

## **ISSUES & OPPORTUNITIES**

### **1.1 INTRODUCTION**

Population is an important contributing factor to the pattern of settlement and development of a municipal unit. Significant increases or decreases in the number of inhabitants along with the characteristics of income, education, and age impact economic development, land use, transportation, and the use of public and private services. Examining past changes and the present conditions of population enhances the ability to prepare for the future needs of a community.

Throughout this element and the entire plan, statistical references may be made to Washburn County and not to the Town of Madge, as some information at the town level is not available. The majority of data within this plan is representative of “year-round” households or residents that claim Washburn County, Wisconsin as their place of residence. Seasonal data represents non-residents of the Town of Madge or Washburn County, except in the fact that some residents may own a dwelling that would be defined for use as seasonal, recreational, or occasional use and not as a year-round residence.

### **1.2 66.1001 REQUIREMENTS**

This element gives an overview of the pertinent demographic trends and background information necessary to develop a comprehensive understanding of the changes taking place in the Town of Madge. As required under §66.1001, Wisconsin Statutes, this element includes information on population, households, age distribution, education, and income characteristics and forecasts. It also includes a section on overall goals, objectives, policies, and programs to help guide future preservation and development in the town to the year 2025.

### **1.3 POPULATION CHARACTERISTICS**

#### **Historical Population**

Table 1.1 reveals the town sustained a substantial decline in population from 1950 to 1970, losing 99 residents. However, since 1970 the town’s population has risen, with the greatest increase from 1970 to 1980, when the town gained 173 inhabitants (Table 1.2). According to the Demographic Services Center, Wisconsin Department of Administration, the estimated January 1, 2003 population for the Town of Madge is 471, an increase of 17 persons over the three-year period spanning 2000-2003.

<b>Table 1.1: Historical Population, 1950-2000</b>					
<b>1950</b>	<b>1960</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>
243	226	144	317	357	454

Source: U.S. Census Bureau

**Table 1.2: Numeric Change by Decade, 1950-2000**

1950-1960	1960-1970	1970-1980	1980-1990	1990-2000
-17	-82	+173	+40	+97

**Population Projections**

Population projections developed by the Demographic Services Center, Wisconsin Department of Administration estimate that a continued increase in population is projected through the year 2025 (Table 1.3). The Town of Madge is projected to gain 112 persons over the 25-year period from 2000-2025 (Table 1.4). Figure 1.1 charts both the historical population as well as the projected population through 2025.

**Table 1.3: Population Projections, 2005-2025**

2005	2010	2015	2020	2025
485	513	536	553	566

Source: Demographic Services Center, Wisconsin Department of Administration

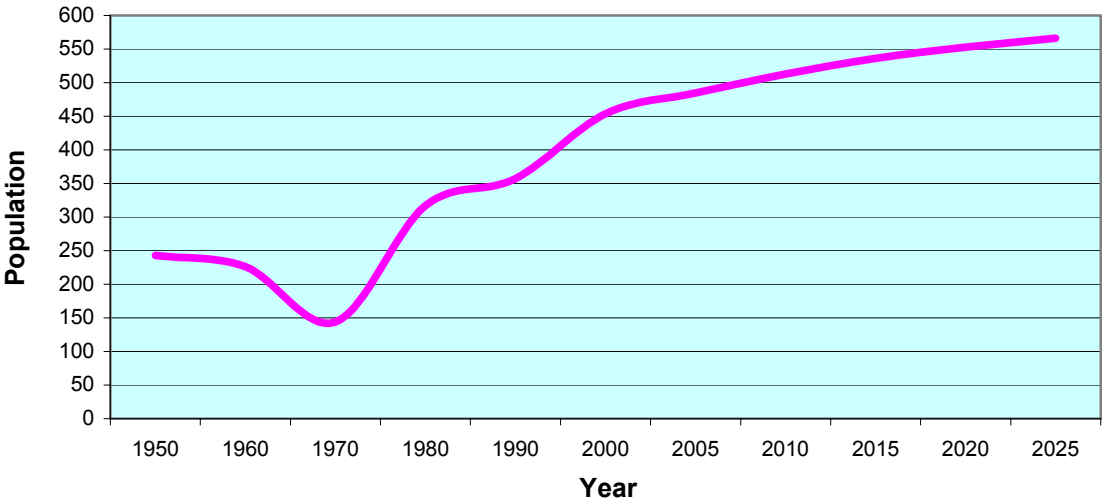
**Table 1.4: Numeric Change, 2000-2025**

2000-2005	2005-2010	2010-2015	2015-2020	2020-2025
+31	+28	+23	+17	+13

**Factors Affecting Population Change**

Factors for the overall increase in population in the Town of Madge may include: the conversion of seasonal residences into permanent residences, continued lakeshore development, the attractiveness of the area’s natural resources, affluent people choosing to buy homes and retire in the area, and the overall ability of the region to provide a quality of life that’s comfortable with access to goods, services, and economic activities to satisfy the town’s current population and attract new people.

**Figure 1.1: Historic Population, 1950-2000 and Population Projection, 2005-2025**



Source: U.S. Census Bureau 1950-2000; Demographic Services Center, Wisconsin Department of Administration 2005-2025

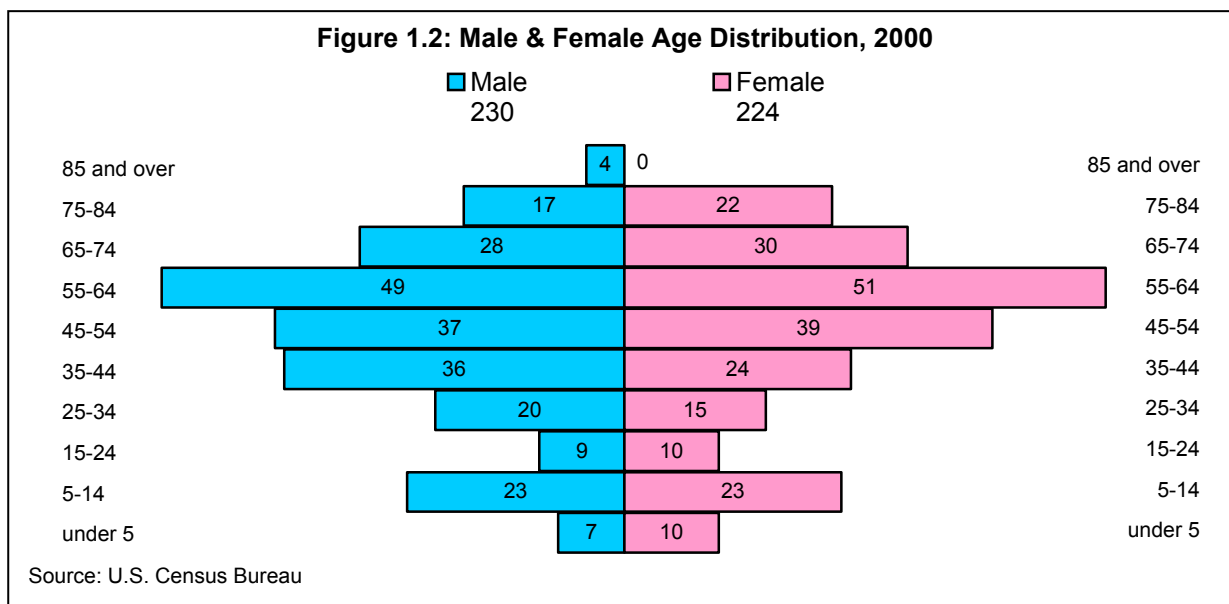
## 1.4 AGE DISTRIBUTION AND DEMOGRAPHIC TRENDS

### Summary of Demographic Changes

In the years between 1990 and 2000, the Town of Madge saw a decrease in persons age 15 to 24, and 25 to 34. Conversely, the town saw an increase in all other age groups, the largest of which was an increase of the 55-64 age group. This change represents a 132.6 percent increase from 1990. Table 1.5 illustrates the net gain/loss and percent change for each age group. The population pyramids in Figure 1.2 represent a visual depiction of the age categories by gender for 2000 in the Town of Madge.

Age category	Change in Absolute Numbers, 1990-2000	Percent Change 1990-2000
Under 5	1	6.3%
5 to 14	6	15.0%
15 to 24	-15	-44.1%
25 to 34	-1	-2.8%
35 to 44	2	3.4%
45 to 54	29	61.7%
55 to 64	57	132.6%
65 to 74	0	0%
75 to 84	22	129.4%
85 and over	4	400%
Selected age categories		
All inhabitants under 15	7	12.5%
All inhabitants under 25	-8	-8.9%
All inhabitants over 64	22	29.3%
All inhabitants over 74	26	152.9%

Source: U.S. Census Bureau, 1990 & 2000



## 1.5 HOUSEHOLD CHARACTERISTICS

### Households

The 2000 Census identifies 202 households in the Town of Madge. Of this, 153 (75.7%) are family households and 49 (24.3%) are non-family households. Over 60 percent of households in the town are two person households.

In reviewing the household characteristics and present composition of households, married-couple families with children comprise only 14.4 percent of the families. Table 1.6 reveals in more detail the composition and characteristics of households in the Town of Madge.

	<b>Total</b>	<b>Percent of households</b>
<b>TOTAL HOUSEHOLDS</b>	202	100.0%
Family Households (families)	153	75.7%
Male Householder	142	70.3%
Female Householder	6	3.0%
Married couple-family with children	29	14.4%
Non-family Households	49	24.3%
Male householder	24	11.9%
Female householder	25	12.4%
Households with individuals 65 years and over	69	34.2%
1 persons in household	39	19.3%
2 persons in household	122	60.4%
3 persons in household	14	6.9%
4 persons in household	16	7.9%
5 persons in household	4	2.0%
6 persons in household	6	3.0%
7 or more persons in household	1	0.5%
Average household size	2.24	(x)
Average family size	2.56	(x)

Source: U. S. Census Bureau  
(X) Not applicable

### Household Projections

Table 1.7 identifies household projections for the Town of Madge. By the year 2025, the town is projected to gain 82 households (approximately 3.28 per year from 2000-2025), an increase of 40.6 percent.

**Table 1.7: Households, 1980-2000; Projected Households, 2005-2025**

	1980	1990	2000	2005	2010	2015	2020	2025
U.S. Census <sup>1</sup>	107	150	202	--	--	--	--	
NWRPC <sup>2</sup>	--	--	--	221	240	256	271	284

Source: <sup>1</sup>U.S. Census Bureau  
<sup>2</sup>NWRPC Projections

**Definitions**

Households- A person or group of persons who live in a housing unit. These equal the count of occupied housing units in a traditional census.

Householder- This is the person or one of the people in whose name the house is owned, being bought or rented.

Family Households (families)- Includes a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption.

Married-couple family- A family in which the householder and his or her spouse are enumerated as members of the same household.

Other family- A male or female householder with no husband or wife present.

Non-family Household- A householder living alone or with non-relatives only.

Average Household Size- A measure obtained by dividing the number of people in households by the total number of households.

Average Family Size- A measure obtained by dividing the number of people in families by the total number of families.

**1.6 EMPLOYMENT, INCOME, AND POVERTY STATISTICS**

**Washburn County Labor Force**

A communities labor force is that portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to Wisconsin Department of Workforce Development (WDWD) data, 7,831 county residents were employed in 2003. The lowest unemployment rate attained in the past 10 years was 5.6 percent (1999). The unemployment rate has increased since 1999 to a high of 7.2 percent in 2002 and 2003. Table 1.8 below depicts Washburn County Labor Force statistics in more detail.

**Table 1.8: Washburn County Labor Force Data**

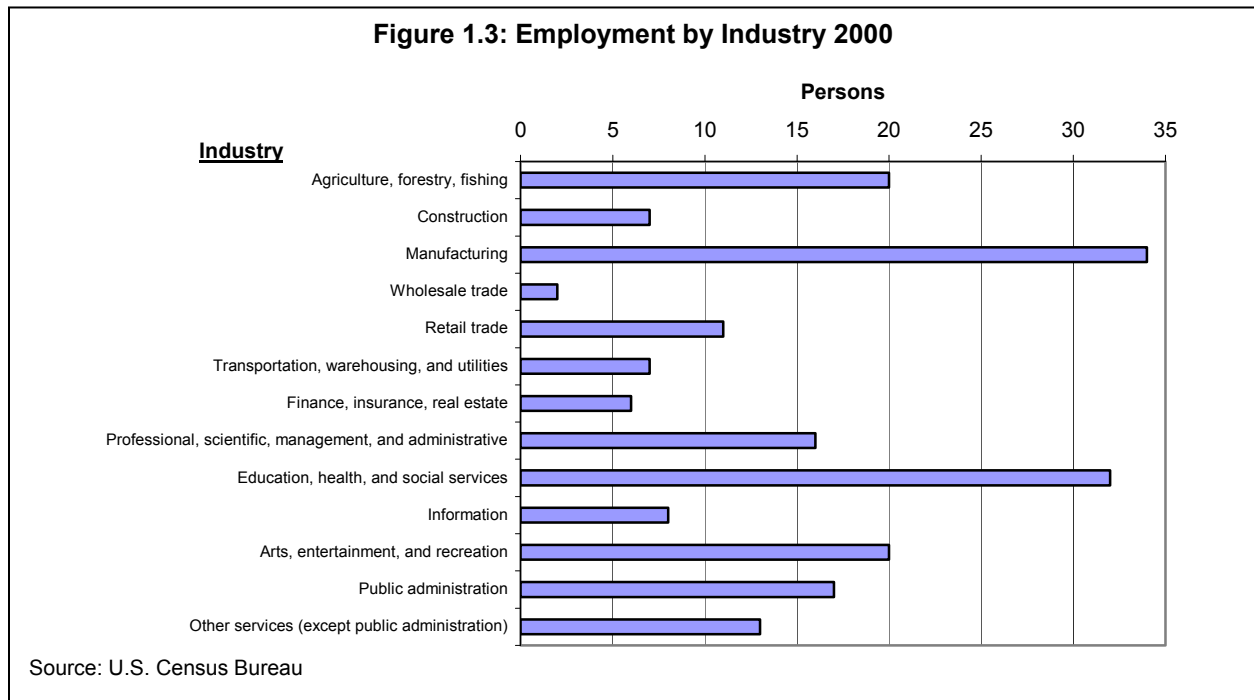
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<b>Labor Force</b>	7,081	7,265	7,575	7,835	7,820	7,677	8,061	8,329	8,045	8,437
<b>Employed</b>	6,543	6,781	7,127	7,329	7,355	7,245	7,599	7,826	7,469	7,831
<b>Unemployed</b>	538	484	448	506	465	432	462	503	575	606
<b>Unemp. Rate</b>	7.6	6.7	5.9	6.4	5.9	5.6	5.7	6.0	7.2	7.2

Source: Wisconsin Department of Workforce Development

**Employment Characteristics**

Manufacturing and education, health, and social services sectors provide the most jobs in the town. Figure 1.3 shows in more detail the composition of the town’s workforce.

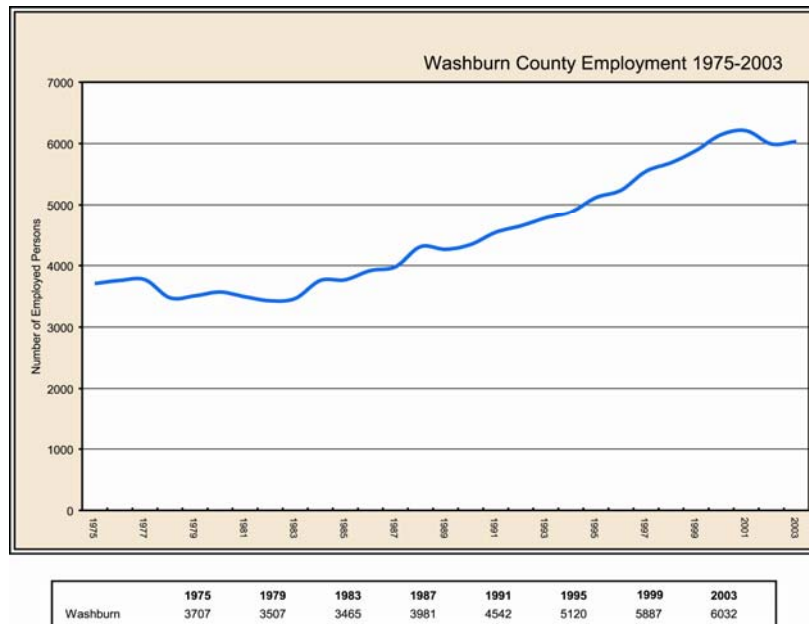
**Figure 1.3: Employment by Industry 2000**



**Washburn County Employment Forecasts**

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Washburn County from 1975 to 2003, employment projections were developed to 2030. Figure 1.4 shows the employed persons for 1975 to 2003 and Figure 1.5 shows not only the past employment data but also the employment projections for future years to 2030.

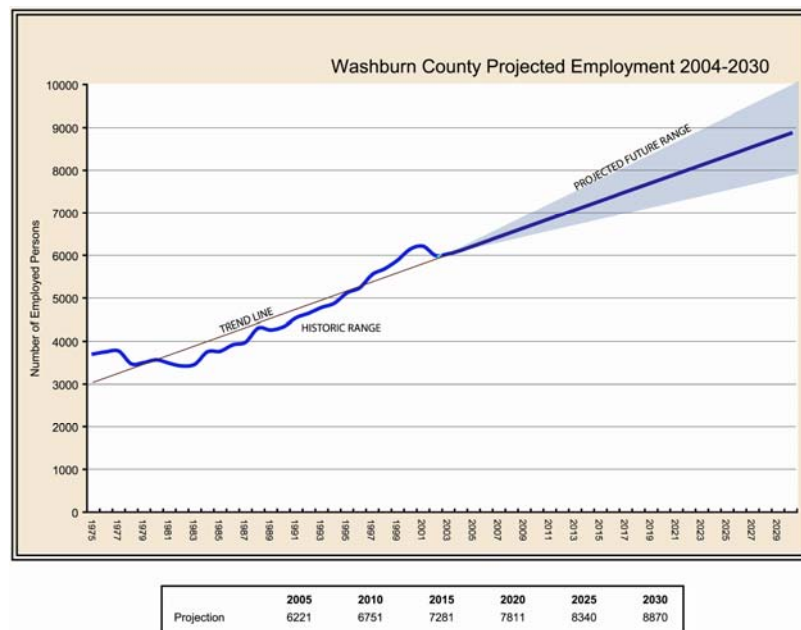
**Figure 1.4: Washburn County Employment, 1975-2003**



Source: Wisconsin Department of Workforce Development

Analyzing the local employment data from 1975-2003 derived employment projections for Washburn County. The “trend line” in Figure 1.5 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.5 represents a range of probability, meaning that it is more likely that the future value will fall somewhere within this range rather than directly along the trend line. This is a very simplistic model to be used for general planning purposes.

**Figure 1.5: Washburn County Projected Employment, 2004-2030**



Sources: Wisconsin Department of Workforce Development

**Occupational Categories**

The 2000 Census identifies most employed Town of Madge residents work in management and professional occupations. Table 1.9 illustrates the occupational status of Town of Madge residents.

**Table 1.9: Occupations 2000 (Employed civilian population 16 years and over)**

Occupation	Number
Management, professional, and related occupations	66
Service occupations	27
Sales and office occupations	40
Farming, fishing, and forestry occupations	10
Construction, extraction, and maintenance occupations	18
Production, transportation, and material moving occupations	32
<b>Total</b>	<b>193</b>

Source: U.S. Census Bureau

**Household Income in 1999**

Of the town’s 202 households, 68.8 percent report an annual income of \$25,000 or greater, while the remaining households (31.2%) report annual incomes below \$25,000. Table 1.10 reports in more detail the average annual income for households in the Town of Madge.

**Table 1.10: Town of Madge, Household Income**

Annual Income	Number of Households	Percent of Households
Less than \$10,000	22	10.9%
\$10,000 - \$14,999	16	7.9%
\$15,000 - \$24,999	25	12.4%
\$25,000 - \$49,999	73	36.1%
\$50,000 - \$99,999	48	23.7%
\$100,000 and over	18	9.0%

Source: U.S. Census Bureau

**Median Income, Per Capita, and Poverty Level**

The median household income of \$36,667 for Madge is higher than the median for Washburn County but lower than the State of Wisconsin. Per capita income for Madge is higher than both the county and state average, while the percent of inhabitants below the poverty level is identified as being lower than the county but higher than the state average (Table 1.11).

**Table 1.11: Median Household Income, Per Capita Income, and Poverty Levels**

	Town of Madge	Washburn County	State of Wisconsin
Median Household Income	\$36,667	\$33,716	\$43,791
Per Capita Income	\$28,602	\$17,341	\$21,271
Percent of inhabitants below poverty level	9.1%	9.9%	8.7%

Source: U.S. Census Bureau



**Definitions**

Per-Capita Income- Calculated as the personal income of the residents of an area divided by the population of that area.

Poverty- A set of money income thresholds that vary by family size and composition to detect who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically, but they are updated annually for inflation with the Consumer Price Index.

Median Household Income- The average income received in the previous calendar year by all household members 15 years old and over, including household members not related to the householder, people living alone, and others in non-family households.

**1.7 EDUCATIONAL ATTAINMENT**

Of the 389 town residents aged 25 and over, 333 or 85.6 percent have attained at least high school diploma. Table 1.12 below details educational attainment of Town of Madge residents.

**Table 1.12: Educational Attainment**

Highest level of education attained	Number of Residents Aged 25 and Older	Percent
Less than 9 <sup>th</sup> Grade education	12	3.1%
9 <sup>th</sup> to 12 <sup>th</sup> education, no diploma	44	11.3%
High School Diploma	164	42.2%
Some College, No Degree	88	22.6%
Associate Degree	10	2.6%
Bachelor’s Degree	46	11.8%
Master’s Degree or Professional Degree	25	6.4%

Source: U.S. Census Bureau

**1.8 KEY PLANNING ISSUES AND OPPORTUNITIES**

To guide the planning process, the town’s comprehensive planning committee directed a number of efforts to ensure that this comprehensive plan is based on a vision shared by Madge residents. In addition to the information gathered from town residents and land owners, the town planning committee met in open sessions to discuss plan development. Meetings of the planning committee in developing the comprehensive plan were posted at the town hall and meeting announcements were inserted in the *Spoooner Advocate* prior to most meetings.

**Town of Madge Comprehensive Plan “Public Participation Plan”**

Wisconsin’s new comprehensive planning law requires municipalities to adopt written procedures that are designed to foster a wide range of public participation throughout the planning process. The main goal of this plan is to make all citizens of Madge aware of the progress of the comprehensive planning process occurring in the town and to offer the public

opportunities to make suggestions or comments during the process. In adhering to the requirement of developing and adopting a Public Participation Plan, on November 13, 2002, the Town of Madge adopted the Public Participation Plan for use in the overall development of the Madge Comprehensive Plan (see Appendix).

### **Community Survey**

In an effort to gain information from all landowners, the town mailed a questionnaire to all landowners in January 2002. A total of 544 surveys were distributed. Based on 216 completed surveys, a response rate of 39.7 percent was obtained. The survey included questions to gather basic demographic data, ascertain resident's assessment of the current situation in the town, and to obtain opinions regarding the town's future (see Appendix).

### **Issues Identification and S.W.O.T. Analysis Workshops**

The town held its issues identification meeting in January 2002 and a strengths, weaknesses, opportunities, and threats (S.W.O.T.) meeting in February 2002. The purpose of the issues meeting was to identify issues the town faces specific to seven of the nine comprehensive planning elements. The purpose of the February S.W.O.T. meeting was to get residents of Madge to examine where they have been, where they are, where they want to be in the future, and how they want to get there. Results of both the issues and S.W.O.T. meeting are available at the end of this chapter.

### **Town of Madge Open House**

On June 17, 2002, from 6-8 p.m., the Town of Madge held an open house/public input session at the town hall. The purpose of the open house was to discuss the results of the survey and to gather comments from the public on the planning process. Seven people attended this meeting.

### **Draft Plan Public Meeting**

A public meeting was held to present the draft version of the comprehensive plan to the Town of Madge residents and to obtain community input.

### **Public Hearing**

A formal public hearing on the comprehensive plan and adopting ordinance was held. In advance of that hearing, the town provided copies of the plan to surrounding governments and other parties under the requirements of the comprehensive planning legislation. Official announcements of the public hearing were followed according to the planning legislation and public participation plan.

## **1.9 OVERALL GOAL STATEMENT**

The Town of Madge has prepared a number of goals and objectives that include actions and policies in addressing land use activities of the town. For purposes of this planning process, actions identified through the plan are also defined as policies. The goals and objectives are intended to assist the town board and local property owners in implementing actions deemed important and in the interest of the community. It is imperative the set of goals, objectives, actions, and policies described in this plan are implemented to fully achieve the desired outcome.

A full set of the goals, objectives, and activities are included in the implementation element of this plan.

The overall goal is to maintain the maintain primary rural characteristic which would include clean water, clean air, low population density, and development that has a minimal impact on existing land as it is now in the Town of Madge. To do this the overall objective of the Town of Madge is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall policy is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping jurisdictions. The overall programs outlined throughout the recommendations and action plan represent the methods to achieve the overall plan goal.

**Town of Madge**  
**Results of Issues Identification Process**  
**January 23, 2002**

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**Housing**

- Restrictions on high-rise housing
  - Low income / affordable housing
  - Lot restrictions
  - Energy efficient housing
  - Environmental-friendly housing
  - Density
  - Clustered development
  - Trailer parks and mobile homes
- 

**Transportation**

- Bike trails
  - Environmental impacts
  - Public transportation
  - Car-pool parking lot
  - Road development/preservation of unpaved roads
  - Speed limits (enforcement)
  - Noise
  - Emissions
  - Planning for open space i.e.-not too many roads
  - ATV's/snowmobiles on town roads
  - Airports
- 

**Utility & Community Facilities**

- Restrictions on utility corridors (cell towers)
  - Town hall
  - Outhouse-Park
  - Fire department
  - Clinic
  - Landfills / Recycling
  - Think about alternative technologies
  - Sewer and water
  - Cost (affordability)
- 

**Agricultural, Natural, & Cultural Resources**

- Protecting water resources
  - Protection of county forestlands (sale only)
  - Soil conservation
  - No mining
  - Air, noise, and light quality
  - Corporate agriculture
  - Small, organic farms
  - Habitat and species protection
  - Resource exploitation
  - Protect access to resources
  - Education on resource management
  - Preserve culture
  - Protection of aquifers
- 

**Economic Development**

- Promotion of jobs
- Strip malls
- Advertising-billboards
- Job opportunities
- Environmental impacts of economic development
- Cautious-conservative approach for economic development
- No water parks

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### Land Use

- Enforcement of zoning regulations by county
- Equalized land value
- Shoreland / wetland protection
- Controlled density
- Minimum lot size
- Snowmobile/ATV's on town roads
- Preserve environmentally sensitive lands
- Stiffened variance requirements
- Maximum farm size
- Maximum house size
- Multiple use of county lands
- Residential vs. commercial land use

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### Intergovernmental Cooperation

- Satellite fire protection
- Zoning issues
- Lake districts
  - Community land trusts
  - Watershed districts
- Power to enforce zoning
- More cooperation between (town, county, state)
- Equipment sharing

**Town of Madge Planning Committee  
February 19, 2002**

SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis

**STRENGTHS**

1. Public lands
2. Good air/water quality
3. Above average roads
4. Golf course
5. Tourism
6. Rural character
7. Accessibility
8. Open-minded and diverse residents
9. Lake
10. Geographic location
11. Biodiversity
12. First responders
13. Support from residents
14. Small business support

**WEAKNESSES**

1. No parks/hiking trails
2. Lack of long-range planning
3. Lack of snowmobile and ATV trail system
4. No home health care
5. Unpaved roads
6. Lack of employment opportunities
7. Distance from fire, police, hospital
8. Lack of citizen involvement
9. Sarona dump
10. Old Madge town dump

**OPPORTUNITIES**

1. Development of low impact trails and parks (including ATV trails)
2. Farmers market
3. Environmental (green) development
4. Identify available grants
5. Land use planning
6. Educational opportunities
7. Preservation of area and its history
8. Investigate options of community land trusts
9. Communication with seasonal residents
10. Community center possibilities
11. Potential for sharing costs with other municipalities
12. More cooperation with county government

**THREATS**

1. Uncontrolled development
2. 2<sup>nd</sup> tier development
3. Division of large properties
4. Lack of land use planning
5. Lack of resources in county zoning department
6. Loss of money/revenue
7. Non-point pollution
8. Population density
9. Conflicts in recreational land and water use
10. Eminent domain
11. Towers and billboards
12. Abandoned landfill
13. Golf course and the environment around it
14. Not enough cooperation with county
15. Sarona dump
16. Old Madge town dump