.8%	13.2%
Income \$35,000 - \$49,999	21.6%	25.7%	19.3%	27.1%	19.3%	18.1%
Income \$50,000 - \$74,999	18.9%	15.8%	19.3%	15.4%	17.5%	22.7%
Income \$75,000 - \$99,999	4.8%	9.4%	5.9%	4.8%	5.0%	10.9%
Income \$100,000 - \$149,999	4.0%	3.0%	0.0%	4.4%	1.8%	6.4%
Income \$150,000 - \$199,999	0.0%	0.0%	0.0%	0.7%	0.2%	1.5%
Income \$200,000 and over	0.0%	3.5%	1.5%	2.9%	1.0%	1.5%
Income \$50,000 and over	27.8%	31.7%	26.7%	28.2%	25.5%	43.0%
Median Household Income	\$34,063	\$39,000	\$33,036	\$38,250	\$31,628	\$43,791
Per Capita Income	\$15,390	\$19,920	\$16,487	\$15,667	\$16,069	\$21,271
Percent of Families Below Poverty Level	10.5%	2.5%	10.7%	3.4%	7.8%	5.6%

Source: U.S. Census. Table DP-3. Profile of Selected Economic Characteristics: 2000

Educational Attainment

Ashland is a fairly well educated municipality for Ashland County. According to the 2000 Census, 87.1 percent of the residents over 25 years old had at least a high school diploma, which is higher than the State or County rates. On the other hand, the Town of Ashland had a smaller percentage of residents with post-high school education. The table below displays educational attainment in the Town of Ashland, adjacent municipalities, Ashland County, and Wisconsin (Table 3).

	Town of Ashland	Morse	Marengo	White River	Ashland County	Wisconsin
Population Age 25+	365	381	246	449	10,668	3,475,878
Less than 9th grade	6.3%	5.8%	7.3%	3.8%	6.4%	5.4%
Some High School, no diploma	6.6%	9.7%	9.8%	8.2%	9.5%	9.6%
High School Graduate (or GED)	44.4%	47.2%	39.0%	45.9%	40.5%	34.6%
Some College, no degree	21.6%	13.1%	19.9%	24.1%	19.7%	20.6%
Associate Degree	9.3%	10.2%	4.9%	7.8%	7.3%	7.5%
Bachelor Degree	9.3%	12.3%	13.0%	7.6%	11.2%	15.3%
Graduate or Professional Degree	2.5%	1.6%	6.1%	2.7%	5.4%	7.2%
Total with Some Post High School Education	42.7%	37.3%	43.9%	42.1%	43.6%	50.5%



Economic Development Element

Town of Ashland

Source: U.S. Census 2000. Table DP-3. Profile of Selected Economic Characteristics

Occupations

In comparison to State and County averages, a large percentage of the Town of Ashland's workforce is employed in blue-collar occupations. Employment in Ashland is concentrated in the categories of production, transportation, and material moving and construction, extraction, and maintenance occupations. The breakdown of occupations for employed persons in the Town of Ashland, Ashland County, and Wisconsin is as follows. Note that this is not the industry they are employed in but what type of position they have with the company (Table 4).

Table 4						
Occupation	Town of Ashland	Percent	Ashland County	Percent	Wisconsin	Percent
Service occupations:	33	11.7%	1,624	20.8%	383,619	14.0%
Sales and office occupations:	59	20.8%	1,710	21.9%	690,360	25.2%
Production, transportation, and material moving occupations:	63	22.3%	1,531	19.6%	540,930	19.8%
Management, professional, and related occupations:	64	22.6%	2,043	26.2%	857,205	31.3%
Farming, fishing, and forestry occupations	14	4.9%	211	2.7%	25,725	0.9%
Construction, extraction, and maintenance occupations:	50	17.7%	691	8.8%	237,086	8.7%
Total:	283	100.0%	7,810	100.0%	2,734,925	100.0%

Source: U.S. Census Bureau, Table DP-3.

Profile of Selected Economic Development Characteristics: 2000.



Economic Development Element

Town of Ashland

Household Spending

Spending habits are important to economic development and understanding life in a community. It shows the priorities and preferences of the population, what it costs to live, and the spending power available to support new enterprises. The table below is an estimate of the spending habits of households in each municipality in Ashland County. The numbers were estimated based on population, annual incomes, and spending preferences (based on demographics) of each town (Table 5).

Table 5: Household Spending Figures – Ashland County Municipalities and Wisconsin: 2003

	Total Area Expenditures	Average Household Expenditures	Housing	Transportation	Travel / Recreation	Health Care	Food	Apparel	Education
Agenda town	8,964,739	43,945	11,100	6,439	3,323	2,252	6,299	2,200	721
Ashland city	145,774,072	40,594	10,340	6,148	3,019	2,052	5,887	2,039	657
Ashland town	9,958,796	44,459	10,251	7,877	3,370	2,756	6,448	1,988	502
Butternut village	8,789,308	45,306	11,306	6,853	3,427	2,401	6,504	2,228	705
Chippewa town	7,439,432	48,308	11,615	7,999	3,654	2,813	6,970	2,249	627
Gingles town	10,858,932	46,406	11,136	7,662	3,521	2,575	6,590	2,181	592
Gordon town	5,695,037	37,467	8,815	6,516	2,820	2,286	5,443	1,700	432
Jacobs town	11,740,278	33,640	7,783	6,090	2,485	2,109	4,970	1,524	352
La Pointe town	5,197,362	42,255	9,986	7,268	3,197	2,559	6,110	1,918	499
Marengo town	6,052,659	46,559	10,801	8,151	3,531	2,825	6,722	2,102	538
Mellen city	14,961,458	40,219	9,399	7,110	3,005	2,481	5,882	1,824	446
Morse town	8,580,566	44,690	10,383	8,010	3,317	2,783	6,574	2,025	480
Peeksville town	2,968,367	44,304	10,755	7,187	3,334	2,514	6,410	2,105	604
Sanborn town	18,629,641	43,938	10,404	7,520	3,322	2,643	6,351	2,003	528
Shanagolden town	2,786,794	44,948	10,567	7,832	3,380	2,746	6,535	2,039	516
White River town	12,762,149	46,073	11,034	7,648	3,495	2,584	6,554	2,155	581
Ashland County	281 million	41,652	10,270	6,672	3,115	2,272	6,036	2,013	597
Wisconsin	122.7 billion	56,957	14,353	8,789	4,279	2,874	8,105	2,811	860

Source: ESRI Business Information Solutions Community Information Database

Town of Ashland

Ashland Township households have slightly more capacity to spend than the Ashland County average. The Town's older population spends less on housing, education, and apparel and more on transportation, recreation, travel, and health care. The table also shows how much less Ashland households spend than the State average in every category. The largest discrepancies are in housing and education expenditures. These figures again reflect the lower incomes and lower cost of living in Ashland County.



Economic Development Element

Town of Ashland

Economic Base

Ashland County Primary Industry Groups

The U.S. Census Bureau collects data on industries continually and publishes a yearly report called County Business Patterns (CBP). The CBP can provide a profile of Ashland County's employers and economic activity. Note that these data reflect the employment provided by Ashland County firms, not the employment of Ashland County residents.

The following table shows the general groupings of industries in Ashland County and how the number of establishments and employees has changed from 1998 to 2001 (Table 6).

Table 6: Employment and Establishments – Ashland County 1998-2001								
Industry	Establishments				Employees			
	1998	1999	2000	2001	1998	1999	2000	2001
Manufacturing	34	32	31	32	1,424	1,450	1,582	1,661
Health Care and Social Assistance	57	58	54	55	1,391	1,652	1,553	1,457
Retail Trade	115	112	102	103	1,024	1,030	968	980
Accommodation and Food Services	71	73	72	70	719	692	801	833
Construction	45	50	54	57	281	308	347	297
Other Services, except Public Admin	55	55	55	57	199	258	283	270
Finance and Insurance	33	31	30	28	191	179	183	187
Transportation and Warehousing	28	30	29	31	162	189	205	202
Wholesale Trade	17	17	16	17	142	124	119	173
Information	11	11	11	11	138	148	154	156
Professional, Scientific, and Technical Services	35	37	35	32	118	133	147	144
Agriculture, Forestry, Fishing, and Hunting	26	27	23	20	95	86	61	49
Real Estate and Rental and Leasing	12	15	17	16	63	20-99	68	47
Unclassified Establishments	4	8	4	3	0-19			3
Educational Services	4	4	4	4	500-999			
Utilities	4	4	4	4	20-99			
Art, Entertainment & Recreation	13	12	12	13	20-99			
Admin, Support, Waste Management, & Remediation Services	16	14	14	15	60	20-99		

Source: U.S. Census County Business Patterns Database

The main provider of jobs for Ashland County is manufacturing. The table above shows that the number of establishments has stayed steady, but employment is increasing. Between 1998 and 2001, Ashland County manufacturing employment grew 16.6 percent. In this same period manufacturing employment declined 4.4 percent in Wisconsin and 6.3 percent nationally (Table 6). Breaking down these general categories into more detailed sub-categories gives a clearer picture.



Economic Development Element

Town of Ashland

Industry Sub-Categories

The following table shows the individual industries that employ at least 100 people in Ashland County (Table 7).

Industry	Establishments				Employees			
	1998	1999	2000	2001	1998	1999	2000	2001
Wood Product Manufacturing	14	15	13	13	779	795	827	914
Food Services and Drinking Places	59	60	61	59	576	569	690	643
Ambulatory Health Care Services	35	35	33	31	470	512	487	485
Accommodation	12	13	11	11	143	123	111	190
Food and Beverage Stores	16	16	14	14	259	248	196	189
Religious, Grantmaking, Civic, and Professional Organizations	27	26	26	27	119	184	192	175
Special trade contractors	26	29	35	39	119	132	170	171
Professional, Scientific, and Technical Services	35	37	35	32	118	133	147	144
Motor Vehicle and Parts Dealers	13	13	10	10	133	143	115	135
Gasoline Stations	17	17	16	17	102	91	109	112
Publishing Industries (except Internet)	4	4	4	5	100-249	100-249	100-249	106
Truck Transportation	19	20	18	20	68	92	100	102
Educational Services	4	4	4	4		500-999		

Source: U.S. Census County Business Patterns Database

Wood product manufacturing is the largest industry category for employment. Between 1998 and 2001 this industry added 135 new jobs, which accounts for 57 percent of the total increase in manufacturing employment in Ashland County.

Table 8 shows the most detailed industry groupings for the wood product manufacturing category. At this level of detail, the employment is displayed as a range to protect the confidentiality of the companies. Still, it is clear that the majority of employment comes from hardwood and veneer manufacturing, employing at least 500 people.

Industry	Firms	Employees
Wood container & pallet mfg	1	0-19
Cut stock, resawing lumber & planing	1	20-99
Other millwork (including flooring)	2	20-99
Hardwood veneer & plywood mfg	3	500-999
Truss mfg	1	0-19
Sawmills	2	20-99
All other miscellaneous wood product mfg	3	218

Source: U.S. Census County Business Patterns Database



Economic Development Element

Town of Ashland

The other established and growing industries are the restaurant and accommodation categories, which can largely be attributed to the expanding tourism industry. This Ashland County tourism industry is discussed in the next section.

Employment by Industry

Employment in the Town of Ashland is heavily concentrated in manufacturing, with almost a quarter of the jobs. The Town also has a larger percentage than the State or County in the categories of manufacturing, agriculture, forestry and fishing; construction; and transportation and warehousing. Following is a table showing the industries employing those in the Town of Ashland compared to Ashland County and Wisconsin (Table 9). Note that the list below shows industries of employed persons residing in each area not industries located in the area.

Table 9: Employment by Industry: Town of Ashland, Ashland County, Wisconsin - 2000						
Industry	Town of Ashland	Percent	Ashland County	Percent	Wisconsin	Percent
Agriculture, forestry, fishing and hunting, and mining	34	12.0%	352	4.5%	75,418	2.8%
Construction	27	9.5%	476	6.1%	161,625	5.9%
Manufacturing	68	24.0%	1,336	17.1%	606,845	22.2%
Wholesale trade	4	1.4%	99	1.3%	87,979	3.2%
Retail trade	21	7.4%	822	10.5%	317,881	11.6%
Transportation and warehousing, and utilities	19	6.7%	338	4.3%	123,657	4.5%
Information	5	1.8%	126	1.6%	60,142	2.2%
Finance, insurance, real estate and rental and leasing	14	4.9%	283	3.6%	168,060	6.1%
Professional, scientific, management, administrative, and waste management services	11	3.9%	356	4.6%	179,503	6.6%
Educational, health and social services:	45	15.9%	2,015	25.8%	548,111	20.0%
Arts, entertainment, recreation, accommodation and food services	22	7.8%	876	11.2%	198,528	7.3%
Other services	2	0.7%	299	3.8%	111,028	4.1%
Public administration	11	3.9%	432	5.5%	96,148	3.5%
TOTAL	283	100%	7,810	100%	2,734,925	100%

Source: U.S. Census Bureau, Table DP-3. Profile of Selected Economic Development Characteristics: 2000.



Economic Development Element

Town of Ashland

Largest Employers in Ashland County

The largest employers in Ashland County are a reflection of the dominant industries. Most are associated with manufacturing, tourism, forest products, or serving the local population. The Bad River Indian Community is the largest employer with at least 500 employees (Table 10).

Table 10: Largest Employers - Ashland County

Name	NAICS Description	Location	Size
Bad River Indian Community	American Indian and Alaska Native Tribal Governments	Sanborn	500-999
Memorial Medical Center	General Medical and Surgical Hospitals	City of Ashland	250-499
C G Bretting Manufacturing	Paper Industry Machinery Manufacturing	City of Ashland	250-499
Ashland School District	Elementary and Secondary Schools	City of Ashland	185-425
Coop Educational Service	Administration of Education Programs	City of Ashland	100-249
Larson-Juhl US	All Other Miscellaneous Manufacturing	City of Ashland	100-249
Northland College	Colleges, Universities, and Professional Schools	City of Ashland	100-249
Wal-Mart	Discount Department Stores	City of Ashland	100-249
Columbia Forest Products	Hardwood Veneer and Plywood Manufacturing	City of Mellen	100-249
Birds Eye Veneer	Hardwood Veneer and Plywood Manufacturing	Butternut	100-249
Duluth Clinic – Ashland	Offices of Health Care Providers	City of Ashland	100-249
Lori Knapp Inc	Other Community Housing Services	City of Ashland	100-249
Beverly Health & Rehabilitation	Nursing Care Facilities	City of Ashland	100-249

Source: WI DWD, Bureau of Workforce Information, ES-202 Database

Employers in the Town of Ashland

Only four employers exist in the Wisconsin Department of Workforce Development database. With an employed workforce of 283 and local establishments offering between 77 and 180 jobs, the Town is probably a net importer of jobs. That is, Ashland has fewer jobs than are consumed by its local workforce. Residents must travel to surrounding employment centers for work. A complete table of the employers that pay worker's compensation benefits in the Town of Ashland can be found on the next page (Table 11).



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Table 11: Employers – Town of Ashland		
Name	NAICS Description	Size
ASHLAND CTY HIGHWAY DEPT	Highway, Street, and Bridge Construction	10-19
ANDERSON PLASTER & DRYWALL INC	Construction	5-9
ARNIE MACKEY CONSTRUCTION INC	Construction	5-9
JDK FOREST PRODUCTS INC	Logging	5-9
NUUTINEN BUS CO INC	School and Employee Bus Transportation	1-4
GRANITE RIDGE CONSTRUCTION	New Single-Family Housing Construction (except Operative Builders)	0-0

Source: WI DWD, Bureau of Workforce Information, ES-202 Database

Other businesses in Town include but are not limited to:

- Peck Farm
- Dave Kurki Construction
- Sederholm Game Farm
- Kay Poland Daycare
- Ferguson's Fourier
- Kosek Maple Syrup
- Mellen Golf Course
- Country Club
- Post Office
- Scribner Construction
- Hadorly Automotive
- Bayfield Electric
- Muselman Horse Stables
- Karl Grage Sawmill
- Paul & Maggie Hill Farm
- Mike Gavin Computer Consulting
- Schutte Auto Repair
- Marengo Mechanical
- Sederholm Farm
- Hermit Creek Farm
- Tobisch Wreaths
- Landscaping Business
- Morgan Peck Farm
- Ken Lindquist Farm
- Lindquist Wreaths
- Kokko Construction
- Mike Cegler Logging
- Linda Hanson Upholstery
- Gravel Pit (multiple)
- Disk Golf
- Penn Insurance Agency
- Ward Nutrition & Healthcare Consulting
- Local Beef Farmers



Economic Development Element

Town of Ashland

State of Wisconsin Trends

The following three pages contain the latest projections from the Wisconsin Department of Workforce Development on industries which are projected to increase or decline in Wisconsin over the next ten years.

Figure 1-4: Thirty Fastest Growing Industries, 2000 to 2010					
SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 Employment Change	2000-2010 Percent Change
89	Services, Not Elsewhere Classified	440	630	190	43.2%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
07	Agricultural Services	15,680	20,860	5,180	33.0%
83	Social Services	76,420	100,500	24,080	31.5%
84	Museums, Botanical, Zoological Gardens	1,420	1,850	430	30.3%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
81	Legal Services	13,850	17,760	3,910	28.2%
47	Transportation Services	6,510	8,130	1,620	24.9%
80	Health Services	233,240	287,930	54,690	23.4%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
73	Business Services	152,990	181,300	28,310	18.5%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
86	Membership Organizations	74,740	86,860	12,120	16.2%
67	Holding & Other Investment Offices	4,550	5,280	730	16.0%
62	Security & Commodity Brokers	8,240	9,450	1,210	14.7%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
57	Furniture & Homefurnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
72	Personal Services	26,170	29,310	3,140	12.0%
45	Transportation by Air	13,990	15,550	1,560	11.2%
16	General Contractors, Except Building	12,600	13,860	1,260	10.0%
82	Educational Services	245,780	270,350	24,570	10.0%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
15	General Building Contractors	30,360	33,090	2,730	9.0%
61	Nondepository Institutions	6,930	7,540	610	8.8%

Employment rounded to nearest 10.
 Numbers may not add due to rounding.
 Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.
 Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development



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Figure 1-3: Thirty Industries Adding the Most New Jobs, 2000 to 2010

SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 New Jobs	2000-2010 Percent Change
80	Health Services ⁽¹⁾	233,240	287,930	54,690	23.4%
73	Business Services	152,990	181,300	28,310	18.5%
82	Educational Services ⁽¹⁾	245,780	270,350	24,570	10.0%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
83	Social Services	76,420	100,500	24,080	31.5%
86	Membership Organizations	74,740	86,860	12,120	16.2%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
93	Local Government, ex. Education & Hospitals ^{(1), (2)}	126,080	135,000	8,920	7.1%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
50	Wholesale Trade, Durable Goods	80,850	86,960	6,110	7.6%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
07	Agricultural Services	15,680	20,860	5,180	33.0%
53	General Merchandise Stores	66,360	71,500	5,140	7.7%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
81	Legal Services	13,850	17,760	3,910	28.2%
51	Wholesale Trade, Nondurable Goods	57,740	61,540	3,800	6.6%
42	Trucking and Warehousing	53,590	57,370	3,780	7.1%
54	Food Stores	65,150	68,400	3,250	5.0%
72	Personal Services	26,170	29,310	3,140	12.0%
24	Lumber and Wood Products	32,220	35,000	2,780	8.6%
15	General Building Contractors	30,360	33,090	2,730	9.0%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
57	Furniture & Homefurnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
52	Building Materials & Garden Supplies	26,140	28,280	2,140	8.2%

⁽¹⁾State and local government employment in education and hospitals is removed and included with Educational Services (SIC 82) and Health Services (SIC 80).

⁽²⁾Local government includes tribal owned operations.

Employment rounded to nearest 10.

Numbers may not add due to rounding.

Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development



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Figure 1-5: Declining Industries, 2000 to 2010

SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 Employment Change	2000-2010 Percent Change
35	Industrial Machinery and Equipment	109,410	104,100	(5,310)	-4.9%
33	Primary Metal Industries	26,170	23,300	(2,870)	-11.0%
36	Electronic & Other Electrical Equipment	46,700	44,100	(2,600)	-5.6%
37	Transportation Equipment	34,240	31,800	(2,440)	-7.1%
34	Fabricated Metal Products	67,790	65,600	(2,190)	-3.2%
31	Leather & Leather Products	3,500	1,600	(1,900)	-54.3%
88	Private Households	5,540	4,000	(1,540)	-27.8%
26	Paper & Allied Products	52,250	50,800	(1,450)	-2.8%
27	Printing & Publishing	54,690	53,400	(1,290)	-2.4%
40	Railroad Transportation	3,770	2,490	(1,280)	-34.0%
56	Apparel and Accessories Stores	16,170	14,930	(1,240)	-7.7%
23	Apparel and Textile Products	5,810	5,000	(810)	-13.9%
38	Instruments and Related Products	17,730	17,300	(430)	-2.4%
22	Textile Mill Products	2,410	2,000	(410)	-17.0%
884 ⁽¹⁾	Unpaid Family Workers	2,200	1,890	(310)	-14.1%
14	Nonmetallic Minerals, Except Fuels	2,720	2,480	(240)	-8.8%
29	Petroleum and Coal Products	430	400	(30)	-7.0%
46	Pipe Lines, Except Natural Gas	120	90	(30)	-25.0%
91	Federal Government ⁽²⁾	16,620	16,600	(20)	-0.1%

⁽¹⁾This code is used for occupational projection purposes. This code includes all family members who work unpaid in family-owned businesses, regardless of the industry.

⁽²⁾Postal Service employment is taken out of Federal Government employment and is shown as SIC 43.

Employment is rounded to the nearest ten.
Numbers may not add due to rounding.

Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development



Economic Development Element

Town of Ashland

Distribution Network

If Ashland County wants to attract new business and support the existing industries, investment in the distribution network for goods and services will have to continue. This includes road, rail, water, and air transportation systems.

- **Road**

The road network in Ashland County is the dominant—and in most places the only—means of transportation for goods and services. There is no high-speed highway or interstate running through the county and travel on Ashland County roads is slow. The logging and other heavy transport vehicles further stress the road network. Many of the Town roads are graded.

- **Rail**

There is one primary rail line that runs parallel along Highway 13 through the City of Ashland to Butternut and on to Price County. Some of this line is currently unused or not frequently used and there is talk about removing the underused sections. Communities along the rail corridor must seriously consider the consequences of removing this rail line if they ever hope to attract industry or build an industrial park in the future. Once the line is removed, trucking is the only means of transportation and replacing the rail later would be expensive. Some of the rails in the County along Highway 2 have been pulled as part of the rails to trail program, which provides the opportunity for additional non-motorized recreational amenities in throughout the County.

- **Water**

The level of Lake Superior has been gradually dropping. This is compromising the harbors along the Lake Superior coastline and some ports can no longer accept deep-water vessels. Ashland County should review these harbors and decide if they are still viable for the County's shipping needs.

- **Air**

Major renovations are currently underway at the JFK Airport in Ashland and these investments should continue for economic development to succeed. Historically, Midwest Airlines has serviced JFK Airport. Air transportation is a vital component of the future economy of Ashland County for many reasons. Today, access to air travel is one of the most important factors in choosing business locations. No matter what the product is, firms need the ability to reach other cities for meetings and to move clients and executives. Many manufacturing firms today even use air as the primary means of shipping because they produce small, high-value products that require immediate delivery. Another industry that would benefit from airport improvements is the growing cottage arts and crafts sector that sells products via catalogue or on the Internet and needs quick air shipping by companies like Federal Express. Finally, the tourism industry in Ashland County will become increasingly dependent on air travel as it becomes a more popular destination.



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Tourism

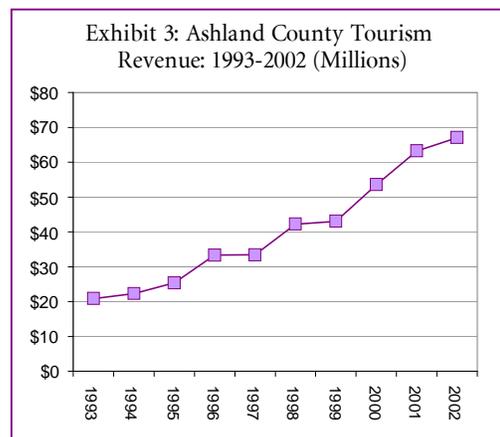
Tourism is an important part of the Wisconsin economy and almost every region of the State is affected. According to the Wisconsin Department of Tourism, travelers spend \$32 million per day in Wisconsin or \$370 per second. State and local government revenues generated by tourism in 2002 were estimated at 11.6 billion. This results in \$6.6 billion in employee wages, \$1.1 billion in State government revenues, and \$778 million in local government revenues. The largest single expenditure category was retail shopping at \$3.5 billion.

More people are traveling to Ashland County every year for its natural attractions, which include a large section of the Chequamegon National Forest, Copper Falls State Park, miles of Lake Superior coastline, Madeline Island, the Flambeau and Chippewa River, and the elk herd near Clam Lake. There are cultural attractions in the Bad River Reservation and ethnic festivals throughout the County. Travelers are also drawn to the County for year-round recreational activities like hunting, fishing, skiing, biking, canoeing, kayaking, snowshoeing, birdwatching, and snowmobiling.

With all these visitors, there are many opportunities for communities to become “gateways” to the natural attractions where tourists make their last stop for food, supplies, and gas. There is also potential for outfitting services. Some communities have made an impact by hosting festivals. A 1995 survey showed Ashland County to have the following amenities for tourists: 15 campgrounds, 271 campsites, 180 miles of hiking trails, 16 miles of mountain bike trails, 51 miles of cross-country skiing trails, and 297 miles of snowmobile trails. There is also an extensive network of navigable waterways throughout the County that ultimately lead to the bay.

A 1990 survey completed by the UW Extension specifically studied the types of tourists that come to Wisconsin for State Parks and trails. They found that these tourists spent roughly \$190 per group, per trip (depending on the size of the group and length of stay). Importantly, they found that these tourists spend most of their money on groceries, eating and drinking, and automobile-related items.

Ashland County tourism expenditures were estimated at \$67 million dollars in 2002. Summer was the biggest season with expenditures of \$35 million (Exhibit 3). Fall travelers spent \$16 million and winter/spring visitors spend \$15 million. Ashland County’s revenue in 2002 was only 44th out of Wisconsin’s 72 counties, but expenditures have risen 221 percent between 1993 and 2002. This is the 5th highest increase among all Wisconsin counties. Tourism is one of the largest areas of growth for the Ashland County economy and every town, village and city in the region could benefit from





Economic Development Element

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its growth. The chart to the right shows the steady increase of Ashland County's tourism revenues.

ATV / Snowmobiling

A large component of Ashland County's tourism is snowmobiling and ATV trails. Building, maintaining, and promoting these trails can link even the most remote villages and townships with the tourism industry. Wisconsin had 192,211 registered ATVs at the end of 2003. According to the Wisconsin Department of Tourism, the average ATV party consisted of five people and stayed three days. The average persons spent \$523.33 per trip or \$163.54 per day. One component lacking in Ashland County is comprehensive trail maps and websites marketing the trails to potential travelers. Paper trail maps are published through the Ashland County Snowmobile Alliance and the Wisconsin ATV Alliance, but the maps do not match and many potential tourists plan their vacation using the Internet.

Hunting / Fishing

Several Ashland County lakes are listed on the DNR website as fishing destinations. Quality sportfish are plentiful in many areas and include Musky (Galilee Lake), Bass (Day Lake, East Twin Lake, Lake Three, Mineral Lake, Spillerburg Lake, and Little Clam Lake), and Walleye (Mineral Lake and the Spider/Moquah Chain). In 2003 there were 4,530 fishing permits issued in Ashland County to Wisconsin residents and 1,287 issued to residents of other states. In addition to these lakes, there is an abundance of rivers and trout streams that provide ample opportunity for fishing throughout the County.

In 2003 there were 6,152 hunting permits issued in Ashland County to Wisconsin residents and 234 to residents of other states. The majority of these were deer hunting with 4,181 gun and archery permits. The DNR estimates that 5,444 deer were killed in Ashland County in 2003 (4,425 by gun and 1,019 by archery). The next largest category was small game permits with 1,170 issued in 2003. In addition, Ashland County has a high population of black bear and is a nationally recognized grouse hunting destination.

Town of Ashland Tourism

Given the growth of tourism in Ashland County and the potential benefits, the Town of Ashland should consider positioning itself to play a larger role in the industry. Ashland County has tourist attractions in the area including Copper Falls State Park and the Chequamegon National Forest. Encouraging environmentally-safe activities will ensure these assets are here for future generations. Even if travelers were not originally heading to the Town's attractions, tourists will be traveling through on Highway 13, the major arterial bringing southern travelers to other attractions in Ashland and Iron Counties. The daily annual average of vehicles traveling through this section of highway is over 2,000. Ashland County is in a great position to lure travelers off the highway and into local grocery stores, restaurants, campgrounds, and parks. Local businesses may be a last stop for gas, supplies, or outfitting before heading into the wilderness.

The Town completed a community survey prior to the Smart Growth planning process. The survey found that 62 percent of





Economic Development Element

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respondents wanted to encourage recreational tourism. Responses were split between motorized and non-motorized recreation. Environmentally safe tourism was also identified as important.

When it comes to marketing tourism, towns that do not have websites or any Internet presence will lose potential visitors. While it would not be cost effective for a town this size to invest in internet sites, Ashland should make sure local attractions are being featured on other websites including snowmobile/ATV clubs, chamber of commerce sites, and State and local tourism sites.



Economic Development Element

Town of Ashland

Commuting Patterns

Commute Type

The 2000 Census indicates that 257 Ashland residents or 42.6 percent of the population commute to work. Although much of the area is rural there are many state and federal highways that make traveling and commuting relatively easy. Table 12 shows the means of transportation for employed Ashland residents.

Mode of Transportation	Percentage
Car, truck, van – alone	72.9%
Carpool	17.7%
Walking	1.4%
Other means	0.7%
Working at home	7.2%
Total Persons Commuting	257
Percentage of Total Population	42.6%

Source: U.S. Census: 2000, SF3.

Commute Time

The residents of Ashland Township have an average commute time of 29.0 minutes, higher than the Ashland County average of 15.8 and the Wisconsin average of 20.8. In fact, it was the highest commute time of any municipality in Ashland County (Table 13).

Destination County	Persons	Percentage
Ashland Co.	6,559	85.5 %
Price Co. WI	519	6.8 %
Bayfield Co. WI	301	3.9 %
Douglas Co. WI	46	.6 %
Sawyer Co. WI	37	.5 %
St. Louis Co. MN	29	.4 %
Iron Co. WI	20	.3 %
Wood Co. WI	19	.2 %
Gogebic Co. MI	19	.2 %
Taylor Co. WI	16	.2 %
Dane Co. WI	14	.2 %
Fond du Lac Co. WI	10	.1 %
St. Croix Co. WI	10	.1 %
Elsewhere	75	1.0 %
Grand Total	7,674	100 %

Source: U.S. Census 2000

Ashland County

14.5 percent of the Ashland County commuters travel to other counties, primarily Price and Bayfield (Tables 12 & 13).





Economic Development Element

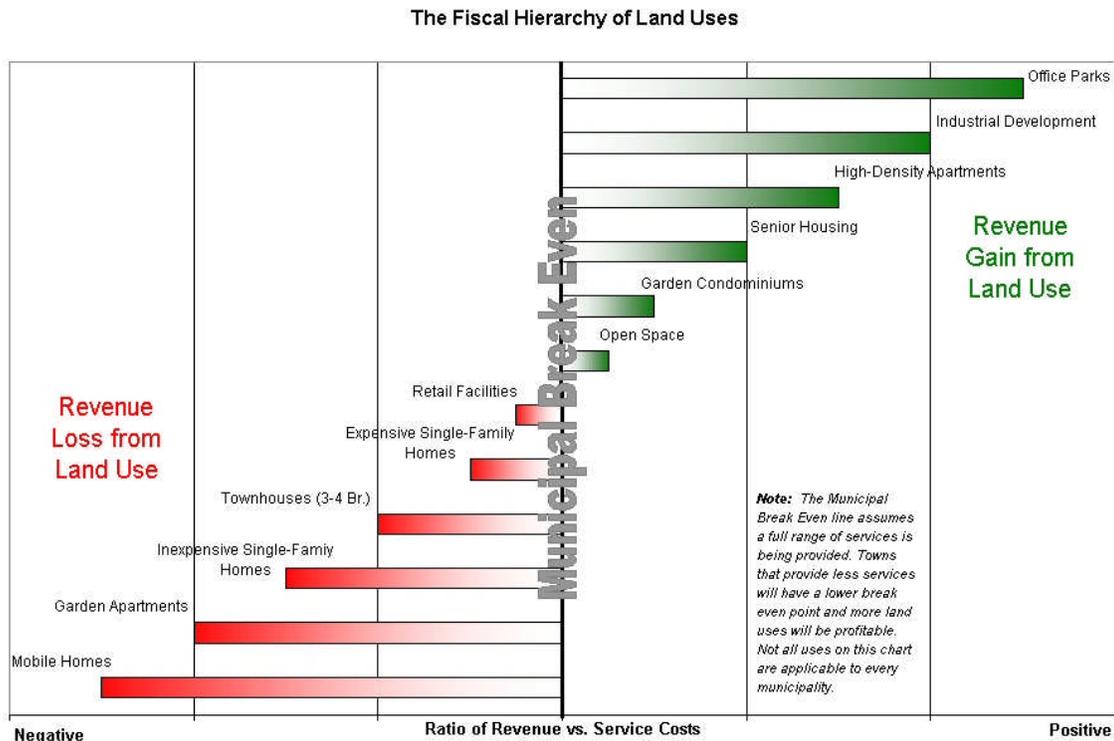
Town of Ashland

Land Values and Tax Base

Local property taxes are paid by all non-exempt property owners on the basis of the value of property – land, improvements, and personal property. These taxes are used to fund the operations of local government – providing for public safety, schools, maintaining streets, and funding programs that improve the quality of life for residents. There are three primary classes of property – residential, commercial, and manufacturing. Although each class of property pays taxes at the same rate, they all impose differing costs on the local government. Residential property clearly imposes the greatest costs per unit – it typically accounts for 75 percent of all property in a community, it is typically the most dispersed land use and therefore the costliest to serve with infrastructure, and residents demand higher levels of services – particularly public safety and education. Many cost-of-service studies indicate that residential development does not generate sufficient revenue from property taxes and fees to pay for the costs it imposes on local government.

The following graphic shows the “Fiscal Hierarchy of Land Uses” when it comes to maximizing the revenue from every dollar paid in government services. The municipal break-even line is different for every community and the line in the graphic represents the approximate point for a *full-service* municipality (Exhibit 4). Most of the municipalities in Ashland County provide a limited range of services and would have a lower break-even point.

Exhibit 4





Economic Development Element

Town of Ashland

Property Taxes

The Wisconsin Department of Revenue maintains a database of assessed property values for every taxing jurisdiction in the state. The table below shows how the different municipalities in Ashland County compare in total assessed value, per-capita assessed value, and how the municipality's total value is distributed across types of use. The "total value" column is the assessed value of all land and improvements in each jurisdiction. The "per capita value" is the total value divided by the population. All things being equal, towns with higher per-capita assessed values are capable of providing higher levels of service to each resident (Table 14).

Table 14: Property Values and Distribution Across Land Uses – Ashland County								
Category	Total Value	Per Capita Value	Land Use Percentages (land and improvements)					
			Residential	Agriculture	Manuf.	Commercial	Forests	Other
Agenda Twp	\$37,709,000	\$73,507	44.6%	0.6%	0.0%	0.5%	49.6%	4.7%
Ashland City	\$321,647,200	\$37,314	63.3%	0.0%	4.3%	26.9%	0.4%	5.1%
Ashland Twp	\$26,652,500	\$44,200	44.9%	1.9%	0.3%	2.4%	44.0%	6.5%
Butternut Village	\$9,780,800	\$24,031	67.3%	0.1%	3.2%	22.4%	2.9%	4.1%
Chippewa Twp	\$40,505,900	\$93,547	43.8%	0.7%	0.0%	1.3%	47.6%	6.5%
Gingles Twp	\$32,132,900	\$50,208	65.3%	0.5%	0.3%	5.9%	20.9%	7.0%
Gordon Twp	\$36,598,800	\$102,518	74.0%	0.0%	0.0%	4.7%	20.2%	1.0%
Jacobs Twp	\$34,009,700	\$40,730	52.5%	0.1%	3.1%	4.9%	36.7%	2.7%
La Pointe Twp	\$207,806,600	\$844,742	92.5%	0.0%	0.0%	4.6%	1.6%	1.3%
Marengo Twp	\$16,208,400	\$44,775	50.1%	3.1%	0.0%	0.1%	39.0%	7.7%
Mellen City	\$19,832,600	\$23,471	61.0%	0.0%	16.3%	16.5%	0.3%	5.9%
Morse Twp	\$35,757,700	\$69,432	52.4%	0.4%	0.0%	2.1%	40.6%	4.5%
Peeksville Twp	\$16,324,600	\$92,753	28.4%	0.7%	0.0%	0.7%	63.6%	6.6%
Sanborn Twp	\$23,607,000	\$18,559	39.4%	0.0%	0.0%	2.6%	56.3%	1.7%
Shanagolden Twp	\$16,635,800	\$110,905	42.6%	0.3%	0.0%	2.2%	51.0%	4.0%
White River Twp	\$32,859,100	\$36,838	50.2%	3.4%	0.3%	3.8%	31.6%	10.7%
Ashland County	\$908,068,600	\$53,840	65.1%	0.4%	2.1%	12.3%	15.9%	4.3%
State Averages	\$325,578	\$74,946	71.9%	0.9%	3.4%	18.2%	2.7%	3.1%

Source: Wisconsin Department of Revenue, Database of Assessed Values, 2002



Economic Development Element

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The vast majority of the land value in the state of Wisconsin comes from residential and commercial uses. Municipalities in Ashland County are special cases because they are largely undeveloped and have considerable land in forests. The total value of forests in the hands of non-exempt owners accounts for almost 16 percent of the total land value in Ashland County. Some municipalities have over 50 percent of their land value in forests. While this land generates revenue and costs very little in services, it will never generate the kind of revenue that comes from commercial or manufacturing property.

- **Town of Ashland**

The Town of Ashland has a per-capita assessed value of \$44,200, which is considerably lower than the Ashland County average of \$53,840 and the State average of \$74,946. As mentioned previously, tax-exempt land is not included in the land value calculations and much of Ashland is federal forestland.

Of the taxable land, 44.9 percent of the value in the Township is residential and 44.0 percent is forestland. Ashland could increase its tax base by developing more high-value uses, but with very few current residents serviced areas the Town will need to work hard to promote its' character to potential businesses.



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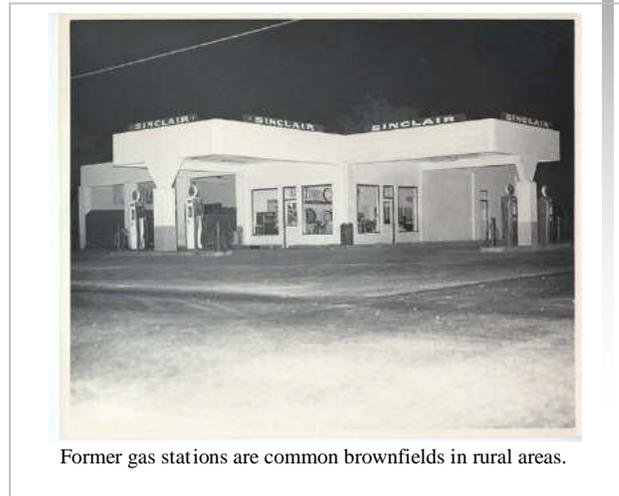
Environmentally Contaminated Sites

“Brownfields are abandoned, idle or underused industrial or commercial facilities, the expansion or redevelopment of which is adversely affected by actual or perceived environmental contamination.”

– Wisconsin Department of Natural Resources

▪ Background

When economic development is hampered by costs associated with removing remnants of prior uses, including demolishing buildings and cleaning up environmental contamination, this property can be identified as a “brownfield.” Just the suspicion of contamination may be enough to stop development. Identifying properties where this dynamic is present and removing the obstacles to development should be a top priority of local municipalities.



Former gas stations are common brownfields in rural areas.

▪ What Can Municipalities Do?

The first step is to identify the brownfield properties in the jurisdiction. There is no comprehensive database for this and every case is different. The municipality may have to ask local developers what properties they would consider if the parcel was free of all contamination, buildings, and other remnants of former uses.

Once a brownfield is identified, the first step is often conducting Phase I and Phase II environmental assessments. This relatively inexpensive option may be enough to allay the fears of developers about the presence of environmental contamination. In other cases, it may be in the best interest of the municipality to have dilapidated structures removed and environmental contaminants cleaned up. Grants are frequently offered by the Wisconsin Department of Natural Resources (DNR) to pay for assessments, building demolition, and environmental clean-up.

▪ Town of Ashland

Residents of Ashland identified two potential brownfields in Town: a closed landfill on County Road C and some buried tanks near North York and Highway 13. A search of the DNR’s reported spills and contaminated land databases did not return any significant results. The Town has indicated that the landfill has been capped and little to no monitoring is required.



Economic Development Element

Town of Ashland

Regional, State, and Federal Economic Development Programs

Following is an inventory of regional, state, and national resources available to the town and/or businesses for economic development projects and programs.

Regional Programs

Northwest Wisconsin Business Development Fund, Northwest Business Development Corporation. Purpose: to promote private sector investment in long-lived assets and to create jobs by addressing capital gains in the market for long-term debt. Program provides low-interest, fixed-rate subordinated debt for up to 40 percent of a project. Eligible industries are primarily timber and wood, manufacturing, and tourism in Northern Wisconsin. Projects must create one job for every \$5,000 loaned. Eligible counties include Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn. Contact Info: Northwest Business Development Corporation, Myron Schustel, Executive Director, 715-635-2197.

Intermediary Relending Program, Northwest Business Development Corporation. Purpose: to promote private sector investment in long-lived assets and to create jobs by addressing capital gains in the market for long-term debt. Program provides fixed rate loans for up to 50 percent of total project, not to exceed \$150,000. Eligible industries include business (excluding tourism). Projects must create one job for every \$15,000 loaned. Eligible counties include Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn. Contact Info: Northwest Business Development Corporation, Mr. Bruce T. Davis, Executive Director, 715-635-2197.

Economic Development Loan Program, Excel Energy. Purpose: to stimulate private investment and foster economic diversification within NSPW's service territory. Program provides up to 50 percent of an eligible project cost financed by debt, up to a maximum of \$50,000; or by loan guarantee up to maximum of \$200,000. Only businesses relocating to Excel's territory from another territory are eligible. Contact Info: Excel Energy, Economic Development Department. Eau Claire, WI 715-839-2570.

Ashland County Revolving Loan Fund Program, Ashland County. Purpose: to develop and maintain a positive business climate. The program is designed to partially address the gap in private capital markets for long-term, fixed-rate financing. To be eligible, companies must be located in Ashland County and produce a minimum of one job per \$20,000 in financing. Contact info: Ashland Area Development Corporation, Frank R. Kempf, Executive Director. Ashland, WI (715) 682-8344.

The **Northwest Wisconsin Concentrated Employment Program**, Inc. is a private, non-profit organization serving a 10 county, primarily rural Workforce Development Area. CEP, Inc. has been providing such services for over 35 years. Its mission reflects a three year old strategic move to provide businesses with high quality Human Resources



Economic Development Element

Town of Ashland

services: "To strengthen the regional economy by providing effective and efficient workforce development services to businesses and workers".

State of Wisconsin Programs

The Department of Commerce has a broad range of technical and financial assistance programs designed to assist businesses working to successfully launch or expand operations. Services and programs include business planning, site selection, working capital, permitting, employee training and research and development. Although not comprehensive, the list below outlines available resources and programs. A complete list can be found at www.commerce.state.wi.us.

- ◆ The *Enterprise Development Zone Program* provides tax incentives to new or expanding businesses whose projects will affect distressed areas. Based on the economic impact of a proposed business project, the Department of Commerce will be able to designate an enterprise development zone. A zone is "site specific" and applies to only one business. The maximum amount of credits per zone is \$3.0 million. Zones can exist for up to seven years. The Department can vary zone benefits to encourage projects in areas of high distress. The Department can designate up to 79 zones.
- ◆ *Industrial Revenue Bonds* - the Industrial Revenue Bond (IRB) program allows cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Even though IRBs are municipal bonds, they are not general obligations of the municipality. The company or business that will use the facilities provides the interest and principal payments on the loan. The local government is in partnership with the business, lending its name, but not its credit, to the bond issue.
- ◆ The *Brownfields Initiative* provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located or cannot meet the cleanup costs. Contact Jason Scott, 608/261-7714.
- ◆ The *Customized Labor Training (CLT) program* assists companies investing in new technologies or manufacturing processes by providing a grant up to 50 percent of the cost of training employees on the new technologies.
- ◆ The *Community Development Block Grant (CDBG)-Economic Development Program* provides grants to communities to loan to businesses for start-up, retention, and expansion projects based on the number of jobs created or retained. Communities can create revolving loan funds from the loan repayments. Eligible project costs include construction and expansion, working capital and acquisition of existing businesses, land, buildings and equipment.



Economic Development Element

Town of Ashland

- ◆ The *Community-Based Economic Development Program* is designed to promote local business development in economically-distressed areas. The program awards grants to community-based organizations for development and business assistance projects and to municipalities for economic development planning. The program helps community-based organizations plan, build, and create business and technology-based incubators, and can also capitalize an incubator tenant revolving-loan program. Contact Doug Thurlow, 608/266-7942. Fax Form 954*
- ◆ The *Rural Economic Development Program* is designed to provide working capital or fixed asset financing for businesses. Since its inception in 1990, the RED program has provided more than \$1.4 million to over 110 Wisconsin businesses. Eligible businesses must be located in a city, village, or town of less than 6,000 people. Contact info: Department of Commerce Regional Manager Marty Ambros, (715) 836-2630.

Also under the umbrella of the Wisconsin Department of Commerce is *Forward Wisconsin*, a statewide public-private marketing and business recruitment organization. Its role is marketing outside Wisconsin to bring new businesses, jobs and increased economic activity to the state.

Wisconsin Department of Transportation (WisDOT)

- ◆ The *Freight Railroad Infrastructure Improvement Program* awards loans to businesses or communities to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement.
- ◆ The *Transportation Economic Assistance (TEA) Program* provides matching grants to governing bodies, private businesses 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.
- ◆ The *Transportation Enhancements (TE) Program* promotes activities that enhance a transportation project or area served by a transportation project.

The *Wisconsin Housing & Economic Development Authority (WHEDA)* provides financing to investors and local governments to stimulate housing, small business and agribusiness development. Contact info: www.wheda.com, (608) 266-7884.

Federal Programs

CFDA = Catalog of Federal Domestic Assistance

Detailed program descriptions can be found at <http://www.cfda.gov>



Economic Development Element

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Rural Business Opportunity Grants CFDA: 10.773, Agency: RBS

Objectives: Grant funds may be used to assist in the economic development of rural areas by providing technical assistance, training, and planning for business and economic development.

Community Development Block Grants/Entitlement Grants CFDA: 14.218, Agency: HUD

Objectives: To develop viable urban communities, by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for persons of low and moderate income.

Farm Operating Loans CFDA: 10.406, Agency: FSA

Objectives: To enable operators of not larger than family farms through the extension of credit and supervisory assistance, to make efficient use of their land, labor, and other resources, and to establish and maintain financially viable farming and ranching operations.

Interest Assistance Program CFDA: 10.437, Agency: FSA

Objectives: To provide a 4 percent subsidy to farmers and ranchers, who do not qualify for standard commercial credit. Guaranteed loans are serviced by a lender who has entered into a Lenders Agreement with the agency.

Business and Industry Loans CFDA: 10.768, Agency: RBS

Objectives: To assist public, private, or cooperative organizations (profit or nonprofit), Indian tribes or individuals in rural areas to obtain quality loans for the purpose of improving, developing or financing business, industry, and employment and improving the economic and environmental climate in rural communities including pollution abatement and control.

Empowerment Zones Program CFDA: 10.772, Agency: USDA

Objectives: The purpose of this program is to provide for the establishment of empowerment zones and enterprise communities in rural areas to stimulate the creation of new jobs, particularly for the disadvantaged and long-term unemployed, and to promote revitalization of economically distressed areas.

Community Development Block Grants/Special Purpose Grants/Technical Assistance Program CFDA: 14.227, Agency: HUD

Community Development Block Grants/Brownfield Economic Development Initiative CFDA: 14.246, Agency: HUD

Objectives: To return brownfields to productive use by assisting public entities eligible under the Section 108-Guaranteed Loan program to carry out qualified economic development projects on brownfields authorized by Section 108(a) of the Housing and Community Development Act of 1974, as amended. Grant assistance must enhance the security of loans guaranteed under the Section 108 program or improve the viability of projects financed with loans guaranteed under the Section 108 program.



Economic Development Element

Town of Ashland

Bank Enterprise Award Program CFDA: 21.021, Agency: TREAS

Objectives: To encourage insured depository institutions to increase their level of community development activities in the form of loans, investments, services and technical assistance within distressed communities, and to provide assistance to community development financial institutions through grants, stock purchases, loans, deposits and other forms of financial and technical assistance. The program rewards participating insured depository institutions for increasing their activities in economically distressed communities and investing in community development financial institutions.

Construction Grants for Wastewater Treatment Works CFDA: 66.418, Agency: EPA

Objectives: To assist and serve as an incentive in construction of municipal wastewater treatment works which are required to meet State and/or Federal water quality standards and improve the water quality in the waters of the United States.

Brownfield Assessment and Cleanup Cooperative Agreements CFDA: 66.818, Agency: EPA

Objectives: To provide funding: (1) to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites; (2) to capitalize a revolving loan fund (RLF) and provide subgrants to carry out cleanup activities at brownfield sites; and (3) to carry out cleanup activities at brownfield sites that are owned by the grant recipient.

Farm Ownership Loans CFDA: 10.407, Agency: FSA

Objectives: To assist eligible farmers, ranchers, and aquaculture operators, including farming cooperatives, corporations, partnerships, and joint operations to: Become owner-operators of not larger than family farms; make efficient use of the land, labor, and other resources; carry on sound and successful farming operations; and enable farm families to have a reasonable standard of living.

Rural Community Development Initiative CFDA: 10.446, Agency: RHS

Objectives: To develop the capacity and ability of private, nonprofit community-based housing and community development organizations, and low income rural communities to improve housing, community facilities, and community and economic development projects in rural areas.

Rural Economic Development Loans and Grants CFDA: 10.854, Agency: RBS

Objectives: To promote rural economic development and job creation projects, including funding for project feasibility studies, start-up costs, incubator projects, and other reasonable expenses for the purpose of fostering rural development.

Procurement Assistance to Small Businesses CFDA: 59.009, Agency: SBA

Objectives: To assist small business in obtaining a "fair" share of contracts and subcontracts for Federal government supplies and services and a "fair" share of property sold by the government.



Economic Development Element

Town of Ashland

Small Business Loans CFDA: 59.012, Agency: SBA

Objectives: To provide guaranteed loans to small businesses which are unable to obtain financing in the private credit marketplace, but can demonstrate an ability to repay loans granted.

Service Corps of Retired Executives Association CFDA: 59.026, Agency: SBA

To use the management experience of retired and active business management professionals to counsel and train potential and existing small business owners.

Small Business Development Center CFDA: 59.037, Agency: SBA

Objectives: To provide management counseling, training, and technical assistance to the small business community through Small Business Development Centers (SBDCs).

Introduction

Given the number and range of public and quasi-public entities that can affect the daily lives of Town residents, intergovernmental cooperation is a very important consideration in this plan.

Cooperation can take many forms (Exhibit 1). Relationships may be informal, based on verbal agreements or other informal arrangements. Or, cooperation may be more formal as expressed in a legally binding agreement. Most intergovernmental cooperation is done for the purpose of delivering services or exercising joint powers. Some cooperation is undertaken to receive services or make cooperative purchases.

Intergovernmental relations can be described as vertical or horizontal. Vertical relationships are hierarchical, linking a municipality to governments of broader jurisdiction. For example, the relationship between a local unit of government and the state and the federal levels of government is vertical. Actions of one level will often have a direct bearing on the others. For the most part, this relationship occurs in a top-down fashion. For example, when the state adopts a statewide policy plan, it in essence directs future activities with counties, villages, cities, and towns. As discussed in the Transportation Element of this plan, the Wisconsin Department of Transportation has adopted a number of statewide policy plans that directly affect transportation activities within the jurisdictions of local units of government. It is therefore imperative that when such policies are considered, local units of government, individually or cooperatively, work with the appropriate state bodies to develop a mutually beneficial relationship.

“Intergovernmental cooperation is any arrangement by which two or more governmental entities work together to address an issue of mutual interest.”

Exhibit 1. Examples of Intergovernmental Cooperation	
♦ Transfer of territory (annexation, detachment)	♦ Joint ventures
♦ Sharing information, staff, resources, etc.	♦ Revenue sharing
♦ Communication	♦ Boundary agreements
♦ Consolidating services / trading services	♦ Area wide service agreement
♦ Area wide planning	♦ Joint use of a facility
♦ Special purpose districts serving multiple jurisdictions	♦ Cooperative purchasing



Intergovernmental Cooperation

Town of Ashland

Horizontal relationships are non-hierarchical, and describe the Town's connection to adjacent communities. Together, these relationships cut across each of the nine functional elements of this plan.

Over the years, and most recently with the Kettl Commission report, there has been a statewide push for consolidating governmental services at the local level. The Commission on State-Local Partnerships (Kettl Commission) calls for the creation of "growth-sharing areas" within which local units of government would collaborate to serve the needs of their citizens. The report recommends that local governments adopt "Area Cooperation Compacts" with at least two other governments in at least two functional areas including: law enforcement, housing, emergency services, fire, solid waste, recycling, public health, animal control, transportation, mass transit, land-use planning, boundary agreements, libraries, parks, recreation, culture, purchasing, or e-government. The Commission also advocates for the reform of state aids to municipalities.

Governmental Structure

Organizational Structure of the Town

The Town operates through a Board/Supervisor form of government. The Town Board consists of two Supervisors and a Chair.

The Board of Supervisors is elected at-large and is responsible for setting policies. The Town Board Chair, also elected at-large, presides at Town Board meetings, and votes on all matters before the board. Generally, the Town Chair is assigned certain administrative responsibilities but does not carry veto power.

The Town Board operates a number of committees. These committees work on a specific area and develop proposals and recommendations for consideration of the full Board.

Area Local Units of Government

County Government

The Town is located in Ashland County. The County was created in 1860. The Board of Supervisors consists of 21 supervisors each representing a geographic area. Town residents are located in supervisory district 16.

Surrounding Communities

The Town is located in central Ashland County. Nearby communities are the towns of White River, Sanborn, Morse, Marengo, and the Bad River Tribe.



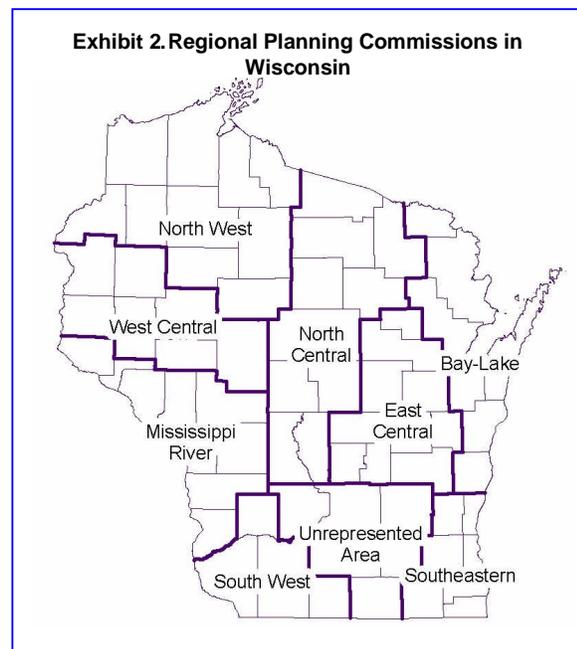
Regional Governmental Bodies

Regional Planning Commission

There are eight regional planning commissions within Wisconsin created pursuant to §66.0309, Wis. Stats. (Exhibit 2). The governor with consent of local governing bodies establishes the commissions. RPCs are formed to provide a wide range of services to local units of government within its geographic boundaries. As part of these services, the RGB can offer including planning assistance on regional issues, assist local interests in responding to state and federal programs, provide advisory service on regional planning problems, act as a coordinating agency for programs and activities, and provide cost shared planning and development assistance to local governments. A six-county area in the southern part of the state is not served by a RPC (Columbia, Dane, Dodge, Jefferson, Rock and Sauk counties).

The Town is located within the Northwest Regional Planning Commission (NWRPC). NWRPC was created in 1959 by local units of government of northwest Wisconsin. It is the oldest planning commission in Wisconsin and one of the first multi-county planning commissions in the nation. The Commission is a cooperative venture of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties and the tribal units of Bad River, Red Cliff, Lac du Flambeau, Lac Courte Oreilles, and St. Croix.

NWRPC has created three affiliated corporations. Northwest Wisconsin Business Development Corporation was created in 1984 to manage NWRPC's loan funds. Northwest Affordable Housing Inc. was established in 1996 to coordinate the creation of affordable housing. Wisconsin Business Innovation Corporation (WBIC), created in 1996, encourages development of technology-based companies in rural Wisconsin. Badger Oil Company, a subsidiary of WBIC, was created in June 1999.



Special Purpose Districts

Special purpose districts are local units of government that are created to provide a specified public service. Like municipalities, special purpose districts derive their authority from state statutes. They have geographic boundaries that may or may not coincide with those of



Intergovernmental Cooperation

Town of Ashland

counties, villages, cities, or towns. Once a special district is created, it becomes an autonomous body often with its own taxing authority. In a few instances, state statutes create unique districts (e.g., professional team districts) but typically authorize counties, towns, cities, and villages to create special districts according to the requirements contained in the statutes. Exhibit 3 provides a sample of non-educational special purpose districts authorized by state statute. Local school districts and the vocational educational districts in the state are also considered special districts because they have been created to provide a single service – education.

Exhibit 3. Sample of Non-educational Special Purpose Districts in Wisconsin	
Type of District	State Authorization
Metropolitan sewerage district	Chapter 200
Town sanitary district	Subchapter IX, Chapter 60
Drainage district	Chapter 88
Public inland lake protection/rehabilitation	Chapter 33
Local exposition districts	Subchapter II, Chapter 229
Local professional baseball park district	Subchapter III, Chapter 229
Local professional football stadium district	Subchapter IV, Chapter 229
Local cultural arts district	Subchapter V, Chapter 229
Architectural conservancy district	§66.1007

School District

The Town is located in the Mellen School District and serves preschool through twelfth grade. It is governed by a board of seven members elected at-large. Board members serve 3-year terms and may also serve on various subcommittees of the Board. The school district's offices are located at 420 S. Main Street in the City of Mellen. The Town has a good working relationship with the school district.

Technical College District

In Wisconsin there are 16 technical college districts. The Town is located in the Wisconsin Indianhead Technical College District (Exhibit 4). The district includes 11 counties. Its campuses are located in Ashland, New Richmond, Rice Lake, and Superior. A nine-member board governs the district.



State Agencies

By virtue of their roles, there are a number of state agencies that are integral partners in Town policies, programs, and projects.

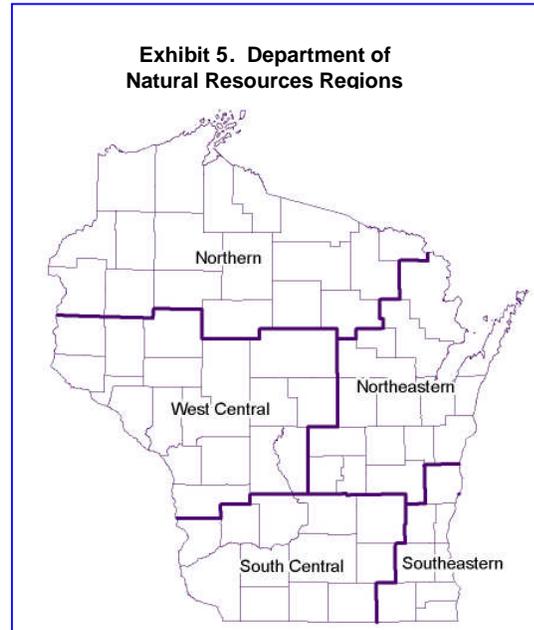


Intergovernmental Cooperation

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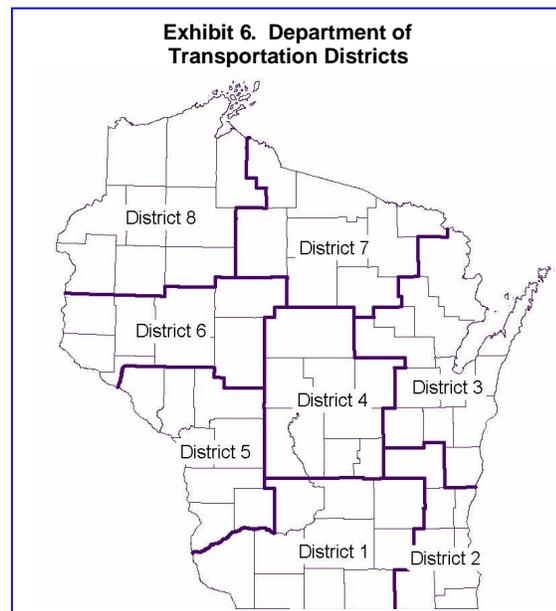
Department of Natural Resources (DNR)

The DNR has a wide range of statewide responsibilities for environmental quality, state parks, and recreation. It is governed by the Natural Resources Board, which has legal authority to set agency policy, recommend regulations for legislative approval, approve property purchases and accept donations. Together with the DNR staff, the board works to establish policies and programs, administer state laws and rules, distribute grants and loans, and work with many government and non-government entities. Most of the DNR workforce is assigned to field offices in five regions (Exhibit 5). Their work is further subdivided into 23 geographic management units (GMU) whose boundaries roughly match the state's natural river basins and large waterways.



DNR staff are responsible for defining the area's natural ecology and identifying threats to natural resources and the environment. The DNR is composed of a broad range of expertise, and staff efforts are often combined with local government and private efforts to manage public resources.

The Town is located in the Northern Region, which serves the following counties: Ashland, Barron, Bayfield, Burnett, Douglas, Florence, Forest, Iron, Langlade, Lincoln, Onieda, Polk, Price, Rusk, Sawyer, Taylor, Vilas, and Washburn. Local DNR service centers are found in the following communities: Antigo, Ashland, Hayward, Ladysmith, Park Falls, Rhinelander, Spooner, Superior, and Woodruff.



Intergovernmental Cooperation

Town of Ashland

Department of Transportation

The Wisconsin Department of Transportation (WisDOT) is divided into eight districts for administrative and programmatic purposes. The Town is located in District 8. This district includes the following counties: Ashland, Barron, Bayfield, Burnette, Douglas, Polk, Rusk, Sawyer, and Washburn (Exhibit 6). The district office is located in Superior.

Department of Commerce

The Department of Commerce is another state agency with regulatory responsibility. The Safety and Buildings Division administers and enforces state laws and rules relating to building construction and safety and health. Plan review and site inspection is part of the division's role in protecting the health and welfare of people in constructed environments.

Department of Agriculture, Trade and Consumer Protection

The Department of Agriculture, Trade and Consumer Protection (DATCP) has regulatory duties concerning the Farmland Preservation Program and certain agricultural practices.

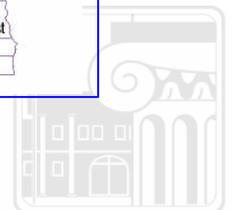
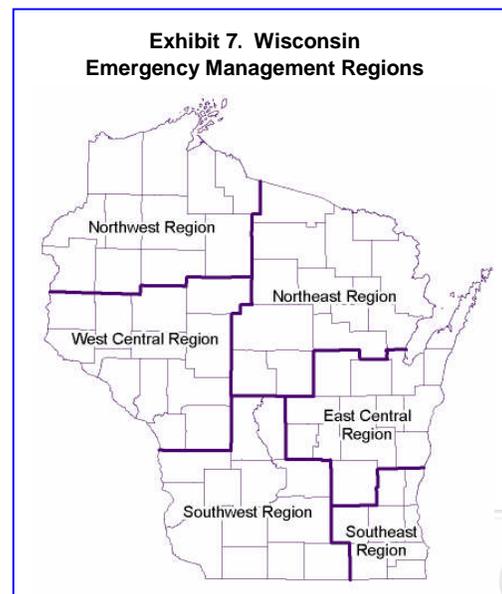
Department of Revenue (DOR)

The Department of Revenue is responsible for a number of functions relating to local governments. The DOR oversees the shared revenue program, and other programs that distribute tax revenue to municipalities (e.g. lottery tax credits). The DOR also oversees and approves municipal Tax Increment Financing Districts.

Department of Administration

The Department of Administration (DOA) fulfills a number of functions. Some of those functions related to land use planning include reviewing incorporations, cooperative boundary plans, and all annexation requests occurring in counties with a population of 50,000 or more. Additionally, the Division of Intergovernmental Relations (DIR) within DOA provides information and resources to enhance and facilitate local planning. DIR also provides technical assistance and advice to state agencies and local governments with land information responsibilities, among other things. DIR will review this comprehensive plan to ensure consistency with the State's 'Smart Growth' legislation.

Along with regulating local activities, all of these state agencies provide information, education, and training. They also maintain funding programs to help local governments



with development efforts and provide a basic level of health and safety.

Wisconsin Emergency Management

Wisconsin Emergency Management (WEM) is charged with a wide range of responsibilities for disaster mitigation, planning, response, and education. It administers a number of grants to local communities and is responsible for preparing and administering several statewide policy plans. Most recently, it completed a statewide hazard mitigation plan for natural and technological hazards in conformance with the Disaster Mitigation Plan of 2000.

Regional directors are located in each of the six regional offices throughout the state (Exhibit 7). They work directly with municipal and county programs in planning, training exercises, response and recovery activities, as well as the coordination of administrative activities between the Division and local governments. When disasters and emergencies strike, they are the Division's initial responders and serve as field liaisons with the state. The office of the Northwest Region is located in Spooner.

Federal

U.S. Fish and Wildlife Service

The U.S. Fish and Wildlife Service works with Ashland County, local governments, and WDNR on many programs related to natural resources.

Tribal Governments

Bad River Band of Lake Superior Tribe of Chippewa Indians

The Bad River Reservation is located in parts of Ashland and Iron Counties, specifically in the Towns of Ashland, Gingles, LaPointe, Sanborn, and White River in Ashland County. The Bad River Reservation was established through the Treaty of September 30, 1854. The Band is a federally recognized Indian Tribe organized under Section 16 of the Indian Reorganization Act of 1934, 25 U.S.C., Subsection 476. The Band is organized as a tribe for the common welfare of the membership, to conserve and make use of our natural resources, and to enjoy the rights of home rule, which are enumerated in the Tribal Constitution as amended.

Land within the reservation boundaries currently includes both tribal land, and land that is privately owned by non-Band members. Much of the reservation land was originally allotted to individual Band members in 80-acre tracts, and subsequently some of those tracts were sold or transferred into private ownership by non-Band members. The pattern of land ownership is highly fragmented, with approximately 47 percent of the land within the reservation boundaries in private ownership. This fragmented pattern of ownership requires that the Towns and Bad River Band interact and cooperate on certain matters



including the provision of some services (roads, fire protection), and resource management efforts.

Interstate Agencies

As allowed by the state's constitution, Wisconsin is party to a number of interstate organizations and compacts. One multi-state agency will be described here.

The **Great Lakes Commission** is a bi-national organization focused on land and water resource protection and use surrounding the Great Lakes. It was established in 1955 by joint legislative action between the Great Lakes states. It is composed of eight member states and two Canadian provinces that border the Great Lakes. The Commission provides information on public policy issues that affect the land and water resources in the region, and provides a forum for coordinating public policy between the member states and provinces.

Nongovernmental Organizations

In addition to governmental organizations there are other types of organizations that can affect the daily lives of Town residents. These may include a chamber of commerce, non-profit organizations, and similar organizations that are actively working to promote the quality of life in the area. It is imperative that governmental and nongovernmental organizations work together for the good of all residents. The following section briefly describes some of these organizations and how they are organized and their purpose.

Forward Wisconsin

Forward Wisconsin, Inc., is a public-private statewide marketing and business recruitment organization. It was created in 1984 as a not-for-profit corporation. Its job is marketing outside Wisconsin to attract new businesses, jobs, and increased economic activity to the state. It is governed by a board of directors that reflects that public-private partnership. Governor Jim Doyle is chairman of the board. Private sector representation includes Wisconsin's utilities, banks, educational institutions, investment firms, law firms, and manufacturers. Public sector representation includes four state legislators and the Secretary of the Department of Commerce. Funding for Forward Wisconsin comes from private-sector contributors and from the state through a contract with the Wisconsin Department of Commerce. Forward Wisconsin is headquartered in Madison and has offices in Eau Claire, Milwaukee, and Chicago.

International Trade, Business and Economic Development Councils

Since 1992, five regional International Trade, Business and Economic Development Councils (ITBECs) have been created in Wisconsin to expand economic development in the state by promoting tourism from foreign lands and the exporting of Wisconsin products to other countries. ITBECs are a public-private partnership between business leaders, county elected



Intergovernmental Cooperation

Town of Ashland

officials, and tribal representatives. What began as 11 counties in the northwest part of the state now includes 54 participating counties.

The Town of Ashland is located in the Northwest ITBEC (Exhibit 8). The Northwest ITBEC was the first ITBEC created in Wisconsin. Since its inception in 1992, it has grown to include Douglas, Bayfield, Ashland, Iron, Price, Sawyer, Washburn, Burnett, Polk, Barron, Rusk, and Taylor counties.

Resource Conservation and Development Councils

Resource Conservation and Development Councils (RC&Ds) are private, non-profit organizations created pursuant to state enabling legislation to improve the social, economic, and environmental opportunities of the area. Nationally, there are more than 200 districts and there are five in Wisconsin (Exhibit 9). The Town of Ashland is located in the Pri-Ru-Ta RC&D.

“RC&Ds provide an areawide framework for addressing locally-defined issues with assistance of state and federal agencies and other partners.”

Working through its RC&D council, local citizens provide leadership and work together to set program priorities. Each RC&D district establishes an area plan (also known as a resource conservation and utilization plan), which provides direction for the council in making community improvements and conducting activities. A variety of government agencies, organizations, and companies provide assistance in accomplishing program goals.

RC&D councils have broad authority to seek help from a variety of sources including federal or state agencies, local government, community organizations, and private industry.

Exhibit 8. International Trade, Business and Economic Development Councils

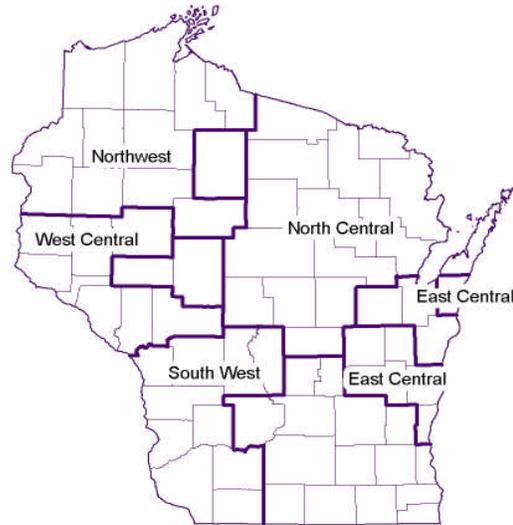
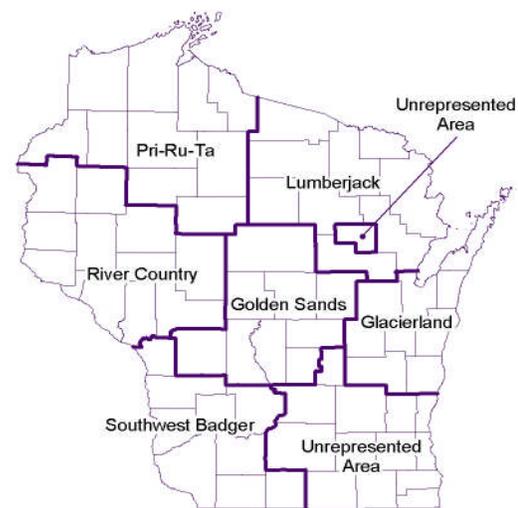


Exhibit 9. Resource & Conservation Development Councils in Wisconsin





Intergovernmental Cooperation

Town of Ashland

Help may be technical or financial assistance in the form of donations, loans, grants, or cost-sharing programs.

Recent activities of the Pri-Ru-Ta Council include the following:

- ◆ *Superior Shores Agricultural Cooperative, Inc. of Ashland-Bayfield Counties* – Developed yogurt with added fruits, dairy-fruit beverages and fluid milk marketing.
- ◆ *Bayfield Lamb Cooperative* – Developed a new generation cooperative to help farmers develop and market value-added lamb meat products.
- ◆ *Forest Stewardship* – Worked with private woodland owners to develop a forest stewardship plan to help them manage their woodlots more profitably.
- ◆ *Native American Youth Natural Resources Field Week* at Lac Courte Oreilles Ojibwe Community College.

Other Organizations

Another organization that the Town wishes to recognize is the Sigurd Olson Environmental Institute at Northland College. The Institute has developed many ways of involving area residents and students in many projects and programs. One such program is the Land Stewardship program. The participants in the program work in cooperation with private landowners, businesses, agencies, and tribal governments to assist with environmental protection and restoration.



Existing Intergovernmental Cooperation

State statutes set up a number of tools for local units of government to formally cooperate on a number of issues of common concern. Exhibit 10 summarizes these tools and the following sections describe them in more detail and whether the Town is currently using them.

Exhibit 10. Types of Intergovernmental Agreements				
	General Agreement	Stipulation & Order	Revenue Sharing Agreement	Cooperative Boundary Agreement
State Authorization	§66.0301	§66.0225	§66.0305	§66.0307
Uses	services	boundaries	revenue sharing	boundaries, services, & revenue sharing
Who decides?	participating municipalities	municipalities involved in the lawsuit, the judge, and area residents if they request a referendum	participating municipalities	participating municipalities and Department of Administration, Municipal Boundary Review
Referendum?	no	binding referendum possible	advisory referendum possible	advisory referendum possible

Source: Intergovernmental Cooperation, Wisconsin Department of Administration

Stipulations and Orders

Section 66.0225, Wis. Stats., allows local units of government to resolve an on-going legal battle over a boundary conflict with a legally binding stipulation and order. The Town of Ashland is not party to a stipulation and order.

General Agreements

State statutes (§66.0301) authorize local units of government to cooperate for the “receipt or furnishing of services or the joint exercise of any power or duty required or authorized by law.” The Town of Ashland has an agreement with the Morse and Mellen Fire and Ambulance departments to provide services. The Town of Ashland also has an agreement with Mellen and Morse to provide garbage and recycling services for the area residents.

Municipal Revenue Sharing Agreements

Under §66.0305, Wis. Stats., adjoining local units of government can share taxes and fees with a municipal revenue sharing agreement. This type of agreement can also include provisions for revenue sharing. The Town of Ashland has verbal agreements with Morse and Sanborn to share snow plowing services on shared roads.





Intergovernmental Cooperation

Town of Ashland

Cooperative Boundary Agreements

Cooperative boundary agreements (§66.0307, Wis. Stats.) can be used to resolve boundary conflicts between villages, cities, and towns and may include revenue sharing or any other arrangement. With adoption of a cooperative boundary agreement, the rules of annexation do not apply. The Town of Ashland is not party to any cooperative boundary agreement.

Existing or Potential Areas of Conflict

The Town of Ashland enjoys a good working relationship with the neighboring towns. It is imperative that this cooperation continues through the implementation of this plan and those of the surrounding towns. A set of goals and objectives are included in the policy document that describes the ways in which the Town will attempt to avoid and/or minimize conflict with its surrounding neighbors.



Overview

During the planning process many aspects of land use are analyzed with an eye toward developing a future land use plan. Existing land development patterns are considered along with the existence of any brownfield sites¹. Local real estate forces are considered and again will be used in fashioning the future land use plan and supporting goals, objectives, and policies. Relationships between the Town, the county, and other nearby jurisdictions also play an important role when determining how land in the Town could be developed in the coming years.



Existing Land Use

Table 1 provides a summary of land uses in the Town by type. Map 1, Existing Land Use, depicts the current land uses in the Town. Forest/woodlands comprise 66.5 percent of the land in the Town of Ashland. Agricultural land constitutes the next largest category with 20.8 percent. Other tax exempt land, which is mostly tribal trust land, makes up 4.9 percent. Swamp and waste land comprises 3.6 percent, and residential and commercial lands constitute approximately 3.5 percent.

Existing Land Use: 2004			
Land Use	Types of uses	Acres	Percent Of Total
Residential	Detached single-family homes; multifamily	525	2.0
Commercial	Business, commerce	396	1.5
Manufacturing	Industrial products and facilities	84	0.3
Agricultural	Agricultural land and support buildings and residences	5,503	20.8
Swamp & Waste		939	3.6
Forest/Woodlands/ Private Forest	Wooded land either publicly or privately owned	17,576	66.5
Ashland County Public Resource Lands	Lands owned by Ashland County	101	0.4
Other	Tax exempt land; mostly tribal trust land	1,296	4.9
Total		26,420	100.0

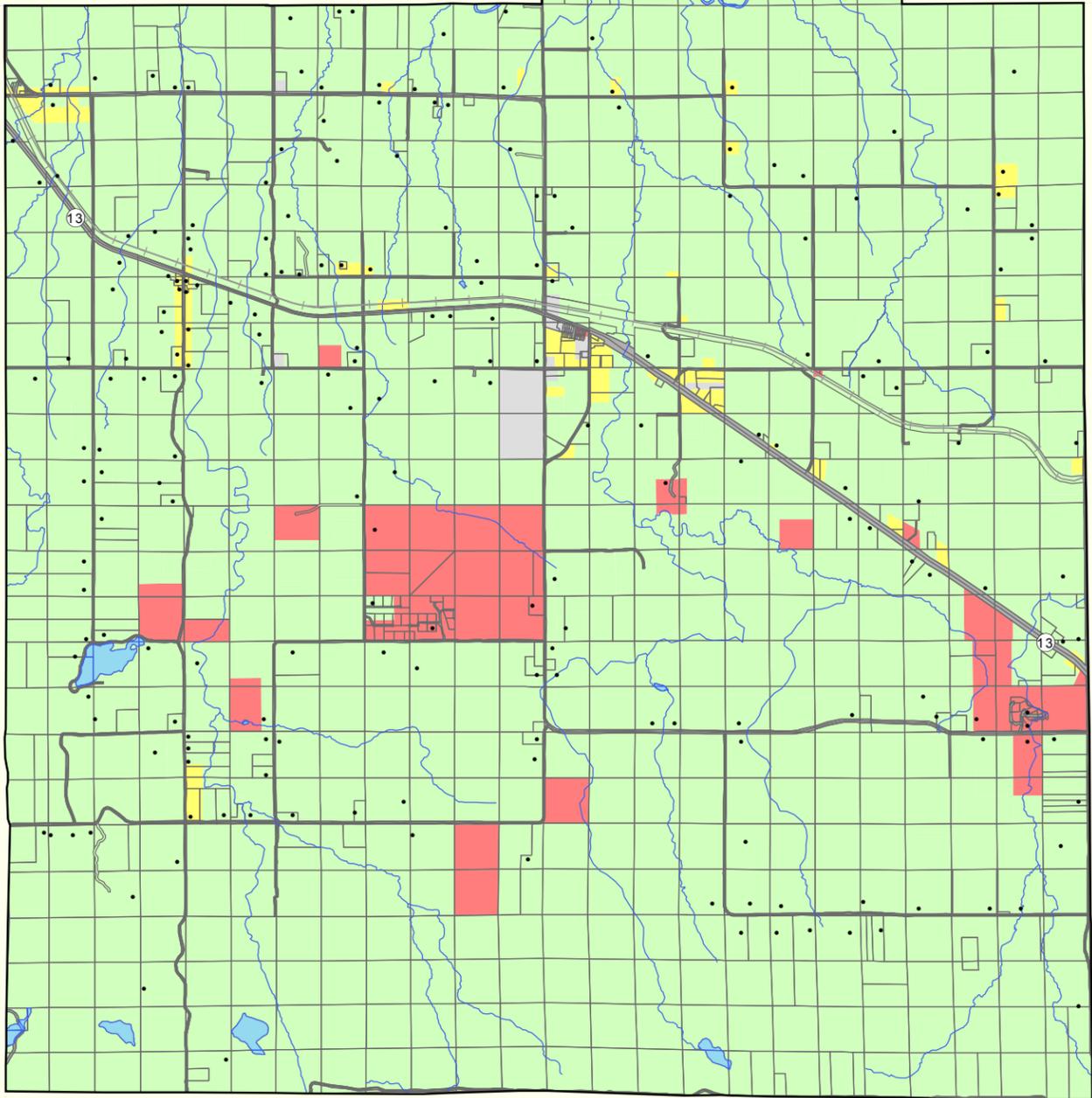
Note: The percents may not total 100, due to rounding
 This data is based on a windshield survey that was done by the planning committee members or by the consultant.
 Single family acreage counts are based on parcels or of an average size of 2 acres.

¹ A brownfield is a site consisting of one or more properties that are abandoned or underutilized because of concerns about environmental contamination.



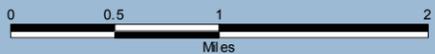
Existing Land Use
Town of Ashland: 2004

Ashland County
Comprehensive Plan Map



Legend

- Residence
- Single-family
- Commercial
- Agricultural / Woodlands / Open Space
- Municipal
- Park and Recreation
- Water
- Transportation



Base Map: Ashland County
Data Source: Northwest Regional Planning Commission

Map Created: October, 2004
Map Edited: September 11, 2005



Land Supply and Demand

To provide a snapshot of the local real estate trends a local realtor as well as a realty website were reviewed. In the Town there were several properties for sale, but no single-family homes. The cost of these sites ranged from \$24,000 for 20 acres of recreational land to \$108,000 for 78 acres of hunting land with a small trailer. All of the land for sale was advertised as recreational land with water or hunting features.

Waste Disposal and Contaminated Sites

Identification of brownfield sites is an important consideration in forming an appropriate land use plan, in fostering economic development, and in ensuring a clean and healthy environment. Cleanup and redevelopment of brownfield sites makes common sense by returning abandoned or under-utilized properties to the tax rolls and to productive use. Redevelopment of brownfield sites also makes optimal use of existing infrastructure.

To identify brownfield sites, the following sources were reviewed:

- ◆ Bureau of Remediation and Redevelopment Tracking System (BBRTS)
- ◆ Registry of Waste Disposal Sites in Wisconsin
- ◆ Superfund Sites
- ◆ Local knowledge

Residents of Ashland identified two potential brownfields in Town: a closed landfill on County Road L and some buried tanks near North York and Highway 13. There are not any other sites that have been identified by the DNR. More information on this site can be found in the Economic Development Element.

Opportunities for Redevelopment

Currently there are no areas in need of redevelopment in the Town.

Development Factors

There are a number of physical conditions that limit or restrict land development within and around the Town. Other physical factors include conditions that favor or constrain a particular use. For example, fertile soils contribute to the viability of agriculture, while environmental features may make construction more difficult. The presence of hydric soils, water features, public lands, and federal trust lands all channel development into specific areas, functioning as both obstacle and opportunity (see the *Wetland and Floodplain* and the *Forest and Park Land* maps in the Agricultural, Cultural, and Natural Resources Element). Physical features and land ownership do not necessarily prevent development from occurring, they may just pose significant challenges. Land that is delineated as wetland, however, can prohibit development from occurring.

Future growth in the Town of Ashland is limited to areas that are not in a wetland, or are not federal trust land.

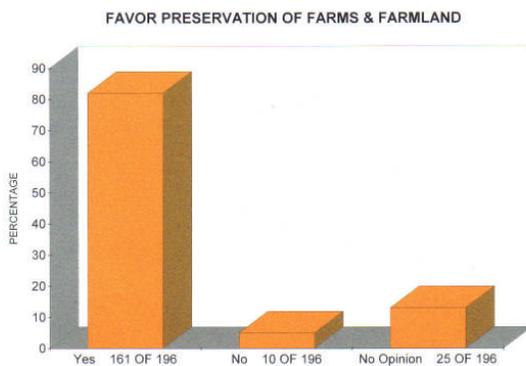


Land Use Conflicts

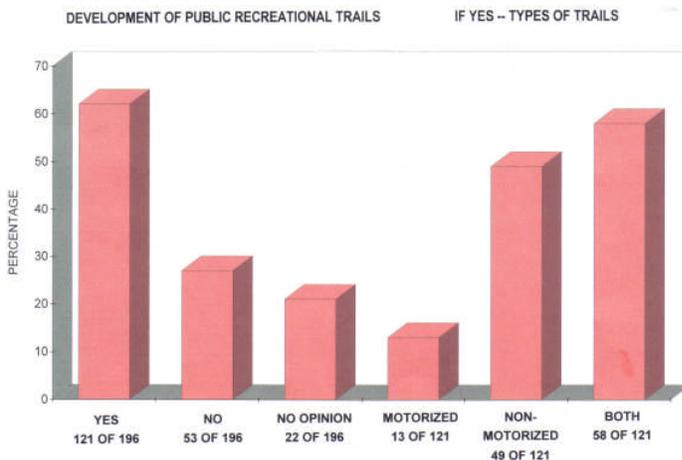
Conflicts often develop over time when certain land uses are located inappropriately, or adequate buffering is not provided between conflicting land uses. Sometimes industrial land uses have characteristics associated with them that are often viewed as a nuisance by surrounding residents. These include noise, dust, odors, and truck traffic – all of which are associated with agriculture, as well as industrial uses. While the land uses in Ashland are generally uniform throughout, the Town is not immune to these types of conflicts that may occur in the future.

Additional details regarding land use can be found in the Town’s Land Use Plan. In the process of developing the Plan, a land use survey was sent to Township residents and landowners during May, 1999, in an effort to obtain public input on issues affecting future growth and development in the Town. This survey is separate from the one used during the Comprehensive Planning process and focuses more directly on the Town. Results from this survey can also be found in the Land Use Plan.

When the Town reviewed the survey done in 1999, they found some strong opinions both in favor and in opposition to land use practices and patterns in the Town. The following are highlights from the survey:



- 82.1% of respondents favor preservation of farmland. Within this group, 75% favor traditional farms such as dairy or beef. The next strongest support is 43.9% for fruit farms; 43.4% for alternative agricultural (e.g., herbs, flowers); and 4.8% for hobby farms. 5.1% do not favor farmland preservation.
- 88.3% feel wise management of forest and woodlands is important (4.1% indicated it was not).

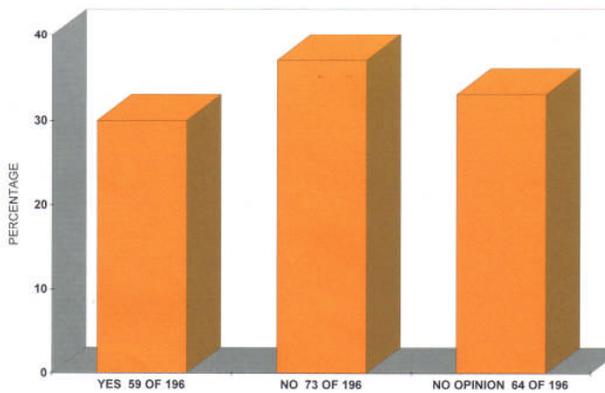


- 57.7% favor development of parks and other recreational facilities in the Town (as apposed to 26% who did not).
- 61.7% want public recreational trails developed (27% - no). Respondents in favor are almost evenly divided as to whether these trails be solely non-motorized (25%) or offer an opportunity for both motorized and non-motorized activity (29.6%) with 6.6% for motorized only.

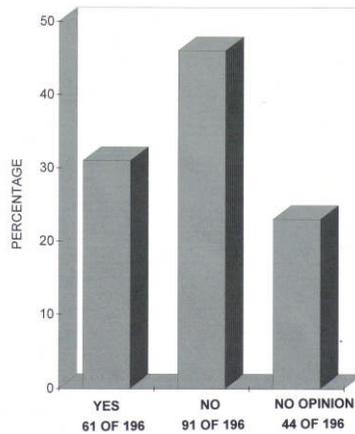


- 62.8% support home-based business (11.2% - no) while other forms of development, such as commercial recreational, large commercial and light industry received less than 50% support.
- Preservation of the natural beauty of roadways and scenic views is supported by 79.6% (6.1% - no). Approaches most supported are forest buffers (52%) and sign ordinances (42.9%).
- There is not strong support for additional sand and gravel pits (30.1% - yes; 37.2% - no); drilling, exploration, and mining for gas, oil or minerals (31.1% - yes; 46.4% - no); nor the siting of a landfill (18.4% - yes; 63.3% - no).

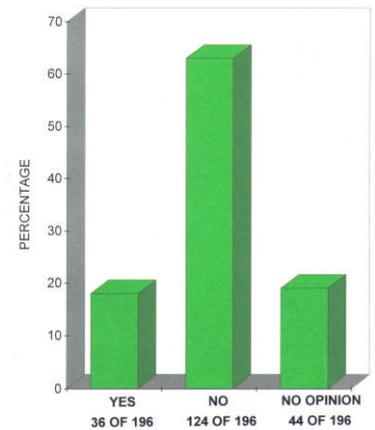
FAVOR ADDITIONAL GRAVEL PITS



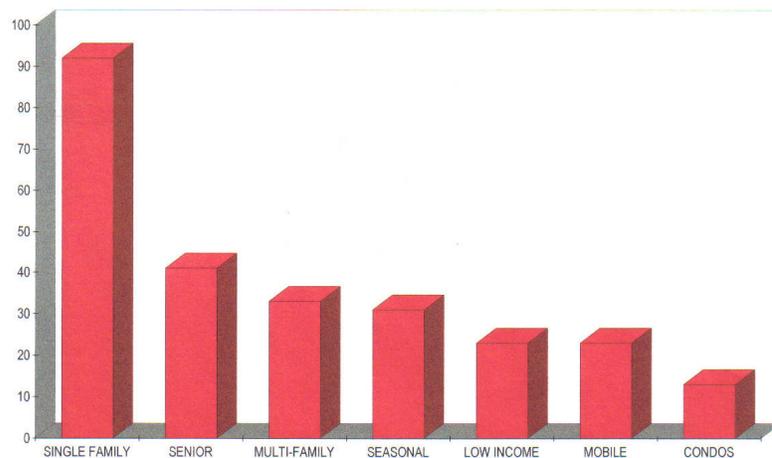
FAVOR MINING OR GAS, OIL, MINERALS



FAVOR LANDFILL IN TOWNSHIP



TYPES OF RESIDENTIAL GROWTH ENCOURAGED





Demographics

◆ Overview

A community can directly and indirectly affect how fast it grows and the type of growth that occurs through the policies it adopts and the actions it takes. A community could capture a disproportionate share of the growth potential within the region by proactively creating opportunities for new development through any number of actions, including infrastructure improvement and the creation of incentives, for example. Municipalities can create a public-private partnership and use its resources to make a project happen that would not otherwise occur. Likewise, it could slow the natural rate of growth by instituting certain policies to limit new development.

Although a community can affect the rate of growth, it needs to take stock of historical growth patterns and understand its strengths and weaknesses relative to the other locales within the regional market. Obviously, a community needs to be realistic in preparing population forecasts because it affects many parts of the comprehensive plan. If a community uses unrealistic population forecasts, the plan will be flawed (although it can be adjusted by amendment).

◆ National and Statewide Demographic Trends

Before describing the historical population change in the Town of Ashland, it is important to consider the larger picture by briefly looking at national and statewide demographic trends and shifts. As depicted in Exhibit 1, the population of the United States has increased steadily from its founding to the current day. During the last decade (1990-2000), however, the rate of population growth was near record levels. Most of the growth resulted from immigration, not from natural increase through births. Changes in immigration law at the federal level will likely continue to facilitate immigration from other countries, especially from Mexico and countries throughout Latin America.

Because of the significant level of immigration in recent years and other demographic shifts, the population center of the United States is moving south and west, and as a consequence the Midwest and Northeast are losing ground (Exhibit 2).

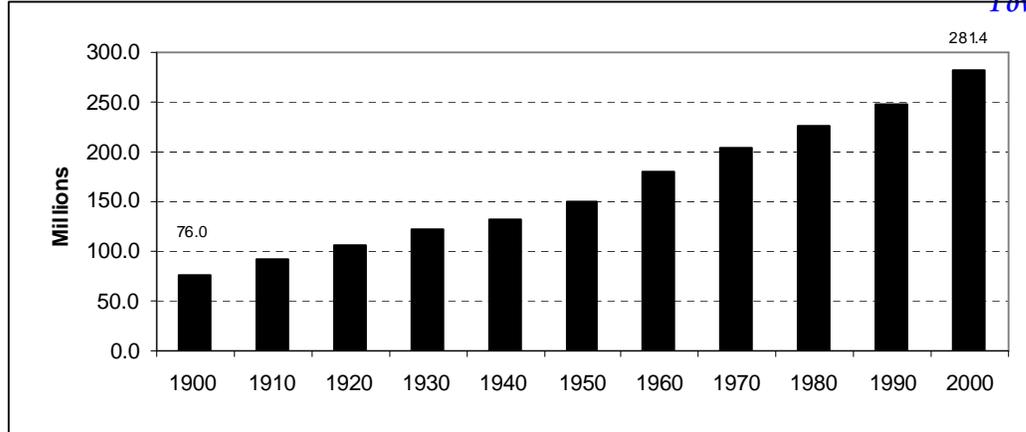
This population shift will have profound implications on Wisconsin's labor force and its economic development potential in the coming years, not to mention the eroding political influence at the national level. Some economic development specialists in Wisconsin are predicting a labor shortage in the coming years and see immigration to Wisconsin as one way of addressing this potential impediment to sustained economic activity.



Demographics

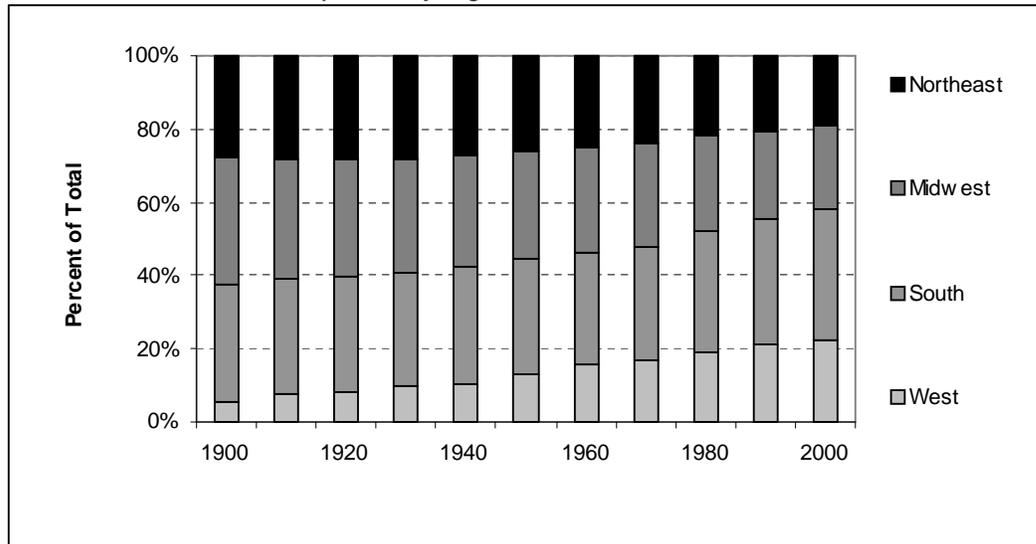
Town of Ashland

Exhibit 1. United States Population: 1900 to 2000



Source: Census Bureau

Exhibit 2. United States Population by Region: 1900 to 2000

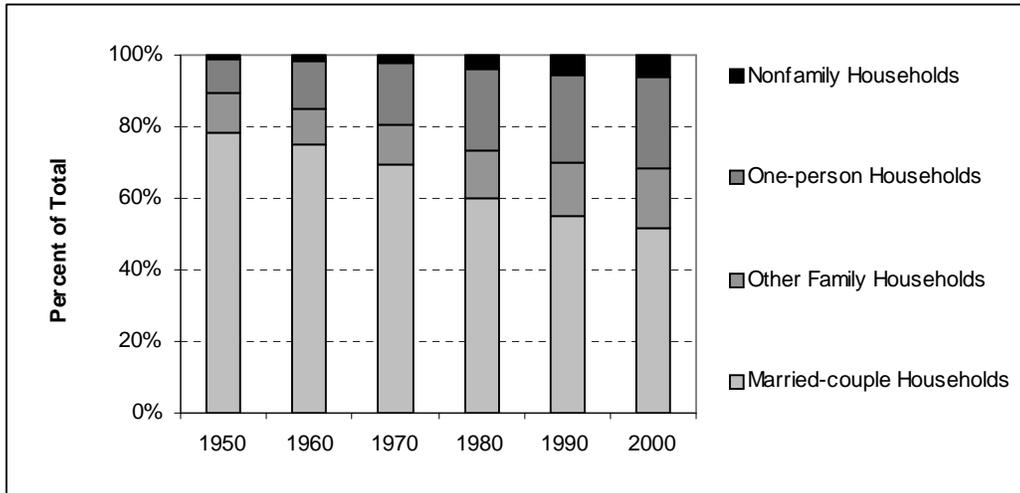


Source: Census Bureau

The nature of households is also changing throughout the United States. Although married-couple households are most common, they are losing ground to other living arrangements (Exhibit 3). As the proportion of married-couple households declines, we see a significant growth in one-person households. Although the data presented here is for the entire United States and may not reflect precisely what is happening in the Town of Ashland, it is a trend that should be considered in fashioning this plan and especially in assessing the types of housing units that may be needed in the coming years in the region.



Exhibit 3. Households by Type; United States: 1950 to 2000



Source: Census Bureau

At the state level, the population has been increasing, but slower than the national rate, and at a substantially slower rate when compared to many states in the west and south as noted in the previous section. Between 1970 and 2000, nearly one million new residents have been added to the state. The rate of growth between 1990 and 2000, was 9.6 percent, which was twice the rate of growth experienced in the preceding decade.

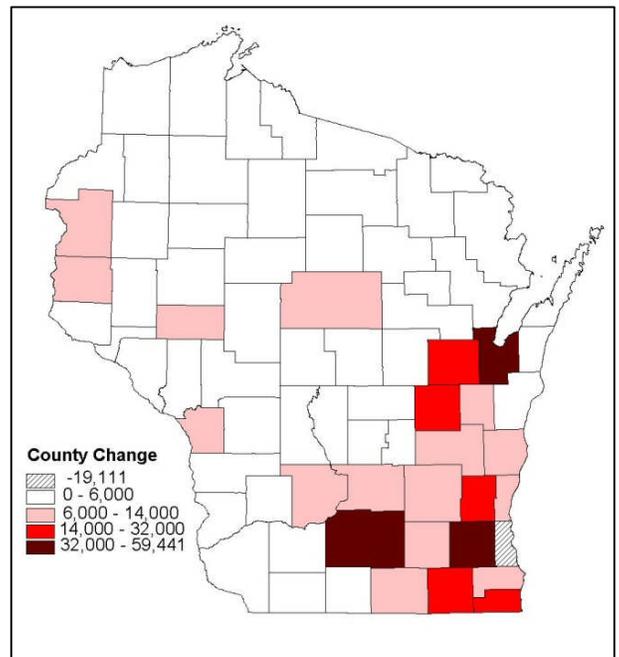
Most of the state's growth is centered in and around the Madison and Milwaukee metropolitan areas, along the Fox River Valley, and in St. Croix County (Exhibit 4).

◆ Regional Demographic Trends

Ashland County's population grew by approximately 3.4%, adding about 559 people from 1990 to 2000, much lower than both State and national levels. The largest numeric increase within the County was in the Town of Sanborn followed by the Town of Gingles. Ashland town experienced a numeric increase in population during this same period, gaining 36 people.

In percentage points, the Town of La Pointe experienced the highest growth rate during the 1990 to 2000 period at 67.3%, followed by the Town of Gingles (30.1%). The Towns of Marengo and Sanborn (27.5%), Town of Gordon (18.6%), Town of White River (15.7%), Morse Town (7.1%), Town of Chippewa (6.9%), Town of Ashland (6.3%), Town of Peeksville

Exhibit 4. Numeric Population Change; Wisconsin: 1990 to 2000



Source: Census Bureau



Demographics

Town of Ashland

(5.4%). Declining in population were the Village of Butternut (-2.2%), Town of Jacobs (-5.6%), the City of Mellen (-9.6%), Town of Shanagolden (-12.8%), and the Town of Agenda (-13.2%).

“ Ashland County’s population grew approximately 3.4% or by about 559 people from 1990 to 2000.”

Table 1. Population Change 1990 - 2000				
	1990	2000	Difference	Percent Change
State of Wisconsin	4,891,769	5,363,675	471,906	9.6%
Ashland County	16,307	16,866	559	3.4%
Agenda Town	591	513	-78	-13.2%
Ashland Town	567	603	36	6.3%
Butternut Village	416	407	-9	-2.2%
Chippewa Town	405	433	28	6.9%
Gingles Town	492	640	148	30.1%
Gordon Town	301	357	56	18.6%
Jacobs Town	885	835	-50	-5.6%
La Pointe Town	147	246	99	67.3%
Marengo Town	284	362	78	27.5%
Mellen City	935	845	-90	-9.6%
Morse Town	481	515	34	7.1%
Peeksville Town	167	176	9	5.4%
Sanborn Town	998	1,272	274	27.5%
Shanagolden Town	172	150	-22	-12.8%
White River Town	771	892	121	15.7%

Source: US Census 2000

◆ Age

The median age in the Town is 38.2, which compares to 36.9 in all of Ashland County. Approximately 14 percent of the Town’s population is between the ages of 35 and 44 and sixteen percent are between the ages of 45 and 54 (Table 2). This means that by 2020, approximately 30 percent of this population will be retired or approaching retirement.

“ The median age in Ashland Town is 38.2, which compares to 36.9 in Ashland County.”



Table 2. Population by Age Group – Town of Ashland

	Number	Percent
Under 5 years	37	6.1%
5 to 9	38	6.3%
10 to 14	47	7.8%
15 to 19	51	8.5%
20 to 24	46	7.6%
25 to 34	65	10.8%
35 to 44	82	13.6%
45 to 54	98	16.3%
55 to 59	38	6.3%
60 to 64	27	4.5%
65 to 74	35	5.8%
75 to 84	29	4.8%
85 and over	10	1.7%
Median Age	38.2	

Source: US Census Bureau. Census 2000 Data Set SF-1

In-migration of new residents and out-migration of existing residents will also be a factor. The guidelines above are general but provide one of several tools to determine the type of housing units needed in the future. The distribution of households over time may create demand for a greater mix of housing types. Older adults tend to move into a variety of housing arrangements when they are no longer interested in or able to maintain larger homes and lots.

Between 1990 and 2000, Ashland's population increased by 6.3 percent or 36 persons. The total number of households increased by 15.2 percent or by 30 households. Overall, residential growth occurred at a faster rate than population growth in Ashland over the last ten-year period.

◆ Household Income Levels

The 2000 median household income for the Town of Ashland was \$34,063. This compares with \$31,628 for Ashland County, and \$43,791 for the State of Wisconsin. This level of income has an impact on the affordability of housing and potential economic growth within the Town.

◆ Employment and Education Levels

A general overview of local income, employment, and educational attainment was undertaken to gain perspective on the local economy and its link to regional growth dynamics. Since the mid-1980s, the State of Wisconsin has realized a growing economy but



Demographics

Town of Ashland

a shortened supply of labor. In general, labor shortages and competition have lead to recruitment outside the State and internationally.

Data from the 2000 Census shows that 52 percent of the 603 people in the Town of Ashland have high school diplomas while some 42.7 percent have some post-high school education. There are 312 people in the Town's labor force. Countywide 41 percent of the 16,866 people in the County have high school diplomas while some 44 percent have some post high school education. There are 8,504 total people in the County labor force. The Town does not offer much in the way of employment opportunities, and this is the case throughout a majority of the County. Many of Ashland's residents are employed in production, transportation, and material moving occupations, and the Town has a average level of household income when compared to surrounding areas. More information on employment and education levels is included in the Economic Development Element.



Appendices

*Town of Ashland
Comprehensive Plan – Background Element*

Appendix 1:

Town of Ashland Comprehensive Plan Survey Results Summary

Town of Ashland

Confidential Community Survey - 2003

Ashland County and its participating communities are in the process of preparing a comprehensive plan and want to learn more about your preferences on a number of issues. The information you provide by completing and returning this survey will assist us in planning for an Ashland County future that meets your expectations. This survey is completely confidential.

About the Town of Ashland

Future Growth and Development

- Over the last decade, the population has grown by 6.3% or 36 people, generating 32 new housing units. Compared to the last decade, how should your community grow in the future?**
Slower31.4% Same Rate48.6% Faster17.1%
- What type of new growth, if any, do you wish to see occur in your community (check all that apply).**
None14.3% Industrial34.3% Retail22.9% Forestry45.7%
Residential42.9% Hospitality14.3% Cottage Industry14.3% Mining22.9%
Commercial22.9% Service25.7% Agricultural Production42.9% Home Based Business34.3%
- In your opinion is there currently a need for any of the following housing types in your community?**

	Yes	No
Single Family (Renter and Owner Occupied).....	42.9%	34.3%
Duplexes	11.4%	62.9%
Apartments (Three or more units).....	17.1%	57.1%
Condominiums	11.4%	65.7%
Seasonal Residences	17.1%	57.1%
Assisted Living for Seniors	31.4%	42.9%
Nursing Homes	8.6%	60.0%
Mobile Homes	11.4%	65.7%
- What do you think the minimum, non-subdivision, size of residential lots should be?**
1 Acre20.0% 6 - 10 Acres11.4% 16 - 20 Acres14.3% 26 - 30 Acres0.0% 36 - 40 Acres8.6%
2 - 5 Acres40.0% 11 - 15 Acres0.0% 21 - 25 Acres0.0% 31 - 35 Acres0.0% More than 40 Acres2.9%

Regulatory Environment

- Do you believe existing regulatory controls (i.e. zoning, subdivision, land division, sanitary permits, well permits) are sufficient to achieve your vision of your community's future?**
Yes51.4% No22.9% Unsure25.7%

6. Do you believe your community should plan on adopting any of these additional methods of growth management?

	Yes	No	Unsure
Driveway Permitting	17.1%	57.1%	20.0%
Storm Water and Erosion Control	40.0%	42.9%	8.6%
Nonmetallic Mining.....	28.6%	45.7%	20.0%
Uniform Dwelling Code	14.3%	62.9%	14.3%
Design Review	14.3%	57.1%	20.0%
Purchase of Easements.....	14.3%	54.3%	22.9%
Development of Impact Fees	14.3%	57.1%	20.0%
Density Standards.....	17.1%	48.6%	22.9%
Local Zoning Control.....	28.6%	45.7%	17.1%
Local Shoreland Zoning.....	42.9%	40.0%	8.6%
Local Signage Control.....	31.4%	37.1%	22.9%
Local Land Division Control	25.7%	45.7%	20.0%
Local Subdivision Control	28.6%	42.9%	20.0%

Government Services

7. Do residents have an adequate opportunity to express their opinions on issues?

Yes54.3% No.....34.3%

8. Please rate the following services

	Good	Fair	Poor	No opinion
Police protection	42.9%	42.9%	5.7%	5.7%
Fire protection	37.1%	45.7%	5.7%	8.6%
EMS (Emergency Medical Service).....	45.7%	37.1%	5.7%	8.6%
Trash collection.....	25.7%	25.7%	14.3%	25.7%
Recycling	34.3%	37.1%	8.6%	14.3%
Water and sewer.....	20.0%	22.9%	8.6%	37.1%
Storm water.....	20.0%	11.4%	17.1%	37.1%
Snow removal	37.1%	34.3%	20.0%	8.6%
Road repairs and maintenance.....	17.1%	57.1%	20.0%	5.7%
Library services.....	25.7%	28.6%	2.9%	37.1%
Traffic enforcement.....	25.7%	40.0%	8.6%	17.1%
Planning and zoning	11.4%	34.3%	11.4%	31.4%
School district.....	14.3%	40.0%	14.3%	22.9%
Communication with residents.....	14.3%	45.7%	20.0%	14.3%
Recreation for youth.....	8.6%	25.7%	34.3%	22.9%
Recreation for adults.....	11.4%	28.6%	28.6%	22.9%
Recreation for the elderly.....	8.6%	31.4%	17.1%	34.3%
Administrative services	11.4%	37.1%	20.0%	22.9%

About Ashland County

9. How do you feel about Ashland County as a place

	Excellent	Good	Fair	Poor
to live	42.9%	48.6%	8.6%	0.0%
to work.....	14.3%	31.4%	25.7%	25.7%

10. Over the last ten years, the quality of life in the County has

improved	28.6%	stayed the same	42.9%	declined.....	25.7%
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11. From the following list, rank the importance of the County efforts and services with 1 being the most important and 5 being the least important.

Continue to promote industrial development	74.3%	Do more to enforce existing ordinances.....	60.0%
Continue to promote tourism.....	68.6%	Do more to improve the transportation system	65.7%
Continue to promote economic diversification	68.6%	Do more to work cooperatively with local governments	62.9%
Do more to expand Health Service	68.6%	Do more to communicate with County residents.....	71.4%
Do more to protect water quality	65.7%	Do more to enforce traffic regulations	60.0%
Do more to protect open space.....	74.3%	Focus on recruiting value added businesses to compliment existing businesses.....	80.0%

12. Please rate the following County Services

	Good	Fair	Poor	No Opinion
UW-Extension	34.3%	14.3%	2.9%	42.9%
Child Support Agency	20.0%	20.0%	8.6%	45.7%
County Surveyor and Land Records.....	37.1%	25.7%	2.9%	28.6%
Emergency Government.....	22.9%	20.0%	5.7%	45.7%
Forestry	22.9%	42.9%	2.9%	25.7%
Highway Department	25.7%	45.7%	17.1%	8.6%
Human Services.....	22.9%	25.7%	11.4%	34.3%
Land Conservation.....	20.0%	34.3%	11.4%	28.6%
Health Department.....	25.7%	34.3%	2.9%	28.6%
Sheriff's Office.....	42.9%	31.4%	11.4%	11.4%
Veteran's Service	22.9%	20.0%	17.1%	34.3%
Zoning	11.4%	34.3%	14.3%	31.4%

Background Questions

13. Are you a . . . Seasonal property owner.....28.6% Year-round resident.....71.4%
14. What is your age? 18 - 245.7% 25 - 4525.7% 46 - 6537.1% Over 65.....31.4%
15. If you are a year-round resident, do you own or
rent your dwelling unit? Own.....80.0% Rent.....0.0%
16. How long have you resided at your current
address? Less than 5 years.....17.1% 11 - 20 years2.9%
6 - 10 years8.6% Over 20 years.....60.0%

Please complete survey and return within 10 days. Thank you.



Appendices

*Town of Ashland
Comprehensive Plan – Background Element*

Appendix 2:

Town of Ashland Land Use Survey Results

Total Households responding 196

13. Do you feel it is important to protect the water resources in the Town of Ashland? (check one)
178(90.8%)Yes 5(2.6%)No 5(2.6%)No opinion 8(4.1%)No response
14. Do you feel there is a concern with maintaining the quality of water resources (e.g., surface waters, groundwater) in the Town of Ashland? (check one)
101(51.5%)Yes 41(20.9%)No 49(25.0%)No opinion 5(2.6%)No response
- If yes, what is your concern with the Town's water resources? (please specify) _____

(see attached)
15. Do you favor additional sand and gravel pits operating in the Town of Ashland? (check one)
59(30.1%)Yes 73(37.2%)No 62(31.6%)No opinion 2(1.0%)No response
16. Do you favor drilling, exploration and mining for gas, oil and minerals in the Town of Ashland?
(check one)
61(31.1%)Yes 91(46.4%)No 42(21.4%)No opinion 2(1.0%)No response
17. Would you favor the siting of a landfill in the Town of Ashland? (check one)
36(18.4%)Yes 124(63.3%)No 32(16.3%)No opinion 4(2.0%)No response
18. Do you have any other comments relating to land use issues that you wish to make? (please specify)

(see attached)

THANK YOU FOR COMPLETING THIS SURVEY
Please return your survey by **June 7**.

Total Households surveyed 351
Total Households responding 196 (55.8%)

TOWN OF ASHLAND LAND USE SURVEY

Please have one person from your residence take a few minutes to give us your household's opinion on a number of Town land use issues by completing this survey and returning it using the enclosed, prepaid envelope. Please return this survey no later than June 7, 1999. This is a confidential survey and it is not necessary to sign your name.

1. How long have you owned and/or rented property in the Town of Ashland? (check one)
33(16.8%) less than 5 years 71(36.2%) 5 to 20 years 92(46.9%) more than 20 years
2. Are you a Town of Ashland: (check one)
120(61.2%) Year-round resident 14(7.1%) Seasonal resident 61(31.1%) Non-resident property owner
1(0.5%) Unknown property owner
3. Do you favor additional residential growth in the Town of Ashland? (check one)
106(54.1%) Yes 39(19.9%) No 48(24.5%) No opinion 3(1.5%) No response

If yes, what kind(s) of growth would you like to see encouraged? (check all that apply)

<u>92(46.9%)</u> Single family residential	<u>23(11.7%)</u> Low income housing
<u>17(8.7%)</u> Multi-family residential, duplexes	<u>14(7.1%)</u> Mobile homes
<u>16(8.2%)</u> Multi-family residential, apartments	<u>9(4.6%)</u> Trailer home parks
<u>13(6.6%)</u> Condominiums	<u>31(15.8%)</u> Seasonal/recreational homes
<u>41(20.9%)</u> Senior housing	<u>3(1.5%)</u> Other <u>whatever they want; clustered community based</u>
	(please specify)

4. Is preservation of farmland in the Town important? (check one)
161(82.1%) Yes 10(5.1%) No 23(11.7%) No opinion 2(1.0%) No response

If yes, what kind(s) of agricultural activities do you favor? (check all that apply)

<u>147(75.0%)</u> Traditional farming (e.g., beef, dairy, hay, etc.)	<u>34(17.3%)</u> Truck farming
<u>85(43.4%)</u> Alternative agriculture (e.g., herbs, flowers, etc.)	<u>82(41.8%)</u> Hobby farms
<u>86(43.9%)</u> Fruit farms	<u>12(6.1%)</u> Factory farms
	<u>4(2.0%)</u> Other <u>tree; organic farms; tree farms</u>
	(please specify)

5. Do you feel it is important to encourage wise management of forests/woodlands in the Town of Ashland? (check one)
173(88.3%) Yes 8(4.1%) No 9(4.6%) No opinion 6(3.1%) No response
6. Do you favor the development of parks and other public recreational facilities (e.g., beaches, skating rinks, sports fields, etc.) in the Town? (check one)
113(57.7%) Yes 51(26.0%) No 30(15.3%) No opinion 2(1.0%) No response

Total Households responding 196

7. Do you favor the development of public recreational trails in the Town? (check one)
121(61.7%)Yes 53(27.0%)No 19(9.7%)No opinion 3(1.5%)No response

If yes, which types of trails would you prefer? (check one)

13(6.6%) Motorized (e.g., snowmobile, ATV)

49(25.0%) Nonmotorized (e.g., walking, skiing, biking, horseback riding)

58(29.6%) Both

8. Do you favor additional commercial recreational development (e.g., resorts, golf courses, campgrounds, etc.) in the Town of Ashland? (check one)

64(32.7%)Yes 90(45.9%)No 38(19.4%)No opinion 4(2.0%)No response

9. Do you favor other commercial development in the Town? (check one)

66(33.7%)Yes 67(34.2%)No 56(28.6%)No opinion 7(3.6%)No response

If yes, where should commercial development occur in the Town? (please specify) _____

(see attached)

10. Do you favor the development of additional homebased businesses in the Town? (check one)

123(62.8%)Yes 22(11.2%)No 45(23.0%)No opinion 6(3.1%)No response

11. Do you favor light industrial development in the Town of Ashland? (check one)

89(45.4%)Yes 49(25.0%)No 49(25.0%)No opinion 9(4.6%)No response

If yes, where should light industrial development occur in the Town? (please specify) _____

(see attached)

12. Should the natural beauty of the Town's roadways and scenic views be preserved? (check one)

156(79.6%)Yes 12(6.1%)No 20(10.2%)No opinion 8(4.1%)No response

If yes, which of the following approaches would you favor? (check all that apply)

102(52.0%) Forest buffers

84(42.9%) Sign ordinance

70(35.7%) Setback requirements

66(33.7%) Vegetative screening

38(19.4%) Architectural design guidelines

10(5.1%) Other keep brush cut from road-

ways; helpful suggestions; clean

lots - no junkyards; enforced

litter penalties; cluster develop-

ment; keeping brush cut off

sides of road is all that's nec-

essary; grade roads properly -

i.e., no gravel in ditches; main-

tain natural vegetation; keep

areas clean at all times

(please specify)