



Village of Kronenwetter Comprehensive Plan 2019



Village of Kronenwetter

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North Central Wisconsin Regional Planning Commission

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Chapter One

Background and Demographics

Background

The Village of Kronenwetter is situated in the south-central portion of Marathon County, in the far southern portion of the Wausau Metropolitan Area. The Village is approximately 10 miles south of the City of Wausau, which serves as the governmental center of Marathon County. Kronenwetter is the largest village by area in the State of Wisconsin (53 square miles).

Kronenwetter was originally known in 1855 as Keelerville, named after a Native American who re-routed Bull Junior Creek to power a sawmill he built. In 1857, Sebastian Kronenwetter purchased the sawmill. After developing several other successful businesses, Sebastian Kronenwetter was elected to the State Assembly in 1885. In 1886, the eastern portion of the township of Mosinee formed a new township named Kronenwetter. In the early 1900's, the Worzella brothers continued to develop the area with a sawmill, general store, blacksmith shop, and living quarters. This area became known as Peplin, which was settled largely by people of Polish descent.

The Town of Kronenwetter became part of the urban community as development increased in the area over time. Portions of the Town were annexed by the City of Mosinee and the Village of Rothschild. In response to increasing development pressure, and to maintain Kronenwetter as a viable community, in November of 2002 the west portion of Kronenwetter voted to incorporate as the Village of Kronenwetter. Shortly thereafter in February of 2003, the remaining portions of the town were annexed into the Village, and the Town was dissolved.

Did You Know?

Kronenwetter became an incorporated village in 2002 after portions of Kronenwetter were annexed by Mosinee and Rothschild.

Land use in the Village of Kronenwetter is primarily classified as forest, undeveloped, and agricultural by acreage. However, there are more residential parcels in the Village than parcels in all other land use classes combined.

Nearby major urban areas include the Green Bay-Appleton area (approximately 90 miles southeast of Kronenwetter) and the Eau Claire-Chippewa Falls area (approximately 100 miles west of Kronenwetter).

The Village sits at the crossroads of two major interstates. Interstate 39 (I-39)/U.S. Highway 51 runs along the western portion of the Village and connects central Wisconsin to the north and south. Highway 29 runs just a few miles north of the Village and allows for effective east and west travel.

Plan Overview

The comprehensive plan is a local government's guide to community physical, social, and economic development. Comprehensive plans are not land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions.

This plan replaces the previous plan adopted in 2009. The Village amended the Future Land Use Map in 2014.

Planning Context

Planning and zoning has been a function of local units of government for over 50 years in Wisconsin. Existing authority for planning is provided in state statutes, including §. 59, 60, 61, and 62.

Over the years almost every city, village, and county has developed various plans, from land use plans, to master plans to development plans. The Comprehensive Planning Law (§.66.1001) required all jurisdictions within the State that exercise control over land-use to prepare a comprehensive plan by 2010. The Comprehensive Plan lays out the nine required elements of the plan and requires a public participation process. Jurisdictions that did not have a comprehensive plan in place by the deadline could not engage in actions that impact land-use. The statute outlines the requirements that must be satisfied, specifically for those that utilize the State grant program to develop their plan.

Previous Plans

All planning efforts need to examine relevant previous plans about the community and the surrounding county and region. Those plans are described below:

Village of Kronenwetter

A variety of plans have been developed for the Village and those that relate will be discussed in later chapters, such as the Outdoor Recreation Plan.

Village of Kronenwetter Comprehensive Plan, 2009

The 2009 plan was the Village's first comprehensive plan in accordance with Wisconsin Comprehensive Planning Law. The plan identified the nine required elements. These elements are: Issues and Opportunities, Natural Resources, Housing,

Utilities and Community Facilities, Transportation, Economic Development, Land Use, Intergovernmental Cooperation, and Implementation. The 2009 plan also established 48 overall goals.

The 2009 plan included a SWOT Analysis. The SWOT Analysis was conducted to assess the overall Strengths, Weaknesses, Opportunities, and Threats of the Village. Residents, landowners, and business owners of the Village participated in the analysis and were broken into random groups. Results from the SWOT Analysis can be summarized into two groups: 1) Quality of Life and 2) Opportunity for Growth and Development. In Kronenwetter, Quality of Life is divided into four major areas, taxes, rural living, personal freedom, and good public services. Results from the SWOT Analysis indicate that there is significant support for Growth and Development within the Village. The top strengths, weaknesses, opportunities, and threats identified by the analysis are listed below:

- Strengths:
 - School System
 - Access to Freeway
 - Close to Hunting/Fishing
 - Tax Incremental Financing (TIF) District
- Weaknesses:
 - Job Opportunities
 - Few Businesses
 - Limited Tax Base
 - Lack of Grocery Store
- Opportunities
 - Available Land for Expansion
 - Freeway
 - Railroad
 - School System
- Threats
 - Economic Uncertainty
 - Funding for Infrastructure
 - Franchises Avoid Small Communities, Small Stores Can't Compete
 - Low Tax Base for Community Upkeep

Strategic Economic Development and Marketing Plan, 2011

In 2011, the Village of Kronenwetter adopted the Village's current strategic plan. The strategic plan created a vision statement for the community, identifies uses, necessary improvements, and potential sources of financing for redevelopment of the Interstate 39/Highway 51 corridor, identifies opportunities for business growth in Kronenwetter based on local or regional economic drivers, identifies specific industry recruitment

targets, and formulates an economic development strategy, implementation plan, and marketing materials to aid the Village in achieving the goals set forth in the plan.

The plan also includes a survey which asked citizens to identify preferences, priorities, and tradeoffs related to economic development initiatives. The top five economic development strategies supported by citizens in the survey are to: promote fiscally responsible government, encourage growth of existing businesses, create a strong climate for new business formation, increase outdoor recreation access and amenities, and to improve quality of life and community amenities.

The plan identified the following vision statement: “Kronenwetter is a safe, growing, family-oriented community strategically located between Wausau and Stevens Point with a highly educated and skilled workforce and a focus on promoting economic opportunities while preserving a high quality of life”.

Maple Ridge Development Concept Plan, 2015

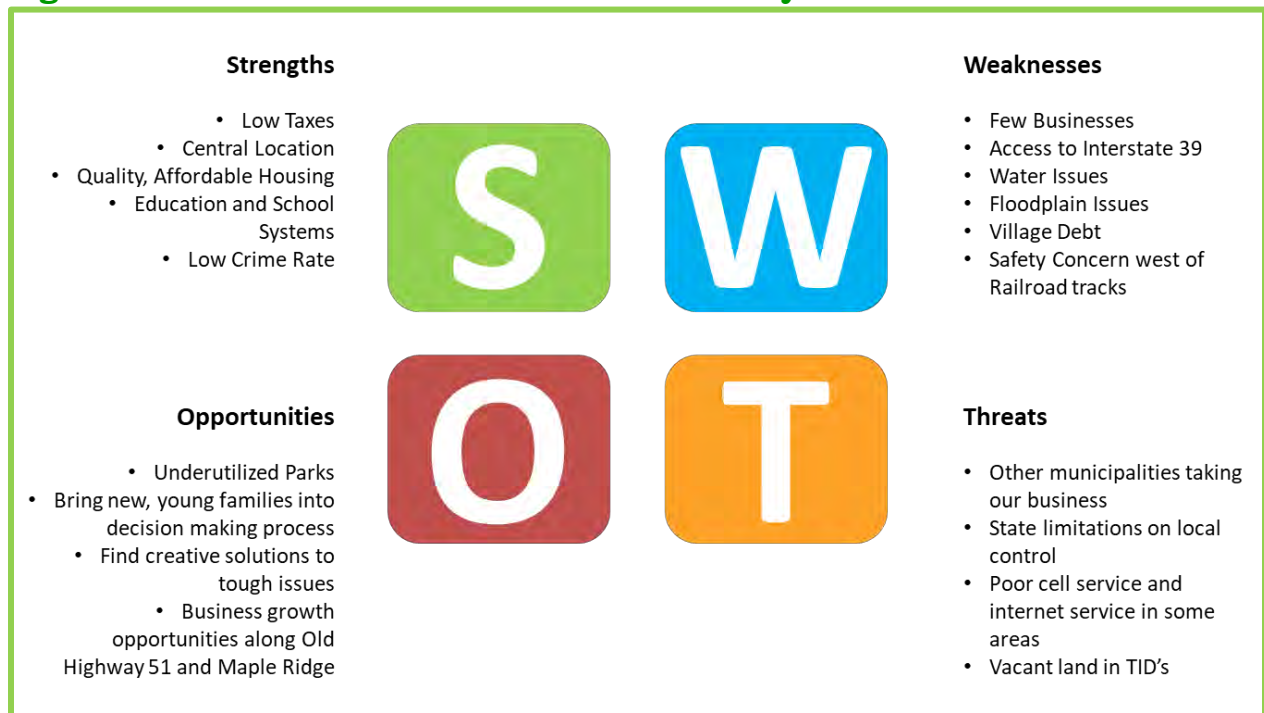
The 2015 Maple Ridge Development Concept Plan was created to evaluate the potential for development centered near the I-39/Maple Ridge Road interchange located within the Village. The project planning area spans an area of approximately 475 acres and includes about 170 parcels of land, while the concept plan focuses on a smaller “study area” that is about 150 acres in size and includes 35 parcels. The study area was divided into thirteen “development sites”.

The overall concept of this plan is to encourage mixed use development in the study area. A key component to attracting business and developers to this area is to increase the population on or near the site by creating a walkable and livable development with a variety of services and amenities to attract residents. The concept plan included a site assessment with specific recommendations and possible build out scenarios for each of the thirteen development sites included in the plan.

Village of Kronenwetter SWOT Analysis, 2018

In 2018, the Kronenwetter’s Village Board approved an update to the previous SWOT Analysis. The Village’s SWOT Analysis can be divided into two parts; the internal environment where the Village’s strengths and weaknesses are identified, and the external environment where threats and opportunities for the Village are identified. The SWOT Analysis can be used to establish priorities for action and to prepare strategic options for risks and problems to solve. The SWOT Analysis can also be used to identify the following; positive aspects of the Village to strengthen, which aspects of the Village need improvement, growth and improvement opportunities for the Village, and threats that the Village should strive to improve. **Figure 1.1** below provides a brief breakdown of the 2018 SWOT Analysis. The adopted 2018 SWOT Analysis can be found in **Appendix B**.

Figure 1.1: Breakdown of the 2018 SWOT Analysis



Marathon County

A variety of plans have been developed at the county level and those that relate will be discussed in later chapters, such as the Outdoor Recreation Plan, the Land & Water Conservation Plan, and the All Hazard Mitigation Plan.

Marathon County Comprehensive Plan, 2016

The 2016 Marathon County Comprehensive Plan is the second county plan adopted under the new 1999 Comprehensive Planning Law. This document provides guidance to the 41 towns, 15 villages, and 6 cities within the County. This plan covers all nine of the required elements of a comprehensive plan, and includes additional elements; Community Character, Public Safety, Infrastructure, and Recreation, Tourism and Cultural Resources. The plan is broken into three sections; Healthiest, Safest, and Most Prosperous.

Regional

The Village is included in the North Central Wisconsin Regional Planning Commission (NCWRPC) area. The NCWRPC is one of nine regional planning commissions in the State of Wisconsin. The North Central Region includes ten counties, loosely following the upper Wisconsin River Valley. The NCWRPC is a voluntary association of governments tasked with the mission of providing planning assistance to the communities throughout the Region.

Regional Livability Plan, 2015

The Regional Livability Plan (RLP), adopted by the North Central Wisconsin Regional Planning Commission in 2015, is an update and expansion to the Regional Comprehensive Plan: A Framework for the Future, 2002-2020. The RLP is an advisory document focusing on four specific elements; housing, economic development, transportation, and land use.

The RLP includes individual stand-alone documents for each of the four elements, and a regional demographics assessment, bringing attention to key livability issues. The RLP incorporates the HUD livability principles, which include more transportation choices, promoting equitable & affordable housing, enhancing economic competitiveness, supporting existing communities; coordinate policies & leverage investment, and value communities & neighborhoods. The RLP introduces goals that can create a more livable and sustainable region addressing regional, state, and national trends.

Demographics

Socio-economic information and projections are important to understanding what has occurred within a community. This section looks at total population, age distribution, households, educational levels, employment and income levels. Data is presented for 1990, 2000, 2010, and 2016 (if available).

Population

In 2016, 7,463 people lived in the Village of Kronenwetter, a 53.9 percent increase since 1990. In comparison, the county experienced a 17.3 percent increase in population over the same time period. Population in the Village and County has steadily increased between 1990 and 2016, however population growth in the Village has significantly outpaced the county. **Table 1.1** displays total population for the

When asked to rate the overall quality of life within the Village, **91%** of survey respondents rated quality of life within the Village was **“Good” or “Excellent”**.

Village, nearby municipalities, the County, and the State. The Village of Kronenwetter experienced the second largest population increase between 1990 and 2016 among the municipalities included in the analysis. Only the Village of Rothschild experienced larger growth during this time period, while only the City of Schofield experienced a decrease in population.

Table 1.1: Population

Minor Civil Division	1990	2000	2010	2016 Estimate	Net Change	% Change
V. Kronenwetter	4,850	5,369	7,210	7,463	2,613	53.9%
V. Weston	11,450	12,079	14,868	14,989	3,539	30.9%
V. Rothschild	3,310	4,970	5,269	5,307	1,997	60.3%
C. Wausau	37,060	38,426	39,106	39,138	2,078	5.6%
C. Mosinee	3,820	4,063	3,988	4,023	203	5.3%
T. Rib Mountain	5,605	7,556	6,825	6,894	1,289	23.0%
C. Schofield	2,415	2,117	2,169	2,092	-323	-13.4%
Marathon County	115,400	125,834	134,063	135,367	19,967	17.3%
Wisconsin	4,891,796	5,363,715	5,686,986	5,754,798	863,002	17.6%

Source: U.S. Census, American Community Survey 2012-2016

Population Projections

The Village of Kronenwetter's population is projected to increase to 10,070 residents by the year 2040, a 39.7 percent increase from the total population in 2010. Populations in the surrounding area are projected to peak between 2035 and 2040, as shown in **Table 1.2**. The Village of Kronenwetter, the Village of Weston, Marathon County, and the State of Wisconsin are projected to increase in population between 2035 and 2040, while the rest of the municipalities project a decrease in population over the same time period. The Village of Kronenwetter is projected to experience the largest increase (39.7%) in population between 2010 and 2040, while the City of Schofield is the only municipality projected to decrease in population during this time. This can likely be attributed the Village's large amount of undeveloped land available for development.

Table 1.2: Population Projections

Minor Civil Division	2010	2020	2025	2030	2035	2040
V. Kronenwetter	7,210	8,185	8,765	9,295	9,730	10,070
V. Weston	14,868	16,770	17,870	18,890	19,700	20,330
V. Rothschild	5,269	5,525	5,655	5,755	5,795	5,790
C. Wausau	39,106	40,460	41,100	41,490	41,450	41,070
C. Mosinee	3,988	4,160	4,225	4,270	4,270	4,235
T. Rib Mountain	6,825	7,055	7,145	7,190	7,165	7,080
C. Schofield	2,169	2,205	2,210	2,205	2,180	2,135
Marathon County	134,063	142,200	146,595	150,130	152,120	152,790
Wisconsin	5,686,986	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635

Source: WI DOA

Age Distribution

The State of Wisconsin experienced a decrease in population aged 17 and under, decreasing 2 percent between 2000 and 2010. However, the Village of Kronenwetter did not follow these trends, as the Village experienced a 27 percent increase in the population aged 17 and under between 2000 and 2010. The Village of Kronenwetter was the only village in the region to increase their population under 17 over the 16-year period (2000 - 2016), as shown in **Table 1.3**. Note, the Village of Kronenwetter did experience a decrease in population aged 17 and under between 2010 and 2016.

Table 1.3: Persons 17 Years of Age and Younger

Minor Civil Division	1990	2000	2010	2016 Estimate	00-16 Net Change	00-16 % Change
V. Kronenwetter	1,592	1,527	1,939	1,876	349	22.9%
V. Weston	3,156	3,878	4,069	3,485	-393	-10.1%
V. Rothschild	922	1,313	1,179	1,179	-134	-10.2%
C. Wausau	9,248	9,756	9,202	9,013	-743	-7.6%
C. Mosinee	1,060	1,067	997	866	-201	-18.8%
T. Rib Mountain	1,598	2,098	1,570	1,584	-514	-24.5%
C. Schofield	556	451	473	441	-10	-2.2%
Marathon County	32,453	33,716	32,869	31,710	-2,006	-5.9%
Wisconsin	1,288,982	1,368,756	1,339,492	1,301,498	-67,258	-4.9%

Source: U.S. Census, American Community Survey 2012-2016

Marathon County's 17 and under population decreased 5.9 percent between 2000 and 2016, with a 3.5 percent decrease occurring between 2010 and 2016. Only the Town of Rib Mountain experienced an increase in the 17 and under population between 2010 and 2016, experiencing a 0.9 percent increase during the 6-year period. The Town of Rib Mountain also experienced the largest decrease in the 17 and under population between 2000 and 2010, which may explain the slight increase between 2010 and 2016.

Between 2000 and 2010, the percentage of the region's population over the age of 65 increased 1.7 percent from 15.2 percent in 2000 to 16.9 percent in 2010. Population over the age of 65 increased 1.2 percent in Marathon County and 10.6 percent in Wisconsin between 2000 and 2010.

The Village of Kronenwetter and its nearby municipalities all experienced growth in persons aged 65 and older. Between 2000 and 2016, the Village of Kronenwetter's population over 65 years of age more than doubled, increasing by 137.3 percent, as shown in **Table 1.4**. The Village of Weston also more than doubled its population over 65 years of age, with an increase of 106.8 percent over the same time period. The City

of Mosinee experienced the smallest growth in population over 65 years of age, increasing by 3.2 percent.

According to the U.S. Bureau of Labor Statistics, the baby boom generation (1946-1964) will move entirely into the 65 years and older age group by 2030. It is estimated that there are roughly 76 million baby boomers in the United States. Regional projections show the region's population aged 65 to 84 will increase at a rate of 78.9 percent between 2010 and 2030, and the population aged 85 and over will increase 49.1 percent over the 20-year time period. This increase in population over the age of 65 will have a tremendous impact on communities. Programs and services including housing, transportation, and healthcare will need to be increased and modified to address the change in population.

Table 1.4: Persons 65 Years of Age and Older

Minor Civil Division	1990	2000	2010	2016 Estimate	00-16 Net Change	00-16 % Change
V. Kronenwetter	247	362	738	859	497	137.3%
V. Weston	903	1,104	1,711	2,283	1,179	106.8%
V. Rothschild	391	614	846	755	141	23.0%
C. Wausau	6,418	6,582	6,150	6,947	365	5.5%
C. Mosinee	547	618	621	638	20	3.2%
T. Rib Mountain	368	738	1,054	1,221	483	65.4%
C. Schofield	372	328	321	397	69	21.0%
Marathon County	14,611	16,321	18,988	21,583	5,262	32.2%
Wisconsin	651,221	702,553	777,314	875,220	172,667	24.6%
<i>Source: U.S. Census, American Community Survey 2012-2016</i>						

Households

A household includes all people who occupy a housing unit as their usual place of residence. Average household size within the Village decreased from 2.83 in 2000 to 2.73 in 2016. The Village trend of declining household size reflects the national trend of fewer people living within the same household. Smaller household sizes results in more households for the same population. The two largest demographic groups, baby boomers (76 million) and their children, Generation Y or millennials (79.8 million people), have a considerable impact on household sizes and the increase in households. Millennials are defined as people born between 1977 and 1995. All millennials are now over the age of 18 and moving into their own housing units.

The combination of baby boomers becoming empty nesters (one or two person households), and millennials occupying new households, has increased the total number of households. This phenomenon helps explain how the Village of

Kronenwetter had a significantly higher rate of increase in total households (75.3%) than in total population (53.9%) between 1990 and 2016. Only the Village of Rothschild increased in total households at a faster pace (80.4%) than the Village of Kronenwetter during this time. The City of Schofield was the only municipality to experience a decline in total households during this time, as shown in **Table 1.5**.

Decreasing household size is a trend that is likely to continue through the next twenty years. The number of households within the Village grew by 1,176 households between 1990 and 2016. During that same time period, the Village increased total population by 2,613 people.

The Village of Kronenwetter has experienced a significantly faster increase in households compared to most of the nearby municipalities. With the exception of the Village of Rothschild, the rate of increase in the Village of Kronenwetter exceeded all other nearby municipalities, Marathon County, and Wisconsin by at least 29.8 percent over the 26-year period.

Table 1.5: Total Households						
Minor Civil Division	1990	2000	2010	2016 Estimate	Net Change	% Change
V. Kronenwetter	1,562	1,884	2,652	2,738	1,176	75.3%
V. Weston	4,123	4,572	5,772	5,998	1,875	45.5%
V. Rothschild	1,220	1,922	2,199	2,201	981	80.4%
C. Wausau	14,718	15,678	16,487	16,746	2,028	13.8%
C. Mosinee	1,433	1,635	1,660	1,642	209	14.6%
T. Rib Mountain	1,900	2,697	2,650	2,538	638	33.6%
C. Schofield	1,017	965	994	972	-45	-4.4%
Marathon County	41,547	47,702	53,176	54,003	12,456	30.0%
Wisconsin	1,822,118	2,084,544	2,279,768	2,310,246	488,128	26.8%
<i>Source: U.S. Census, American Community Survey 2012-2016</i>						

Educational Levels

Educational attainment within the Village improved overall between 1990 and 2016. The number of high school graduates over the age of 25 increased by 1,568 persons from 3,127 people in 2000 to 4,695 people in 2016, a 50.1 percent increase, as shown in **Table 1.6**. The Village of Kronenwetter increased at a faster pace than all of the other analyzed municipalities. The Town of Rib Mountain was the only municipality analyzed to experience a decrease in the number of residents 25 and older with a high school education during this time.

The number of persons 25 and older with four or more years of college more than doubled between 2000 and 2016 in the Village of Kronenwetter. With a 114.6 percent

increase in the number of persons 25 and older with four or more years of college completed, the Village of Kronenwetter had the highest rate of increase between 2000 and 2016 among the municipalities analyzed, as shown in **Table 1.7**. In 2016, 32.8 percent of residents ages 25 and older completed four or more years of college, only the Town of Rib Mountain had a higher proportion of its age 25 and older population complete four or more years of college. Marathon County increased the number of persons who have completed four or more years of college by 7,209 people, a 48.1 percent increase since 2000.

Table 1.6: Persons 25 and Over Who Have Completed Four Years of High School or More

Minor Civil Division	2000	2010	2016 Estimate	00-16 Net Change	00-16 % Change	% of Population
V. Kronenwetter	3,127	4,268	4,695	1,568	50.1%	96.0%
V. Weston	6,665	8,152	9,088	2,423	36.4%	92.9%
V. Rothschild	2,942	3,417	3,503	561	19.1%	93.9%
C. Wausau	20,296	22,492	23,887	3,591	17.7%	89.2%
C. Mosinee	2,237	2,422	2,638	401	17.9%	94.6%
T. Rib Mountain	4,550	4,375	4,459	-91	-2.0%	97.2%
C. Schofield	1,201	1,417	1,428	227	18.9%	93.5%
Marathon County	67,513	78,487	84,538	17,025	25.2%	91.1%
Wisconsin	2,957,461	3,342,883	3,555,156	597,695	20.2%	91.4%

Source: U.S. Census, American Community Survey 2012-2016

Table 1.7: Persons 25 and Over Who Have Completed Four Years of College or More

Minor Civil Division	2000	2010	2016 Estimate	00-16 Net Change	00-16 % Change	% of Population
V. Kronenwetter	749	1,360	1,607	858	114.6%	32.8%
V. Weston	1,437	1,999	2,584	1,147	79.8%	29.1%
V. Rothschild	777	1,062	997	220	28.3%	26.7%
C. Wausau	5,409	5,956	6,832	1,423	26.3%	25.5%
C. Mosinee	452	440	680	228	50.4%	24.4%
T. Rib Mountain	1,653	1,503	1,825	172	10.4%	39.8%
C. Schofield	220	262	190	-30	-13.6%	12.4%
Marathon County	14,994	18,468	22,203	7,209	48.1%	23.9%
Wisconsin	779,273	964,725	1,104,082	324,809	41.7%	28.4%

Source: U.S. Census, American Community Survey 2012-2016

Kronenwetter's educational attainment is proportionally higher than all of the other municipalities analyzed, with the exception of the Town of Rib Mountain. The proportion of residents 25 and older with a high school education in Kronenwetter is 96%, with only Rib Mountain having a higher proportion at 97.2%. In Marathon County, 91.1% of residents 25 and older have a high school education, while 91.4% of residents 25 and older have a high school education in the State of Wisconsin. The same comparison holds true for residents 25 and older with a bachelor's degree or higher, with 32.8% of Kronenwetter residents 25 and older obtaining at least a bachelor's degree. The Town of Rib Mountain was the only other municipality analyzed with a proportion above 30% with 39.8% of its residents 25 and older having obtained a bachelor's degree or higher. Well-paying jobs with living wages increasingly require more education and skill to obtain. This suggests that Kronenwetter is attracting and retaining educated residents, which could help local businesses fill needed positions.

Employment

In 2016, there were 4,398 residents employed in the Village, 1,390 more employed residents than in 2000, a 46.2 percent increase, as shown in **Table 1.8**. During this time, the Village of Kronenwetter had the fastest rate of increase among the municipalities analyzed, as no other municipality increased at a rate faster than 20 percent. Marathon County increased employment 5.6 percent and the State of Wisconsin increased employment 6.4 percent during this time.

Among all the municipalities analyzed, Kronenwetter has the highest proportion of its labor force, those 16 and older actively looking for work, employed at 76.4 percent. This compares favorably to Marathon County and the State of Wisconsin at 65.3 percent and 63.2 percent respectively.

Table 1.8: Total Employed Persons (16 and Over)

Minor Civil Division	2000	2010	2016 Estimate	00-16 Net Change	00-16 % Change	% of Labor Force
V. Kronenwetter	3,008	3,676	4,398	1,390	46.2%	76.4%
V. Weston	6,919	7,720	7,557	638	9.2%	63.4%
V. Rothschild	2,696	3,005	3,037	341	12.6%	71.3%
C. Wausau	18,489	19,257	18,514	25	0.1%	59.1%
C. Mosinee	2,065	2,194	2,166	101	4.9%	66.2%
T. Rib Mountain	4,183	3,646	3,686	-497	-11.9%	67.0%
C. Schofield	1,252	1,267	1,040	-212	-16.9%	61.3%
Marathon County	66,550	69,980	70,254	3,704	5.6%	65.3%
Wisconsin	2,734,925	2,869,310	2,910,339	175,414	6.4%	63.2%

Source: U.S. Census, American Community Survey 2012-2016

Income Levels

Median Household Income and Per Capita Income are the two major indicators of income. Kronenwetter's median household income rose about 48.1 percent between 2000 and 2016 to \$82,545, compared to a 20.1 percent increase at the county level, and a 24.7 percent increase at the state level.

Overall, the Village of Kronenwetter's median household income increased \$26,827 over the 16-year period, as shown in **Table 1.9**. Kronenwetter increased significantly faster than the other municipalities analyzed, as the Town of Rib Mountain had the second fastest increase at 31.7 percent. The Village of Kronenwetter also had the highest median household income (\$82,545) in 2016 among the municipalities analyzed, with the Town of Rib Mountain having the second-highest total (\$80,719). The City of Wausau had the lowest median household income (\$41,349) among the municipalities analyzed. The Village of Kronenwetter's median household income is nearly \$30,000 higher than both the County and the State.

The Village's per capita income increased by 40.1 percent between 2000 and 2016, slightly faster than the County at 39 percent and the State at 37.5 percent, as shown in **Table 1.10**. Note that these changes have **not** been adjusted for inflation. Only the Town of Rib Mountain had a higher per capita income in 2016 than the Village of Kronenwetter. The Village's per capita increased by \$9,372 over the 16-year period. The Town of Rib Mountain experienced that largest and fastest per capita income growth increasing by \$14,609 or 52.6 percent.

Table 1.9: Median Household Income					
Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	\$55,718	\$71,203	\$82,545	\$26,827	48.1%
V. Weston	\$46,063	\$55,367	\$49,986	\$3,923	8.5%
V. Rothschild	\$50,543	\$57,948	\$55,461	\$4,918	9.7%
C. Wausau	\$36,831	\$41,304	\$41,349	\$4,518	12.3%
C. Mosinee	\$46,109	\$48,591	\$58,056	\$11,947	25.9%
T. Rib Mountain	\$61,294	\$67,985	\$80,719	\$19,425	31.7%
C. Schofield	\$38,158	\$38,450	\$48,375	\$10,217	26.8%
Marathon County	\$45,165	\$53,471	\$54,227	\$9,062	20.1%
Wisconsin	\$43,791	\$51,598	\$54,610	\$10,819	24.7%
<i>Source: U.S. Census, American Community Survey 2012-2016</i>					

Table 1.10: Per Capita Income

Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	\$23,395	\$27,034	\$32,767	\$9,372	40.1%
V. Weston	\$20,148	\$25,500	\$25,184	\$5,036	25.0%
V. Rothschild	\$22,236	\$30,509	\$30,308	\$8,072	36.3%
C. Wausau	\$20,227	\$23,436	\$24,800	\$4,573	22.6%
C. Mosinee	\$18,700	\$24,118	\$28,228	\$9,528	51.0%
T. Rib Mountain	\$27,768	\$33,935	\$42,377	\$14,609	52.6%
C. Schofield	\$20,287	\$23,884	\$29,202	\$8,915	43.9%
Marathon County	\$20,703	\$25,893	\$28,773	\$8,070	39.0%
Wisconsin	\$21,271	\$26,624	\$29,253	\$7,982	37.5%

Source: U.S. Census, American Community Survey 2012-2016

Race

In 2016, nearly 97 percent of the Village's residents were White. The largest minority group was Asian race, at nearly 3 percent. Hispanic origin is not considered a race, but it is identified in the U.S. Census. About 0.6 percent of the Village's population lists Hispanic backgrounds. In Wisconsin, about 17 percent of the state's population is categorized as minority (non-white). In comparison, only 3.3 percent of the Village of Kronenwetter's population is categorized as minority and 8.5 percent of Marathon County's population is categorized as minority.

Public Participation

The Village adopted a Public Participation Plan for the comprehensive planning process which includes a list of actions the Village will conduct in order to provide the public an opportunity to participate in the planning process. Public involvement provides the citizens of the Village an opportunity to express their views, ideas and opinions on issues that they would like addressed regarding the future development of their community. Because the Comprehensive Plan is a plan for the future of the Village of Kronenwetter, public participation is essential. A copy of the Public Participation Plan can be found in **Appendix A** at the end of this plan.

Community Survey

A survey was conducted in 2018 to facilitate public input on items related to the Comprehensive Plan for the Village of Kronenwetter. A summary of responses can be found in **Appendix C**. The survey was open to the public, but most respondents (95%) were residents of the Village. The survey was not a random sample and cannot be

considered representative of all residents in Kronenwetter. Respondents to the survey were more likely than the population of Kronenwetter to be female, older than 65 years of age, more likely to be retired, and own their residence. Additionally, 44% of respondents had children at home, while only 37% of Kronenwetter households have related children in the household. These demographic characteristics of respondents are important to be mindful of while interpreting the results of the survey.

When asked to name the top three reasons why they chose to live, own land, or do business in Kronenwetter, nearly half (49%) of respondents chose the rural atmosphere as one of their top three reasons. Close proximity to work (42%) and the cost of homes (35%) were the next most common reasons to choose Kronenwetter among respondents. The quality of schools and proximity to other family members were also common reasons among respondents.

Most respondents (91%) believe the quality of life in Kronenwetter is good or excellent, while less than one percent of respondents feel that quality of life within the Village is poor. When asked on how to improve the quality of life within the Village, improving road access and conditions, improving existing parks and creating new parks/recreation opportunities, and increasing the amount of businesses such as restaurants or retail stores.

Most respondents answered that they would like to see services provided by the Village of Kronenwetter maintained at their current condition or service. These services include police protection, fire protection, ambulance service, garbage collection, utility services (water/sewer), public school systems, sidewalks/bike paths, street maintenance, street lighting, snow removal, code enforcement, park and recreation facilities, municipal administration, and the municipal court. In terms of which services should see an increase in service and taxes, 27% of respondents said that the amount of sidewalks and bike paths should be increased, and 21% of respondents said that street lighting should be increased/enhanced.

The top three priorities related to transportation over the next five years chosen by respondents were to maintain existing roadways (69%), improve existing roadways (enhance safety/traffic calming) (50%), and to develop additional sidewalks and bike paths (35%).

When respondents were asked to name whether they see any specific “problem” roads or intersections within Kronenwetter, over half (54%) of respondents said that they do not see any problem roads or intersections within the Village. Respondents that answered “Yes” to this question were asked to name where the problem roads or intersections are located. The most common roads or intersections named by respondents who answered “Yes” were the County Highway X-County Highway XX intersection, Kowalski Road, Maple Ridge Road, Pine Road, and Terrebonne Drive. Traffic speeds, cars running stop signs, traffic congestion, and limited visibility were common reasons described for why these roads and intersections are a problem.

In terms of providing more transportation access or safety for residents, a majority (56%) of respondents are in favor of using tax dollars to improve the safety of bicycling and walking within the Village, while another 24% feel neutral about using tax dollars to improve bicycling and walking safety. A majority (51%) of respondents are in favor of using tax dollars to expand river access and riverfront trails, with another 25% of respondents feeling neutral about the subject. However, a majority (51%) of respondents disagree with using tax dollars to provide public transit service within the Village, while another 26% of respondents feel neutral about using tax dollars to provide public transit.

Over two-thirds (70%) of the respondents consider themselves to be either not very engaged or not engaged at all with local government. The two most common barriers are that respondents have too many other commitments and that they have no interest in Village government. There were concerns regarding Village government in the comments, many regarding the availability of information to the public, a lack of awareness of opportunities for residents to be involved, a lack of awareness of when meetings are held, and the responsiveness of leaders and openness of committees to the community. Some responses suggested that Village leaders are not open to change.

These results indicate that there are both positive assets and features of Kronenwetter that can be further developed and areas that need improvement but may be more difficult or costly to address. Outdoor recreation and the natural environment are existing assets that are underutilized. If developed into quality outdoor recreational amenities, they can be used to attract people and businesses to the Village and enhance the quality of life for existing residents. There is a large amount of support for improving access to Bull Junior Creek in Kronenwetter. Improving access to outdoor recreational and natural amenities and infrastructure for bicycling and walking in Kronenwetter will likely enhance the small town feeling that many survey respondents perceived about Kronenwetter.

Other improvements that respondents cited often revolve around the local economy, including the availability and quality of jobs and shopping/entertainment options. Improving these can be more complex and require more initial investment, but can pay off by improving the opportunities and wages of current residents, closing off leakages where money leaves the local economy, and attracting new workers to Kronenwetter. These improvements include supporting entrepreneurial and start-up businesses, working with existing employers to address issues related to retention and expansion, attracting new employers looking to relocate, training to fill open positions for local employers, and pursuing other strategies to attract the labor needed.

A community survey was also completed in 2009, some of the questions from the 2009 carried over from that survey into the 2018 survey. Most questions that were included in both surveys say similar things about the Village of Kronenwetter. For example, when asked to name the top three reasons why residents chose to live/own land/do

business in Kronenwetter, the top five reasons were the same in both surveys. Results from both surveys also show similarities in the desires of respondents for which types of land uses they would like to see grow or expand within the Village, as both surveys indicate that respondents would most like to see commercial, recreational, and open space land uses grow or expand. Another example of similarities in the results from the two surveys is in the types of commercial establishments respondents would like to see in Kronenwetter, as family/sit-down restaurants, independently-owned businesses, big box retailers, and outdoor recreational businesses all scored highly in both surveys.

Community Open House

As part of the Comprehensive Planning Process, the Village held an open house for the public on March 4th. Approximately, 34 people attended the Open House. Staff from both the Village and NCWRPC interacted with participants to learn how they felt about certain issues or topics.

As part of the open house, participants were encouraged to visit numerous poster stations that displayed one of the following: goals and objectives for a comprehensive plan chapter, findings from the Village's 2018 SWOT Analysis, a summary of the Village's 2018 Community Survey, or an enlarged map of the Village's desired Future Land Use. There were 14 different stations in total for participants to view. Participants were also given handouts, and had the opportunity to view a draft of the full Comprehensive Plan and the full document of survey results.

Notable topics that were brought up by participants included:

- Implementing plan objectives
- Public Engagement
- The Village's notification process for new developments
- Property maintenance

Participants were also welcome to provide written comments as well. Participants had the option to place their written items in a drop-box at the open house, or to provide their written comments electronically or in-person to Staff after the open house.

Chapter Two

Natural, Agricultural, and Cultural Resources

This Chapter reviews the Village's natural environment and resources, including surface water, floodplains, wetlands, groundwater, forests, agricultural resources, and cultural resources. These are the resources on which the Village is built.

Previous Studies

A variety of plans are reviewed as they relate to natural, agricultural, and cultural resources. These plans provide a starting point for the planning process.

Village of Kronenwetter Wellhead Protection Plan, 1994

This plan focuses on protecting contaminants from entering the area of land around the public water supply. It identifies locations of the wells, surrounding land uses, and recharge areas. The plan also incorporates the groundwater recharge direction of flow, potential contamination sources within ½ mile radii of each well site, public education and conservation programs, and contains a management plan for addressing potential sources of contamination in the delineated well head protection areas.

Both municipal wells located within the Village are incorporated into the wellhead protection plan.

Marathon County Groundwater Protection Guide, 2001

The Groundwater Protection Guide was an extension of a 1988 groundwater plan. In April 2001, the guide was created to assist county and local officials in setting policy related to groundwater. It also serves as a resource for information about groundwater and strategies to address issues related to groundwater protection. The County is considering a new groundwater planning effort.

Marathon County Forest Ten-Year Comprehensive Plan, 2006-2015

The Marathon County Forest Ten-Year Comprehensive Use Plan is a management guide for the Marathon County Forest and is updated every ten years. The mission of the plan is to manage and protect natural resources on a sustainable basis for the ecological, economic, educational, recreational, and research needs of present and future residents throughout the county. The report includes a number of

recommendations for timber management, wildlife habitat and game management, land acquisition and forest boundary management, biodiversity management, watershed management, and tourism.

Village of Kronenwetter Comprehensive Plan, 2009

Natural, agricultural, and cultural resources were addressed in the previous plan. An inventory of the existing resources and a listing of various goals and objectives were developed. Much of that information is incorporated into this chapter.

Marathon County Land and Water Resource Management Plan, 2010

The Marathon County Land and Water Resource Management Plan outlines a comprehensive strategy for the implementation of soil and water conservation in Marathon County from 2010 to 2020. The Land Conservation and Zoning Committee identified the following long-term program outcomes for the natural resource protection efforts in Marathon County:

1. Land Use activities are well planned to enhance community development, minimize conflicts, maximize infrastructure investments, and protect rural character.
2. Improve and protect the surface and ground water assets to enhance public health and safety, recreational opportunities, and economic development.
3. Maintain the soil and water resources as productive assets through topsoil and organic matter conservation.
4. Marathon County agriculture and woodlot producers are economically strong.

Village of Kronenwetter Outdoor Recreation Plan, 2013-2018

The primary purpose of the recreation plan was to provide continued direction toward meeting the current and future recreation needs of the Village of Kronenwetter. This plan provide an inventory and analysis of existing outdoor recreational facilities, and provide recommendations to meet identified needs, including specific park and forest parcel improvement lists. Adoption of this plan allow for continued eligibility for financial assistance from the Federal Land and Water Conservation Program (LWCF), the State Knowles-Nelson Stewardship Program, and many other federal and state funding programs. The Village 2019 Budget provided funds to update the Outdoor Recreation Plan.

Marathon County Comprehensive Plan, 2016

The Marathon County Comprehensive Plan addresses natural, agricultural, and cultural resources for Marathon County. The goal of the Natural, Agricultural, and Cultural Resources section is the natural resources of Marathon County are managed in a balanced way (so they are protected and preserved) for current and future generations' health, enjoyment, and benefit.

Wausau Urban Area Sewer Service Plan, 2040

The purpose of the Sewer Service Area Plan was to establish a sewer service boundary for the Wausau Urban Area. Portions of the Village of Kronenwetter are included within the sewer service area boundary. This boundary sets the 20-year maximum limit for the extension of sanitary sewer services in a cost effective, environmentally sound manner. Property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period; any property lying outside this sewer service area boundary would not be eligible to receive this utility service unless the boundary were amended.

Physical Landscape

All plans must consider the natural environment in which a community exists. Understanding the physical landscape is critical to the growth of a community. Natural constraints and environmental issues need to be identified to plan properly. Additionally, the physical landscape can provide great opportunities in the forms of recreation, natural scenery, and wildlife, all of which enhance the quality of life of a community and improve the ability to attract and retain people and employers. See the **Natural Resources Map** for conditions within Kronenwetter.

Topography

Kronenwetter is located in the Northern Highland physiographic region of Wisconsin. The topography of the Village of Kronenwetter is relatively flat. Elevation in the Village ranges from 1,140 feet near the Wisconsin River on the western portion of the Village, to 1,320 feet above sea level near the eastern Village boundary. This is an area of relatively flat outwash plains in the major river valleys that meander through broad swells of moraine upland where bedrock is close to the surface. Slopes are mostly long and smooth.

Soils

Area soils are related to the physical geography, climate, and vegetation. By reviewing the soil maps and other information, it is possible to determine the best uses for a particular area. The Marathon County Soil Report indicates that soil in the Kronenwetter area consists primarily of the Meadland-Mosinee-Dancy association. This soil association is characterized as being sandy loam, somewhat poorly to well drained, with generally less than a three percent slope. There is also a significant amount of the Mahtomedia-Fordum-Sturgeon association in the western portion of the Village. This association is characterized as sandy loam, moderately to excessively well-drained, and generally under a six percent slope.

Human activity also affects soil formation by altering and accelerating natural soil processes. Clearing, burning, cultivating, and urbanization can affect soil structure, porosity, and content of nutrients, thereby altering the soils.

Climate

The Village of Kronenwetter has a continental climate which experiences four distinct seasons with cold winters and warm summers. Annual precipitation, throughout the area, averages about 32 inches. About one-half to two-thirds of the annual precipitation falls between May and September. Average annual snowfall in the Village is about 56 inches, with snow covering the ground during much of the period from late fall through early spring. The soils occasionally freeze to a depth of several feet when very cold temperatures occur before the ground is appreciably covered with snow. The soils usually freeze to a depth ranging from the top few inches to about one foot.

Water Resources

A major component of the natural environment is water. This section of the plan overviews surface water, wetlands, floodplains, and groundwater.

Surface Water

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others need focused efforts to improve water quality. The Wisconsin River travels along the Village's western border. The Wisconsin River flows into the Mosinee Flowage located along the Village's far southwestern border. The Bull Junior Creek flows into the Wisconsin River after traveling southwest through the Village. Sampson Creek flows west through the northern portion of the Village and connects with Bull Junior Creek. Johnson Creek flows southwest through the southeastern corner of the Village. Peplin Creek, which originates just within the Village boundaries, flows south out of the Village toward the Central Wisconsin Airport (CWA).

Marathon County is located in the Central Wisconsin River drainage basin. Within the Village of Kronenwetter there are two watersheds; the Bull Junior Creek watershed and the Johnson and Peplin Creeks watershed. The northern portion of the Village lies within the Bull Junior Creek watershed, while the southeastern portion of the Village lies within the Johnson and Peplin Creeks watershed, as shown in the **Natural Resources Map**.



Portions of the Mosinee Flowage are located in the southwest corner of Kronenwetter.

Image Source: Wisconsin Central: Edward Marek

The Wisconsin River is currently the only waterbody within the Village that is currently considered to be impaired per the Wisconsin DNR's 303(d) list of impaired waters. The Wisconsin River's listing as an impaired water on the 303(d) list means that the river does not currently meet the water quality standards set under the U.S. Clean Water Act in Section 303(d).

Exceptional resource waters are defined by the WDNR as a stream or lake that has excellent water quality, high recreational and aesthetic value, and high quality fishing, but may not be impacted by point source pollution or have the potential for future discharge from a small sewered community. Outstanding resource waters are defined by the WDNR as a lake, stream, or flowage having excellent water quality, high recreational and aesthetic value, and high quality fishing. Outstanding resource waters are free from point source or nonpoint source pollution. Currently there are no waterbodies within the Village classified as an Outstanding or Exceptional Resource Water.

Wetlands

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. Wetlands assist in hazard mitigation by acting as water storage devices in times of high water. Like sponges, wetlands are able to absorb excess water and release it back into the watershed slowly, preventing flooding and minimizing flood damage. As more impermeable surfaces are developed, this excess capacity for water runoff storage becomes increasingly important.

Wetland plants and soils have the capacity to store and filter pollutants ranging from pesticides to animal wastes. Calm wetland waters, with their flat surface and flow characteristics, allow particles of toxins and nutrients to settle out of the water column. Plants take up certain nutrients from the water. Other substances can be stored or transformed to a less toxic state within wetlands. As a result, our lakes, rivers, and streams are cleaner and our drinking water is safer.

Wetlands that filter or store sediments or nutrients for extended periods may undergo fundamental changes. Sediments will eventually fill in wetlands and nutrients will eventually modify the vegetation. Such changes may result in the loss of this function over time. Eradication of wetlands can occur through the use of fill material. This can destroy the hydrological function of the site and open the area to improper development. The Wisconsin Department of Natural Resources (WDNR) has promulgated minimum standards for managing wetlands.

The Village of Kronenwetter contains approximately 9,687 acres of wetlands, mostly in the eastern and central portions of the Village.

Floodplains

The Federal Emergency Management Agency (FEMA) defines their mapped floodplains as land where there is a one percent chance of flooding in any year (also known as the 100-year floodplain). The primary value of floodplains is their role in natural flood control. Floodplains represent areas where excess water can be accommodated whether through drainage by streams or through storage by wetlands and other natural detention/retention areas. Specific areas that will be inundated will depend upon the amount of water, the distance and speed that water travels, and the topography of the area. If uninterrupted by development, the areas shown on a map as floodplains should be able to handle a severe (regional) flood, i.e. those that have a probability of occurring once every one hundred years.

There is a value in preserving and protecting these natural flood control areas from encroachment. First, by preventing development in the floodplain, the cost of building dikes, levies, or other man-made flood control devices will be saved. Second, for each structure that is constructed in a flood-prone area, that flood-prone area expands, potentially subjecting other structures originally built outside the delineated flood hazard area to the risk of flooding. Each new structure (or modification to existing) placed in the flood plain puts more life and property in danger.

Counties, cities, and villages are required to adopt reasonable and effective floodplain zoning ordinances. Floodplain zoning is designed to protect individuals, private property, and public investments from flood damage. These regulations prohibit development in the floodway, the most dangerous flood area.

Floodplains occur along the Wisconsin River and Bull Junior Creek in the western and northern portions of the Village. There are approximately 2,281 acres of floodplain located within the Village. Development within the floodplain is usually assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by the Federal Emergency Management Agency (FEMA), which were revised in 2009.

Groundwater

Groundwater is the major source of all water consumption in the village of Kronenwetter. The Village of Kronenwetter Water Utility draws water up through two high capacity wells. Depth to groundwater in the Village is mostly shallow and of ample quantity. Groundwater condition in Marathon County and the Village of Kronenwetter is generally good. Most areas within the Village have low depth to groundwater levels (less than 20 feet below the surface).

The Village of Kronenwetter has established a Wellhead Protection Area overlay zoning to better control land uses that may contaminate the municipal water supply. Wellhead protection programs involve five components:

1. Delineation of a zone of contribution for a five-year time of travel;
2. An inventory of all potential contamination sources within that zone;
3. Education and conservation programs;
4. A management plan; and
5. A contingency plan for toxic spills and well contamination.

Land use activities with a history of creating groundwater problems can then be limited or closely monitored within the zone of contribution with overlay zoning.

Woodlands

Significant tracts of woodlands exist within the planning area. These forested areas are primarily associated with streams, and wetlands. Forest cover provides many vital functions, which are diverse in nature; forested lands provide for recreational opportunities, scenic beauty, water infiltration, wildlife habitat as well as protection of sensitive environmental areas. Regulation of the removal of woodland plant material is desirable to protect scenic beauty, to control erosion, and to reduce effluent and nutrient flows into surface waters.

From the NCWRPC GIS Inventory, about 18,422 acres of woodlands exist within the Village of Kronenwetter, which is about 55 percent of land area within the Village. Tree cover is essential, especially for erosion control and to reduce effluent and nutrient flows into surface waters.

Kronenwetter is home to a portion of the Marathon County Forest system. The Marathon County Forest system covers about 4,300 acres of woodlands in the eastern

portion of the Village. County Forest located within close proximity to the Village is broken into two units; the Kronenwetter Forestry Unit and the Leather Camp Forestry Unit. Most of the Kronenwetter Forestry Unit is located within the Village, while a small portion of the Leather Camp Unit is located within the Village. Together the two units provide habitat for deer, bear, grouse, woodcock, beaver, and a host of songbirds. The Leather Camp Forestry Unit also serves as a designated Ruffed Grouse Management Area.



*The Kronenwetter Forest Unit provides 5,000 acres of forested wildlife habitat and recreational trails.
Image Source: NCWRPC*

Rare Species & Natural Communities

According to the WDNR Natural Heritage Inventory, Marathon County is home to many animal and plant species, as well as natural communities that can be considered rare or endangered.

Kronenwetter lies within two town ranges in Marathon County. The town ranges that contain Kronenwetter have been identified as having the following threatened, endangered, and special concern species and natural communities by the DNR:

- Peregrine Falcon (*Falco peregrinus*)
- Greater Prairie-Chicken (*Tympanuchus cupido*)
- Blanding's Turtle (*Emydoidea blandingii*)
- Missouri Rock-creep (*Boechera missouriensis*)
- American Bittern (*Botaurus lentiginosus*)

- Floodplain Forest



Peregrine Falcon, an endangered species present in Kronenwetter.

Image Source: National Geographic



Blanding's Turtle, a federally listed Species of Concern present in Kronenwetter.

Image Source: Wisconsin DNR

Wisconsin's biodiversity goals are to identify, protect and manage native plants, animals, and natural communities from the very common to critically endangered for present and future generations. Knowledge, appreciation, and stewardship of Wisconsin's native species and ecosystems are critical to their survival and greater benefit to society. Some original vegetation types for the Village of Kronenwetter and surrounding areas were hemlock, sugar maple, yellow birch, white pine, and red pine, which came from a map of Finley's Original Vegetation.

Environmental Contamination

Lands with known environmental concerns are listed on the following databases:

- Wisconsin Department of Natural Resources – Bureau For Remediation and Redevelopment Tracking System (BRRTS);
- Wisconsin Department of Commerce – Brownfield Location Information System; and
- U.S. Environmental Protection Agency – EPA Enviromapper.

Contaminated sites originate when a property is used for such activities as a gas station, industrial processing facility, a landfill, or other industrial processes.

According to BRRTS, there are no contaminated sites that are currently open cases in the Village of Kronenwetter.

Every permit holding site shown on the EPA Enviromapper database transfers, creates, or uses substances that may cause pollution if not handled properly. The Village of Kronenwetter currently does not have a water discharger in the Enviromapper database. There are nearby water dischargers in the City of Mosinee and the Village of Rothschild.

Agriculture

Agricultural resources are very important to the social and economic characteristics of the Village of Kronenwetter, surrounding communities, and Marathon County. Over 17 percent of Kronenwetter acreage is classified as agricultural, making it the second largest land class in the Village, with only woodlands accounting for a higher percentage of Kronenwetter's acreage. Many jobs are generated by agricultural businesses as well.

Agriculture is an important element of the social and economic characteristics of Kronenwetter and Marathon County. There are 203 parcels and about 5,723 agriculturally assessed acres in the Village. There are also several area businesses that rely on and serve the agricultural industry, including several automotive repair shops and two veterinary businesses.

Soils in Kronenwetter have been identified as being either a farmland of statewide importance or as an area of prime farmland if drained. These are mostly located away from the northwest corner of the Village. It should be noted that not all prime farm soils are used for farming. The "prime farm soils" designation simply indicates that these soils are good productive farmland.

Recreational Resources

The Village of Kronenwetter contains eleven parks on over 140 acres of land, as well as the Kronenwetter Forestry and Leather Camp Forest Units managed by Marathon County. Descriptions of each park and their amenities are located in the Village of Kronenwetter Outdoor Recreation Plan. Wisconsin's Constitution also maintains all navigable waters as public resources, meaning that bodies of water can serve as important recreational resources.

Cultural Resources

Each year, the Village of Kronenwetter hosts a number of events for its residents. These events include an annual **Bike & Walk for the Health of It** event to promote

When asked to choose their favorite community event, **62%** of survey respondents chose the weekly **Farmers Markets** as their favorite community event.

healthy and safe habits, **Farmers Markets** on every Sunday starting late June through late October, a **Community Garage Sale Weekend**, numerous **Movie Under the Stars** nights, a **Halloween Trick-or-Treat** event, a **Run For the Fallen** event honoring first responders who made the ultimate sacrifice on September 11, 2001, and a **Deck the Yard** contest showcasing decorated

yards during the Christmas Holiday Season.



*Kronenwetter's Run for the Fallen Event honoring first responders who gave their lives on 9/11.
Image Source: Wausau Daily Herald*

The Wausau Metropolitan Area has many attractions for Kronenwetter residents. In particular, the area has a vibrant arts culture. In September, Wausau hosts the Artrageous Weekend. Three different sites around the area have art-focused events with several hundred artists setting up displays and booths with items for sale. The Leigh Yawkey Woodson Art Museum is open year-round, and is home to Birds in Art. This program has been occurring on an annual basis since 1976 and recognizes the best bird art in the world.

Wausau's Performing Arts Foundation brings a variety of shows to the area for residents and visitors to enjoy. The Center of the Visual Arts attempts to celebrate visual arts.

Historic Structures

There are currently no structures in the Village of Kronenwetter that are listed on the National Register of Historic Places. However, the Village does contain three items on the Wisconsin Architecture and History Inventory (AHI); 16th Road Culvert, Elm Grove School (currently A & W Cold Storage), and an unnamed property located on Old

Highway 51. Items on the AHI are often privately owned and are not available for the public to enter.

Natural Resources Issues

Lack of Access to Waterbodies

There is currently a lack of water-access opportunities for Bull Junior Creek and the Wisconsin River within the Village. The Village should seek to add access points to both Bull Junior Creek and the Wisconsin River.

Lack of Access and Awareness of County Forests

The two County Forest Units within the Village offer residents a variety of opportunities such as hiking trails, hunting, fishing, and natural scenery. However, there is currently a lack of a recreational hub for the two Forest Units as well as a lack of awareness among residents of what these Forest Units provide.

Floodplain Delineation

The Village recently started a floodplain study in August of 2018 to re-delineate the floodplains along Bull Junior Creek. The delineation will be done in an effort to clear some undeveloped land encumbered by floodplain status for development.

Goals & Objectives

The following goals and objectives will help guide the Village of Kronenwetter to better protect and utilize the natural, agricultural, and cultural resources within the planning area.

Agricultural

Goal: The Village will seek to support continued agricultural operations and rural living in the Village.

- a. Seek to expand the Farmers Market to include more local agriculture and goods that consumer's desire

- b. Seek to protect rural living that many residents have indicated they desire and enjoy
- c. Consider reducing minimum lot size or density restrictions that cause urban sprawl in rural areas
- d. Explore developing a cluster development ordinance
- e. Protect and preserve prime agricultural areas
- f. Develop a farm land preservation plan

Natural Resources

Goal: The Village will strive to preserve and enhance natural resources for current and future generation's health, enjoyment, and benefit.

- a. Develop a plan to assess tree removal in new developments
- b. Monitor threats to tree health and respond accordingly
- c. Work to improve access to the Wisconsin River and Bull Junior Creek
- d. Develop a plan to provide adequate signage for water access locations in the Village.
- e. Encourage the increased use of recreational opportunities to the County Forest areas
- f. Seek to increase awareness of the County Forest areas by promoting the activities available and support the development of additional recreational facilities in and around the area to enhance user experience
- g. Work to better assess impact of floodplains within the Village (SWOT)
- h. Work with DNR and FEMA to accurately map floodplain boundaries
- i. Educate property owners on the importance of the Village's involvement in the National Flood Insurance Program.
- j. Regularly update the Outdoor Recreation Master Plan
- k. Actively explore grant opportunities that promote projects as identified in the Outdoor Recreation Master Plan
- l. Manage solid waste and contaminants to reduce negative impacts on the community's health
- m. Encourage residents to recycle items to the extent possible

Cultural

Goal: The Village will provide opportunities to residents and visitors to be active and engaged in a wide range of activities and events.

- a. Provide community events that are desired by residents and bring visitors to the community
- b. Look to develop a signature annual event
- c. Develop a policy to work with community organizations to host events on Village owned property
- d. Work with area organizations utilizing Village recreational facilities to maintain good relationships and encourage cooperation
- e. Embrace the Village's identity as a bedroom community
- f. Actively welcome new residents to the Village

Chapter Three

Housing

This chapter is organized into three sections: Background, Inventory & Trends, and Goals, Objectives, and Policies. There is also an overview of programs available to help local communities to meet their housing needs.

Previous Studies

Several plans that relate to housing are relevant to housing in Kronenwetter. These range from statewide housing plans to architectural and history surveys.

Village of Kronenwetter Comprehensive Plan, 2009

The 2009 Comprehensive Plan for Kronenwetter included an inventory of existing housing in Kronenwetter and goals for the future, with supporting objectives and policies. The nine goals identified were: Encourage the development of a variety of housing types; When permitted, multi-family housing units should be constructed and designed so as to fit the characteristics of the surrounding area; Utilize available resources to guide development in an orderly fashion; Maintain current density in developments in the Village (1/2 acre minimum lot size in urban areas, 3 acre minimum lot size in rural areas); Utilize master planning for the orderly and cost effective development of public infrastructure; Maintain low taxes with smart infrastructure planning and development; Encourage infill development of existing neighborhoods; Minimize negative development impacts on the agricultural community; and Work to improve property values through the development of potential property maintenance standards.

NCWRPC Regional Livability Plan: Housing Assessment, 2015

The Housing Assessment of the Regional Livability Plan was one of the four key assessments identifying issues and opportunities for livability in North Central Wisconsin. Housing is a crucial component of livability. The type of housing and the costs of various housing options were researched and analyzed. The assessment studied the availability and affordability of housing and introduced the impact higher density housing developments can have on traffic levels. Housing options in close proximity to employment opportunities have a significant impact on the workforce's ability to get to and from work efficiently and effectively. Proximity also expands the workforce, allowing more citizens access to more employment opportunities.

Understanding the type of housing units, their age and value, and the tenure of the housing stock can provide valuable insight into a community and the demands that will face the community in the future. The assessment introduces the need to build smaller housing units to attract a younger demographic to the region while accommodating an aging populations need and desire for small housing units with less maintenance such as; condos, townhomes, and units incorporating universal design standards. Connecting people's homes to their places of work, schools, and shopping opportunities is a primary function of a transportation system. This report looks at the existing housing stock, factors that affect current residents and trends that are likely to determine the future of housing in the Region.

The housing goal for the Regional Livability Plan is: Promote a variety of safe and affordable housing options that meet the needs of all community members. The housing goal includes 3 objectives and 20 recommendations.

Wisconsin State Consolidated Housing Plan, 2015-2019

The Consolidated Housing Plan is required by the Department of Housing and Urban Development (HUD) in the application process required of the State in accessing formula program fund of Small Cities Community Development Block Grants (CDBG), HOME Investment Partnerships, Emergency Shelter Grants, and Housing Opportunities for Persons with AIDS. "The Consolidated Plan provides the framework for a planning process used by States and localities to identify housing, homeless, community, and economic development needs and resources, and to tailor a strategic plan for meeting those needs."

Marathon County Comprehensive Plan, 2016

The Marathon County Comprehensive Plan was adopted in 2016 and prepared by Marathon County staff with assistance from the NCWRPC. The County Comprehensive Plan closely examines the state of housing throughout six regions of Marathon County (The Village of Kronenwetter is included in the "Wisconsin Central" region of the county, also including the Towns of Stettin, Rib Mountain, Mosinee, and Guenther, the Cities of Mosinee, Schofield, and Wausau, and the Village of Rothschild). The plan addresses issues of affordable and safe housing options in order to meet a goal of enhancing community character. Ten issues were identified that include rising housing costs, rural character, migrant worker housing, homelessness, and housing rehabilitation.

Inventory & Trends

Existing Housing Stock

In 2016, the Village of Kronenwetter contained a total of 2,876 housing units, compared to 1,613 in 1990 and 1,953 in 2000, as listed in **Table 3.1**. The Village added 1,263 housing units between 1990 and 2016, which represents an increase of about 78.3 percent. The County and State increased housing units by 33.3 percent and 28.9 percent respectively over that same period. The Village of Rothschild was the only municipality to increase at a faster pace (85.5 percent) than Kronenwetter during this time.

Table 3.1: Total Housing Units

Minor Civil Division	1990	2000	2010	2016 Estimate	1990-2016 Net Change	1990-2016 % Change
V. Kronenwetter	1,613	1,953	2,810	2,876	1,263	78.3%
V. Weston	4,236	4,806	6,364	6,443	2,207	52.1%
V. Rothschild	1,254	1,988	2,332	2,326	1,072	85.5%
C. Wausau	15,318	16,668	18,154	18,549	3,231	21.1%
C. Mosinee	1,478	1,711	1,791	1,791	313	21.2%
T. Rib Mountain	1,945	2,769	2,761	2,632	687	35.3%
C. Schofield	1,076	1,022	1,099	1,100	24	2.2%
Marathon County	43,774	50,360	57,734	58,358	14,584	33.3%
Wisconsin	2,055,774	2,321,144	2,624,358	2,649,597	593,823	28.9%

Source: U.S. Census, American Community Survey 2012-2016

The Village of Kronenwetter has a relatively young housing stock, as over a third (35.4 percent) of all housing units have been built since the turn of the century. About 16.7 percent of housing units were built in the previous decade (1990 – 1999), as shown in **Table 3.2**. This means that over half (52.1 percent) of Kronenwetter’s housing stock is comprised of housing units built after 1990, a significantly higher percentage than both the County (31.6 percent) and the State (28.6 percent).

As a comparison, the housing stock in Marathon County has been built more evenly over the decades. About 17.3 percent of housing units were constructed after 2000, less than half of the percentage of homes built after 2000 in Kronenwetter (35.4 percent). The decades before 1960 account for about 33.9 percent of the housing stock in Marathon County, compared to only 11.5 percent in Kronenwetter.

Table 3.2: Year Structure Built

Year	Kronenwetter	Kronenwetter %	Marathon Co. %	Wisconsin %
2010 or later	58*	2.0%	1.9%	1.6%
2000 to 2009	960*	33.4%	15.4%	13.0%
1990 to 1999	480	16.7%	14.3%	14.0%
1980 to 1989	337	11.7%	10.1%	9.9%
1970 to 1979	568	19.7%	15.7%	14.8%
1960 to 1969	143	5.0%	8.7%	9.8%
1950 to 1959	103	3.6%	10.2%	11.2%
1940 to 1949	43	1.5%	5.8%	5.8%
1939 or earlier	184	6.4%	17.9%	19.8%

Source: American Community Survey 2012-2016

*There are limitations that must be recognized with the ACS data. Village permit data indicates 154 homes built since 2010 and 459 between 2000 and 2009.

Table 3.3 shows that single-family detached units are the dominant type of housing structure in Kronenwetter, accounting for about 83.3 percent of all housing units in the Village. Single-family detached units are also the dominant structure type in Marathon County and Wisconsin, although to a lesser extent than in Kronenwetter. Duplexes and 4-unit or fewer multi-family buildings represent about 1.3 percent of all housing within the Village. Larger multi-family units have a stronger presence in Kronenwetter, as buildings consisting of 5 to 9 units account for 5.7 percent of the housing stock, while housing units consisting of 10 or more units account for 7.2 percent of the Village's housing stock. Overall, approximately 14.2 percent of housing units in Kronenwetter are multifamily housing, a proportion that is lower than both the County (19.7 percent) and the State (25.5 percent).

Table 3.3: Type of Structure, 2016

	Kronenwetter	Kronenwetter Percentages	Marathon County Percentages	Wisconsin Percentages
1-unit detached	2,395	83.3%	74.4%	66.6%
1-unit attached	50	1.7%	3.2%	4.3%
2 to 4 units	37	1.3%	7.1%	10.3%
5 to 9 units	163	5.7%	5.0%	4.9%
10 or more units	208	7.2%	7.6%	10.3%
Mobile home, trailer, or other	23	0.8%	2.7%	3.6%

Source: American Community Survey 2012-2016

Compared to Marathon County, the Village of Kronenwetter has a high percentage of homes that are single-family. The percentage of small multi-family housing units (2 to 4 units) in Kronenwetter (1.3 percent) is significantly lower than the percentage of

small multi-family units in Marathon County (7.1 percent). The Village also has a significantly lower proportion of housing units classified as mobile homes, trailer, or other than the County.

National trends indicate that multi-family housing options near key amenities and activities are attractive to millennials and retirees. The ability to easily walk to healthcare offices, restaurants, grocery centers, and other services fits the lifestyle of a wide variety of people.

Value Characteristics

Median values of single-family houses and duplexes in the Village of Kronenwetter were \$164,900 in 2016, an increase of \$50,300 from 2000, as shown in **Table 3.4**. Among the municipalities analyzed, only the Town of Rib Mountain and the State as a whole had higher median values for their housing than Kronenwetter. The increase in median value of housing in Kronenwetter increased 43.9 percent between 2000 and 2016, slower than the increases experienced in both the County (52.3 percent) and State (48.8 percent). Since 1990, median home value in Kronenwetter has been similar to the State and significantly higher than the County. Among the municipalities analyzed, Kronenwetter has consistently had one of the highest median home values since 1990.

Table 3.4: Median Value for Specified Owner-Occupied Housing Units

Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	\$114,600	\$166,600	\$164,900	\$50,300	43.9%
V. Weston	\$111,200	\$143,500	\$146,300	\$35,100	31.6%
V. Rothschild	\$97,900	\$136,500	\$138,800	\$40,900	41.8%
C. Wausau	\$85,500	\$111,800	\$112,700	\$27,200	31.8%
C. Mosinee	\$87,700	\$120,400	\$118,800	\$31,100	35.5%
T. Rib Mountain	\$131,100	\$160,700	\$184,700	\$53,600	40.9%
C. Schofield	\$79,500	\$103,400	\$100,600	\$21,100	26.5%
Marathon County	\$95,800	\$139,500	\$145,900	\$50,100	52.3%
Wisconsin	\$112,200	\$169,000	\$167,000	\$54,800	48.8%
<i>Source: Respondent Reported, U.S. Census, American Community Survey 2012-2016</i>					

Median gross rents have consistently been higher in Kronenwetter than in the State as whole. The median gross rent in Kronenwetter was \$333 in 1990, slightly higher than the State's median gross rent of \$329. In 2000, Kronenwetter had a median gross rent of \$560, compared to \$540 in the State. In 2016, median gross rent in Kronenwetter was \$896, significantly higher than the State's median gross rent of \$789. This indicates that median gross rent in Kronenwetter has increased at a higher pace than in the State, as shown in **Table 3.5**. Among the municipalities analyzed, Kronenwetter

had the highest median gross rent in 2016, while the City of Mosinee had the lowest median gross rent at \$648 per month.

The most commonly applied standard for housing affordability is spending no more than thirty percent of income on housing. **Table 3.6** shows that as of the year 2016 in the Village of Kronenwetter, 14.8 percent of owner-occupied households spend more than 30 percent of their household income on housing, compared to 20.5 percent of owner-occupied households in Marathon County and 22.8 percent statewide. A much higher percentage of renters spend more than 30 percent of their income on rent compared to home owners. In the Village of Kronenwetter, about 31 percent of renters spend greater than 30 percent of their income on housing, compared to only 14.8 percent of home owners.

Table 3.5: Median Gross Rent

Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	\$560	\$717	\$896	\$336	60.0%
V. Weston	\$509	\$689	\$755	\$246	48.3%
V. Rothschild	\$480	\$657	\$723	\$243	50.6%
C. Wausau	\$473	\$605	\$654	\$181	38.3%
C. Mosinee	\$536	\$615	\$648	\$112	20.9%
T. Rib Mountain	\$706	\$699	\$887	\$181	25.6%
C. Schofield	\$504	\$691	\$769	\$265	52.6%
Marathon County	\$484	\$639	\$704	\$220	45.5%
Wisconsin	\$540	\$713	\$789	\$249	46.1%

Source: Respondent Reported, U.S. Census, American Community Survey 2012-2016

Table 3.6: Percent of Total Households that Spent 30% or more of Household Income on Housing, 2016

	Owners in 2016	Renters in 2016
Village of Kronenwetter	14.8%	31.0%
Marathon County	20.5%	42.6%
Wisconsin	22.8%	46.6%

Source: Respondent Reported, U.S. Census, American Community Survey 2012-2016

Occupancy Characteristics

The percentage of housing units that are owner occupied increased by over 32 percent between 2000 and 2016, as shown in **Table 3.7**. Roughly 82 percent of occupied housing units in the Village of Kronenwetter were owner occupied in 2016, down from 90 percent in 2000. While the percentage of occupied housing units that are owner occupied decreased, the number of owner occupied housing units within the Village still increased. In 2016, there were 2,244 owner occupied housing units within

Kronenwetter, up from 1,696 in 2000, an increase of 548 units. The Village of Kronenwetter had a significantly faster increase in owner occupied housing units than any of the other municipalities analyzed, as no other municipality increased at a pace faster than 16.1 percent. The Village of Rothschild, Town of Rib Mountain, and City of Schofield all experienced a decrease in the number of owner occupied housing units between 2000 and 2016. The percentage of housing units that were owner occupied within Marathon County has slightly decreased from 75.7 percent in 2000 to 72.7 percent in 2016.

Roughly 18 percent of all occupied housing units in Kronenwetter were renter occupied in 2016, up from 10 percent in 2000. Overall, the number of renter occupied units increased by 162.8 percent between 2000 and 2016 in the Village of Kronenwetter, as shown in **Table 3.8**. In comparison, Marathon County experienced a 27.2 percent increase in renter occupied units and the State as a whole experienced a 15.9 percent increase during this time.

Table 3.7: Owner Occupied Units

Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	1,696	2,221	2,244	548	32.3%
V. Weston	3,056	3,704	3,548	492	16.1%
V. Rothschild	1,559	1,627	1,557	-2	-0.1%
C. Wausau	9,676	9,602	9,886	210	2.2%
C. Mosinee	1,125	1,127	1,236	111	9.9%
T. Rib Mountain	2,374	2,328	2,129	-245	-10.3%
C. Schofield	591	614	534	-57	-9.6%
Marathon County	36,091	39,090	39,239	3,148	8.7%
Wisconsin	1,426,361	1,551,558	1,547,633	121,272	8.5%

Source: U.S. Census, American Community Survey 2012-2016

Table 3.8: Renter Occupied Units

Minor Civil Division	2000	2010	2016 Estimate	2000-2016 Net Change	2000-2016 % Change
V. Kronenwetter	188	431	494	306	162.8%
V. Weston	1,516	2,068	2,450	934	61.6%
V. Rothschild	363	572	644	281	77.4%
C. Wausau	6,002	6,885	6,860	858	14.3%
C. Mosinee	510	533	406	-104	-20.4%
T. Rib Mountain	323	322	409	86	26.6%
C. Schofield	374	380	438	64	17.1%
Marathon County	11,611	14,086	14,764	3,153	27.2%
Wisconsin	658,183	728,210	762,613	104,430	15.9%

Source: U.S. Census, American Community Survey 2012-2016

National trends show that renting is becoming more common, especially by young professionals between the ages of 20 and 29. Young professionals coming out of college are burdened with college loans, low paying entry jobs, and do not see home ownership as an investment due to the housing collapse during the 2000s. Many do not qualify for mortgage loans. Some young professionals also enjoy the flexibility of renting and the ability to move in a month's notice should a better employment opportunity present itself. The Village of Kronenwetter should continue to see an increase in rental demand as more Millennials enter the workforce.

Almost 100 percent of the housing units in the Village of Kronenwetter are year-round residences. Only 0.6 percent of all housing units in Kronenwetter were seasonal units in 2010, up from 0.5 percent in 1990. **Table 3.9** displays seasonal housing trends between 1990 and 2010. In 2010, there were 17 seasonal housing units in Kronenwetter, similar to the Village of Weston (18), and the Town of Rib Mountain (15). In 2010, there were 840 seasonal housing units in Marathon County.

Table 3.9: Seasonal Units

Minor Civil Division	1990	2000	2010	1990-2010 Net Change	1990-2010 % Change
V. Kronenwetter	8	11	17	9	112.5%
V. Weston	11	8	18	7	63.6%
V. Rothschild	2	4	6	4	200.0%
C. Wausau	56	60	87	31	55.4%
C. Mosinee	3	7	12	9	300.0%
T. Rib Mountain	3	5	15	12	400.0%
C. Schofield	2	10	9	7	350.0%
Marathon County	725	554	840	115	15.9%
Wisconsin	150,601	142,313	193,046	42,445	28.2%

Source: U.S. Census

Demand Characteristics

Between 1990 and 2016, Kronenwetter's median age increased from 30.6 to 38.9 years old, as shown in **Table 3.10**. During the same time period, the median age in Marathon County climbed to 40.7 years old, and the statewide median age increased to 39.1 years old. In 2016, only the Village of Weston had a lower median age (36.7) than Kronenwetter.

The median age in the Village of Kronenwetter is likely to increase over the next 15 years. In 2011, the first of the baby boomers reached what used to be known as the retirement age of 65. It is estimated that there are over 77 million baby boomers in the United States comprising 20 percent of the nation's population. And for the next 18 years, baby boomers will be turning 65 at a rate of about 10,000 per day. As a result,

over 20 percent of the nation's population will be over the age of 65 in 2029. In addition, with the advancement in medical technology and care, people are living longer lives which will contribute to the increase in the median age of communities.

The addition of 1,263 housing units between 1990 and 2016 is likely due to the increase in total households over the same time period. Total households increased by 1,176 between 1990 and 2016, as shown in **Table 3.11**. The 75.3 percent growth in households is 3 percent lower than the increase in housing units. In comparison, Marathon County increased households by 30 percent and households increased by 26.8 percent statewide during the same time period. Only the Village of Rothschild increased the number of households at a faster rate than Kronenwetter between 1990 and 2016.

Table 3.10: Median Age

Minor Civil Division	1990	2000	2010	2016 Estimate	1990-2016 Net Change	1990-2016 % Change
V. Kronenwetter	30.6	35.7	37.3	38.9	8.3	27.1%
V. Weston	30.8	32.2	35.6	36.7	5.9	19.2%
V. Rothschild	33.3	38.4	41.8	39.7	6.4	19.2%
C. Wausau	34.1	36.5	36.8	39.1	5	14.7%
C. Mosinee	33.1	35.1	39.1	40.1	7	21.1%
T. Rib Mountain	33.5	38.0	45.0	41.6	8.1	24.2%
C. Schofield	34.5	37.1	39.1	41.9	7.4	21.4%
Marathon County	32.7	36.3	39.4	40.7	8	24.5%
Wisconsin	32.9	36.0	38.5	39.1	6.2	18.8%

Source: U.S. Census, American Community Survey 2012-2016

Table 3.11: Total Households

Minor Civil Division	1990	2000	2010	2016 Estimate	1990-2016 Net Change	1990-2016 % Change
V. Kronenwetter	1,562	1,884	2,652	2,738	1,176	75.3%
V. Weston	4,123	4,572	5,772	5,998	1,875	45.5%
V. Rothschild	1,220	1,922	2,199	2,201	981	80.4%
C. Wausau	14,718	15,678	16,487	16,746	2,028	13.8%
C. Mosinee	1,433	1,635	1,660	1,642	209	14.6%
T. Rib Mountain	1,900	2,697	2,650	2,538	638	33.6%
C. Schofield	1,017	965	994	972	-45	-4.4%
Marathon County	41,547	47,702	53,176	54,003	12,456	30.0%
Wisconsin	1,822,118	2,084,544	2,279,768	2,310,246	488,128	26.8%

Source: U.S. Census, American Community Survey 2012-2016

The Wisconsin Department of Administration projects a 48 percent increase in households between 2010 and 2040 in the Village of Kronenwetter. Marathon County is expected to increase households by 19.9 percent over the same time period. Projections show that the Village of Kronenwetter will have a total of 3,925 households in 2040, 1,273 more households than reported in the 2010 Census. **Table 3.12** displays household projections through 2040.

The average household size in Kronenwetter decreased by 0.37 persons from 3.10 in 1990 to 2.73 in 2016. During the same time period, the Village of Kronenwetter has consistently had a higher average household size than both Marathon County and the State as a whole. In 2016, the average household size in Kronenwetter was 2.73 persons, roughly 0.22 higher than the County and 0.24 higher than the State. Between 1990 and 2016, the Village of Kronenwetter had the fastest decrease of average household size (13.1 percent), as shown in **Table 3.13**.

Table 3.12: Household Projections						
Minor Civil Division	2010	2020	2025	2030	2035	2040
V. Kronenwetter	2,652	3,067	3,313	3,547	3,756	3,925
V. Weston	5,772	6,632	7,125	7,596	8,006	8,333
V. Rothschild	2,199	2,349	2,425	2,489	2,535	2,555
C. Wausau	16,487	17,371	17,774	18,064	18,198	18,143
C. Mosinee	1,660	1,764	1,808	1,844	1,866	1,868
T. Rib Mountain	2,650	2,791	2,852	2,897	2,922	2,916
C. Schofield	994	1,030	1,041	1,049	1,050	1,039
Marathon County	53,176	57,394	59,611	61,524	62,958	63,730
Wisconsin	2,279,768	2,491,982	2,600,538	2,697,884	2,764,498	2,790,322
<i>Source: U.S. Census, WI DOA</i>						

Table 3.13: Average Household Size						
Minor Civil Division	1990	2000	2010	2016 Estimate	1990-2016 Net Change	1990-2016 % Change
V. Kronenwetter	3.10	2.83	2.71	2.73	-0.37	-13.1%
V. Weston	2.74	2.61	2.54	2.50	-0.24	-9.2%
V. Rothschild	2.71	2.56	2.38	2.41	-0.30	-11.7%
C. Wausau	2.45	2.37	2.31	2.34	-0.11	-4.6%
C. Mosinee	2.66	2.47	2.39	2.45	-0.21	-8.5%
T. Rib Mountain	2.95	2.78	2.57	2.72	-0.23	-8.3%
C. Schofield	2.24	2.19	2.18	2.15	-0.09	-4.1%
Marathon County	2.75	2.60	2.49	2.51	-0.24	-9.2%
Wisconsin	2.61	2.50	2.43	2.49	-0.12	-4.8%
<i>Source: U.S. Census, American Community Survey 2012-2016</i>						

The Village of Kronenwetter is projected to decrease their average household size an additional 0.16 persons by 2040 from the reported average household size in the 2010 Census. **Table 3.14** displays average household size projections through 2040. The projected average household size in the Village of Kronenwetter in 2040 is 2.55 persons. Marathon County is also projected to decrease average household size over the 30-year period, decreasing from 2.49 at the 2010 Census to 2.38 in 2040. A variety of national trends help explain the projected decrease in average household sizes. Roughly 20 percent of the nation's population is turning 65 over the next 19 years. The children of this generation are reaching adulthood and are moving out into their own homes. What was a household of four people is now split into two, possibly three households with 2 or fewer people per household. The children of baby boomers, many of which are millennials, are the largest living generation in terms of population. Much of this generation has not yet reached the point in their lives where they are starting families and having children, and trends show that more people are choosing to start families in their late 30's and early 40's. The delay in starting families and having children will continue to drive the average household size to 2 people per household in the future. This trend also helps explain the increase in median age.

Table 3.14: Average Household Size Projections							
Minor Civil Division	2010	2015	2020	2025	2030	2035	2040
V. Kronenwetter	2.71	2.68	2.66	2.63	2.61	2.58	2.55
V. Weston	2.54	2.52	2.50	2.48	2.45	2.42	2.40
V. Rothschild	2.38	2.35	2.33	2.31	2.29	2.26	2.24
C. Wausau	2.31	2.28	2.26	2.24	2.22	2.19	2.17
C. Mosinee	2.39	2.37	2.35	2.33	2.31	2.28	2.25
T. Rib Mountain	2.57	2.54	2.52	2.50	2.48	2.44	2.42
C. Schofield	2.18	2.16	2.14	2.12	2.10	2.08	2.05
Marathon County	2.49	2.47	2.45	2.43	2.40	2.38	2.36
Wisconsin	2.43	2.38	2.35	2.32	2.30	2.28	2.26
<i>Source: WI DOA</i>							

The Wisconsin Department of Administration (DOA) prepares population projections for the state and local units. Based on DOA projections, see **Table 3.15**, Kronenwetter will gain 2,860 residents from the reported population in the 2010 Census, an increase of 39.7 percent. During the same time period Marathon County is projected to gain over 18,727 new residents, an increase of 14 percent. The Village of Kronenwetter has the fastest projected population growth among the municipalities analyzed. Based on household projections prepared by the Wisconsin DOA, the Village of Kronenwetter will grow by roughly 1,273 households between 2010 and 2040. In 2016, the Village had approximately 2,876 housing units, so if it is assumed the percentage of vacant units remains constant, an additional 1,238 housing units will be needed by 2040.

The Village of Kronenwetter’s zoning code should be evaluated to ensure the older housing can be improved to meet modern living requirements and preferences. This potentially includes reducing minimum lot sizes, setbacks, and yard requirements and allowing or encouraging more variety of housing types such as bungalow courts and attached single-family homes. If zoning prevents existing lots from being redeveloped or homes improved, it can incentivize disinvestment in properties and increase blight. Many people prefer to live in traditional neighborhoods like the Village of Kronenwetter’s subdivision areas, but also want modern housing amenities.

Table 3.15: Population Projections							
Minor Civil Division	2010	2015	2020	2025	2030	2035	2040
V. Kronenwetter	7,210	7,540	8,185	8,765	9,295	9,730	10,070
V. Weston	14,868	15,520	16,770	17,870	18,890	19,700	20,330
V. Rothschild	5,269	5,340	5,525	5,655	5,755	5,795	5,790
C. Wausau	39,106	39,440	40,460	41,100	41,490	41,450	41,070
C. Mosinee	3,988	4,050	4,160	4,225	4,270	4,270	4,235
T. Rib Mountain	6,825	6,895	7,055	7,145	7,190	7,165	7,080
C. Schofield	2,169	2,170	2,205	2,210	2,205	2,180	2,135
Marathon County	134,063	136,510	142,200	146,595	150,130	152,120	152,790
Wisconsin	5,686,986	5,783,015	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635
<i>Source: WI DOA</i>							

A variety of housing related programs are available in **Appendix D**.

Housing Issues

Mixed Views on New Multi-family Housing

There are currently mixed views on adding additional multi-family housing units in the Village. While these units offer an efficient way to support a rapidly increasing residential base, there are concerns about filling these units, and concerns about additional multi-family units disrupting the rural atmosphere of the Village.

Land Availability Concerns

There are concerns within the Village about the amount of land available for development. Expansion to the east and northeast of Pleasant Drive is not plausible without an additional lift station being added. The Village also has two mostly undeveloped residential subdivisions (Tower Woods and Park Vista), which are costly for the Village to maintain.

Apartment Rent Costs

There are concerns about the high rent costs in some of the newer apartment complexes and housing developments.

Goal & Objectives

The following goal and objectives will help guide the Village of Kronenwetter to ensure housing to all people within the planning area.

Goal: The Village will provide desirable and obtainable housing options for those who live in and desire to live in Kronenwetter.

- a. Encourage the development of a variety of housing options and styles among those options (SWOT)
- b. Encourage affordable housing options (SWOT)
- c. Encourage both affordable and up-scale senior/55+ housing and assisted living developments
- d. Encourage infill development of existing neighborhoods
- e. Ensure multi-family housing units are constructed and designed so as to fit the characteristics of the surrounding area

- f. Consider further development and enforcement of property maintenance standards in order to maintain property values while staying flexible on new and growing issues as they develop
- g. Utilize the Future Land Use Map to guide orderly and cost effective development of public infrastructure
- h. Seek to maintain low taxes with smart infrastructure planning and ensure adequate infrastructure and services are provided to all housing development (SWOT)
- i. Require developers to pay for new infrastructure that serves their development

Chapter Four

Utilities, Community Facilities, and Public Safety

This fourth chapter follows the same three-section format as previous chapters, starting with a background, followed by an inventory & trends, and finally the goals, objectives, and policies section.

Utilities, community facilities and public safety, provided by either public or private entities, are critical for community development. Utilities include electrical service, natural gas, broadband/internet access, telephone, and cable communications. Community facilities include local government buildings, libraries, educational institutions, parks, maintenance and storage facilities, and services including municipal water and wastewater. Public Safety includes police and fire protection, medical, and ambulance services.

Previous Studies

A variety of plans were reviewed as they relate to utilities and community facilities. These plans provide a starting point for the planning process.

Village of Kronenwetter Wellhead Protection Plan, 1994

This plan focuses on protecting contaminants from entering the area of land around the public water supply. It identifies locations of the wells, surrounding land uses, and recharge areas. The plan also incorporates the groundwater recharge direction of flow, potential contamination sources within ½ mile radii of each well site, public education and conservation programs, and contains a management plan for addressing potential sources of contamination in the delineated well head protection areas.

Both municipal wells located within the Village are incorporated into the Wellhead Protection Plan.

Marathon County Outdoor Recreation Plan, 2008-2012

The plan covers utilities and community facilities development in both the public safety and infrastructure chapters. The County plan identifies all municipal facilities and services in the Wausau Metropolitan area, as well as other municipal facilities found throughout Marathon County. The County Comprehensive Plan also discusses

County owned Facilities and Services including: Courthouse and Administrative Buildings, Fairgrounds, Law Enforcement, Library Service, Medical Facilities, Post Offices, and Park and Recreation facilities. Marathon County is currently in the process of updating this plan.

Village of Kronenwetter Comprehensive Plan, 2009

The 2009 Comprehensive Plan includes a Utilities and Community Facilities Chapter. The chapter focuses on issues ranging from water and public safety to parks and dams and levees. The chapter inventories the utilities and community facilities located in the Village of Kronenwetter. The chapter does not include a list of issues concerning utilities and community facilities. The four utility and community facilities goals in the 2009 comprehensive plan are to: Maintain the existing quality level of services as the community grows; When considering expanding, upgrading, or constructing new facilities, the Village will consider the impact the project will have on the local tax base; Utilize infrastructure, existing and planned, to guide future growth and development; and Plan for future growth and extension of public services.

Village of Kronenwetter Outdoor Recreation Plan, 2013-2018

The plan includes a background of Kronenwetter including existing land use, demographics, and economic development in relation to outdoor recreation. The plan also identifies all existing trails, parks, conservancy areas, and services in the Village and identifies on-going and future outdoor recreation projects. The plan ultimately identifies a number of recommendations and capital improvements to achieve six goals created by key community stakeholders.

10-Year Transmission System Assessment, 2015

This 2015 – 2025 report by American Transmission Company summarizes additions and expansions to the electric transmission system to ensure electric system reliability. Marathon County is one of 19 Counties that are included in zone 1 and is located in the northern portion. Key performance issues in the northern portion of the zone include voltage and thermal limitations. The most severe limitations occur during peak and off-peak periods. Peak electricity demand typically occurs during the summer months. There are currently no transmission projects occurring in the Kronenwetter or Marathon County area.

Marathon County Comprehensive Plan, 2016

The plan covers utilities and community facilities development in both the inventory and plan recommendation sections. The County plan identifies all municipal facilities and services throughout the county, including in the Village of Kronenwetter. The County Comprehensive Plan also discusses County-owned facilities and services including: Courthouse and Administrative Buildings, Fairgrounds, Law Enforcement, Library Service, Medical Facilities, Post Offices, and Park and Recreation facilities.

Marathon County All Hazard Mitigation Plan, 2017

This plan's primary purpose is to identify how to prevent injury and property damage from natural hazards. Understanding how the natural environment works is a first step in mitigating natural disasters. The plan shows how the natural environment and the built environment are in conflict, and how to mitigate that conflict (e.g. Development in a floodplain is at risk of damage caused by flooding). Dam breaks and the low probability for occurring, but high damage potential are listed in the Mitigation Plan, along with floodplain damage possibilities in Kronenwetter. Hazards covered in the plan include flooding, tornadoes, temperature extremes, wildfire, and others. The plan maintains County eligibility for federal mitigation grants.

2040 Wausau Urban Area Sewer Service Plan, 2018

The purpose of the Sewer Service Area (SSA) plan was to establish a sewer service boundary for the Wausau Urban Area. Parts of the Village of Kronenwetter are included within the sewer service area boundary. This boundary sets the 20-year maximum limit for the extension of sanitary sewer services in a cost effective, environmentally sound manner. Property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period; any property lying outside this sewer service area boundary would not be eligible to receive this utility service unless the boundary were amended.

Inventory & Trends

Utilities and community facilities provided by the Village of Kronenwetter or by other public or private entities are inventoried and evaluated as to their present condition and adequacy to meet the current and future needs of the Village. Utility facilities such as the Village's Watermain line network and the Sewer Service Area are identified on the **Utilities Map**, while community facilities such as parks, public safety facilities, schools, and Village Municipal Center are identified in the **Community Facilities Map**.

Water

Drinking Water

The Village's water system consists of wells, storage, treatment, and distribution facilities.

Water Supply

The Village of Kronenwetter provides municipal water to over 2,000 residents and businesses within the Village. Village residents who do not receive municipal water rely on private wells to meet their water needs. There are two wells within the Village

currently in use, each with a rate capacity of 1.6 million gallons per day. Well #1 is 90-feet deep and has a pumping capacity of 650 gallons per minute. Well #2 is 80-feet deep and has a pumping capacity of 650 gallons per minute. The reliable capacity with Well #1 out of service is 648,000 gallons per day. At this rate, the Village would not be able to meet the maximum daily demand if Well #1 were out of service. Kronenwetter has a Wellhead Protection Plan in place to prevent contamination of the water supply. While the Village does not purchase water from surrounding communities, numerous water mains have been interconnected to ensure adequate flows in the event of an emergency.

Storage

The Village has one water storage facility that provides 300,000 gallons of storage. The storage facility is an elevated tank that was built in 1996. Water pressure is sufficient between 55 and 60 pounds of pressure. The facility is located at the intersection of Pine Road and Tower Road.

Treatment

Sequestering agents are added to water provided from Well No. 2 to combat the presence of Iron and Manganese contaminants found in the water. The Village is currently evaluating alternate sequestering agents, additional flushing activities, and is searching for an alternate well site that may produce a better water quality.

Waste Water

The Village of Kronenwetter has its wastewater treated at the Rib Mountain Metropolitan Sewerage District. This facility was built in 1985 and serves the City of Mosinee, Village of Weston, Village of Rothschild, and the Rib Mountain Sanitary District, in addition to the Village of Kronenwetter.

Stormwater

The Village of Kronenwetter is a member of the North Central Wisconsin Stormwater Coalition. The coalition is working to address stormwater issues in North Central Wisconsin. Stormwater is water that accumulates on land as a result of storms and can include runoff from urban areas such as roads and roofs. Based on the rural roadway cross section design that is prevalent throughout most of the subdivided area of Kronenwetter, the majority of stormwater within the Village is conveyed by ditches.

Public Works

Street Department

The Village's Public Works garage, located at the intersection of County Highway X and North Road, houses the vehicles and equipment to perform the maintenance of

the local road system and right-of-ways. The local road network is discussed in the transportation chapter.

Solid Waste & Recycling

The Village of Kronenwetter has utilized Harter's Fox Valley Disposal for solid waste and recycling collection since 2016. Residents are provided with two 95 gallon rolling carts for disposal and recycling services. Solid waste is collected every week, while recycling is collected bi-weekly.

Kronenwetter also operates a yard waste drop-off site at 4496 Martin Road for grass clippings, leaves, and tree branches. For several days each spring, the Village also conducts a bulk-item collection at Towering Pines Park at 2355 Tower Road.

Public Safety

Police Department

Three departments provide police protection in the Village.

The Kronenwetter Police Department consists of eight full time officers, four part time officers, and a full time police clerk. The Patrol Lieutenant and Chief of Police are included in the eight full time officers. The Kronenwetter Police Department is a full time around the clock service. It is located in the Kronenwetter Municipal Center.



Image Source: Kronenwetter Police Department



Image Source: WSAU

Kronenwetter, along with the rest of the County, is served by an enhanced 911 emergency response system that is operated by the County. As of January 1, 2006, all 911 cellular calls are located within 50 to 300 meters from the actual location of the 911 call. The police department's jurisdiction includes the entire Village.

The Marathon County Sheriff's Department, located in Wausau, provides service to all the towns, villages and cities in Marathon County. The department also staffs the 911 dispatch center. The Marathon County Jail is located in Wausau.

The Wisconsin State Patrol, located in Wausau, has statewide jurisdiction on all public roads but operates mainly on State and U.S. highways as a matter of general practice to enforce traffic and criminal laws, and help motorists in need. They also help local law enforcement by reconstructing traffic accidents; inspecting trucks, school buses and ambulances; and helping local agencies with natural disasters and civil disturbances.

Fire Department / Emergency Medical Services

The Village of Kronenwetter Fire Department provides fire protection to the Village of Kronenwetter as well as the Town of Guenther. The Kronenwetter Fire Department is located in the Municipal Center. The Village of Kronenwetter contracts with South Area Fire and Rescue (SAFER) for EMS services.

The Village maintains one fire station. The station is located at the Kronenwetter Municipal Center. The Kronenwetter Fire Department is a paid on call department, and meets twice a month to train and maintain equipment.

The department covers all fire suppression services and first responder services for the Village of Kronenwetter and the Town of Guenther. Many individuals within the department are also First Responders, who are trained for medical services and assist during medical emergencies until an ambulance can respond.

The Fire Department has seen an increasing struggle to recruit new members. This has resulted in the Department struggling to maintain adequate staffing. The Village will need to find a long-term solution to this downward trend in recruitment.



An aerial view of the Kronenwetter Fire Station. (Photo by Lemmens Creative Designs)

Medical Facilities

Aspirus Kronenwetter Clinic is located at 1881 County Road XX. This facility offers out-patient care Monday through Friday from 8 am to 5 pm. This facility specializes in family medicine and internal medicine.

Cedar Creek Dental is located next to the Aspirus Kronenwetter Clinic at 1851 County Road XX. Services include general dentistry, dental implants, sleep apnea treatment, and fillings.

The nearest hospital is Ascension St. Clare's Hospital located at 3400 Ministry Parkway in Weston. A wide variety of inpatient and out-patient services are provided; including Emergency, Chest Pain, Obstetrics, Gastroenterology, Neurology, Orthopedics, and Ear, Nose and Throat care.

The Aspirus Wausau Hospital is located at 425 Pine Ridge Boulevard in the City of Wausau, approximately 10 miles from Kronenwetter. This hospital has over 300 beds, and over 350 physicians in 35 specialties. It is well known for its cardiovascular program, and also has cutting edge cancer, trauma, women's health, and spine and neurological care.

Nursing Homes

Cedar Creek Manor, with buildings located at 2480 and 2482 Terrebonne Drive, provides everything from personal assistance services, to recreational and social opportunities, in a single place for residents.

Evergreen Park Assisted Living, located at 1957 Kowalski Road, is a 13-bed skilled nursing facility. The facility assists with activities of daily living, medication, transport to appointments, and individualized point of care.

Day Care Facilities

The most recent data from Wisconsin Department of Children and Families identifies two regulated day care facilities in the Village. Wausau Child Care – Cedar Creek Center is located at 1841 County Road XX and The Toy Chest Family Child Care is located at 681 Oak Road.

Educational Facilities

Public Schools

The Village of Kronenwetter is served by a wide assortment of educational facilities at the elementary, primary, secondary, vocational and postsecondary levels. Kronenwetter is served by two school districts, the D.C. Everest Area School District and the Mosinee School District.

The D.C. Everest School District includes a total of 11 public schools with a student population (2016-2017) of 5,878 students. The D.C. Everest School District is the 25th largest in the State in terms of enrollment size. Elementary (K-5) enrollment was 2,936 students, Middle School (6-7) enrollment was 834 students, Junior High (8-9) enrollment was 849 students, and High School (10-12) enrollment was 1,185 students. **Table 4.1** displays enrollment data for the schools within the D.C. Everest School District.

The Mosinee School District includes 3 schools, as well as a virtual academy, with a student population (2016-2017) of 1,998 students. Elementary (K-3) enrollment was 620 students, Middle School (4-8) enrollment was 732 students, and High School (9-12) enrollment was 632 students. Enrollment in the Rural Virtual Academy was 14 students for the 2016-2017 school-year. **Table 4.2** displays enrollment data for the schools within the Mosinee School District.

Table 4.1: D.C. Everest School District Enrollment, 2016-2017	
School	Enrollment
D.C. Everest Senior High	1,185
D.C. Everest Middle School	834
Mountain Bay Elementary	465
Rothschild Elementary	429
D.C. Everest Idea School	74
Evergreen Elementary	497
Odyssey Elementary	360
Weston Elementary	550
D.C. Everest Junior High	849
Hatley Elementary	104
Riverside Elementary	531
Total	5,878
<i>Source: Wisconsin Department of Public Instruction</i>	

Table 4.2: Mosinee School District Enrollment, 2016-2017	
School	Enrollment
Mosinee Elementary School	620
Mosinee Middle School	732
Mosinee High School	632
Rural Virtual Academy	14
Total	1,998
<i>Source: Wisconsin Department of Public Instruction</i>	

Private Schools

There are five private schools that serve the D.C. Everest Area Public School District. Northland Lutheran High serves high-school age students for the D.C. Everest School District. The Mosinee Public School District has two private schools. Wisconsin Valley Lutheran High is the private school that serves high-school age students for the Mosinee Public School District. Local communities do not get involved with the planning and administration of these schools. Northland Lutheran High School is a private high school (grades 9-12) located in Kronenwetter at 2107 Tower Road.

D.C. Everest Private Schools

Newman Catholic Early Childhood Center

Newman Catholic Elementary School

Northland Lutheran High

Saint John Lutheran School

Saint Peter Lutheran School

Mosinee Private Schools

Saint Paul Catholic Grade School

Wisconsin Valley Lutheran High

Higher Education

The Village of Kronenwetter is located in the Northcentral Technical College (NTC) District. The Wausau NTC campus is approximately 13 miles from the Kronenwetter Municipal Center. The Wausau NTC campus offers over 170 programs, including associate degrees, technical diplomas, and short-term certificate options. NTC also offers campuses in Antigo and Wittenberg.

The University of Wisconsin – Stevens Point at Wausau Campus, a two-year college, is located approximately 12 miles from the Kronenwetter Municipal Center. The main campus of UW-Stevens Point is located about 22 miles to the south. Other nearby institutions within the Wausau area include Rasmussen College, Globe University-Wausau, Broadview University-Wausau, State College of Beauty Culture, and Upper Iowa University-Wausau Center.

Parks and Recreation

The Village of Kronenwetter owns and operates sixteen parks, natural areas, and water access locations as part of its Parks and Recreation System. As of January 1, 2019, ten of these parks are developed, while plans to develop the others are currently being determined. Kronenwetter's Park and Recreation System consists of over 170 total acres of Village-owned properties. The parks system includes a range of developed facilities including snowmobile and bike trails, mini parks, neighborhood parks, water access points, community parks, and several undeveloped properties that the Village could choose to develop in the future.

There are also two Forestry Units comprising of over 4,300 acres of County-owned forest located within the Village. The Kronenwetter Forestry Unit, located at 4420 East State Highway 153, has 5,000 acres with hiking and equestrian trails, as well as snowmobile trails in winter. Many different wildlife species can be seen in this area. The Leather Camp Forestry Unit, located at 4445 East State Highway 153, is 5,000 acres of land that is designated as a Ruffed Grouse Management Area. There are hiking and biking trails, and equestrian trails in this area.

All Village of Kronenwetter parks, as well as the two Forest Units are shown on the **Utilities and Community Facilities Map**. Detailed information about the parks can be found below. Park descriptions were obtained from the *2016-2025 Village of Kronenwetter Parks and Recreation in Kronenwetter (PARK) Plan*, while park pictures were provided by the Village of Kronenwetter.

Developed Parks

Sunset Park: This 3.2-acre park is located at 2390 Terrebonne Drive, has a ball diamond with dugouts, basketball court, tennis courts, a grill and picnic area, a shelter with indoor restrooms, and a playground. Sunset Park hosts the Village's Farmers Market each summer from June through October. Minor rehabilitation improvements to Sunset Park have recently been completed.



Municipal Center Park: This Village-owned parcel surrounding the Kronenwetter Center consists of 56.8 acres. The facility has three ball diamonds, picnic tables, playground equipment, and a shelter. Part of the property borders the Bull Junior Creek. Two lakes are located in this area and are ideal for kayaking and fishing. A nature walk route was development for use beginning in 2017. Future development of bathroom facilities and parking lot paving

would be desired.

Towering Pines Park: Ten acres of recreational and soccer fields exist at 2355 Tower Road. There are three soccer fields and a playground at this facility. Ideas for a future rehabilitation at this park include installation of bathrooms, a pavilion with electricity, paving the parking lot, and creation of an ice rink.





Gooding Park: This 5.6-acre park is located at 2200 Old Highway 51. The site is the former location of a wayside/rest area. There is a grill, picnic tables, portable restrooms, and a shelter. Upgrades to this park would tie in with the future development of an Old Highway 51 multi-use path from Kowalski Road to the northern Village limits with Rothschild.

Norm Plaza Memorial Park: This 3.6-acre park is located at 1077 Russell Street on the west side of the Village. There is a soccer field, a basketball court, a grill, picnic tables, playground equipment and a shelter with electrical hookup. Ideas for the future include installing bathrooms, as well as a small skate park.



Friendship Park: This 6.4-acre park is located at 2350 Sunny Meadow Drive. There are basketball and tennis courts, a play field, volleyball court, dog park, indoor restrooms, a shelter, and a playground at this facility. Some ideas for the future include adding parking for the dog park and adding a volleyball court.

Seville Park: This 4.2-acre park is located at 2200 Glendalen Road. There is a playground area, portable restroom, sand volleyball court, and picnic tables available at this facility.



River Oaks Water Access: This property consists of a 60-foot strip of land joining River Oaks Trail to the Wisconsin River, for a total of approximately 0.2 acres. This land was dedicated as part of the River Oaks Subdivision in order to meet the public access requirement for subdivisions abutting a navigable lake or stream. In 2016, the Village held multiple meetings, including an open house, to discuss how to develop this park for the betterment of the entire community. The Village Board ultimately decided to approve a Resolution stating that they would be making minimal improvements to the water access in 2017. In 2017, the Village installed signage and property boundary markers.

Fox Ridge Water Access: This 4.1 acre property consists of a gravel five vehicle parking lot off of Pleasant Drive. This property was dedicated to the Village as part of the development of the Fox Ridge Subdivision. The property provides access to Bull Junior Creek, but does not have any improvements beyond the parking lot.

Everest Woods Trails: This 11.1 acre property consists of an 8-foot wide gravel trail that connects Greenbud Road to Lea Road. The trail and property were dedicated as part of the Everest Woods Subdivision. The property consists of two separate parcels, one of which provides a stormwater retention area for the development.

Undeveloped Parks

Bull Junior Creek Natural Area: This 14.75 acre property has been designated as natural area because the majority of the parcel consists of floodplain and wetlands. The property was donated as part of the dedication requirements for the development of the Joe Swiderski Villas and Jo-ann Heights Subdivisions. The Village has discussed the possibility of adding a covered shelter on the small area of upland that exists on the property.

Triangle Park: This triangle shaped, 3.0-acre park is located at CTH X & Pine Road. The parcel is fully covered in red pine and was donated to the Village in 2013. An open house was conducted in 2015. The present idea is incremental development of this park, with construction of a parking area, quarter-mile long nature trail, a sign, and other inexpensive amenities as part of the first phase of development. Future projects could be considered at a later date.

Well-Head Park: The Village's wells are on several parcels owned by the Village, totaling 47.7 acres. Approximately half of the property is wooded. The Bull Junior Creek flows through one of the parcels. No facilities exist yet, however mowed walking paths are currently maintained by the Village. This land has been identified as a possible location for a disc golf course. Restrooms, a pavilion, and a playground may also be desired.

Undeveloped Water Access Locations: The Village has three additional water access locations that remain undeveloped. These lands were dedicated to the Village by Developers in order to meet the public access requirement for subdivisions abutting a navigable lake or stream. They are located on Wood Road (access to Bull Junior Creek), West Nelson Road (access to a backwater of the Wisconsin River), and Gardner Park Road (access to the Wisconsin River).

Recreation

Other recreational opportunities within the Village include numerous waterways within the Village and the two County Forest Units within the Village. Recreational opportunities for the two County Forest Units within Kronenwetter are described below.

Both the Kronenwetter Forest Unit and the Leather Camp Forest Unit have been traditionally managed for sustainable forest management (timber harvests) to keep the forest healthy and provide numerous wildlife habitat benefits. It should be noted that the Leather Camp Forest Unit is designated as a ruffed grouse management area. Hunting is a primary use in both forest units. Both forest units provide non-motorized trails for visitors year-round while only providing motorized trails during the winter season. It is also important to note that in an effort to reduce damage to the natural environment, off-trail biking within these forest units is prohibited.

County Forest Recreational Opportunities in Kronenwetter

- Designated Trails
 - o All-Year: Equestrian, Hunter Walking
 - o Winter: Snowmobiling, ATV/UTV
- Undesignated Trails
 - o Hiking
 - o Mountain Biking
 - o Cross Country Skiing
 - o Snowshoeing
 - o Running
- Birdwatching
- Nature Study
- Hunting, Fishing, Trapping
- Camping
- Picnicking

Energy

The electrical service in the Village of Kronenwetter is provided by the Wisconsin Public Service Corporation. There are two active and two decommissioned coal-fired power plants located in the Villages of Rothschild and Kronenwetter. Weston #4 was brought on-line in June 2008. These plants produce nearly 1,000 megawatts of electricity. Kronenwetter receives nearly \$1 million annually in shared revenue payments as a result of them being located in the Village.

Other electrical needs in Kronenwetter are served by the electrical transmission system. Many high-voltage transmission lines come from the Weston power facility. Two high voltage lines run along County Highway XX east and west, and one runs north and south through the Village. There are also several lower voltage lines, some overhead, some buried that are located throughout Kronenwetter. These lines are owned by American Transmission Company.

Natural gas service in the Village of Kronenwetter is provided by the Wisconsin Public Service Corporation.



*The Weston Power Plant has four operational electric-generating units.
Image Source: WXPR Radio*

Telecommunication and Technology

The importance of technology and telecommunications for connecting people, businesses, and government has grown more important in recent years, and is expected to continue into the future as the information economy and knowledge based jobs continue to grow. Technology has the potential to promote citizen involvement in the community and to increase social connectivity. Technology such as broadband internet access has become vital to businesses and employees alike for tasks such as seeking and applying for jobs, connecting with clients and customers, commerce, and improving the efficiency and cost of manufacturing products.

Technology has also brought about innovations that have the potential to change the urban environment and the services that are often provided within and by cities. Examples of these changes include what has become known as the sharing economy, driverless vehicles, and smartphones.

Telephone service in the Village of Kronenwetter is provided by Verizon/Frontier in the northern portion of the Village and by TDS in the southern portion. This service features digital switches and is linked to a fiber optics & digital microwave network.

Cable service in the northern parts of the Village is provided by Charter Communications. Residents in the rural areas of the Village depend on satellite connections for television services.

Wired broadband internet service within the Village is provided by TDS TELECOM, which has advertised download speeds of up to 15.0 Mbps within the Village, Frontier Communications with advertised download speeds of up to 24.0 Mbps, and Charter

Communications Inc. which serves only the urban portion of the Village and has advertised download speeds of 100.0 Mbps.

Various cellular telecommunication service providers have coverage in the Village and outlying area. Cellular communication and mobile internet are an increasingly important part of daily life and business, with nearly two-thirds of Americans owning a smartphone in 2014, and nearly 19% of Americans relying on a smartphone for internet access. Seven percent of smartphone owners are “smartphone-dependent,” meaning they do not have home broadband service and have limited alternatives for accessing the internet.

Dams & Levees

There are two dams located within the Village of Kronenwetter, one dam is located on the Mosinee Flowage in the western portion of the Village, and the other is located off of Johnson Creek in the eastern portion of the Village.

Other Government Facilities

Village Municipal Center

The Village of Kronenwetter Municipal Center is located at 1582 Kronenwetter Drive and serves as the Village Hall. The Municipal Center contains the administrative offices of all Village departments, the police station, and the fire department.

Library

The Village of Kronenwetter is served by the Marathon County Public Library. The headquarters is located in Wausau. However, the Rothschild Branch and the Mosinee branch are each located about 3 miles from Kronenwetter’s municipal boundaries. The Rothschild branch is open six days a week, and square footage of the building is 3,240 square feet. The Mosinee Branch/Joseph Dessert Library is 5,942 square feet and open five days per week.

The Wausau Headquarters Library is open seven days per week during the winter, and is closed on Sundays in the summer. The library offers internet access, books, magazines, newspapers, videos and books on tape. Standards as established by the Wisconsin Department of Public Instruction indicate a larger facility may be warranted with continued service population growth.

Utilities, Community Facilities and Public Safety Issues

Fire Department Staffing

The Village has struggled to adequately staff the Fire Department in recent years. The Village will need to investigate long term solutions in order to continue serving high quality fire protection to the community.

Water Quality

The two wells in the Village are located in close proximity to one another, meaning that if one well becomes contaminated, the other well will likely become contaminated too.

Water Quantity

With the Village experiencing a rapid increase in population, there are questions of whether or not the Village will need additional wells to provide water for their increasing residential base.

Park Improvements

The Village has gone through various parks planning exercises in the past five years, but very little of the improvements have been completed. The Village needs to find a source of funding to implement these plans in the future.

Aging Population

As the Village's population ages, there will be an increased need to accommodate the aging population in the future. This could include providing senior-living campuses and increasing the amount of medical facilities within the Village.

Goals & Objectives

The following goals and objectives are intended to provide a guide for the future development of the Village.

Utilities

Goal: The Village will maintain utility infrastructure to the highest standards to support residents and businesses of Kronenwetter as the community grows. (SWOT)

- a. Ensure an adequate supply of water exists to account for future development
- b. Strive to provide high quality water that meets Department of Natural Resources standards for an increasing resident base
- c. When considering expanding, upgrading or constructing new facilities, the Village will consider the impact the project will have on the local tax base (SWOT)
- d. Complete any updates to the Water and Sewer Master Plan as needed
- e. Develop a Stormwater Management Plan
- f. Work to bring properties on private well and sewer onto the public system that are located within the proximity of existing public services

Community Facilities

Goal: The Village will provide and support community facilities that are efficient, support residents' needs, and maintain reasonable tax rates.

- a. Strive to have a vibrant park system that provides recreational opportunities for residents of all ages (SWOT)
- b. Look to improve or expand amenities at existing parks
- c. Look to improve existing public space that is not currently developed or is underdeveloped
- d. Develop a plan for funding improvements at existing and new undeveloped parks
- e. Identify existing water access locations and make improvements when practical
- f. Develop marketing material that emphasize the recreational activities available in the Village
- g. Explore opportunities to develop more bicycle and hiking paths
- h. Evaluate and consider developing standards for entrance signage into the Village

- i. Evaluate and consider a wayfinding program for community facilities and landmarks

Public Safety

Goal: The Village will provide cost-effective and high-quality public safety services. (SWOT)

- a. Continue to be an area with a low crime rate
- b. Work to reduce public safety response impact of CN Railroad tracks west of Old Highway 51 (SWOT)
- c. Explore alternate/emergency routes to provide prompt arrival of emergency services
- d. Seek transportation connections to limit the dead-end cul-de-sacs
- e. Develop a long-term plan for the future of the Kronenwetter Fire Department (SWOT)
- f. Explore partnerships with area fire departments and districts
- g. Develop a recruitment process in order to bring on and retain Fire Department members
- h. Mitigate the heroin and methamphetamine epidemics in Marathon County through evidence based practices
- i. Plan for appropriate disaster mitigation preparedness, response, and recovery

Chapter Five

Telecommunications/Broadband Technology

Individuals increasingly rely on technology to connect them to their work place, schools, community, family and friends as well as products, services, and information-which include government information. These technologies include computers; the internet; networks of data-gathering sensors (the internet of things); fiber-optic, cable, and copper wires; and cellular communications.

Technology has the potential to promote citizen involvement in the community and to increase social connectivity. Public records have come to constitute part of the critical infrastructure of our information economy. Most data collected by government sources are open records, so providing easy public access to these records (through a pay portal or for free) will assist businesses and residents with a variety of tasks.

Telecommunications is a critical infrastructure needed for businesses. More and more businesses are relying on internet access for data gathering, online commerce (both for online sales and informational web pages), and video conferencing. Consequently, demand for high bandwidth service is increasing at a tremendous rate. As the community demands more information and resource sharing and as the number of integrated voice and data services continues to grow, businesses may be constrained by telecommunications services if the infrastructure does not expand.

Previous Plans and Studies

Marathon County Broadband Gap Analysis, 2009

In 2009, Marathon County conducted a county-wide broadband gap analysis to identify “county-wide issues related to economical broadband access and telecommunications.” Key findings from this study include:

- Broadband efforts are “diverse in capacity and cost, relatively spotty in coverage, leaving many residents in the County without service.”
- A map depicting several dead zones within Marathon County was produced.
- Anecdotal evidence that suggests that as many as 50% of the homes within the indicated coverage areas cannot receive an adequate wireless connection.
- Results of a residential survey indicating that more than 42% of respondents do not have broadband connections – some by choice.

Recommendations for action suggested by this study include Marathon County undertaking a series of short term (tactical) options followed by longer term plan to pursue more strategic options. Short term tactics included:

- Educating citizens about options that already exist.
- Supporting the expansion of wireless coverage in Marathon County by facilitating use of existing towers by wireless providers and advocating that wireless providers expand coverage in known problem areas.
- Work with providers to apply for grants and loans to improve middle mile bandwidth. Matching funds should be covered by the providers.
- Consider subsidizing infrastructure enhancements through grant funding.

Long term strategic options included:

- Encourage wireline telephone providers to apply for grants and loans that would allow them to expand coverage.
- Seek out partnerships to build out a fiber backbone within the county that would allow either a) fiber to the home (FTTH) or b) fiber as a middle mile technology. A fiber backbone like this potentially would be able to be shared between multiple providers and technologies.
- Research and consider pilot studies of other wired technologies, such as Broadband over Power Lines (BPL). Today, the most likely implementation of BPL would blend fiber in the middle mile with BPL for last mile connectivity.
- Support efforts toward a community area network now being planned.

Broadband Technologies and Infrastructure

The Public Service Commission provides definitions of the types of broadband technologies in their Public Service Commission of Wisconsin's Broadband Reference Guide, January 2014:

Wired Broadband

Wired broadband implies a physical connection between a home or business through a cable. The three main types of wired broadband connections for consumer or residential use include: DSL, coaxial cable, and fiber. DSL uses traditional copper wire telephone lines. Cable television companies, such as Charter, provide service through the use of coaxial cables. Fiber systems are comprised of glass fiber stands over which light signals are sent. Broadband over Powerlines (BPL) is also a form of wired

Internet Access Targets per FCC Order 34-38

General: 25 Mbps

Schools:

Short Term – 100 Mbps

Long Term – 1 Gbps

Libraries:

Short Term – 100 Mbps

Long Term – 1 Gbps

broadband, but has not yet been implemented in Wisconsin at the time of writing. Wired broadband technologies can provide a Wi-Fi network to homes or businesses through the use of a router.

Wireless Technology

Wireless broadband connects a home or business to the Internet using a radio link between the customer's location and the service provider's facility. Wireless broadband is similar to wired options in that it connects to an internet backbone (usually a fiber-optic trunk). However, wireless services do not use cables to connect to the last mile, instead using Wireless Fidelity (Wi-Fi) connections or radio waves. Wireless broadband can be mobile or fixed. Wireless technologies using longer-range directional equipment provide broadband service in remote or sparsely populated areas where DSL or cable modem service would be costly to provide. Speeds can be comparable to DSL and cable modem, provided that Wi-Fi transmitters are well-connected to fiber lines.

Existing Internet Services

Government's role in promoting technology comes in a few ways: 1) to provide an even playing field for businesses and residents to succeed through accessible government information, 2) by allowing right-of-way access and high structure access for infrastructure development, and 3) provide free access to high speed internet for everyone through computers and Wi-Fi networks at libraries, schools, and municipal buildings (Wi-Fi only).

The currently available means of connecting to the internet are via cable modem, digital subscriber line (DSL), fixed wireless service, mobile or cellular wireless, and satellite-based internet service. These options provide a range of speeds and costs to residents and businesses. Fourth generation (4G) technology options such as broadband over power line (BPL), Worldwide Interoperability for Microwave Access (WiMax), fiber, and Long Term Evolution (LTE) are often too expensive for implementation.

Local Facilities with Public Wi-Fi

Providing public Wi-Fi is one way to help provide residents with access to high-speed internet. Listed below are some places in Kronenwetter and the surrounding area that offer free public Wi-Fi (facilities in Kronenwetter are depicted in **bold**):

- **Kronenwetter Municipal Center**
- D.C. Everest School District
- Marathon County Public Library (Rothschild & Mosinee locations)
- Central Wisconsin Airport
- Nearby fast-food, coffee shops, and laundromats

Broadband Coverage in Kronenwetter

Currently, broadband coverage in Kronenwetter can best be described as spotty. Some areas within the Village receive quality access to high-speed internet service, while others receive little, poor quality, or no access to high-speed internet. Two recent local studies, the Village’s Strengths Weaknesses, Opportunities, and Threats (SWOT) Analysis and the Comprehensive Plan Survey of 2018, indicate a threat to the community and a level of dissatisfaction among residents.

In July of 2018, the Village completed a SWOT Analysis. The lack of reliable internet access (as well as poor cell service) in some areas of the Village was identified as a threat in the Village’s SWOT Analysis. A lack of reliable internet access can harm the Village’s chances of attracting new businesses, new residents, and can even make it harder for residents to sell their homes. A lack of reliable internet access can also decrease quality of life for residents and make it harder for them to interact or engage with local government.

As part of the Village of Kronenwetter Comprehensive Plan Survey, respondents were asked a few questions about their feelings regarding internet access within the Village.

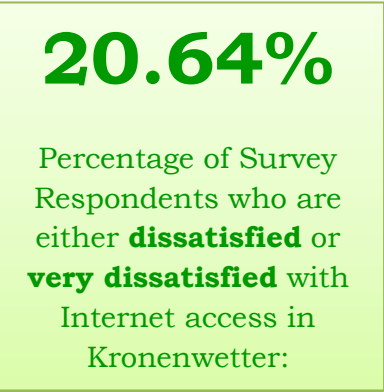


Table 5.1 displays results from a question asking respondents to indicate their level of satisfaction with internet access in the Village. More than one-out-of-five survey respondents (about 21%) replied that they are either dissatisfied or very dissatisfied with internet access within the Village. Additionally, when asked how important they felt it will be to address a list of planning issues in the next 20 years, about 54% of respondents felt that it was very important or important to address the issue of internet access in the next 20 years.

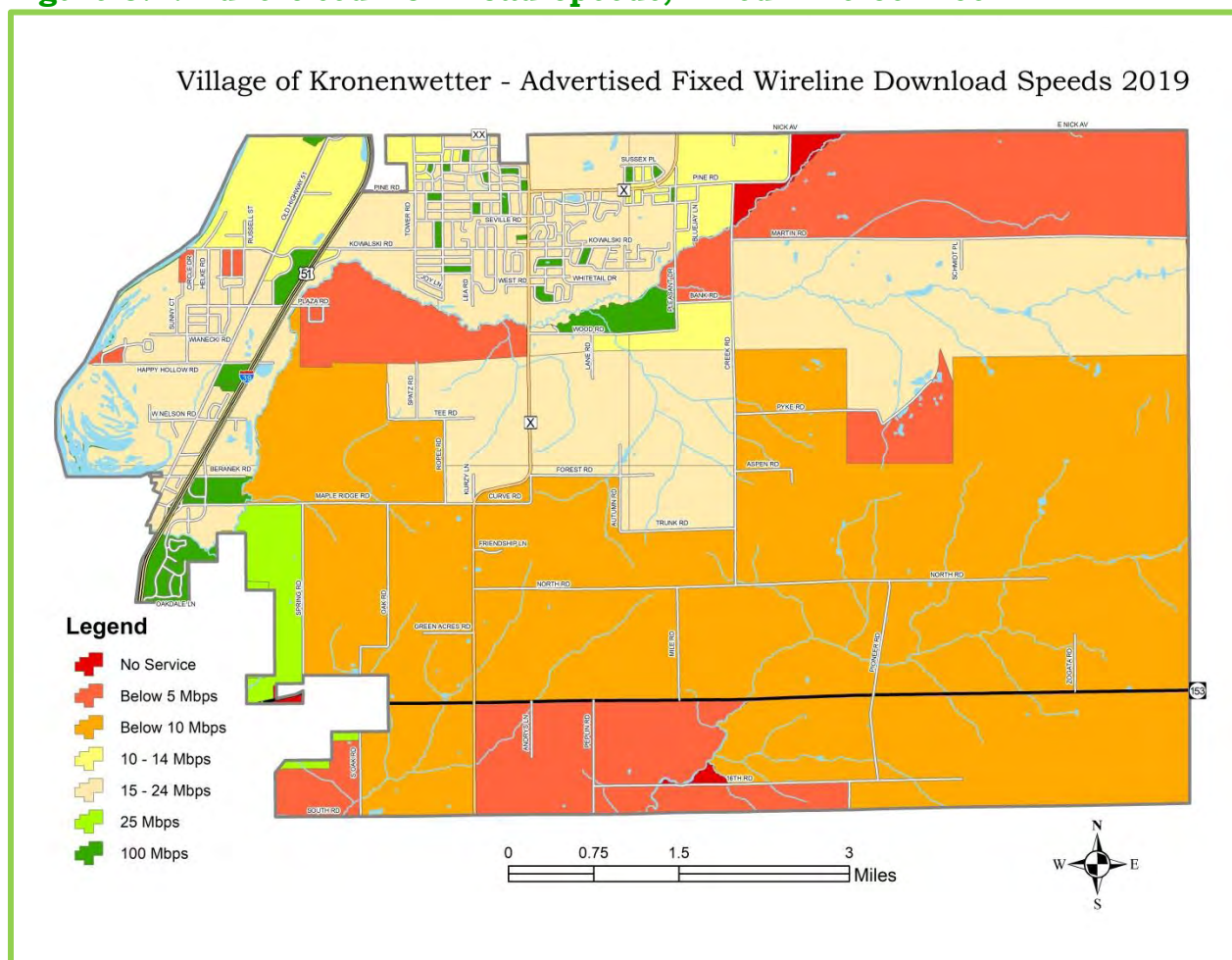
Table 5.1: Internet Access Satisfaction Levels		
Level of Satisfaction	Responses	% of Responses
Very Satisfied	83	13.28%
Satisfied	284	45.44%
Neutral	129	20.64%
Dissatisfied	89	14.24%
Very Dissatisfied	40	6.40%
Source: Village of Kronenwetter Comprehensive Plan Survey, 2018: Question 5		

Broadband coverage is available in both fixed and mobile types. Fixed broadband includes all wireline and fixed wireless technologies. In Kronenwetter, fixed broadband at speeds greater than 25 Mbps can be found, which usually happens where cable TV

lines exist. Fixed wire providers include Charter via cable line which produces speeds of up to 100.0 Mbps, Frontier Communications with advertised speeds of up to 24.0 Mbps, and TDS TELECOM which produces speeds of up to 25.0 Mbps.

Figure 5.1 displays fixed wire broadband coverage within the Village of Kronenwetter as provided by the Wisconsin Broadband Map. The Wisconsin Broadband Map may have the tendency to exaggerate coverage, as they are based on Census tracts, which may be illustrated as “covered” if one resident within the Census tract is covered. Download speeds within the Village are generally below the FCC standard of 25 Mbps, as most areas of the Village do not even have access to download speeds of 10 Mbps. Areas with advertised download speeds meeting or exceeding the FCC standard of 25 Mbps are scattered throughout the developed portions of the Village.

Figure 5.1: Advertised Download Speeds, Fixed Wire Service

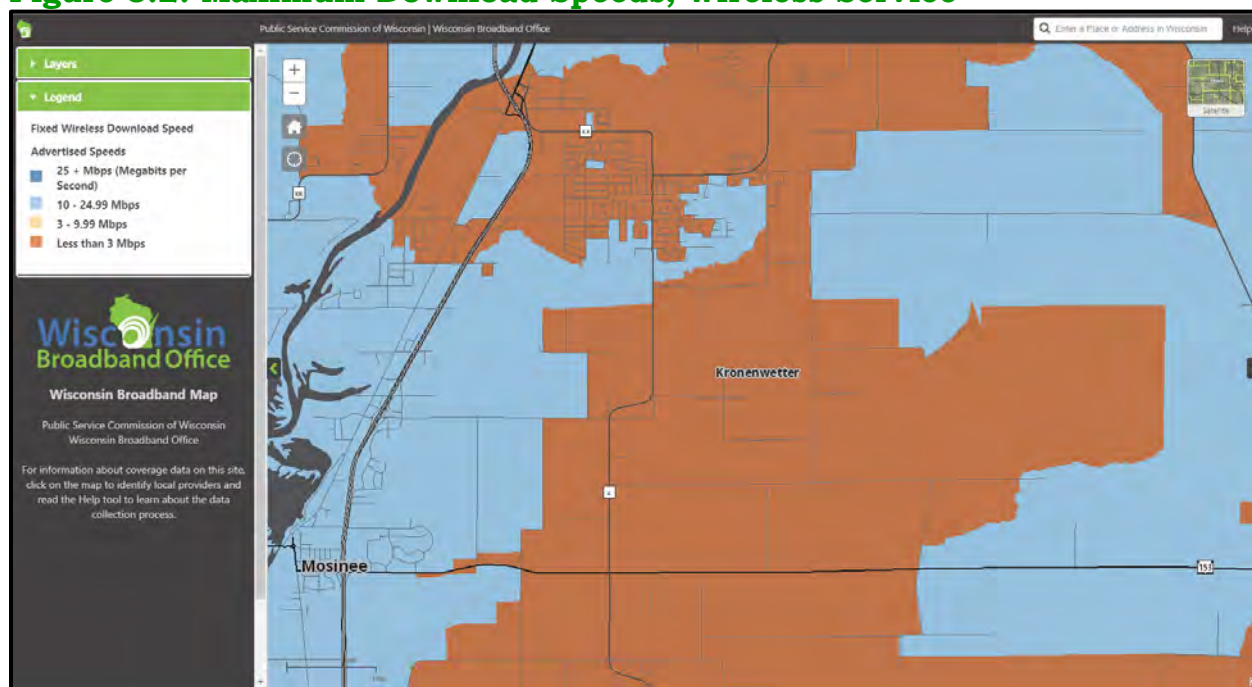


Data Source: Wisconsin Broadband Office

Figure 5.2 displays wireless service broadband coverage within the Village of Kronenwetter. As shown below, advertised download speeds off of wireless service are slower than off of fixed wire service. Download speeds for wireless service within the

Village are much slower in the urban portions of the Village than download speeds for wireline service, as most urban portions of the Village have wireless download speeds below 3 Mbps, compared to download speeds of over 15 Mbps in most urban portions of the Village.

Figure 5.2: Maximum Download Speeds, Wireless Service



Blue = Speeds of 10 to 24.99 Mbps Orange = Speeds under 3 Mbps

Internet Service Providers

One way to improve high-speed internet accessibility within the Village is to work with local Internet Service Providers (ISPs) to provide service to the underserved and unserved areas of the Village. ISPs are organizations that provide internet service for businesses, residents, and any other users of the internet. The most common ISPs in Kronenwetter are Charter Communications, Frontier Communications, and TDS TELECOM. Generally, private providers expand broadband service to areas only where they determine that the rate or economic return is high enough and the risk of the expansion is low enough.

Challenges await communities like Kronenwetter that hope to attract ISPs to provide service to the community, especially when trying to balance community demand for service and price points. In many cases, ISPs expect the local municipality, to fully pay the costs of expanding broadband infrastructure, which subsidizes the costs of ISPs. Since the demand for service is so high, many ISPS choose to maximize their profits by only targeting communities that will have the greatest positive impact on corporate profit.

For areas that local ISPs have identified as unsuitable for expansion, the Village will need to work together with the ISPs to secure or determine funding for expansion. Funding options available include grant funding, tax incremental financing (TIF), and development impact fees.

National User Research

The traditional notion of “going online” often evokes images of a desktop or laptop computer and a dedicated high-speed connection. But for many Americans, the reality of the online experience is substantially different. In 2014, nearly two-thirds of Americans own a smartphone, and 19% of Americans rely to some degree on a smartphone for accessing the internet.

PEW Internet Project 2014

In 2014, the PEW Research Center conducted a survey related to mobile technology as part of a study of the Internet. The study identified the percentage of American adults that own various mobile devices, as follows:

- Own an e-reader – 32%
- Own a tablet computer – 42%
- own a smartphone - 64%
- cell phone – 90%

Some smartphone owners, particularly younger adults, minorities and lower-income Americans, depend on their smartphone for internet access. Of U.S. adults who own a smartphone, 7% are “smartphone-dependent,” meaning that they do not have home broadband service and have limited options for going online other than their mobile device.

Lower income Americans also rely heavily on smartphones for going online. Around 13% of U.S. adults with an annual household income of less than \$30,000 are smartphone-dependent, compared with 1% of those whose family household income is \$75,000 or more.

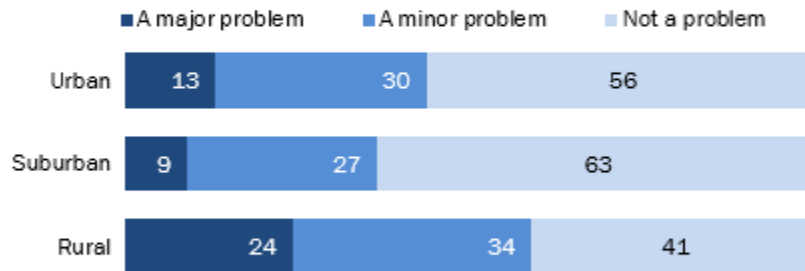
PEW High-Speed Internet Study 2018

In 2018, the PEW Research Center conducted a survey regarding access to high-speed internet. Results indicate that nearly a quarter (24%) of rural residents say access to high-speed internet is a major problem in their area, while an additional 34% say that access to high-speed internet is a minor problem. This means that nearly six out of ten (58%) rural residents believe that access to high-speed internet is a problem in their area. By contrast, smaller shares of residents in urban areas (43%) or the suburbs (36%) view access to high-speed internet service as a problem in their area.

Figure 5.3: High-Speed Internet Accessibility

Roughly one-in-four rural residents say access to high-speed internet is a major problem in their area

% of U.S. adults, by community type, who say access to high-speed internet is ___ in their local community



Note: Respondents who did not answer are not shown.

Source: Survey conducted Feb. 26-March 11, 2018.

PEW RESEARCH CENTER

Access to high-speed internet is a problem experienced at similar rates for all rural residents surveyed, regardless of household income. For example, 20% of rural residents whose household income is less than \$30,000 a year say they have major problems with access to high-speed internet service, while 23% of rural residents whose household income is greater than \$75,000 report having major problems with access to high-speed internet service.

The Federal Communications Commission suggests that part of the reason for access to high-speed internet service being a problem is that rural households are less likely to be wired for broadband services, and also tend to have slower internet speeds compared to other areas of the country. Another obstacle for sufficient access to high-speed internet service in rural areas is a lack of broadband providers, which limits the options available to rural households.

Current Efforts to Improve Broadband Conditions in Kronenwetter

Broadband Forward! Community

The Public Service Commission's (PSC) Wisconsin Broadband Office encourages broadband development and deployment by certifying local communities as being Broadband Forward!. In an effort to become certified as a Broadband Forward! Community, the Village of Kronenwetter created a new chapter in their Code of Ordinances titled "Broadband Network Applications". The purpose of this chapter is to

“encourage the development of broadband access in the Village of Kronenwetter by reducing administrative obstacles to broadband service providers and coordinating the review of applications to ensure such applications are timely processed”.

Telecommuter Forward! Program

In August of 2018, the Village of Kronenwetter passed a resolution in support of telecommuting opportunities and Telecommuter Forward! certification. The Telecommuter Forward! Program is administered by the Public Service Commission’s (PSC) Wisconsin Broadband Office. This resolution appoints the Village Administrator as the single point of contact for coordinating telecommuting opportunities within the Village of Kronenwetter along with various responsibilities.

Potential Funding Opportunities

To help offset the costs of expanding broadband services and improving broadband communication facilities, the Village should seek outside funding sources, such as grant or loan programs, and creative ways to use existing local funding.

Grants

Potential grants the Village could seek include:

Community Connect Broadband Grants: Provides grant money to applicants proposing to provide broadband on a “community-oriented connectivity” basis to currently un- or under-served rural areas for the purpose of fostering economic growth and delivering enhanced health care, education, and public safety services. This grant program is administered by the United State Department of Agriculture via their Rural Utilities Service (RUS) program.

Distance Learning and Telemedicine (DLT): Support deployment of broadband technologies specifically for telemedicine and distance learning applications. DLT offers grants to entities for the purchase of end user equipment to provide education and medical care via telecommunications. DLT grants serve as initial capital assets for using eligible equipment (e.g., video conferencing equipment, computers) that operates via telecommunications to rural end-users of telemedicine and distance learning.

Broadband Technology Opportunities Program (BTOP): The Broadband Technology Opportunities Program (BTOP) is an approximately \$4 billion grant program administered by the National Telecommunications & Information Association (NTIA) to help bridge the technological divide; create jobs; and improve education, health care, and public safety in communities across the country. Funded by the American Recovery and Reinvestment Act of 2009, BTOP projects are deploying broadband internet infrastructure, enhancing and expanding public computer centers, and encouraging the sustainable adoption of broadband service.

State Broadband Initiative (SBI): The National Telecommunications & Information Association's (NTIA) State Broadband Initiative (SBI) seeks to facilitate the integration of broadband and information technology into state and local economies. Funding is used to support the efficient and creative use of broadband technology to better compete in the digital economy. Efforts include programs to assist small businesses and community institutions in using technology more effectively, research to investigate barriers to broadband adoption, innovative applications that increase access to government services and information, and state and local task forces to expand broadband access and adoption. The Public Service Commission of Wisconsin administers this grant in Wisconsin.

Broadband Expansion Grant (Wisconsin Broadband Office): Provides grant money to help offset the construction costs of extending broadband service in underserved areas of the state. The objectives of this grant are to permit individuals that reside in areas of the state that have fewer than two broadband service providers to subscribe to broadband service, and to ensure that grant funds are used for the construction of broadband facilities and are not used to subsidize the expenses of a telecommunications provider or the monthly bills of telecommunications customers.

Video Franchising Fees

In an effort to accumulate more dollars to use for broadband infrastructure expansion and improvements, the Village of Kronenwetter passed an ordinance in November of 2018 that will place **video franchising fees** on service providers. This would not be a tax, but a fee that the Village would charge providers. Cable companies aren't required to charge this fee to the municipality. A municipality can require it in exchange for the service provider utilizing public right-of-way.

Video Franchising Fees:

A fee assessed by local municipalities to service providers that requires the provider to pay a percentage (usually 5%) of their profits to the municipality to use that municipality's property as a right of way for cable service.

Telecommunications/Broadband Technology Issues

Lack of Reliable Internet Access

Levels of internet access vary throughout the Village, with some areas (mostly in the urban portion) experiencing adequate internet access while other areas of the Village experience inadequate or zero internet access at all.

Limited Cell Service

Cell service throughout the Village can be spotty. While there are areas with good cell service, some areas within the Village do not have cell service at all, while others have poor cell service.

Rural Areas

The rural areas of the Village (especially in the eastern half) have the most issues with reliable internet access and cell-service. Enhancing internet access and cell-service in these areas should be a priority moving forward.

Lack of Internet Access in New Residential Developments

Recent housing developments, built in the last few years within the Village, still lack access to wired broadband. The Village has attempted to work with existing providers, but nothing has been done. This is an issue that will need to be corrected.

Goal & Objectives

Goal: The Village will partner with providers to expand affordable and reliable telecommunication and broadband services throughout the Village.

- a. Identify areas of poor internet access, especially wired broadband, and work with service providers to upgrade service to those areas
- b. Identify areas of poor cellular service and work with service providers to upgrade service to those areas

- c. Prioritize expansion of broadband to the more densely developed areas of the Village
- d. Promote options for other sources to provide high-speed internet connections in areas where fiber extension is less financially feasible
- e. Secure grants and other resources to expand broadband in business parks and throughout the community
- f. Implement a joint trench use policy to reduce the number of repeated excavations for the installation and maintenance of communications and utilities infrastructure in public rights-of-way
- g. Share the Village's Capital Improvement Programs with utility and telecommunication companies
- h. Require coordination between road and utility construction projects, and restrict the frequency of road excavations
- i. Strive to coordinate better cellular service throughout the Village

Chapter Six

Transportation

This chapter is designed to guide the future development of the various modes of transportation, including automobiles, transit, active transportation (such as bicycling and walking), railroads, air transportation, and trucking. The transportation network exists to provide mobility and access to people, goods and services locally, regionally, and nationally, and is essential for commerce and recreation. However, it is important to recognize, plan for, and mitigate the negative impacts of the transportation system on people, adjacent land uses, and the environment. These impacts include noise and light pollution, localized air pollution, health problems, crashes, greenhouse gas emissions, and polluted storm water runoff, among other impacts.

Previous Studies

A variety of plans were reviewed as they relate to transportation in the Village of Kronenwetter. These plans provide a starting point for the planning process.

Transportation Improvement Program (TIP)

The TIP is updated by the Wausau MPO, annually. The TIP is developed by the Wausau Metropolitan Planning Organization (MPO) in cooperation with the State, affected transit operators, and local communities within the MPO boundary. The plan identifies transit and highway projects to be funded over the next four year period.

State Trails Network Plan, 2001

The Wisconsin Department of Natural Resources (DNR) created this plan in 2001 to identify a statewide network of trails and to provide guidance to the DNR for land acquisition and development. Many existing trails are developed and operate in partnership with counties. By agreement the DNR acquires the corridor and the county government(s) develop, operate, and maintain the trail.

County Highway XX and X Traffic Engineering/Safety Investigation Study, 2007

In 2007, a study was done on County Highway (CTH) XX/X from Kowalski Road to Tesch Lane. Recommendations included cutting back the tree line at the Terrebonne Drive intersection west along the south side of CTH XX, and at the Whispering Pines intersection north on the west side of CTH XX. The intersection of CTH XX/CTH X and Pine Road is recommended to remain a two-way stop. Traffic volumes do not indicate a need to upgrade to a four-way stop or roundabout. Additional signage enhancements

to increase motorist awareness of upcoming intersections and changes in the curvature of the roadway were also recommended.

Village of Kronenwetter Comprehensive Plan, 2009

This plan focuses extensively on both land use and transportation. The transportation section includes recommendations for the following:

- Inventory and trends of the transportation network;
- Street system characteristics, classifications, and traffic counts;
- A list of transportation issues;
- Recommended transportation system improvements

Wausau MPO Bicycle and Pedestrian Plan, 2015

The 2015 plan assessed the bikeability and walkability of the Wausau Metropolitan Planning Area. An inventory of bicycling conditions and sidewalks, bicycle and pedestrian crashes with vehicles, and bicycle and pedestrian use areas are documented in the plan. Locations of potential bicycle routes and recommendations for roadway improvements were developed, along with safety programming recommendations. The plan identified a committed project scheduled to begin in 2018 on Old Highway 51 in the Village of Kronenwetter. The project is still in the concept phase however due to lack of funding available at the Village level.

North Central Wisconsin Regional Livability Plan, 2015

North Central Wisconsin Regional Planning Commission's Regional Livability Plan (RLP) was adopted in 2015 as an update to their Regional Comprehensive Plan. The RLP provides strategies to increase livability in the region. Goals related to transportation are:

- Goal 6: Provide and improve transportation access to people of all ages and abilities to ensure lifelong mobility and accessibility.
- Goal 7: Fund the maintenance and expansion of the transportation system.
- Goal 8: Enhance the regional economy by supporting airports and freight rail.

Long Range Transportation Plan For The Wausau Metropolitan Area (LRTP), 2016

The LRTP is prepared every five years by the MPO, the County, and WisDOT. The current LRTP was adopted in 2016 and identifies the current conditions in the area to recommend solutions to the issues regarding the deficiencies of the roadways in the area.

Marathon County Comprehensive Plan, 2016

The infrastructure chapter of the Marathon County Comprehensive Plan focuses on maintaining and developing the transportation system to keep Marathon County attractive to businesses and residents. This chapter discusses roads, bicycle and pedestrian transportation, snowmobile and ATV use, public transportation, airports, and freight. This chapter also discusses the connection of land use to transportation.

North Central Wisconsin Regional Bicycle & Pedestrian Plan, 2018

This 2018 plan is a region-wide effort to improve bicycling and walking across the communities. The plan assesses existing conditions related to bicycling and walking, identifying other potential trail and route user groups, identifying routes and describing policies and programs to assist local governments in improving bicycling and walking to promote connectivity between communities and destinations throughout North Central Wisconsin.

Connections 2030

Connections 2030 is a 25-year statewide multi-modal transportation plan that is policy-based. The policies are tied to “tiers” of potential financing levels. One set of policy recommendations will focus on priorities that can be accomplished under current funding levels. Another will identify policy priorities that can be achieved if funding levels increase. Finally, the Wisconsin Department of Transportation also identifies critical priorities that we must maintain if funding were to decrease over the planning horizon of the plan.

Inventory & Trends

This section of the plan reviews local roads, bike & pedestrian trails, airports, rail service, and transit. There are no water transportation services in the Village. These together form the transportation system within the Village and connect the Village to the larger state transportation system.

Road Classification

Principal Arterials: Serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.

Minor Arterials: Like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators providing intra-community continuity and service for trips of moderate length, with more emphasis on land access than principal arterials.

Collectors: Provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it onto the arterial system.

Local Roads: Compromise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to higher order systems. Local streets offer the lowest level of mobility, and high volume through-traffic movement on these streets is usually discouraged.

Local Roadways

Local roads (streets) create the primary transportation system. These roads allow people and goods to move within the Village and provide connections to the county, state and federal road networks. The **Transportation Map** shows the transportation network in Kronenwetter.

The Village of Kronenwetter's principal arterials include I-39/U.S. Highway 51 and Old Highway 51. State Highway 153 west of Oak Road to I-39/U.S. Highway 51, County Highway XX south to Kowalski Road, and County Highway X running east-west are classified as minor arterials. State Highway 153 east of Oak Road, County Highway X south of Kowalski Road, Kowalski Road, and Tower Road are all classified as collector routes.

The Village of Kronenwetter road network consists of roughly 10.57 miles of federal highways, about 8.51 miles of state highways, about 9.19 miles of county highways, and about 106.52 miles of local roads. WisDOT requires all local units of government to submit road condition rating data every two years as part of the Wisconsin Information System for Local Roads (WISLR). The Pavement Surface Evaluation and Rating (PASER) program and WISLR are tools that local governments can use to manage pavements for improved decision making in budgeting and maintenance. Municipalities can use this information to develop better road budgets and keep track of roads that are in need of repair.

The Community Survey that was conducted as a part of this Comprehensive Plan asked respondents multiple questions regarding transportation within the Village. Some results from these questions are highlighted throughout this chapter.

A summary of pavement conditions in the Village of Kronenwetter can be found in **Table 6.1**. Data for pavement conditions is provided for the years 2012 and 2017. Roads exhibiting a surface condition rating at or below "fair" must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of "good" or better will only require minimal preventative maintenance to promote safe travel conditions.

Table 6.1: Summary of Pavement Conditions		
	2012	2017
Surface Type	Miles	Miles
Unimproved	2.16	2.27
Sealcoat or Gravel Road	36.55	40.99
Asphalt and Concrete	65.18	63.26
Surface Condition Rating	Miles	Miles
Very Poor	6.82	0.74
Poor	7.96	2.65
Fair	31.33	46.58
Good	8.89	13.90
Very Good	24.46	40.58
Excellent	22.51	0.97
No Rating	1.93	1.10
<i>Source: Wisconsin Department of Transportation 2012, 2017</i>		

46%

The percentage of survey respondents who answered **“Yes there are specific problem roads or intersections within the Village”**.

Common problem roads listed include: County Highways X & XX, Kronenwetter Drive, Kowalski Road, Terrebonne Road, and Old Highway 51.

Table 6.2 highlights the road segments that were classified as “poor” or “very poor” for the 2017 WISLR update. A total of 3.39 miles of roads were classified as “poor” or “very poor” within the Village in 2017, a massive improvement from the 14.78 miles of roads that were classified as “poor” or “very poor” in 2012.

Table 6.2: Poor and Very Poor Road Segments				
Road Segment	Starts at	Ends at	Rating	Mileage
Tee Road	Termini	Timber Ridge Road	Very Poor	0.05
Russel Street	Blueberry Lane	Termini	Very Poor	0.13
Village Way Drive	Old Highway 51	Termini	Very Poor	0.16
Aspen Road	Creek Road	Termini	Very Poor	0.19
Beranek Road	Kronenwetter Drive	Termini	Very Poor	0.21
North Road	N Pioneer Road	Termini	Poor	0.11
16th Road	Termini	Pioneer Road	Poor	0.33
E Nick Avenue	Kimieck Street	Termini	Poor	0.88
Zogata Road	STH 153	Termini	Poor	0.50
16th Road	Termini	Pioneer Road	Poor	0.42
Tracy Court	Wood Road	Termini	Poor	0.10
Sunny Court	Wianecki Road	Termini	Poor	0.16
South Road	Gorski Lane	Peplin Road	Poor	0.15
<i>Source: Wisconsin Department of Transportation</i>				

Most of Kronenwetter’s local road network is a well-connected grid system, which makes navigation simpler and encourages alternative forms of transportation, such as

bicycling and walking, through easy access and numerous alternatives to busy arterial streets. This system also provides more options for emergency service access, such as police and fire. While grid systems often have more road surface than other types of systems, their efficiency reduces the distance travelled and movements necessary, reducing wear and tear on the road system, and allow for narrower roads due to the availability of alternative routes to avoid congestion.

Annual average daily traffic counts (AADT) are measured and calculated by the Wisconsin Department of Transportation. **Figure 6.1** shows traffic count locations within the Village and **Table 6.3** shows the AADT for the last 15 years. Monitoring these counts provides a way to gauge how traffic volume is changing in Kronenwetter. Congestion levels, pavement quality, bridge conditions, and safety are some considerations used by WisDOT to determine what state highways need improvements within existing funding levels.

Figure 6.1: Traffic Count Locations

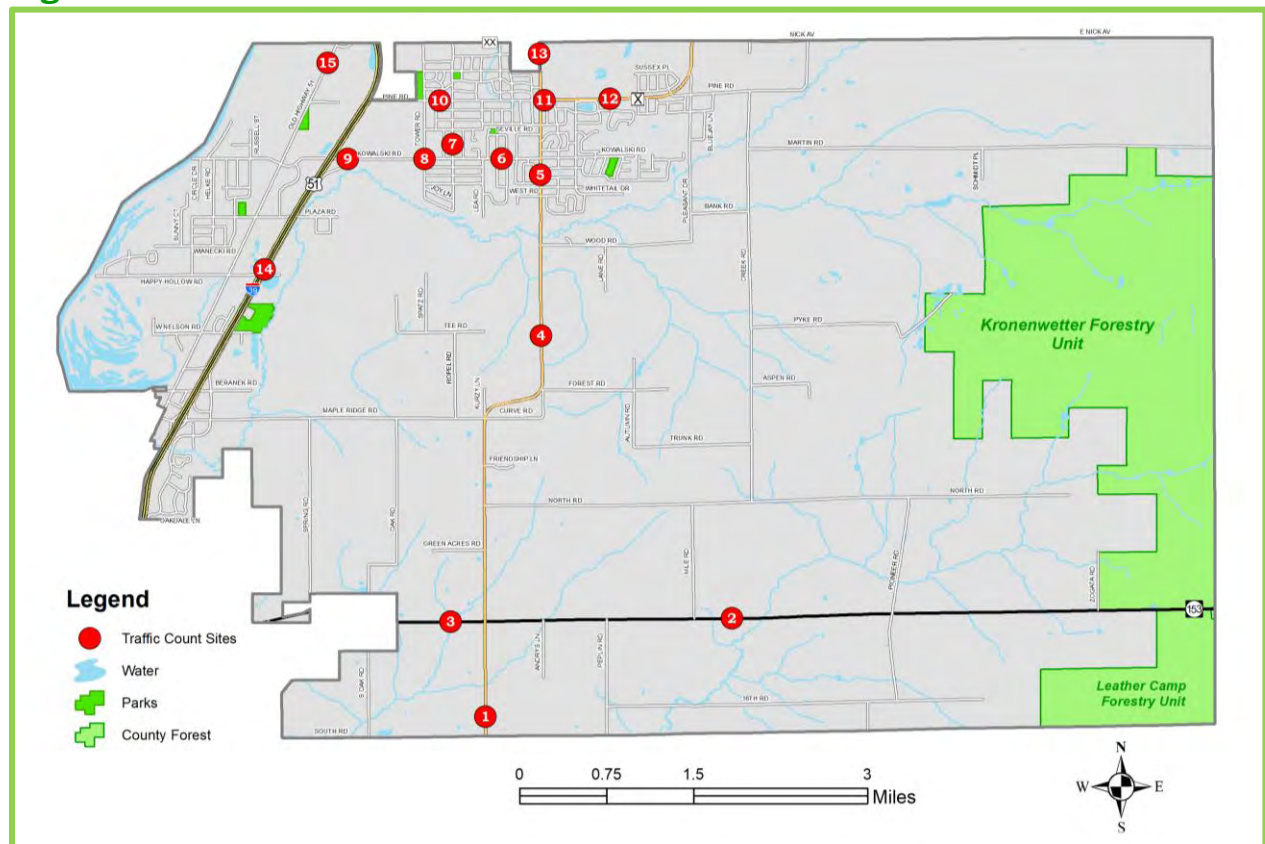


Table 6.3: Annual Average Daily Traffic at Recorded Sites in Kronenwetter

Site	2004	2007	2010	2013	2016
1	1,500	---	960	---	---
2	1,100	1,500	1,300	---	---
3	2,900	2,400	2,700	---	---
4	4,200	---	2,300	---	---
5	---	---	5,000	---	3,800
6	1,500	---	1,700	---	1,600
7	---	---	950	---	---
8	2,100	---	---	2,600	---
9	1,600	---	1,700	---	2,000
10	---	---	470	---	---
11	---	---	1,100	---	---
12	---	4,200	4,600	5,700	---
13	---	3,900	3,500	4,100	---
14	---	---	25,000	29,800	32,700
15	---	---	5,200	5,500	4,700

---: No count available. Source: WisDOT

The Village's local road network is maintained by the Public Works Department. The Village uses a five-year Capital Improvement Plan (CIP) to plan for short term future road projects. Road projects are prioritized based on a number of factors, which should include necessary utility repairs or maintenance, road surface condition, volume of traffic, and importance as a bicycle or pedestrian connection, and the need for safety improvements.

The Marathon County Highway Department prepares its own roadway management plan that identifies projects on county highways. Annual road improvement plans are created and submitted to the County Board for approval.

WisDOT prepares six-year highway improvement programs by region that identify projects for Interstate highways, U.S. highways, and state highways.

Interchange Analysis

There is one interchange located within the Village, the Interstate 39 (I-39)/U.S. Highway 51 at Maple Ridge Road Interchange. **Table 6.4** provides an overview of the interchange characteristics for potential development. Traffic counts, soil suitability for residential and commercial development, and existing land use are identified. This interchange is very important for access by industries and residents in Kronenwetter.

Kronenwetter has long sought a second interchange from I-39/U.S. Highway 51 at Kowalski Road. Having an interchange at this location would be advantageous for the Village as it would allow traffic to better access the entire Village and allow for additional development and growth. The current interchange on Maple Ridge Road is on the far south western border of the Village near Mosinee. There is no northern Kronenwetter interchange – the next entrance/exit point is in the Village of Rothschild at Cedar Creek.

When asked whether the Village should work with legislators to continue to pursue adding an interchange at Kowalski Road, **58%** of survey respondents answered **“Yes”** the Village should pursue this project.

Table 6.4: Interstate 39 - Maple Ridge Road Interchange Analysis

Average Annual Daily Traffic Counts (AADT)	I-39	Maple Ridge Rd
	North of Interchange	West of Interchange
	2010 - 25,000	2010 – No Data
	2013 - 29,800	2013 – No Data
	2016 - 32,700	2016 - 6,200
	South of Interchange	East of Interchange
	2010 - 24,100	2010 – No Data
	2013 - 26,100	2013 – No Data
	2016 - 29,700	2016 – No Data
Interstate 39 - Maple Ridge Road Interchange Area		
	Current Land Use	Future Land Use
NE area by Interchange	Residential, Commercial (10%), Industrial and Open Lands	Industrial / Commercial (BP)
NW area by Interchange	Open Lands, Commercial (45%), and Residential	Commercial (B1, B2, and B3) and Industrial (M1, M2)
SE area by Interchange	Open Lands, Commercial (5%), Industrial, and Residential	Commercial (B1, B2, and B3) and Industrial (M1, M2)
SW area by Interchange	Open Lands, Commercial (5%), Woodlands and Residential	Commercial (B1, B2, and B3) and Residential
Visibility from freeway	Ramps are raised to meet crossroad. Good visibility of all four areas	
Environmentally Sensitive Areas	Floodplains located SE and SW of Interchange, Wetlands located SE of Interchange	
Soil Suitability for Dwelling w/ Basement	Areas adjacent to Interchange are not limited. Areas SE of Field Rd very limited	
Soil Suitability for 2 Story Commercial Buildings	Areas N, NE, and W are not limited. Areas SE, SW, and NW range from somewhat limited to very limited.	
Development Opportunities & Limitations	Opportunities: 2015 Maple Ridge Development Concept Plan showed potential for area to become a "Kronenwetter center". Existing TIF in area. Limitations: Some environmental issues. Access off Maple Ridge Drive or Kronenwetter Drive limited in some areas. Existing low density development.	
Source: NCWRPC, WisDOT		

Bicycle & Pedestrian Transportation

Both bike and pedestrian facilities are important for the residents of the Village. Many people rely on alternative transportation due to mobility challenges or the inability to purchase and maintain an automobile, while others choose alternative modes for health, convenience, environmental, or other personal reasons. Providing the appropriate infrastructure will help keep those with no alternative safe and convenient, while encouraging others that would like to bicycle or walk for transportation.

Bicycle facilities can consist of a wide range of infrastructure ranging from low traffic neighborhood streets to separate multi-use paths, from bicycle sensitive traffic signals to traffic lights that simply detect stopped bicyclists. Facilities also include destination amenities such as secure bicycle parking, showers and lockers. Multi-use trails are often used for recreational activity but if planned correctly they can provide important transportation connections for work, shopping, and recreational trips.

Everyone is a pedestrian at some point in their trip, whether they are walking to their car, bus stop, or make the entire journey on foot. Pedestrian facilities are designed to improve the safety of pedestrians and reduce conflicts between the various road users. These include sidewalks, crosswalks, paved shoulders, traffic signals, street lighting, median islands, terraces, multi-use paths, and other treatments. These types of facilities are especially important for at-risk populations, including children, the elderly, and those with physical disabilities.

All roads within the Village except I-39/U.S. Highway 51 are available for bicycle travel. However, characteristics such as road design, travel speeds, bicycle facilities, amount of traffic, and amount of truck traffic influence whether bicyclists feel comfortable or safe on a road. While lower traffic levels make most local roads suitable for bicycling, arterial and collector roads are important to connect bicyclists to their destinations and to provide faster, more direct routes.

Question 17 of the community survey asked respondents to provide comments for the following question: **“What outdoor recreational opportunities should be developed or expanded in Kronenwetter?”** of the 304 responses, **44%** of the replies suggested **adding more bicycle & pedestrian trails and/or lanes.**

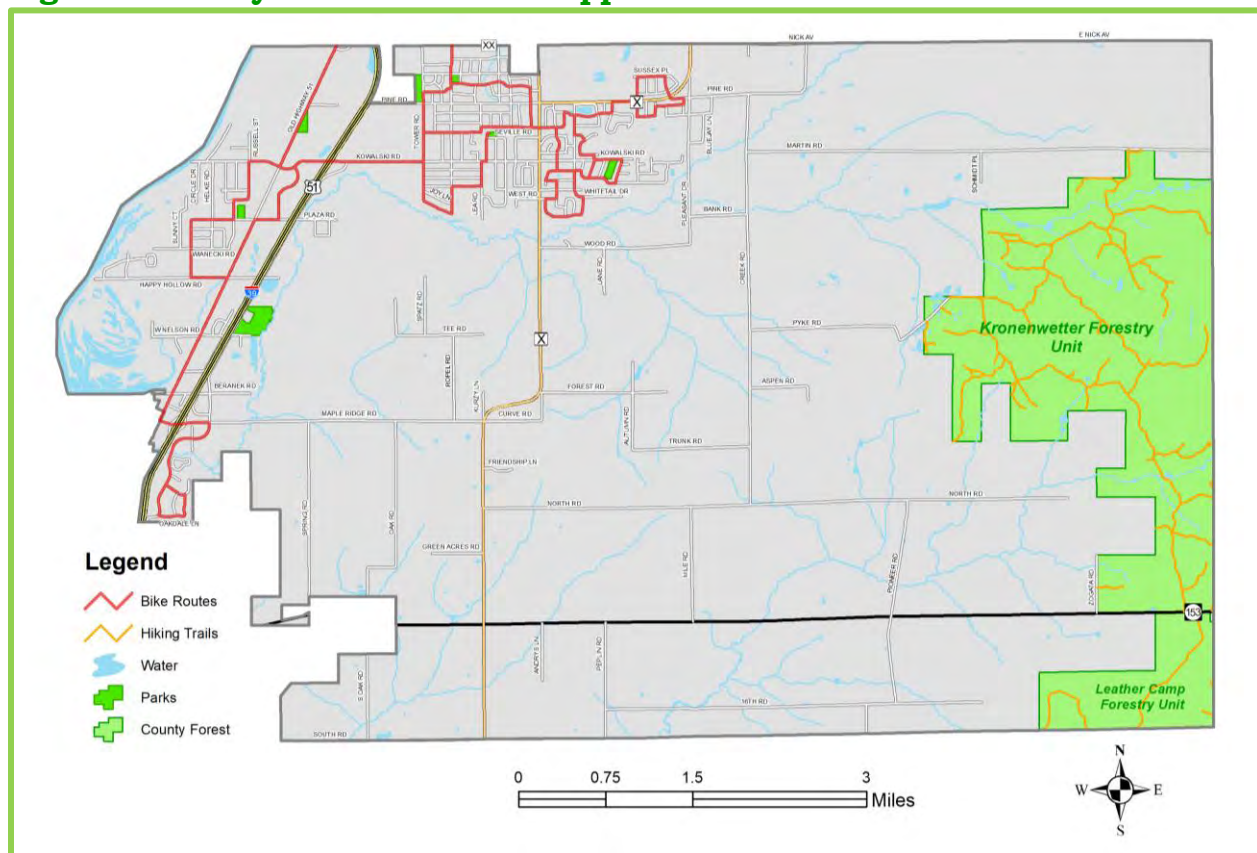
According to the Wisconsin Department of Transportation, State Highway 153 is rated as suitable for bicyclists and is considered to be in best condition with a paved shoulder. County Highway X is rated as suitable and in moderate condition between South Road and Maple Ridge Road, and not suitable north of Maple Ridge Road due to high volumes of traffic.

The Village of Kronenwetter has several miles of bicycle routes throughout the community. In addition, many of the local roads in Kronenwetter are wide enough to support bicycle traffic on the shoulder areas of the roadway. The Village is also located close to Mountain Bay Bike Trail, an 83-mile trail system that runs from Rib Mountain to Green Bay. **Figure 6.2** displays the Village’s signed bicycle route in addition to hiking trails and parks within the Village.

Sidewalks, the primary pedestrian transportation infrastructure, are not uniformly available throughout the Village. In fact, there are few areas in the Village that have any sidewalks installed. There are several trails in the Kronenwetter and Leather

Camp Forestry Units for hiking. Pedestrians can walk along roadways and on bicycle trails.

Figure 6.2: Bicycle & Pedestrian Opportunities



Airports

There are two private grass strip airports located within Kronenwetter, one located near the southern border of the Village, and one located near the northern border of the Village.

The Central Wisconsin Airport (CWA) is located in the City of Mosinee and in very close proximity to the Village. CWA is a joint venture of Marathon and Portage Counties. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The terminal has been modernized and highway access reconstructed to be more convenient. Service is provided through American Airlines, United Airlines, and Delta Airlines, offering daily flights that connect through Minneapolis, Chicago, and Detroit. There are also daily air freight and express flights.

The Wausau Municipal Airport, located in the City of Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters, and privately owned aircraft. Services available include: air charter, flight instruction,

aircraft rental, scenic rides, as well as aviation line services such as refueling, transportation, lodging, and catering.

Rail

The Wisconsin Central (Canadian National Railroad [CN]) Railroad runs parallel to Old Highway 51 through the Village. The rail line connects the cities of Wausau and Tomahawk to the north and Mosinee, Stevens Point, and Wisconsin Rapids to the south.

Nationally, rail traffic is expected to increase through 2040. Local rail conditions will depend greatly on decisions made by rail companies, the location of businesses that ship by rail, and the freight decisions of local businesses. Growth of rail traffic could require an increase in safety measures. Maintaining the rail service to the area may contribute to attracting rail based businesses and reduce the freight transported by trucks over the highway system, reducing the road maintenance needs. The rail system can create hazardous conditions at road crossings, especially for bicycles and wheelchairs that can get wheels stuck in between the tracks. These issues can be mitigated through intersection and crossing design.

Bus/Transit

Transit service is vital for a healthy urban community for numerous reasons. It is often the only form of transportation for low income, senior and disabled community members, proving essential to access employment and other goods and services. Transit reduces congestion and road maintenance costs by reducing the number of private automobiles on the road. The benefits of these services accrue not only to those using the transit system, but to everyone within the community, in the form of shorter travel times, higher overall incomes, reduced unemployment, higher social mobility, and reduced air pollution. However, the convenience of a transit system greatly affects whether choice riders will choose to take public transit. People are willing to walk up to a ½ mile to reach a rail stop and up to a ¼ mile to reach a bus stop. Additionally, long trip times or unreliable service can push choice riders to other modes of transportation or even make steady employment impossible for those that have no other choice.

There is currently no regular fixed route transit service within the Village. Maintaining public transit in the Village and surrounding area has been difficult in the current budget climate, as well as the feasibility of maintaining a route between rural communities.

However, there are numerous options available to residents that allow for custom routes; including private licensed taxi services and ride hailing services, such as Uber. Ride hailing services use online platforms (“apps”) to connect passengers and local drivers. Passengers can use a ride hailing services app to have a driver pick them up

and transport them to their desired location. Ride hailing drivers use their own vehicles to transport their passengers, and are often a cheaper alternative to a licensed private taxi service.

Transit service for the elderly and disabled is provided by Marathon County through North Central Health Care (NCHC). The services include flexible demand and volunteer driver services available with a 48-hour notice (requests less than 48 hours are fulfilled as resources allow).

The nearest intercity bus access is available at the MetroRide transit center in downtown Wausau. Service is provided by Jefferson Lines and Lamers Bus Lines to Minneapolis, Green Bay, Madison, and Milwaukee.

Transit systems can and should be integrated with bicycle and pedestrian infrastructure, as most riders begin and end their transit trip as a bicyclist or pedestrian. Providing exterior bicycle racks on buses can greatly increase the mobility of transit riders. The pedestrian infrastructure network must provide accessibility where riders board and alight, which in this case is at the origin and destination of any transit rider.

Transportation and Land Use

The interrelationship between land use and transportation makes it necessary for the development of each to be planned with the other. Types, intensities, and patterns of land uses influence the traffic on roadways, the demand for transit, and the feasibility of active transportation. Intensely developed land often generates high volumes of traffic, yet if it is developed densely while encouraging alternative transportation, traffic increases can be mitigated. If this traffic is not planned for, safety can be seriously impaired for both local and through traffic flows. On the other hand, transportation infrastructure and investments influence the development intensity, desirability, and accessibility of adjacent land, affecting the potential uses.

Traffic generated and attracted by any new land use can increase congestion on the roadway system. Even without creating new access points, changes in land uses can alter the capacity of the roadway. The new business may generate more vehicle traffic. An uncontrolled number of driveways tends to affect highways by increasing the amount of turning traffic into and out from these attached driveways, therefore impairing safety and impeding traffic movements.

Changing Transportation Systems

New technologies including electric vehicles (EVs), plug-in hybrids, and autonomous (driverless) vehicles have been rapidly advancing and growing in popularity. Experts predict that vehicles will have limited autonomy in 5-10 years and be highly automated within 10-20 years, well within the horizon of this plan. It will be necessary

for Kronenwetter to be aware of the changes needed to adapt to these systems and accommodate the shifts in how people get around. Additionally, funding constraints at the local, state, and federal levels of government for transportation suggest that priority should be given to safety and equity enhancements and maintenance of the existing road network, rather than capacity expansions.

Transportation Issues

Increased Traffic Levels

With the addition of new subdivisions, the Village is expecting an increase in traffic levels. This could create safety problems for roads such as the south end of Kronenwetter Drive, meaning the Village will have to consider adding stop signs or other traffic control measures to increase safety on impacted roads.

Intersection of CTH X, CTH XX, and Pine Road

Residents have voiced their concerns about the safety of the intersection of County Highways X and XX and Pine Road. The County has 1 acre of land currently set aside for potential future road expansion at this intersection.

Limited Accessibility

The Village has looked at options for opening up several areas limited by long one way in, one way out roadways. These situations often occur in the rural areas of the Village and also in the area west of Old Highway 51 encumbered by the railroad tracks.

Reduced Funding for Transportation Repair/Maintenance

Reduced funding for the upkeep of the Village's transportation network means that the Village will have to find a way to do more with less to uphold their standard for maintaining their roads.

Goal & Objectives

The following goal and objectives are intended to provide a guide for the future development of the Village.

Goal: The Village will develop and maintain a safe, efficient, and interconnected transportation network serving motorists, businesses, pedestrians, and bicyclists.

- a. Continue to invest in a regular roadway maintenance schedule in order to utilize property taxes efficiently (SWOT)
- b. Utilize PASER rating data to prioritize necessary infrastructure repair projects
- c. Seek to improve access to Interstate 39 for increased regional mobility, including a Kowalski Road Interchange
- d. Continue to develop and promote good connections with adjacent communities.
- e. Strive for increased communication and coordination with Marathon County regarding County roadway improvements and maintenance
- f. Request Marathon County investigate County X and XX level of service and safety issues in order to plan for long-term transportation infrastructure
- g. Work with entities interested in bringing mass transit services to the Village
- h. Seek to improve signage on the interstate system to show access to Kronenwetter at State Highway 153
- i. Develop a plan for non-motorized transportation to improve routes internal to the Village and to connect with routes in neighboring communities.
- j. Review subdivision regulations in order to ensure that new developments are meeting the desires of residents for non-motorized transportation
- k. Create and update our Master Roadway Plan on a consistent schedule
- l. Monitor roadway signage in order to ensure safe travel as vehicle traffic increases within different parts of the Village

- m. Collect and monitor traffic counts on key Village roadways in order to monitor usage
- n. Monitor traffic crash data to identify problem roadway sections and intersections

Chapter Seven

Economic Development

This chapter examines the components of economic development in Kronenwetter. The chapter reviews previous studies related to economic development and the current economy. Local, county, regional, and state economic development programs are identified. Economic development issues, recommendations, and implementation strategies will also be discussed.

Previous Studies

Village of Kronenwetter Comprehensive Plan, 2009

The 2009 Comprehensive Plan provides statistics on the economic sectors, labor force, educational levels, and income levels for both the Village of Kronenwetter and Marathon County. The plan also identifies Tax Increment Finance Districts and brownfield redevelopment sites. There are three goals identified in the 2009 Comprehensive Plan.

Village of Kronenwetter Strategic Economic Development and Marketing Plan, 2011

In 2011, Vierbicher Associates assisted the Village of Kronenwetter in adopting the Village's current Strategic Economic Development and Marketing Plan. The plan created a vision statement for the community, identified uses, necessary improvements, and potential sources of financing for redevelopment of the Interstate 39/Highway 51 corridor, identified opportunities for business growth in Kronenwetter based on local or regional economic drivers, identified specific industry recruitment targets, and formulated an economic development strategy, implementation plan, and marketing materials to aid the Village in achieving the goals set forth in the plan.

The plan included a survey which asked citizens to identify preferences, priorities, and tradeoffs related to economic development initiatives. The top five economic development strategies supported by citizens in the survey are to: promote fiscally responsible government, encourage growth of existing businesses, create a strong climate for new business formation, increase outdoor recreation access and amenities, and to improve quality of life and community amenities.

The plan identified the following vision statement: "Kronenwetter is a safe, growing, family-oriented community strategically located between Wausau and Stevens Point

with a highly educated and skilled workforce and a focus on promoting economic opportunities while preserving a high quality of life”.

Maple Ridge Development Concept Plan, 2015

This plan was created by North Central Wisconsin Regional Planning Commission to evaluate development potential centered near Interstate 39 (I-39) and Maple Ridge Road. The plan examines existing uses, reviews demographics, conducts a retail analysis, and provides 13 site assessment and development concepts. The final result of the plan was the identification of potential uses within the area, based on demographics and market analysis.

The overall concept of this plan is to encourage mixed use development in the study area. A key component necessary to attract business and developers to this area is increased population on or near the site. This can be accomplished by creating a walkable and livable development with a variety of services and amenities to attract residents. A site assessment that includes specific recommendations and possible build out scenarios is provided for each of the thirteen development sites included in the plan.

North Central Wisconsin Regional Livability Plan, 2015

North Central Wisconsin Regional Planning Commission’s Regional Livability Plan (RLP) was adopted in 2015 as an update to their Regional Comprehensive Plan. The RLP includes an Economic Development Assessment identifying the issues and opportunities in the region. The RLP focuses on specific economic development issues affecting the region’s livability. The plan discusses the projected shortage in labor force, the need for employment opportunities providing living wages, and broadband issues. The plan also discusses how transportation, housing, economic development, and land use affect livability in the region. The RLP provides goals, objectives, and strategies to increase livability in the region that are to be used by counties and municipalities while updating their long term strategies. Many of the goals and objectives are specifically applicable to Kronenwetter.

Marathon County Comprehensive Plan, 2016

The county plan includes statistics and information on the county’s economy and specific goals, objectives, and recommendations. Analysis includes general economic conditions of Marathon County (existing conditions) such as: unemployment trends, industry sector job growth trends, survey results on economic concerns of county residents, and average annual wages by industry. The plan also includes the discussion and identification of economic development initiatives such as the county’s revolving loan fund. The plan discusses workforce programs, development and redevelopment areas, and key economic industries within the county. There are a variety of objectives and proposed action items to achieve each goal as well as the identification of organizations/agencies involved.

Metro Area Economic Assessment, 2017

In 2017, the discussion of a regional economic strategy started when Marathon County Economic Development Corporation (MCDEVCO) invited Wausau metro region community leaders to discuss economic development issues. Topics discussed included slow population growth, labor shortages, low wages, and other issues. None of the local communities or the County has a formal economic development strategy beyond the existing economic development sections from their individual comprehensive plans and other similar plans. The conclusion was that dealing with these challenges as individual communities was difficult and collaboration might be the best approach.

The Metro Region Economic Development Assessment is the first step in creating a formal regional economic development strategy for the communities of Kronenwetter, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Wausau and Weston. Combined, these communities are the urbanized core of Marathon County. The purpose of this assessment is to provide a background for a future regional economic strategy. This assessment combines community demographic, labor force, and local economy data to provide an illustration of the larger area trends within the Wausau metro region.

Facing the issues of a low-growth population, transitioning industries, labor shortages, and low wages will be difficult. Together, the metro region municipalities are much better equipped to solve these issues by pooling resources and cooperating with each other, rather than competing against each other.

Comprehensive Economic Development Strategy (CEDS), 2017

Marathon County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). (NCWRPC) is the agency that is responsible for maintaining that federal designation. As part of maintaining that designation, the NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) report. The report serves to summarize and assess economic development activities of the past year and present new and modified program strategies for the upcoming year.

Key components from this regional level plan include an inventory of the physical geography of the region and its resident population. Labor, income, and employment data are reviewed as well as an in-depth analysis of the economic status of the region.

Inventory & Trends

This section includes statistical information for the Village of Kronenwetter and Marathon County. It should be noted that employment data in Tables 7.1, 7.2, 7.6, and 7.7 are presented at the ZIP Code (54455) level, leading to the City of Mosinee

being included with Kronenwetter statistics, as the two municipalities share a zip code.

Employment by Sector

Total employment represents the number of jobs filled in the Village of Kronenwetter. Employment includes residents of Kronenwetter who are employed in the Village as well as employees who live outside the Village and commute into the Village for work. Employment by sector for all employed Kronenwetter residents, both those who work in the Village and those who work outside of the Village, is discussed in the Background and Demographics Chapter.

The economy is made up of 20 basic economic sectors. They are: Crop and Animal Production; Mining, Quarrying, and Oil and Gas Extraction; Utilities; Construction; Manufacturing; Wholesale Trade; Retail Trade; Transportation and Warehousing; Information; Finance and Insurance; Real Estate and Rental Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; Administrative and Support of Waste Management Remediation Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; Accommodation and Food Services; Other Services; and Government.

Total employment in the Village of Kronenwetter increased six percent from 5,327 in 2010 to 5,760 in 2017. Employment data in **Table 7.1** is broken down by North American Industry Classification System (NAICS) sectors. The largest percent increases in employment were in the Management of Companies and Enterprises (326%); Mining, Quarrying, and Oil and Gas Extraction (207%); and Educational Services (39%) sectors. In 2017, the top three employment sectors based on total employment in the Village of Kronenwetter were Manufacturing (1,142), Government (850), and Crop and Animal Production (566). The largest increase in total jobs during the same time period was in the Manufacturing sector, which increased by 217 jobs. The top three employment sectors represent roughly 45 percent of the total employment in the Village. Between 2010 and 2017, 14 sectors experienced positive growth, while four sectors experienced negative growth, and two sectors did not see a change in total employment. The largest net decreases in employment were in Wholesale Trade (-18% or 37 jobs), Transportation and Warehousing (-17% or 89 jobs), and Construction (-10% or 26 jobs).

In comparison, employment in Marathon County increased eight percent from 71,412 in 2010 to 76,903 in 2017. Manufacturing (16,353 jobs), Health Care and Social Assistance (9,354 jobs), and Retail Trade (8,244 jobs) are the three largest sectors in the County. Together these three sectors account for roughly 44 percent of all employment in the County. Management of Companies and Enterprises and Manufacturing experienced the largest net employment growth during this time, increasing by 2,172 jobs and 1,735 jobs respectively. Management of Companies and Enterprises experienced the largest percent growth over the time period, increasing by

326 percent. Overall, 12 of the 20 sectors experienced positive growth between 2010 and 2017.

Table 7.1: Employment by Sector

NAICS	Industry	Kronenwetter Area*			Marathon County		
		2010	2017	% Change	2010	2017	% Change
11	Crop and Animal Production	566	566	0%	2,153	2,225	3%
21	Mining, Quarrying, and Oil and Gas Extraction	29	89	207%	32	106	231%
22	Utilities	0	0	0%	208	299	44%
23	Construction	271	245	-10%	2,925	3,054	4%
31	Manufacturing	925	1,142	23%	14,618	16,353	12%
42	Wholesale Trade	206	169	-18%	4,164	4,397	6%
44	Retail Trade	351	357	2%	8,481	8,244	-3%
48	Transportation and Warehousing	518	429	-17%	2,490	2,361	-5%
51	Information	48	64	33%	552	421	-24%
52	Finance and Insurance	122	143	17%	5,094	4,964	-3%
53	Real Estate and Rental Leasing	100	133	33%	483	590	22%
54	Professional, Scientific, and Technical Services	286	304	6%	2,270	2,163	-5%
55	Management of Companies and Enterprises	23	98	326%	667	2,839	326%
56	Administrative and Support and Waste Management and Remediation Services	36	43	19%	1,964	2,175	11%
61	Educational Services	18	25	39%	536	537	0%
62	Health Care and Social Assistance	310	323	4%	8,152	9,354	15%
71	Arts, Entertainment, and Recreation	19	26	37%	693	1,166	68%
72	Accommodation and Food Services	326	338	4%	4,757	4,859	2%
81	Other Services	333	325	-2%	3,143	2,825	-10%
90	Government	839	850	1%	8,025	7,971	-1%
	Total	5,327	5,670	6%	71,412	76,903	8%

Source: EMSI, 2018
*Includes ZIP Code 54455

NAICS 11: Crop and Animal Production

Between 2010 and 2017, employment in this sector stayed at 566 jobs in the Village of Kronenwetter. In comparison, County employment in this sector increased by three percent during the same time period. The Crop and Animal Production sector accounts for ten percent of total employment in Kronenwetter and three percent for the County.

NAICS 21: Mining, Quarrying, and Oil and Gas Extraction

Employment in this sector has increased rapidly in both the Village and the County since 2010. In the Village, employment increased 207 percent from 29 jobs in 2010 to 89 jobs in 2017. In Marathon County, employment increased 231 percent from 32 jobs in 2010 to 106 jobs in 2017. Total employment in this sector accounts for two percent of total employment in Kronenwetter and 0.1 percent in the County.

NAICS 22: Utilities

There were no jobs in the Utilities sector in either 2010 or 2017 in the Village of Kronenwetter. In Marathon County, total employment in this sector increased 44 percent from 208 jobs in 2010 to 299 jobs in 2017. This sector accounts for 0.4 percent of jobs in Marathon County.

NAICS 23: Construction

Employment in this sector decreased 10 percent in the Village of Kronenwetter from 271 jobs in 2010 to 245 jobs in 2017. Marathon County experienced a four percent increase during this time, increasing from 2,925 jobs in 2010 to 3,054 jobs in 2017. Employment in this sector accounts for four percent of jobs in Kronenwetter and in Marathon County.

NAICS 31: Manufacturing

Manufacturing is the largest sector in both Kronenwetter and Marathon County. In 2017, manufacturing employed 1,142 people in Kronenwetter, a 23 percent increase from 925 in 2010. Employment in this sector increased 12 percent in Marathon County from 14,618 jobs in 2010 to 16,353 jobs in 2017. Employment in this sector accounts for 20 percent of all employment in Kronenwetter and 21 percent of all employment in the County.

NAICS 42: Wholesale Trade

Between 2010 and 2017 this sector decreased 18 percent in Kronenwetter and increased six percent in Marathon County. Total employment in this sector in 2017 was 169 people in Kronenwetter and 4,397 people in Marathon County. Employment in this sector accounts for three percent of all jobs in Kronenwetter and six percent of all jobs in the County.

NAICS 44: Retail Trade

Employment in this sector increased 2 percent in Kronenwetter from 351 jobs in 2010 to 357 jobs in 2017. In 2017, 8,244 people in Marathon County were employed in this sector. Total employment in this sector accounts for six percent of all jobs in Kronenwetter and 11 percent of all jobs in the County.

NAICS 48: Transportation and Warehousing

Employment in this sector decreased 17 percent in Kronenwetter from 518 jobs in 2010 to 429 jobs in 2017. In Marathon County, employment in this sector decreased five percent from 2,490 jobs in 2010 to 2,361 jobs in 2017. Total employment in this sector accounts for eight percent of all jobs in Kronenwetter and three percent of all jobs in the County.

NAICS 51: Information

Between 2010 and 2017 employment in this sector increased 33 percent in Kronenwetter and decreased 24 percent in Marathon County. Employment in the sector accounts for 1.1 percent of all jobs in Kronenwetter and 0.5 percent of all jobs in the County. The Information sector is one of the lowest employment sectors in both Kronenwetter and Marathon County.

NAICS 52: Finance and Insurance

Employment in this sector increased 17 percent in Kronenwetter from 122 jobs in 2010 to 143 jobs in 2017. In Marathon County, employment in the sector decreased three percent from 5,094 jobs in 2010 to 4,964 jobs in 2017. Total employment in this sector accounts for three percent of jobs in Kronenwetter and seven percent of jobs in the County.

NAICS 53: Real Estate and Rental Leasing

Employment in the sector increased 33 percent from 100 jobs in 2010 to 133 jobs in 2017. The Real Estate and Rental Leasing sector accounts for two percent of all jobs in Kronenwetter. In comparison, County employment in this sector increased 22 percent from 483 jobs in 2010 to 590 jobs in 2017. Employment in this sector accounts for 0.8 percent of all jobs in the County.

NAICS 54: Professional, Scientific, and Technical Services

Employment in this sector increased six percent in Kronenwetter over the last seven years and decreased five percent in the County. In 2017, 304 people were employed in this sector in Kronenwetter accounting for five percent of the Village's employment. Employment in this sector accounts for three percent of all jobs in the County.

NAICS 55: Management of Companies and Enterprises

The Management of Companies and Enterprises sector experienced the largest percent increase (326 percent) in both Kronenwetter and Marathon County. In 2017, there were 98 jobs in this sector in Kronenwetter and 2,839 jobs in the County. Employment in this sector accounts for two percent of all jobs in Kronenwetter and four percent of all jobs in the County.

NAICS 56: Administrative and Support and Waste Management and Remediation Services

Employment in this sector increased 19 percent in Kronenwetter from 36 jobs in 2010 to 43 jobs in 2017. This sector is one of the smallest sectors in the Village, accounting for 0.8 percent of all jobs in Kronenwetter. In Marathon County, employment in this sector was 2,175 in 2017, accounting for three percent of all jobs in the County.

NAICS 61: Educational Services

Educational Services is the smallest sector in Kronenwetter. In 2017, there were a total of 25 jobs in the sector, accounting for 0.4 percent of all jobs in the Village. Educational Services sector accounted for 0.7 percent of all jobs in Marathon County with 537 jobs in 2017.

NAICS 62: Health Care and Social Assistance

Employment in this sector increased four percent in Kronenwetter from 310 jobs in 2010 to 323 jobs in 2017. The Health Care and Social Assistance sector is the second largest sector in Marathon County accounting for 12 percent of all jobs in the County. In comparison, employment in this sector accounts for six percent of all jobs in Kronenwetter, making it the eighth-largest sector in Kronenwetter.

NAICS 71: Arts, Entertainment, and Recreation

Total employment in this sector in 2017 was 26 people in Kronenwetter and 1,166 people in Marathon County. Employment in this sector accounts for 0.5 percent of all jobs in Kronenwetter, making it the second-smallest sector in the Village. In Marathon County, this sector accounted for 1.5 percent of all jobs within the County in 2017.

NAICS 72: Accommodation and Food Services

This sector increased employment by four percent in the Village, from 326 people in 2010 to 338 in 2017. The sector accounts for six percent of the total employment in the Village. County employment in this sector increased two percent during the same timeframe. In 2017, there were 4,859 jobs in this sector accounting for six percent of the total employment in the County.

NAICS 81: Other Services

This sector decreased by two percent in Kronenwetter and 10 percent in Marathon County between 2010 and 2017. Total employment in this sector equaled 325 people in Kronenwetter and 2,825 people in Marathon County. Employment in this sector accounts for six percent of all jobs in Kronenwetter and four percent of all jobs in the County.

NAICS 90: Government

This sector was the second-largest sector in Kronenwetter and the fourth-largest sector in Marathon County in 2017. Between 2010 and 2017, employment in this sector increased one percent in Kronenwetter from 839 jobs in 2010 to 850 jobs in 2017. During the same time period, employment in this sector decreased one percent in Marathon County from 8,025 jobs in 2010 to 7,971 jobs in 2017. Employment in this sector accounts for 15 percent of all jobs in Kronenwetter and 10 percent of all jobs in the county.

Location Quotient

Location quotient (LQ) is a valuable way of quantifying how concentrated a particular industry is in a region as compared to the nation. It can reveal what makes a particular region “unique” in comparison to the national average. An industry with an LQ over 1.00 is considered to be an export industry, which is important because they bring money into the region, rather than simply circulating money that is already in the region. The formula to determine LQ is:

$$LQ = (e_i/e_t)/(E_i/E_t)$$

Where:

- e_i = regional (county or city) employment in an industry in a specific year (unit)
- e_t = total regional (county or city) employment in a specific year (unit)
- E_i = national employment in an industry in a specific year (unit)
- E_t = total national employment in a specific year (unit)

Table 7.2 displays the LQ’s for all of the economic sectors in 2017. Using the LQ formula, Kronenwetter has seven export industries compared to the nation: Crop and Animal Production; Manufacturing; Real Estate and Rental Leasing; Transportation and Warehousing; Management of Companies and Enterprises; Other Services; and Mining Quarrying, and Oil and Gas Extraction. The Crop and Animal Production industry and Mining, Quarrying, and Oil and Gas Extraction industry have the highest concentration of employment compared to the nation. Employment in the Crop and Animal Production industry is 8.29 times more concentrated in the Village than it is nationally and employment in the Mining, Quarrying, and Oil and Gas Extraction industry is 4.08 times more concentrated than it is nationally.

Marathon County has seven export industries in comparison to the nation, they are: Crop and Animal Production; Utilities; Manufacturing; Wholesale Trade; Retail Trade; Finance and Insurance; and Management of Companies and Enterprises. With an LQ of 2.61, Management of Companies and Enterprises has the highest concentration of

employment in the county compared to the nation, followed by Crop and Animal Production with an LQ of 2.40.

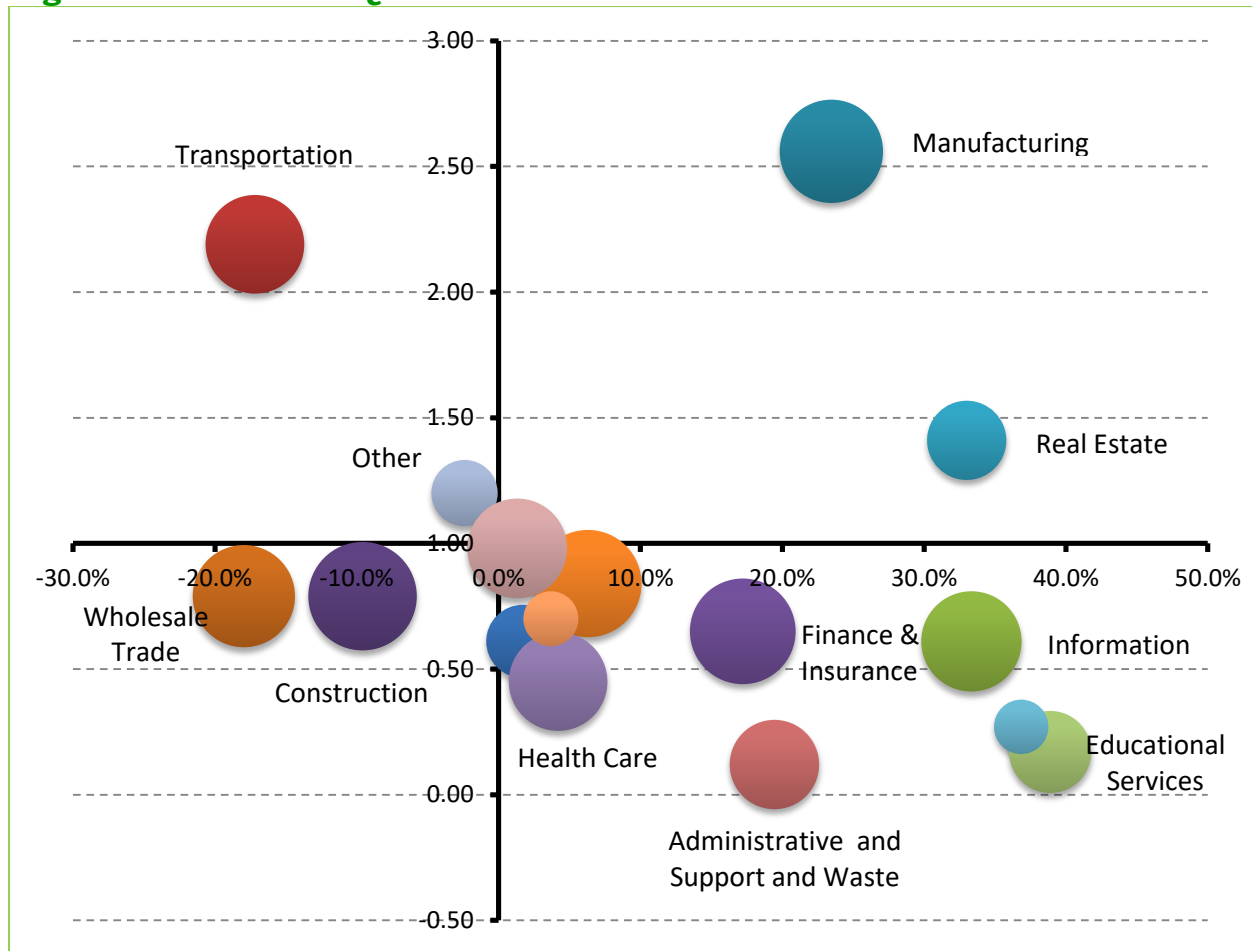
Table 7.2: Location Quotient, 2017

NAICS	Industry	Kronenwetter Area*		Marathon County	
		2010	2017	2010	2017
11	Crop and Animal Production	8.32	8.29	2.36	2.4
21	Mining, Quarrying, and Oil and Gas Extraction	1.19	4.08	0.10	0.36
22	Utilities	0.00	0.00	0.76	1.11
23	Construction	0.97	0.79	0.78	0.73
31	Manufacturing	2.14	2.56	2.52	2.7
42	Wholesale Trade	0.99	0.79	1.49	1.52
44	Retail Trade	0.63	0.61	1.13	1.04
48	Transportation and Warehousing	3.08	2.19	1.11	0.89
51	Information	0.46	0.61	0.39	0.29
52	Finance and Insurance	0.57	0.65	1.77	1.67
53	Real Estate and Rental Leasing	1.13	1.41	0.41	0.46
54	Professional, Scientific, and Technical Services	0.90	0.84	0.53	0.44
55	Management of Companies and Enterprises	0.33	1.23	0.73	2.61
56	Administrative and Support and Waste Management and Remediation Services	0.12	0.12	0.48	0.45
61	Educational Services	0.14	0.17	0.30	0.27
62	Health Care and Social Assistance	0.49	0.45	0.95	0.97
71	Arts, Entertainment, and Recreation	0.22	0.27	0.60	0.88
72	Accommodation and Food Services	0.78	0.70	0.85	0.74
81	Other Services	1.22	1.20	0.86	0.77
90	Government	0.92	0.98	0.66	0.68
Source: EMSI, 2018					
*Includes ZIP Code 54455					

Location quotients are augmented by two other pieces of information: size of an industry in terms of jobs, and percent change in LQ over a given time period. A high LQ industry with a small number of jobs may be an export-oriented industry, but is not vital to the region's economy. A large high-LQ industry with a declining LQ over time, however, is endangering the regional economy. Location Quotient Analysis examines a region's LQ, the change in LQ over a period of time, and total employment in each industry, identifying the region's driver, emerging, mature, and trouble industries. Total annual earnings are also considered ensuring that the focus on job attraction and creation is in the industries that provide the best salary opportunities.

The Village of Kronenwetter average total earnings in 2017 were \$49,340 and \$52,518 in Marathon County. **Figure 7.1** compares the location quotient for each industry in a quadrant system.

Figure 7.1: Location Quotient Bubble Chart



*** Note that the Crop and Animal Production; Management of Companies and Enterprises; and the Mining, Quarrying, and Oil and Gas Extraction Industries are all in the upper right quadrant but fall outside of the visible scale of the analysis.*

Driver Industries

An industry sector in the upper right quadrant is more concentrated in the Village than average, and is also increasing their employment. These industries are “standouts” or drivers that distinguish the Village economy and are doing so more every year - and they are especially important if they employ a high number of people. Driver industries are those that play a key role in the economic vitality of a region by supply quality, often high paying jobs while also supporting job growth in other industries. These industries function as the primary engines for economic growth and stability because they export products and services and import vital dollars. Those dollars then circulate in the economy and support other local industries and jobs.

The driver industries in the Village of Kronenwetter based on the location quotient analysis are: Crop and Animal Production; Mining, Quarrying, and Oil and Gas Extractions; Manufacturing; Real Estate and Rental Leasing; and Management of Companies and Enterprises. These industries all have an LQ greater than 1.00, experienced an increase in employment between 2010 and 2017, and employ a high number of people. Combined, these industries account for 26 percent of all employment in the Village. The Mining Quarrying, and Oil and Gas Extraction Industry (\$64,596), Manufacturing Industry (\$60,375), and Management of Companies and Enterprises Industry (\$61,323) all offer significant annual earnings. Annual earnings in the Real Estate and Rental Leasing Industry (\$35,500) and the Crop and Animal Production Industry (\$32,301) are below the average earnings of \$49,340.

The driver sectors in Marathon County include: Crop and Animal Production; Utilities; Manufacturing; Wholesale Trade; and Management of Companies and Enterprises. All five of these industries employ a high number of workers. The Utilities Industry has the highest annual earnings at \$118,819, followed by Manufacturing (\$63,315), Management of Companies and Enterprises (\$61,331), Wholesale Trade (\$56,826), and Crop and Animal Production (\$31,811).

Emerging Industries

The lower right quadrant contains industries which are not yet as concentrated in the region as they are at the national level, but are increasing their employment over the time period. If they continue this trend, they will eventually move across the horizontal axis into the upper right-hand quadrant. We might call them “pre-emergent” industries, having the potential to contribute more to the region’s economic base.

The Village of Kronenwetter has 10 emerging sectors: Finance and Insurance; Information; Arts, Entertainment, and Recreation; Educational Services; Retail Trade; Professional, Scientific, and Technical Services; Administrative and Support and Waste Management and Remediation Services; Health Care and Social Assistance; Accommodation and Food Services; and Government. These industries all have LQ’s below 1.00, but have experienced an increase in employment between 2010 and 2017. Annual earnings in the following emerging industries are above the Village’s average earnings of \$49,340: Information (\$56,850); Finance and Insurance (\$63,165); Professional, Scientific, and Technical Services (\$65,123); and Government (\$56,283). Among emerging industries, Educational Services is the Village’s fastest growing industry, increasing 39 percent to 43 people in 2017, while Government is the closest to becoming a driver industry in future years with a 0.98 LQ.

Marathon County has seven emerging sectors; Mining, Quarrying, and Oil and Gas Extraction; Construction; Real Estate and Rental Leasing; Administrative and Support and Waste Management and Remediation Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; and Accommodation and Food Services. Of

Marathon County's top emerging industries, Health Care and Social Services is the largest industry in terms of employment (9,354 people) while Mining, Quarrying, and Oil and Gas Extraction has the highest annual earnings (\$67,682).

Maturing Industries

The upper left quadrant contains industries that are maturing. These industries are more concentrated in the Village than average, but decreased employment over the time period. If a mid-size or large industry is in this quadrant, it is an important warning that the Village is losing a major part of its export base and should form planning and investment priorities accordingly.

The Village of Kronenwetter has two maturing sectors: Transportation and Warehousing; and Other Services. These industries both have LQ's above 1.00, but have experienced a decrease in employment between 2010 and 2017. Employment in these two industries accounts for over 13 percent of all jobs in Kronenwetter. Transportation and Warehousing ranks third in the Village in total employment and offers average earnings of \$55,068. Other Services employ 325 people, but offer the third-lowest average earnings in the Village, \$24,854.

Marathon County also has two maturing sectors: Retail Trade and Real Estate and Rental Leasing. The Retail Trade Industry employs the third most people, 8,244 people. However, the annual wages in the Retail Trade Industry are only \$31,260. The Real Estate and Rental Leasing Industry employs 590 people in Marathon County, with annual wages of only \$38,693.

Troubled Industries

The lower left quadrant contains industries that are considered troubled industries. These industries have low employment, are less concentrated in the Village than average, and experienced a decline in employment over the time period. Industries here could be warning signs that the Village needs to attract more businesses in those industries in order to maintain an economy that is sufficiently diversified and resilient in comparison to the national economy.

The Village of Kronenwetter has two troubled industries: Construction and Wholesale Trade. These industries have an LQ under 1.00 and have experienced a decrease in employment between 2010 and 2017. These two industries account for over seven percent of all jobs in Kronenwetter. Both the Construction and Wholesale Trade Industries offer average earnings higher than the Village's average earnings.

Marathon County has five troubled industries: Transportation and Warehousing; Information; Professional, Scientific, and Technical Services; Other Services; and Government. These five industries account for 20.5 percent of all employment in the county. Three of the troubled industries provide higher average earnings than the

county average, while the Transportation and Warehousing and Other Services Industries offer average earnings that are below the county average.

Utilities Industry

It should be noted that in the Village of Kronenwetter, Utilities did not account for any jobs in 2010 or 2017, and therefore, is not included in any of the four Industry categories.

Labor Force

The labor force is the number of people, sixteen and over, employed or looking to be employed in an area. Those persons over sixteen who are students, homemakers, retired, institutionalized, or unable/unwilling to seek employment are not considered to be part of the labor force. The number of people in the labor force divided by the total population over 16 years of age makes up the participation rate. In 2016, the total population 16 years and over in Kronenwetter was 5,758 persons and the labor force totaled 4,514 people; a participation rate of 78.4 percent, as shown in **Table 7.3**.

Table 7.3: Labor Force Indicators

		Labor Force	Employed	Unemployed	Unemployment Rate	Participation Rate
Kronenwetter	2016	4,514	4,398	116	2.6%	78.4%
	2010	3,907	3,676	231	5.9%	75.5%
	2000	3,186	3,008	178	5.6%	78.8%
	Net Change	1,328	1,390	-62	-1.8%	-0.4%
	% Change	41.7%	46.2%	-34.8%	-32.2%	-0.5%
Marathon County	2016	73,790	70,254	3,526	4.8%	68.6%
	2010	74,962	69,980	4,856	6.5%	72.2%
	2000	69,216	66,550	2,640	3.8%	71.7%
	Net Change	4,574	3,704	886	0.6%	-3.1%
	% Change	6.6%	5.6%	33.6%	15.7%	-4.3%
Wisconsin	2016	3,082,186	2,910,339	169,426	5.5%	66.9%
	2010	3,078,465	2,869,310	204,600	6.7%	69.0%
	2000	2,872,104	2,734,925	134,311	4.7%	69.1%
	Net Change	210,082	175,414	35,115	0.8%	-2.2%
	% Change	7.3%	6.4%	26.1%	17.0%	-3.2%

Source: U.S. Census, American Community Survey

Between 2000 and 2016, the labor force in Kronenwetter increased 41.7 percent to 4,514 people. Kronenwetter's participation rate has slightly decreased during this time, from 78.8 percent in 2000 to 78.4 percent in 2016. In 2016, there were 4,398 people employed in Kronenwetter, an increase of 46.2 percent from the number of people employed in 2000. The number of unemployed persons in Kronenwetter was

116 in 2016, a decrease of 34.8 percent from the number of unemployed in 2000. In 2016, the unemployment rate in Kronenwetter was 2.6 percent, a 32.2 percent decrease from the unemployment rate of 5.6 percent in 2000.

The labor force in Marathon County increased 6.6 percent and the participation rate decreased 4.3 percent between 2000 and 2016. Total employment in Marathon County increased 5.6 percent to 70,254 people in 2016. The number of unemployed increased by 33.6 percent during this time, while the unemployment rate increased by 15.7 percent to 4.8 percent in 2016.

The labor force in the State of Wisconsin increased 7.3 percent while participation rates decreased 3.2 percent. The number of people employed increased 6.4 percent to 2,910,339 in 2016. The number of unemployed residents in the State increased by 26.1 percent and the unemployment rate increased 17 percent. The State's unemployment rate was 5.5 percent in 2016.

Overall, Kronenwetter had a lower unemployment rate than both Marathon County and the State of Wisconsin in 2016. Kronenwetter also had a higher participation rate than both the County and State.

Educational Levels

Education and training is critical to maintaining productivity in the Village of Kronenwetter and Marathon County. The vocational-technical education system and the training available are of particular importance. As business and industry continues to grow and change, the demand for highly trained and skilled labor grows too. State, Regional, County, and Local organizations provide a variety of initiatives to develop the workforce through education, training, and cooperative ventures with business and industry. Worker training programs are very important as the locational mismatch between worker skills and available jobs continues to widen.

Employment and training services for dislocated workers are primarily delivered through “job centers”. There currently are no job centers located in the Village of Kronenwetter, but there are nearby job centers in the City of Wausau, including the Marathon County Job Center in Wausau. These centers are one-stop resources for employers to meet their workforce needs and job seekers to get the career planning, job placement, and training services they need to obtain jobs.

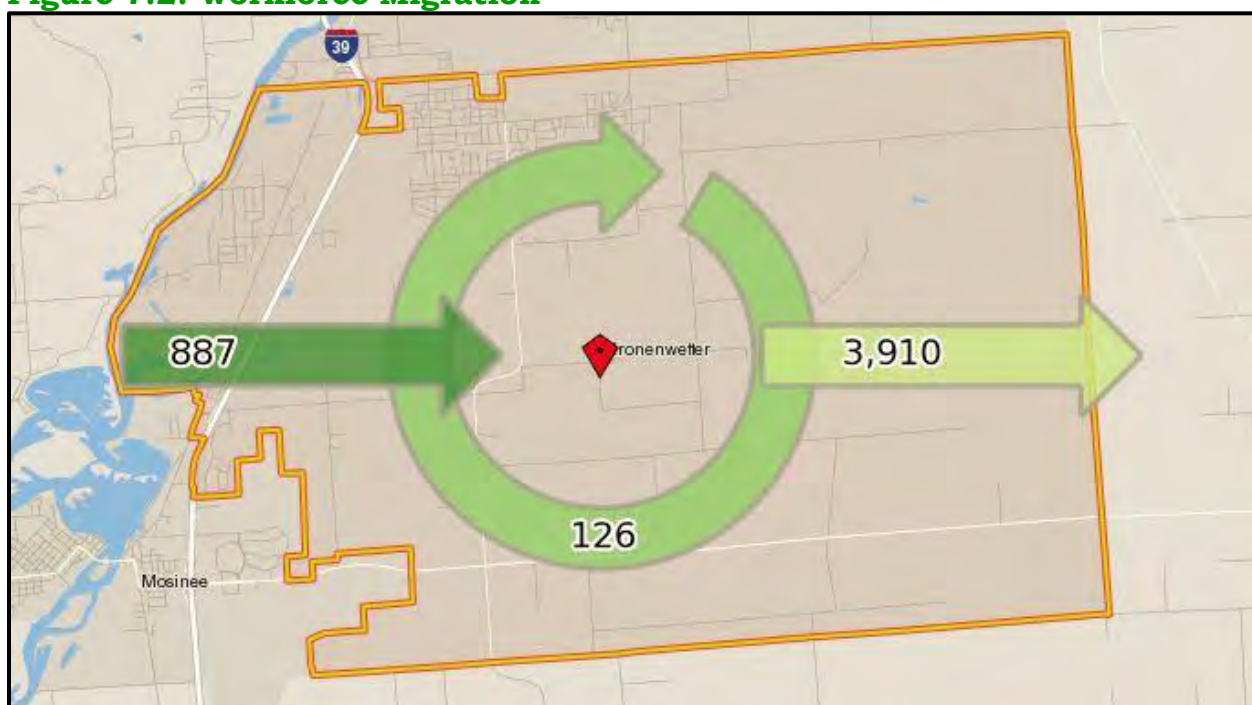
Partnerships between local businesses, governments, and educational institutions are very useful in developing the regional economy. Institutions such as UW-Stevens Point, Nicolet College, and Northcentral Technical College (NTC) often direct the programs to the training needs of local workers and businesses. Organizations such as the North Central Wisconsin Workforce Development Board are important to this process as well.

As identified in the **Background and Demographics Chapter**, about 96 percent of persons 25 and older in the Village of Kronenwetter are high school graduates. About 32.8 percent hold a bachelor's degree or higher. A high school diploma used to be sufficient to start in entry level positions. Today, most jobs paying a living wage require at the very least a technical degree or certificate from a local technical college. In 2016, 32.1 percent of the population over 25 had just a high school diploma and 63.9 percent of the population over 25 had some college or an associate's degree.

Labor Shed

A laborshed is defined as the area or region from which an employment center draws its commuting workers. In 2015, only 126 of the 1,013 jobs in the Village of Kronenwetter were filled by people who also live in Kronenwetter, see **Figure 7. 2**. On a daily basis, roughly 887 people traveled into the Village of Kronenwetter for work. In contrast, 3,910 employed Village residents leave the Village for work on a daily basis. Overall, the Village has a negative net migration of 3,023 workers. It is clear that the laborshed is much larger than the municipal boundaries of the Village.

Figure 7.2: Workforce Migration



In-Migration

Employees commuting into the Village commute from all over Central Wisconsin, as shown in **Table 7.4**. The largest percentage of workers migrating into the Village for work comes from the Wausau metro area. The City of Wausau (11.5%), Village of Weston (10.1%), City of Mosinee (6.4%), Town of Rib Mountain (2.8%), Village of Rothschild (2.8%), and City of Schofield account for 34.8 percent of the destinations

workers commute from for work on a daily basis. Of the top ten destinations that workers commute from for work, seven, including Kronenwetter, are located in the Wausau metro region.

Table 7.4: People Who Work in Kronenwetter, Live in - 2015

Location	Count	Share
Village of Kronenwetter	126	12.4%
City of Wausau	117	11.5%
Village of Weston	102	10.1%
City of Mosinee	65	6.4%
Town of Rib Mountain	28	2.8%
Village of Rothschild	28	2.8%
City of Merrill	17	1.7%
City of Schofield	12	1.2%
City of Stevens Point	12	1.2%
Village of Marathon City	11	1.1%
All Other Locations	495	48.9%

Source: U.S. Census On The Map

Out-Migration

Village residents commuting outside of the Village for work travel all over the State of Wisconsin. Similar to in-migration patterns, a majority of the residents commuting out of the Village commute to employment opportunities to the Wausau metro area. Over 65.6 percent of the residents migrating out of the Village for work commute to the Wausau metro area, as shown in **Table 7.5**. A number of workers also travel significant distances with 1.7 percent traveling to Marshfield and 1.5 percent traveling to Madison for work on a daily basis.

Table 7.5: People Who Live in Kronenwetter, Work in - 2015

Location	Count	Share
City of Wausau	1,227	30.4%
Village of Weston	467	11.6%
Village of Rothschild	301	7.5%
City of Mosinee	291	7.2%
City of Schofield	261	6.5%
City of Stevens Point	163	4.0%
Village of Kronenwetter	126	3.1%
Town of Rib Mountain	95	2.4%
City of Marshfield	67	1.7%
City of Madison	59	1.5%
All Other Locations	979	24.3%

Source: U.S. Census On The Map

Employment Projections

Industry Projections

According to Economic Modeling Specialist International (EMSI), the number of jobs in the Village of Kronenwetter is expected to increase by one percent, or 65 jobs, between 2017 and 2027, as shown in **Table 7.6**. The total number of jobs in the Village of Kronenwetter is projected to be 5,735 in 2027. The Management of Companies and Enterprises and the Information Industries are expected to experience the largest increases, 59 percent and 41 percent respectively. The Manufacturing Industry will continue to employ the most people in the Village (1,012), but is expected to decrease by 11 percent between 2012 and 2027. The Government Industry is projected to account for the second most jobs in the Village of Kronenwetter with 874 jobs in 2027. The Manufacturing and Construction Industries are expected to experience the largest decreases in employment between 2017 and 2027, 11 percent and eight percent respectively. The Health Care and Social Assistance Industry is projected to increase employment opportunities by seven percent, adding an additional 24 jobs. The projected increase in population aged 65 and over, as a result of the baby boomer generation entering this age cohort (as discussed in the Background and Demographics chapter) would further support the projected increase and need for healthcare positions. Overall, only seven out of the 20 industries are projected to decrease the number of job opportunities in the Village of Kronenwetter between 2017 and 2027.

The number of jobs in Marathon County is also projected to increase by four percent, or 3,319 jobs, between 2017 and 2027. The total number of jobs in Marathon County is projected to be 80,222 in 2027. The Management of Companies and Enterprises and the Arts, Entertainment, and Recreation Industries are projected to experience the largest percent increases between 2017 and 2027, 59 percent and 30 percent respectively. In alignment with the Village of Kronenwetter, the Manufacturing Industry is projected to employ the most people in the county (16,055), but will experience a two percent decrease in employment between 2017 and 2027. The Health Care and Social Assistance Industry is projected to account for the second most jobs (11,125) in Marathon County in 2027, and is projected to add the most jobs, 1,771, of any Industry in Marathon County between 2017 and 2027. Overall, eight of the 20 Industries are projected to decrease the number of job opportunities in Marathon County between 2017 and 2027, with the Information Industry expected to experience the largest decrease (10 percent).

Table 7.6: Employment by Industry Projections

NAICS	Industry	Kronenwetter Area*			Marathon County		
		2017	2027	% Change	2017	2027	% Change
11	Crop and Animal Production	566	550	-3%	2,225	2,225	0%
21	Mining, Quarrying, and Oil and Gas Extraction	89	113	27%	106	126	19%
22	Utilities	0	0	0%	299	357	19%
23	Construction	245	225	-8%	3,054	2,973	-3%
31	Manufacturing	1,142	1,012	-11%	16,353	16,055	-2%
42	Wholesale Trade	169	178	5%	4,397	4,548	3%
44	Retail Trade	357	347	-3%	8,244	7,727	-6%
48	Transportation and Warehousing	429	413	-4%	2,361	2,159	-9%
51	Information	64	90	41%	421	381	-10%
52	Finance and Insurance	143	160	12%	4,964	4,942	0%
53	Real Estate and Rental Leasing	133	166	25%	590	671	14%
54	Professional, Scientific, and Technical Services	304	333	10%	2,163	2,240	4%
55	Management of Companies and Enterprises	98	156	59%	2,839	4,525	59%
56	Administrative and Support and Waste Management and Remediation Services	43	46	7%	2,175	2,488	14%
61	Educational Services	25	24	-4%	537	515	-4%
62	Health Care and Social Assistance	323	347	7%	9,354	11,125	19%
71	Arts, Entertainment, and Recreation	26	31	19%	1,166	1,510	30%
72	Accommodation and Food Services	338	356	5%	4,859	4,828	-1%
81	Other Services	325	315	-3%	2,825	2,726	-4%
90	Government	850	874	3%	7,971	8,102	2%
	Total	5,670	5,735	1%	76,903	80,222	4%

Source: EMSI, 2018

*Includes ZIP Code 54455

Occupational Projections

Occupational projections done by EMSI indicate that Computer and Mathematical occupations will experience the largest percent increases in employment opportunities with an expected increase of 22 percent, 27 jobs, between 2017 and 2027. **Table 7.7** displays Occupational Projections for the Village of Kronenwetter and Marathon County. Production occupations (712) and Office and Administrative occupations (632) are projected to continue to account for the most jobs in the Village in 2027. However, Production occupations are projected to experience the largest percent decrease (8 percent) in employment opportunities between 2017 and 2027. Overall, six of the 23 occupations are projected to experience a decrease between 2017 and 2027.

Table 7.7: Occupation by Sector Projections

SOC	Occupation	Kronenwetter Area*			Marathon County		
		2017	2027	% Change	2017	2027	% Change
11-0000	Management Occupations	460	435	-5%	4,042	4,329	7.1%
13-0000	Business and Financial Operations Occupations	194	212	9%	3,416	3,883	13.7%
15-0000	Computer and Mathematical Occupations	121	148	22%	1,613	1,828	13.3%
17-0000	Architecture and Engineering Occupations	135	128	-5%	1,196	1,241	3.8%
19-0000	Life, Physical, and Social Service Occupations	24	25	4%	313	352	12.5%
21-0000	Community and Social Service Occupations	75	83	11%	1,080	1,254	16.1%
23-0000	Legal Occupations	12	13	8%	369	377	2.2%
25-0000	Education, Training, and Library Occupations	316	336	6%	3,378	3,565	5.5%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	58	62	7%	862	887	2.9%
29-0000	Healthcare Practitioners and Technical Occupations	146	161	10%	4,408	4,978	12.9%
31-0000	Healthcare Support Occupations	65	74	14%	1,847	2,177	17.9%
33-0000	Protective Service Occupations	113	121	7%	1,133	1,152	1.7%
35-0000	Food Preparation and Serving Related Occupations	360	378	5%	5,020	5,057	0.7%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	121	128	6%	2,365	2,510	6.1%
39-0000	Personal Care and Service Occupations	216	219	1%	2,938	3,371	14.7%
41-0000	Sales and Related Occupations	365	388	6%	6,780	6,902	1.8%
43-0000	Office and Administrative Support Occupations	626	632	1%	11,145	11,340	1.7%
45-0000	Farming, Fishing, and Forestry Occupations	223	243	9%	953	1,060	11.2%
47-0000	Construction and Extraction Occupations	231	222	-4%	2,709	2,677	-1.2%
49-0000	Installation, Maintenance, and Repair Occupations	344	343	0%	3,209	3,389	5.6%
51-0000	Production Occupations	777	712	-8%	11,278	11,176	-0.9%
53-0000	Transportation and Material Moving Occupations	579	567	-2%	6,487	6,370	-1.8%
55-0000	Military Occupations	109	104	-5%	363	347	-4.4%
	Total	5,670	5,735	1%	76,903	80,222	4.3%

Source: EMSI, 2018
 *Includes ZIP Code 54455

Occupation projections Marathon County indicate that the majority of occupational growth will be in Healthcare Support occupations (17.9 percent), Community and Social Service occupations (16.1 percent), and Personal Care and Service occupations (14.7 percent). Office and Administrative Support occupations are projected to surpass Production occupations as the top producer of jobs in the county in 2027. The total number of Office and Administrative Support jobs is projected to be 11,340 jobs in 2027, compared to 11,176 Production jobs. Overall, only four of the 23 occupations are projected to experience a decrease between 2017 and 2027, with Transportation

and Material Moving occupations losing the most jobs (117), and Military occupations decreasing at the fastest rate (4.4 percent).

Major Employers

Table 7.8 lists the major employers in Marathon County, which include health care, manufacturing, insurance, retail, and educational companies/institutions.

Table 7.8: Major Employers, Marathon County	
Name	Product/Service
Marshfield Clinic	General Medical & Surgical Hospitals
Aspirus Wausau Hospital	General Medical & Surgical Hospitals
Greenheck Fan Corporation	Industrial and commercial fan and blower manufacturing
Ministry Health Care	General Medical & Surgical Hospitals
Liberty Mutual Insurance Company	Direct property and casualty insurers
University of Wisconsin Stevens Point	Colleges & Universities
Northcentral Technical College	Colleges & Universities
Foot Locker	Retail Stores
Sentry Insurance	Business Insurance
Wausau School District	Elementary and secondary schools
<i>Source: EMSI, 2018</i>	

Economic Development Opportunities

Future opportunities for economic development will likely involve both the redevelopment and revitalization of existing obsolete properties, as well as new developments in the Village's four existing Tax Increment Finance Districts. **Appendix E** contains a listing and description of Economic Development Programs.

Employment Areas & Existing Facilities

There is one industrial park located within the Village of Kronenwetter, Village Crossing Business Park. Kronenwetter's Village Crossing Business Park is a 388 acre park located on Kowalski Road. About 170 acres of this industrial park are currently available. The industrial park includes infrastructure including; electric, natural gas, water, and sewer. The industrial park is located about 1.5 miles north from access to I-39/U.S. Highway 51, and is only 0.25 miles away from Old Highway 51. There is no railroad access at this industrial park. The industrial park is one of the four Tax Increment Finance Districts located in the Village. This district is made up of parcels zoned as Business Park (BP) and General Industrial (M2).

Redevelopment Areas

The Village has a Redevelopment Authority (RDA) which was created for the purpose of carrying out blight elimination, slum clearance, and urban renewal programs and projects. The RDA focuses on the Village's Tax Increment Districts to improve the Village's tax base and create opportunities for development that otherwise wouldn't be available without the Village's involvement. The RDA may transact business and exercise any of the powers granted by applicable state statutes or by resolution of the Village government.

Generally, redevelopment areas are those that are underutilized or vacant and there is some existing infrastructure or public services in place. The intent is transformation to the highest and best use. Often these might be called blighted or deteriorated areas, or they might be condemned properties. Such areas are efficiently redeveloped as they will utilize existing public services and infrastructure facilities.

Possible candidates for redevelopment areas include contaminated sites. A search of the Wisconsin DNR BRRTS database revealed that Kronenwetter has sixteen sites that have been contaminated. Thirteen of these sites are "Closed", meaning that the sites have been satisfactorily cleaned according to state standards. There other three sites are "No Action Required" sites which means that based upon the action or site attributes, no action needs to be taken to clean up the site.

Tax Increment Financing Districts

Four Tax Incremental Finance Districts (TIDs) are currently open to help pay for the infrastructure needed to accommodate new enterprises, see **Table 7.9**. The primary criteria for use of a TID are:

- Potential cash development incentives to support economic development (i.e. tax base growth and job creation)
- Infrastructure
- Acquisition, environmental work, and demolition of "blighted", tax-delinquent buildings to facilitate resale and redevelopment
- Historical façade improvements in commercial business areas
- Environmental remediation of "Brownfield" sites coordinating with Federal and State grant/loan funding resources
- Potential new TID owner-occupied housing roof loan program (if unable to use CDBG funding or obtain loans from financial institutions)
- To facilitate development/redevelopment of new housing options both rental and owner-occupied

Table 7.9: Tax Increment Districts

Name	Zoning Type	Year Established
TID No.1 & Business Park	Business Park and General Industrial	2004
TID No.2	Mixed Use	2004
TID No.3	General Industrial	2004
TID No.4	Limited Industrial	2004

Economic Development Issues

Few Businesses

Identified by both the SWOT Analysis and residents in the Comprehensive Plan Survey, there is a lack of businesses within the Village. Throughout the survey residents indicated that they would like to see an increase in commercial development within the Village. A low number of businesses within the Village also means that there is a low amount of jobs in the Village relative to the Village's population.

Vacant Land in TID Districts

The Village currently has four open Tax Incremental Finance Districts (TIDs). There are issues with the large amount of vacant land that remains undeveloped in some of these TIDs. Encouraging businesses to locate in one of their TIDs could help bring jobs into the Village and could help to increase the Village's tax base.

Goal & Objectives

The following goal and objectives are identified to help improve the local economy.

Goal: The Village will embrace a diverse economy that is a place of opportunities where people and businesses can grow and be successful.

- a. Develop an economic development strategy and master plan to help guide development to appropriate locations within the Village

- b. Seek to guide economic development to areas in the Village already established and well positioned for business and industry
- c. Seek to improve and utilize relationships to increase economic development including working with Marathon County Development Corporation (MCDEVCO), Centergy, Wisconsin Economic Development Corporation (WEDC), and Wisconsin Economic Development Association (WEDA)
- d. Develop a marketing plan to disseminate development opportunities within the Village
- e. Seek to diversify the village tax base by attracting new businesses (SWOT)
- f. Seek to identify areas that are under developed or in need of revitalization (SWOT)
- g. Promote redevelopment of Old Highway 51 corridor
- h. Maximize development in all tax increment districts
- i. Promote development at the Maple Ridge Interchange (SWOT)
- j. Work with potential developers to understand the impacts of floodplains on their development (SWOT)
- k. Review Village resources to allow the Village to offer competitive incentive packages for development projects (SWOT)
- l. Refine our tax increment finance and public fund allocation policies for projects.
- m. Work to add Village entranceway signage along Interstate 39
- n. Work with Department of Transportation to clear vegetation from the right-of-way and ensure visibility of businesses and property along the Interstate 39 corridor
- o. Ensure the Village has a workforce able to allow businesses to continue to grow
- p. Encourage entrepreneurial business startups
- q. Review zoning regulations to ensure startup businesses can be conducted from residential properties provided they do not impact adjoining properties

Chapter Eight

Land Use

The Village of Kronenwetter covers approximately 33,250 acres, or approximately 52 square miles, making it the largest village in the State of Wisconsin by geographical size. The Wisconsin River forms the Village's western border with the City and Town of Mosinee. The Village has a growing commercial base, a growing population, and is home to many parks. How land is used and how it should be used in the future is the fundamental purpose of this chapter.

Land Use is a crucial component of livability and provides a basis for the formulation of policy to coordinate a sustainable pattern of development. The existing natural landscape and land use patterns influence future land use and development. Much of the Region has population and housing densities well below the state average, which in turn places more reliance on automobiles to get to and from work, shopping and other activities. Balancing the needs of the community with land use issues requires that each situation be considered individually and that the community seeks the solution which fits the unique challenges that it faces.

Previous Plans

Several plans related to land use have been developed over the years, including the previous comprehensive plan. Previous village and county plans form the foundation for this chapter.

Village of Kronenwetter Wellhead Protection Plan, 1994

This plan focuses on protecting contaminants from entering the area of land around the public water supply. It identifies locations of the wells, surrounding land uses, and recharge areas. The plan also incorporates the groundwater recharge direction of flow, potential contamination sources within ½ mile radii of each well site, public education and conservation programs, and contains a management plan for addressing potential sources of contamination in the delineated well head protection areas.

Both municipal wells located within the Village are incorporated into the wellhead protection plan.

Village of Kronenwetter Comprehensive Plan, 2009

The 2009 Village of Kronenwetter Comprehensive Plan contains seven goals that are related to Land Use. Some of the goals identified in the plan include: strive to

coordinate future growth and land uses with infrastructure capabilities and availability, work with landowners to protect productive agricultural and forest lands to accommodate property owner desires to the extent possible, and encourage development that preserves to the extent possible the quality of life that residents enjoy.

Marathon County Farmland Preservation Plan, 2013

The purpose of the Farmland Preservation Plan is to guide and manage the growth and development of land use in a manner that will preserve the rural character, protect the agricultural base and natural resources, and contribute to the safety, health, and prosperity of Marathon County's communities. The Farmland Preservation Plan includes a Village of Kronenwetter Farmland Preservation Area Map that identifies farm preservation areas within the Village. Most farm preservation areas within the Village identified in the map are located in the central and east portions of the Village. Farmland preservation areas are generally around prime farmland and existing productive agricultural areas. This plan forms the basis for Farmland Preservation Tax Credits.

North Central Wisconsin Regional Livability Plan, 2015

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. Land use strategies are developed for promoting efficient development patterns and keeping governmental costs (and taxes) down, such as multi-modal transportation connections, traditional neighborhood designs as an alternative to subdivisions, new urbanism concepts with mixed-uses, services within walking distance, transit-oriented development, and clustered housing concepts which allow opportunities for trails or open space.

Marathon County Comprehensive Plan, 2016

The Marathon County Comprehensive Plan is a policy plan. The overall goal of the Comprehensive Plan is to add a county-level perspective and planning direction that compliments and strengthens local planning efforts, as well as provide guidance to the communities within Marathon County. The plan describes existing and future land uses, and regulatory tools for land use.

2040 Wausau Urban Area Sewer Service Plan, 2018

The purpose of the Sewer Service Area (SSA) plan was to establish a sewer service boundary for the Wausau Urban Area. Parts of the Village of Kronenwetter are included within the sewer service area boundary. This boundary sets the 20-year maximum limit for the extension of sanitary sewer services in a cost effective, environmentally sound manner. Property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period;

any property lying outside this sewer service area boundary would not be eligible to receive this utility service unless the boundary were amended.

Inventory & Trends

This section describes the general existing land uses in the Village, identifies future demands for land, reviews land values, and outlines a future land use plan for the Village and the surrounding area. It also establishes basis goals, objectives and policies for the Village related to land use and the other previous chapters.

Existing Land Use

The Village of Kronenwetter is located along the Wisconsin River, and is surrounded by the City of Mosinee, Village of Rothschild, and the Towns of Guenther, Knowlton, Mosinee, Reid, Bevent, and Rib Mountain.

Overall, the intensity and density of all land use activities is mixed in the Village. The northwestern portion is considered an urbanized area, while the southeastern portion of the Village continues to have a relatively low density. In general, commercial development is stretched along the I-39/U.S. 51 corridor, with Old Highway 51 and Kronenwetter Drive providing access to these commercial properties. Government uses such as the Village Municipal Center and Evergreen Elementary School are in this corridor as well. There are numerous other publicly owned parcels scattered throughout the Village, including a variety of parks and open spaces such as the Marathon County Kronenwetter and Leather Camp Forestry Units.

Industrial uses are also concentrated along the I-39/U.S. 51 corridor in the western portion of the Village. A majority of industrial uses are located between the Wisconsin River and I-39/U.S. 51, with a few industrial locations located just east of I-39/U.S. 51. Residential uses are scattered throughout the Village, with a heavy concentration of residential land uses located in the northwest portion of the Village between Kowalski Road and County Highway XX. Woodlands and agricultural land uses dominate the rest of the landscape.

A comprehensive planning process requires that existing land use information be inventoried. Categorizing land use starts with the examination of 2015 aerial photographs and an on the ground review of that information. Eleven land use classifications were used to categorize information: Agriculture, Commercial, Governmental, Industrial, Multi-Family, Open Lands, Outdoor Recreation, Residential, Transportation, Water, and Woodlands. See the **Existing Land Use Map**.

Using a Geographic Information System (GIS), we calculated the land area for each category. Woodland uses were the most dominant (55.4%), followed by Agriculture (17.2%), Open Lands (11.5%), and Residential (8.6%), as shown in **Table 8.1**.

Table 8.1: Existing Land Use, 2015

Land Use Type	Acres	Percent
Agriculture	5,723	17.2%
Commercial	237	0.7%
Governmental	84	0.3%
Industrial	384	1.2%
Multi-Family	17	0.1%
Open Lands	3,816	11.5%
Outdoor Recreation	28	0.1%
Residential	2,856	8.6%
Transportation	1,169	3.5%
Water	515	1.5%
Woodlands	18,422	55.4%
Total Acres	33,250	100.0%
<i>Source: NCWRPC GIS *These figures are derived from air photos and generalized planning maps.</i>		

Land Use Supply

There are about 33,250 acres of land within the Village. Of that, over 3,800 acres are considered open lands and another 18,422 acres are wooded. These two categories combine to about 22,000 acres of undeveloped land that might be available for future use. This does not take into account another 5,722 acres of agricultural land. However, not all of this land is suitable or desirable for development. There is more than adequate acreage to accommodate projected future demand.

Land Use Demand

Population and employment projections were completed in an effort to identify the demand for land in the Village of Kronenwetter.

Population Projections

In, 2014, the Wisconsin Department of Administration (DOA) prepared population projections for each county and community in the State. DOA projections indicate that the Village will increase in population by over 2,800 persons by 2040, see **Table 8.2**. This would be a 36.67 percent change from the current population.

Table 8.2: Kronenwetter Population Projections

	2010	2020	2025	2030	2035	2040	Net Change
DOA Projection	7,210	8,185	8,765	9,295	9,730	10,070	2,860
<i>Source: DOA</i>							

Housing Projections

As a result of the projected population growth, there will be a need for additional housing units. If we divide the projected population change (2,860) by persons per housing unit (2.71) we can project anticipated housing needs. Note this is not a household projection, but rather a housing unit projection. Official population projections indicate a major need for additional units between now and 2040. A rapid growth of 35 units per year is projected to meet these demands, or an additional 1,055 housing units over the planning period, see **Table 8.3**.

Table 8.3: Kronenwetter Housing Unit Projections

	2010	2020	2025	2030	2035	2040	Change
Housing Unit Projection	2,810	3,170	3,384	3,579	3,740	3,865	1,055
<i>Source: U.S. Census & NCWRPC</i>							

Employment Projections

Based on the Economic Modeling Specialists International (EMSI) projection in the Economic Development Chapter above, we estimate the addition of 165 jobs over the planning period assuming the current growth rate moving forward, see **Table 8.4**. This does not account for any unforeseen “windfall” development or economic development efforts by the Village.

Table 8.4: Kronenwetter Employment Projections

	2017	2022	2027	2032	2037	2042	Change
EMSI Projection	5,670	5,703	5,735	5,768	5,802	5,835	165
<i>Source: EMSI (Data reflects zip code 54455) & NCWRPC.</i>							

Demand

Based on these projections there appears to be sufficient land to meet future needs to 2040. However, when considering future development, it is important to consider limiting factors for development to ensure that the land is compatible with the desired land uses.

Land Values

Overall equalized land values increased about six percent between 2010 and 2017; however, not all categories of land increased equally. Agricultural and Manufacturing property values increased approximately 16 percent and 15 percent respectively while Forest and Agricultural Forest property values decreased by approximately 40 percent

and 26 percent over this time period. Equalized land values for 2010 and 2017 in the Village of Kronenwetter can be found in **Table 8.5**.

Table 8.5: Kronenwetter Equalized Property Values			
Type of Property	2010	2017	% Change
Residential	\$380,054,300	\$412,355,200	8.5%
Commercial	\$50,417,700	\$54,867,900	8.8%
Manufacturing	\$11,218,500	\$12,886,400	14.9%
Agricultural	\$565,700	\$654,950	15.8%
Undeveloped	\$4,235,800	\$4,583,200	8.2%
Ag. Forest	\$4,329,000	\$3,187,700	-26.4%
Forest	\$26,578,800	\$15,926,400	-40.1%
Other	\$2,343,800	\$2,760,200	17.8%
Total Value:	\$479,743,600	\$507,221,950	5.7%
<i>Source: WIDOR, 2010 & 2017</i>			

Redevelopment and Infill Opportunities

The Village Tax Incremental Districts are the focus of redevelopment efforts through its Redevelopment Authority. However, there are still some areas within the existing urban core that remain undeveloped, as well as several parcels that are perhaps underutilized and could be ideal locations for redevelopment or infill development.

Property Maintenance

Property maintenance concerns were identified in the Village of Kronenwetter Comprehensive Plan Survey as well as the Community Open House. Well-maintained properties are essential for maintaining property values and a vibrant community. An acceptable appearance of property is dependent on the up-keep of lawns and natural areas and control of waste material such as coal, paper, rags, cartons, boxes, rubber, leather, tree branches, yard trimmings, indoor furniture, metals, tin cans, glass, and other similar material (excluding properly stored firewood). Property maintenance is also essential for protection of public safety by controlling accumulation of combustible materials and reduction of breeding sites for potential disease vectors like rats and other vermin. As such, the Village has regulations in place regarding lawn maintenance and control of rubbish and garbage in certain zoning districts.

Future Land Use Plan

The **Future Land Use Plan Map** represents the long-term land use recommendations for all lands in the Village. Although the map is advisory and does not have the authority of zoning, it is intended to reflect community desires and serve as a guide for local officials to coordinate and manage future development of the Village.

The **Future Land Use Plan Map** builds on the previous plan efforts and the previous chapters of this plan. The Future Land Use Plan Map was developed using information from demographics, housing, transportation, and the other chapters, which represents the desired arrangement of future land uses. The **Future Land Use Plan Map** utilizes the following eight basic land use categories:

Agricultural/Rural Residential: Identifies areas to be preserved for the purpose of general crop farming or the raising of livestock, as well as rural style, non-urban, living.

Commercial: Lower impact commercial uses such as retail stores, taverns, restaurants, business offices, motels/hotels, offices, telephone/gas company, gas stations.

County Forest: Identifies areas for active silviculture as well as recreation such as parks, trails, campgrounds, etc.

Governmental/Institutional: Schools, churches, cemeteries, libraries, government buildings, utilities and other governmental facilities.

Industrial: Light and heavy industrial development. Industrial facilities, manufacturing operations, and contractor shops at which all operations are conducted entirely within an enclosed building, with the exception of fully screened outdoor storage and loading operations. Light industrial facilities are those which are not associated with nuisances such as odor, noise, heat, vibration, and radiation detectable at the property line and which do not pose a significant safety hazard such as danger of explosion. A "Light Industrial" land use may conduct retail sales activity as an accessory use. A "Heavy Industrial" use may include activity conducted partially or wholly outside of an enclosed building and may be associated with nuisance conditions.

Industrial/Commercial: Area designated for concentrated development in an industrial park (heavy) or business park (light / office) setting.

Residential: One family structures, farm residences, mobile homes, multiple family structures with three or more households, condos, duplexes, apartments.

Water: Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.

Land use and zoning are similar but they are not the same. Land use categories are more general, while zoning is much more detailed. Zoning is the legal tool to regulate specific land uses. Since the land use categories are generalized it is possible that more than one zoning district would correspond to each of the land use categories. Timing is also a consideration for zoning. Some of the areas identified on the future land use map may not be appropriate for certain zoning for five or ten years, based on

other factors, such as the extension of specific infrastructure. The goal was to produce a generalized land use plan map to guide the Village's growth in the next twenty years.

Existing Land Use Tools

To implement the recommendations of the Comprehensive Plan, there are some basic tools that are available to the Village. There are zoning, subdivision ordinance, and official mapping.

Zoning

Zoning is a major tool used to regulate land uses and implement a comprehensive plan. The zoning ordinance regulates the use of property to advance the public health, safety, and welfare of the community. It has been used throughout the United States and in Wisconsin since the 1920's.

A zoning ordinance creates different use zones or districts within a community. Each district has a list of permitted uses, which are uses that are desirable in a district. Districts may also contain a list of special uses, sometimes called special exceptions or conditional uses, which are allowed under certain circumstances, and require review by a local government body to be allowed. All other uses are prohibited.

Zoning regulations are adopted by local ordinance and consist of two major components, a map and related text. The zoning map displays where the zoning district boundaries are, and the text describes what can be done in each type of district. The Future Land Use Plan and zoning are similar but they are not the same.

Zoning should be derived from, and be consistent with, the policy recommendations adopted in the comprehensive plan. The desired land uses should "drive" the development of specific zoning ordinance provisions including district descriptions, permitted uses, conditional uses, and the zoning map. This consistency has been important in upholding legal challenges in the Courts.

Following the planning process it is critical that the zoning ordinance be updated to incorporate the findings of the plan.

Land Division

Subdivision regulation relates to the way in which land is divided and made ready for development. A community can control the subdivision of land by requiring a developer to meet certain conditions in exchange for the opportunity of recording a plat. While imposing conditions restricts the use of private property, the cumulative effect of land subdivision on the health, safety, and welfare of a community is so great as to justify public control of the process.

Of all the land use control devices available, subdivision regulation has probably the greatest potential. When compared with zoning, a well-administered subdivision control is more useful in achieving planning goals and its influence is far more lasting. Once land is divided into lots and streets are laid out, development patterns are set. Subdivision regulations can ensure that those development patterns are consistent with community standards. Subdivision regulations can also ensure the adequacy of existing and planned public facilities such as schools, wastewater treatment systems, and water supply to handle new growth. Finally, subdivision regulation can help ensure the creation and preservation of adequate land records.

There is some overlap between zoning and subdivision codes in terms of standards. Both ordinances, for example, can set lot sizes. Both can deal with the suitability of land for development. Implementing important plan techniques such as rural cluster development often requires use of the zoning ordinance and the subdivision ordinance.

Under Wisconsin law, the Village has authority to provide extraterritorial review of subdivision requests in the surrounding towns within 1.5 miles of its corporate limits.

Official Mapping

Villages may adopt official maps. These maps, adopted by ordinance or resolution, may show existing and planned streets, highways, historic districts, parkways, parks, playgrounds, railroad rights of way, waterways, and public transit facilities. The map may include a waterway only if it is included in a comprehensive surface water drainage plan. No building permit may be issued to construct or enlarge any building within the limits of these mapped areas except pursuant to conditions identified in the law.

Official maps are not used frequently because few communities plan beyond major thoroughfares and parks in detail in advance of the imminent development of a neighborhood.

Other Tools

Extraterritorial Plat Review:

Extraterritorial plat review allows the Village to review, and approve or reject subdivision plats located within the extraterritorial area as long as the Village has a subdivision ordinance or official map. Statutes define the review area as the unincorporated areas within 1.5 miles of the Village.

The purpose of the extraterritorial plan approval process is to help cities and villages influence the development pattern of areas outside of the village that could be annexed at some point. It also helps villages protect land uses near its boundaries from conflicting uses outside of village limits.

Extraterritorial Jurisdiction Zoning:

Extraterritorial zoning is a tool allowed under Wisconsin Statutes. To do this, however, requires a lengthy three-step process including the creation of a joint committee consisting of representatives from the Village and the Towns, which work together to adopt this tool.

This joint committee prepares a proposed plan and regulations for the extraterritorial area and submits it to the Village, which may adopt it as proposed or resubmit the proposal to the joint committee for changes. In either case, the proposed regulations must receive a favorable majority vote from the joint committee before the Village can adopt them.

Land Use Issues

Urban/Rural Divide

Given the Village's large geographical size, there is a divide between the urban and rural portions of the Village. This divide can help lead to a notion of two communities, which can overcomplicate decision-making for the Village.

Rapid Growth

The Village is currently experiencing tremendous residential growth. This residential growth is placing pressure on the Village's valued farm fields and the valued "Rural Atmosphere" that many residents of the Village enjoy.

Property Maintenance

There are concerns among residents about the upkeep of private properties. For example, there have been issues with people moving into the Village and expecting or assuming that they can put various types of vehicles on their lawn. There are also differences of opinion on what is acceptable to place in private yards.

Interstate 39 Corridor

There are many questions regarding what the Village should plan for along the Interstate 39 Corridor. Questions include locating where residential uses would fit, balancing residential uses with commercial and industrial uses, and how to prioritize commercial and industrial uses versus residential uses along this corridor.

Goals, Objectives, & Policies

As in previous chapters of this plan, a goal and a series of objectives are identified.

Goal: The Village will make sound land use decisions which strive to coordinate future growth and land uses with infrastructure capabilities and availability.

- a. Strategically locate new developments in areas to create mutually beneficial relationships among businesses

- b. Encourage growth to occur within the Sewer Service Planning Area
- c. Utilize the Future Land Use Map in directing potential commercial and industrial opportunities to appropriate locations
- d. Work with landowners to protect productive agricultural and forest lands to accommodate property owner desires to the extent possible
- e. Strive to avoid allowing conflicting land uses to be located adjacent to one another
- f. Preserve the most advantageous properties for commercial and industrial uses and direct residential use to other property
- g. Encourage industrial uses in areas with convenient access to arterial roadways
- h. Discourage large and undeveloped residential lots in areas serviced by the public water and sewer infrastructure
- i. Recognize the different expectations residents have living in different areas of the Village and develop ordinances and policies reflective of those property owner expectations
- j. Encourage development that preserves to the extent possible the quality of life that residents enjoy
- k. Strive to maintain a density of no greater than one residential unit per twenty acres of land in the rural areas of the Village
- l. Strive to maintain a density of no greater than one residential unit per one-half acre in the more urban areas of the Village
- m. Seek to be involved with Wisconsin Public Service land use decision-making process, particularly those regarding property adjacent to the existing power generation facilities and develop compatible neighboring uses
- n. Encourage projects that cater to the Village's aging population
- o. Avoid excess regulations that drive up cost for housing, land development, and site development

Chapter Nine

Intergovernmental Cooperation

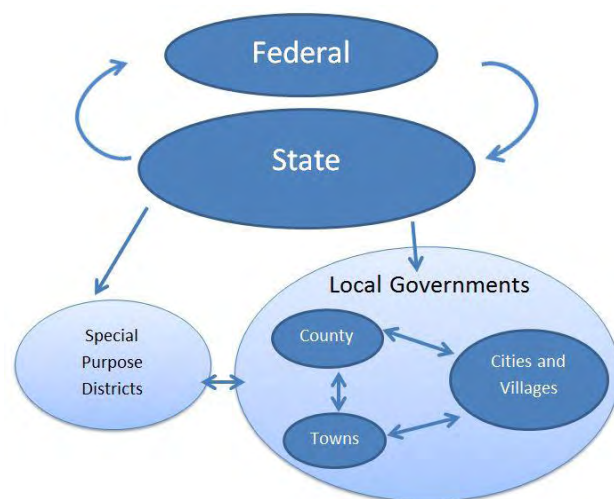
Intergovernmental Cooperation is important because many issues including economic development, housing, natural resources, and transportation cross political boundaries. Communities are interdependent for many reasons, and the effects of growth, change, and activities spill over and impact the entire region.

Typically, intergovernmental cooperation and coordination refers to any arrangement by which officials of two or more government jurisdictions coordinate plans, policies, and programs to address and resolve issues of mutual interest. It is also dependent upon a defined geographic area within which cooperation and coordination may be feasible. Intergovernmental cooperation can be as simple as communication and information sharing, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue. Wisconsin Statute §66.30, entitled “Intergovernmental Cooperation” does enable local governments to jointly do together whatever one can do alone.

Relationships between governments can best be described as “vertical” relationships, such as between federal, state and local units (county/city/town), see **Figure 9.1**. These relationships are relatively well established in law. Unfortunately, there is little public policy in Wisconsin law that encourages, let alone requires, horizontal governmental relationships such as town to town and municipality to county or town. The result is that towns, municipalities, and counties often act more as adversaries than as partners.

State-wide, Wisconsin has over 2,500 units of government and special purpose districts. Having so many governmental units allows for local representation, but also adds more players to the decision making process. As governments communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them. Intergovernmental cooperation makes

Figure 9.1: Levels of Government



sense for many reasons including trust, cost savings, consistency, and ability to address regional issues. Cooperation can lead to positive experiences and results that build trust between jurisdictions. It can save money by increasing efficiency and avoiding unnecessary duplication. It can lead to consistency of goals, objectives, plans, policies, and actions of neighboring communities. Finally, by communicating and coordinating their actions and working with regional and state jurisdictions, local communities are able to address and resolve issues that are regional in nature.

A variety of other factors, some long-standing and some of fairly recent origin, are combining to force citizens and local governments in both urban and rural areas to confer, cooperate, and in some cases, to join together in a search for better ways to deliver public services in their respective areas. These factors include:

- Local governments financial situation;
- Opportunity to reduce costs by working together;
- Elimination of duplication of services;
- Population settlement patterns and population mobility;
- Economic and environmental interdependence; and
- High-cost, capital-intensive functions.

The major beneficiary of intergovernmental cooperation is the local resident. They may not understand, or even care about the details of a particular intergovernmental issue, but residents can appreciate their benefits, such as cost savings, provision of needed services, a healthy environment, and a strong economy. Communication and joint planning can reduce or minimize potential conflicts.

Existing Relationships & Agreements

The Village of Kronenwetter is involved in a fairly extensive amount of relationships and agreements. These relationships and agreements involve emergency services, stormwater and transportation planning, sanitary sewer service, and economic development. The following is a summary of these cooperative efforts:

Local Government

Protective Services

South Area Fire District provides Fire, EMS, and rescue operations to the Village of Kronenwetter along with Town of Rib Mountain, Village and Town of Weston, and Towns of Easton, Ringle, Guenther, Stettin, and Marathon. The district began operations January 1, 2014 and operates out of stations in Rib Mountain and Weston. Both stations are fully staffed 24 hours a day 365 days a year with firefighters and

paramedic level EMS staff. The Village's volunteer Fire Department provides fire and rescue operations to the Village of Kronenwetter along with the Town of Guenther.

Kronenwetter has its own police department which provides several services to residents and visitors of Kronenwetter. The Marathon County Sheriff's Office also provides dispatching services for the Village of Kronenwetter.

Building Inspections

The Village of Kronenwetter contracts with the Village of Weston to provide building inspection services to Kronenwetter property owners. The Village of Weston handles all the plan reviews and in-field inspections while Kronenwetter Staff handles the administrative functions of the service.

County Government

Marathon County directly and indirectly provides a number of services to the Village and the Village enjoys a good working relationship with many of the responsible departments.

The County Highway Department maintains and plows County and state highways within the Village.

The County Sheriff manages the 911-dispatch center for police, fire and ambulance/EMS response.

The Parks, Recreation and Forestry Department maintains a county-wide park system and county forest system for the use and enjoyment of all residents.

The Marathon County Planning Department coordinates sewer service area planning and administration for the Village and the other urban area communities.

Library District

The Village of Kronenwetter is served by the Marathon County Public Library, which receives contributions from numerous area governments. The library provides a valuable service to the community, improving self-education opportunities and life-long learning, as well as provided community space for children and adults to gather, hold events, and recreate. The closest branches of the Marathon County Public Library are located in the Village of Rothschild and the City of Mosinee.

School Districts

The Village of Kronenwetter is within two public school districts; the D.C. Everest School District, and the Mosinee School District. Northland Lutheran High School, a private school, is also located within the Village. The Village is within the Northcentral Technical College service area.

Waste Water

The Village of Kronenwetter's wastewater is treated at the Rib Mountain Metropolitan Sewerage District. This facility also serves the City of Mosinee, the Rib Mountain Sanitary District, and the Villages of Weston and Rothschild.

Sewer Service Area

The Village of Kronenwetter, along with the Cities of Mosinee, Schofield, and Wausau, the Villages of Maine, Rothschild, and Weston, and the Town of Rib Mountain, is included in the Wausau Urban Area Sewer Service Area. The Wausau Urban Area Sewer Service Area serves as the geographic boundary for possible sanitary sewer services in an effort to provide a technical basis for wastewater collection and treatment.

North Central Stormwater Coalition

The Village of Kronenwetter is a member of the North Central Stormwater Coalition with 12 other municipalities and Marathon County. This organization unifies communities in working together to achieve better water quality in the area basins by addressing stormwater issues together.

Marathon County Development Corporation (McDEVCO)

The Village is a contributing member of the Marathon County Development Corporation (McDEVCO). The communities of Athens, Brokaw, Edgar, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Spencer, Wausau, Weston, and Kronenwetter all signed a code of economic development conduct agreement. This agreement allows the participating municipalities to work together to attract businesses to the region, and allows McDEVCO to be the entity which markets the area and serves as the point of contact for businesses looking to come to the area. This agreement also prohibits municipalities from soliciting another community's business lead.

Wausau Metropolitan Planning Organization

Kronenwetter is located inside of the Wausau Metropolitan Planning Area. The Wausau Metropolitan Planning Area also includes the Cities of Mosinee, Schofield, and Wausau, the Villages of Maine, Rothschild, and Weston, and the Towns of Bergen, Mosinee, Rib Mountain, Texas, Wausau, and Weston. The Wausau Area Metropolitan Planning Organization (MPO) manages state and federal funding for transportation systems in the Wausau Metropolitan Planning Area.

Marathon County Eastern Towns and Villages Association

Kronenwetter takes part in meetings of Marathon County's Eastern Towns and Villages Association. Meetings are held quarterly; a joint meeting of the East and West groups is held annually in July.

North Central Wisconsin Regional Planning Commission

The Village, as a local unit of government within Marathon County, is a member of the North Central Wisconsin Regional Planning Commission. The NCWRPC provides assistance related to economic development, geographic information systems (GIS), intergovernmental cooperation, land use planning, and transportation planning to local governments within a ten-county region. The NCWRPC also prepares regional plans that address issues that cross jurisdictional and political boundaries.

State & Federal Government

As a local unit of government, the Village has formal relationships with the State and Federal government. The Village frequently works with the various state departments, such as the Department of Transportation, the Department of Natural Resources, and the Department of Revenue. Meanwhile, some of the federal agencies that the Village works with include the U.S. Army Corps of Engineers and the Environmental Protection Agency. The State and Federal Government also have funding assistance available for local governments for housing, community development, community arts, transportation, environmental remediation, and many other areas.

Intergovernmental Issues

Reduced Monetary Aid

With municipalities across the state receiving less and less monetary aid, the Village will need to find a way to do more with less regarding Village operations. This could include sharing services and resources with other municipalities, a notion that is currently being met with resistance. The Village would also need to identify which services or resources could be shared, and whether or not they already have these services or resources.

Goal & Objectives

Goal: The Village will be a cooperative and collaborative partner with other municipalities and organizations to most effectively and efficiently provide services to residents.

- a. Work to create a symbiotic relationship with DC Everest, Mosinee School District, and Northland Lutheran High School (SWOT)
- b. Work to create a symbiotic relationship with Northcentral Technical College (SWOT)
- c. Consider intergovernmental agreements for the sharing of publicly-owned resources when feasible in order to save costs (SWOT)
- d. Explore options for services through shared service agreements and combined services through the metro area, where cost effective and beneficial to the community
- e. Coordinate with the area communities to improve both motorized and non-motorized transportation systems
- f. Monitor proposed legislation at the state level and provide representation at public input meetings (SWOT)
- g. Coordinate with the Central Wisconsin Airport to ensure they remain a valuable asset to the Village
- h. Employ and retain professional staff dedicated to serving the public and utilizing efficient means in spending of tax payer money
- i. Develop internship opportunities to provide support for special projects (SWOT)
- j. Regularly review position descriptions and compensation packages to ensure the Village is a competitive employer in the region
- k. Encourage department staff to find new and innovated solutions to evolving problems.
- l. Leverage and build on mutually-beneficial relationships with key stakeholders toward achieving the Village's strategic priorities, vision, and mission
- m. Seek to improve relationships with existing regional entities such as chambers of commerce and business associations
- n. Encourage elected officials, staff members and citizens to serve on regional organizations

Chapter Ten

Public Engagement

Public engagement is an effective way to help communities plan more effectively for the future and helps to increase public support for planning efforts. Public engagement helps raise public support by involving citizens in the decision making process, and ensures that the public's voice is heard in the planning process.

Public engagement within the Village should be highly-inclusive, meaning that anyone who wishes to engage with Village government has the opportunity to do so. Public engagement should also invite citizens to join the public dialogue surrounding a problem, instead of remaining on the outside looking in. Public engagement allows decision-makers to know where the community stands on a topic as the process moves along, and allows citizens to contribute solutions by providing their input, ideas, and actions.

In an effort to increase the level of public engagement within the Village of Kronenwetter, the Village has created this chapter to help guide future efforts for advancing public engagement within the community.

Current Engagement Efforts

In order to better understand how the Village can better engage with the public, it is important to first inventory existing efforts that the Village is undertaking to engage with the public. There are many different tactics used by local governments to engage their citizens. Tactics that are currently utilized by the Village of Kronenwetter include: newsletters, a Village website, community events, social media, community surveys, and public meetings. Each tactic is described in detail below.

Village Municipal Center

Citizens of Kronenwetter are welcome to interact with Village Staff in-person at the Village Municipal Hall Monday-Friday between 8:00 AM and 4:30 PM. The Village Municipal Center offers residents a place to meet with Village Staff face-to-face and allows residents to have questions answered by Village Staff, keep up-to-date on news relating to the community, look up meeting notices and agendas, access documents, attend public meetings held by Village, and fill-out and/or return Village forms. Residents also have the opportunity to communicate with Village Staff via the Village Municipal Center's telephone system during office hours or email during after hours.

Newsletters

Currently, the Village of Kronenwetter creates a monthly e-newsletter, the “Village View”, a newsletter that covers current, upcoming, and past events regarding the Village. The Village prints copies of the monthly e-newsletter for residents to pick up in person at the Municipal Center if they lack computer access. However, only two to three people per month take advantage of this opportunity. The Village also sends out an annual newsletter once per year in December via hard copy in the mail. Residents interested in viewing the monthly e-newsletter, can subscribe to the “Village View” at the Village’s website.



Community Events

Community events are a great way to generate crowds of people in one location, and can be used as an opportunity for Village staff to interact with local citizens. The Village holds a number of events each year including: a Bike & Walk for the Health of It event, weekly Farmers Markets between late-June and mid-October, a Community Garage Sale Weekend, numerous Movie Under the Stars nights, a Halloween Trick-or-Treat, a Run For The Fallen Event honoring fallen first responders during 9-11, a Fire Department Open House, and a Deck the Yard holiday decorating contest.

Village Website

The Village of Kronenwetter’s website features news, a calendar of events, and information regarding the Village. The Village website serves as a “one-stop shop” for residents to learn about ongoing Village events, news, ordinances, meetings, etc. The Village website allows users to access the Village’s calendar of events, access meeting agendas and minutes, access Village forms and ordinances, sign-up for e-notify a feature that emails key information to residents, conduct online payments, and read local news. The Village website has tabs at the top that allows users to search for Government topics, various Village Departments, Community topics, Economic Development topics, and allows users to contact Village Staff. The website also has an e-notify feature which allows residents to sign-up to receive notices, via email or text, of when the Village updates a section of their website. Residents can access the

Did you Know?

Residents can view Village Meeting times, agendas, and minutes; Village Events; Village Ordinances; and many other items on the Village Website.

Village of Kronenwetter website here: <http://www.kronenwetter.org/>

Social Media

In an effort to engage with citizens on social media, the Village of Kronenwetter has their own Facebook, Twitter, Instagram, and YouTube pages/channels. These social media accounts allow citizens who follow these pages to voice their concerns, comments, or questions in an online format that many users are comfortable using and accessing. The Village can interact with citizens via their social media pages by replying to comments or questions, sharing news and upcoming events, and posting pictures or videos for followers to see that might prompt a response from followers.

Facebook

Here citizens can voice any comments, questions or concerns to staff by messaging or posting on the Village's Facebook page. The Village of Kronenwetter Facebook page contains upcoming events, posts pictures and videos of the local community, and shares posts regarding Village news and events. Residents can follow the Village of Kronenwetter Facebook page here: <https://www.facebook.com/KronenwetterWI>. Residents who follow the Village's Facebook page will be able to see posts and updates made by the Village Facebook on their timelines. As of January 1, 2019, the Village has 2,615 "Likes" and 2,613 followers to its main page. The Village also has pages set up for its Parks and the Village Farmers Market.



Twitter

The Village of Kronenwetter also has its own Twitter page. Similar to their Facebook page, the Village's Twitter page is used to post news and events online so that they are visible to followers of these pages when they are on social media. Residents can follow the Village of Kronenwetter Twitter page here: <https://twitter.com/kronenwetterwi>. At this time, the Village utilizes a post sharing app that automatically pushes Facebook posts to the Village Twitter account. The Village does not create unique posts for its Twitter account. As of January 1, 2019, the Village has 605 followers on its Twitter page.



YouTube

The Village opened a YouTube channel in the fall of 2018 to post videos too. The channel only has two videos posted on it as of January 1, 2019 with a total of 16 views. The Village plans to utilize this channel for a combination of marketing videos for community events and economic development and educational videos to help residents in the future. To find the Village's YouTube Channel go to www.youtube.com and search for "Village of Kronenwetter".



Instagram

The Village is new to Instagram as well, only opening an account in September of 2018. As of January 1, 2019 the Village Instagram account has 4 posts and 8 followers. The Village plans to use this account to share pictures and short videos of community events and general photography from around the Village. To find the Village's Instagram account go to and search "Village of Kronenwetter" on Instagram.



Community Survey

The Village has/will conduct surveys to gauge public opinion. The latest was done as part of the comprehensive planning process. The Village asked its residents to complete a survey to provide their input and help shape the future of the Village. The Village of Kronenwetter is proud to say that 639 residents provided their input by completing the survey. Respondents were asked a series of questions relating to community facilities and services, parks and recreation, transportation, housing, economic development, and demographics, as well as an additional chance to provide comments at the end of the survey.

639

The number of respondents who completed the 2018 Kronenwetter Comprehensive Plan Survey.

The 639 respondents in Kronenwetter outnumbered the number of respondents the City of Wausau had for their comprehensive plan survey, despite Wausau having over **five** times as many residents.

Results from the survey will be used as a reference on how the public may feel about a certain topic by Village Staff when making future decisions or determining whether to explore future projects. The Community Survey serves as a way for citizens

to provide their input on various topics, and allows Village Staff to view opinions from a broad spectrum of the community.

The community survey can also be used to help identify ways the Village can improve public engagement and participation. In the community facilities and services section of the survey, respondents were asked four questions, (10-13), regarding their engagement with Village government. The four questions regarding engagement with Village government included:

Question 10 asked respondents how engaged they consider themselves to be with Village government. Nearly 70% of respondents replied that they consider themselves to be “not very engaged” or “not engaged at all” with Village government. These results indicate that improvements could be made to public engagement efforts to help encourage more citizen engagement.

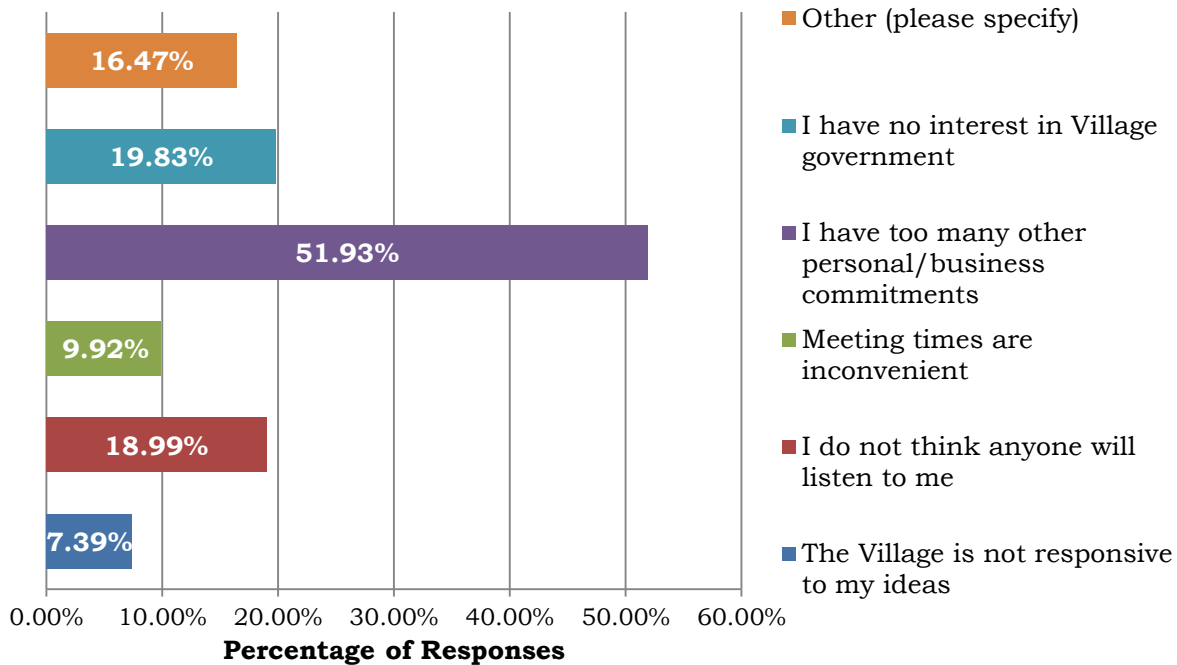
Question 11 asked respondents what their primary barriers to being engaged with Village government were. Choices available for respondents to choose from included:

- The Village is not responsive to my ideas
- I do not think anyone will listen to me
- Meeting times are inconvenient
- I have too many other personal/business commitments
- I have no interest in Village government
- Other (this choice allowed respondents to type in their own barriers)

Figure 10.1 displays the results for Question 11: What are the primary barriers to being more engaged with Village government? (choose all that apply). The most common barrier to engaging with Village government among respondents was “I have too many other personal/business commitments”, with about 52% of respondents identifying this as a barrier. Other common responses included “I have no interest in Village government” at nearly 20%, and “I do not think anyone will listen to me” at 19%. Common comments generated from the “Other” option included: A lack of awareness of meeting times or other opportunities to be involved among residents; age constraints; work constraints (such as working during meeting times); being new to the area; and an unwillingness to get involved due to a variety of factors, including a lack of knowledge of planning, a lack of time to be involved, and disagreement with how the Village has reached decisions in the past. These barriers will be discussed in further detail later on in the chapter in the Barriers section.

Figure 10.1: Question 11 Results

What are the primary barriers to being more engaged with Village government? (Choose all that apply).



Question 12 asked respondents what their preferred method of receiving Village communications is. Methods available for residents to choose from included:

- Electronic newsletter via email
- Printed newsletter via mail
- Village website
- Social Media (Facebook and Twitter)
- Other

The two preferred methods for receiving Village communications were “Printed newsletter mailed to you” with about 43% of respondents preferring this method and “Electronic newsletter emailed to you” with about 37% of respondents preferring this method. The results from this question have led to the Village considering starting to provide printed copies of their monthly newsletter to residents.

Respondents’ desire for the monthly newsletter to be distributed via a printed copy in the mail has led the Village to consider mailing printed copies to interested citizens.

Question 13 asked respondents how they would rate their experience when working with Village Staff. Nearly 45% of respondents rated their experience working with Village Staff as satisfactory, while an additional 26% replied that they are very

satisfied with their experience. Nearly 23% of respondents replied that they feel neutral about their experience, 4% felt Dissatisfied, and 2% felt Very Dissatisfied.

Public Meetings

All Village Board meetings are governed by a state law called “The Open Public Meetings Act.” In Wisconsin, all meetings of governmental bodies at which decisions are made are public meetings, and anyone interested may attend the meeting and provide comment or simply observe. The Village of Kronenwetter posts all Village Board meeting agendas and packet materials on the Village of Kronenwetter website and posts meeting agendas out front of the Municipal Center.

As a part of the Comprehensive Planning process, the Village of Kronenwetter prepared a public participation plan in conformance with Section 66.1001(4)(a) of Wisconsin Statutes to help facilitate public knowledge and involvement in the planning process.

The Village also held an Open House as part of the Comprehensive Planning process, inviting citizens to voice their concerns, comments, and questions, as well as provide input and actively participate in the planning process. Various comments provided by participants were used to make improvements to this Comprehensive Plan. More information about the Community Open House can be found in the **Background & Demographics Chapter**.

Barriers to Public Engagement

Identifying barriers to public engagement that exist within the Village guides the development of strategies that might be employed to address these barriers.

As indicated by the Community Survey, barriers to public engagement include a lack of reliable internet access; a lack of awareness of Village events, news, meetings, and opportunities; a lack of citizen participation on Village Committees; citizens having too many other commitments; a lack of trust among citizens in local government; and a general lack of interest in Village government among citizens. Each of these public engagement barriers are discussed below:

Lack of Reliable Internet Access or Usage

The lack of reliable internet access in Kronenwetter is described in more detail in the **Broadband Technology Chapter**. Currently, the Village of Kronenwetter relies on the internet to distribute their monthly e-newsletter. Residents who do not have access to the internet or do not use the internet are currently left out of receiving the monthly newsletter, unless they come to the Municipal Center to get a printed copy.

Another barrier that a lack of internet access can impose is a lack of awareness among residents. The Village relies on their webpage and social media efforts to advertise meeting times, agendas and minutes, and future events. A lack of internet access and usage among residents limits the amount of exposure these residents receive to ongoing community issues, news, events, and meetings.

Lack of Awareness among Citizens about Village Events, Meetings, News and Opportunities for Involvement

A lack of awareness among citizens about Village events, meetings, news, and opportunities for involvement was a barrier commonly referred to by respondents in the Comprehensive Plan Survey. Part of citizens' lack of awareness of Village meetings, events, news, or involvement opportunities is a lack of access to information relating to these meetings or events. Residents might not know how to or care to access this information on the internet, might not be able to access it via internet, or might not even know that such information is available.

Numerous comments in the survey highlight that a lack of awareness about Village information is a barrier to public engagement and involvement. Comments from the survey that suggest a lack of awareness among citizens' regarding Village events, meetings, news, and opportunities to be involved include:

- "Lack of information regarding meetings. Not internet."
- "Plan to attend some meetings. Wasn't aware of meetings when I first moved to Village."
- "The Village doesn't advertise meeting times."
- "I don't know when the meetings are held."
- "Not aware"
- "Never knew it was possible to attend."
- "Not aware of opportunities to be involved"

These comments indicate that there is a lack of awareness among citizens on not only information on Village meetings and events, but also on how to access this information. The Village currently advertises meeting times and dates on their website, Facebook, and Twitter pages.

Lack of Citizen Participation on Village Committees

The Village of Kronenwetter has a variety of committees that offer citizens the opportunity to be involved in local government by serving on the committee. However, citizen participation in Village Committees has been a persistent issue in the Village, as the Village has been having trouble filling these committees for some time. The lack of a citizen presence in Village Committees can make it hard for decision makers to understand how the public feels about an issue or a potential decision, as citizens who

serve on these committees can act as a sounding board for decision makers and as a voice for the community.

There are a variety of reasons that could help explain why there is low citizen participation on Village Committees. One reason is the possibility of time constraints. Serving on Village Committees requires participating citizens to devote 2-3 hours of their time per month, which could lead to residents avoiding participation due to scheduling conflicts or an unwillingness to devote that much of their time. Another reason for a lack of participation could be the notion that “breaking in to the good old boys club is hard to do”, as one survey respondent noted, meaning many of the same people serve on multiple Village Committees.

Time Conflicts and Other Commitments

Results from the 2018 Comprehensive Plan survey indicate time conflicts, as a result of residents having other commitments, as the largest barrier to citizens being involved in Village government, as 52% of respondents cited this as a barrier to engagement with Village government.

52%

Percentage of respondents who cited **“I have too many other personal/business commitments”** as a primary barrier to being engaged with Village government.

As all Village meetings are held during weeknights, this limits the amount of people that can attend the events. Often times, the Village cannot control the reasons for time conflicts experienced by residents. For example, other events, such as a school or entertainment event, may fall on the same night as a Village meeting. Jobs occupied by residents can also create a time conflict. For example, those who work second-shift are not able to attend meetings at night, and thus do not receive the opportunity to voice their opinions at these meetings.

The Village Municipal Center operation hours also pose a time conflict for many residents. In Kronenwetter, the Village Municipal Center hours of operation are Monday – Friday 8:00 AM – 4:30 PM, a time during which many residents are at work. This requires many residents to either take time off to visit the Village Municipal Center, or limits them to using the internet to have their engagement needs met.

Lack of Trust in Local Government

Lack of trust in local government decreases the odds that a citizen will engage with their government. If a citizen feels that their opinion will not be heard or ignored, they are not likely to give their opinion on a subject. Lack of trust can also result from decisions that are made by Village officials. Not every citizen is going to agree with

decisions made by Village officials, and often times this can lead a citizen to lose trust in Village officials if they feel their opinion was not considered.

In the Comprehensive Plan Survey, 19% of respondents cited the option “I do not think anyone will listen to me” as a primary barrier to engagement with Village government. Additionally, over 7% of respondents cited the option “The Village is not responsive to my ideas” as a primary barrier. Citizens who feel that the Village is not responsive to their ideas will view any participation on their end as a waste of time and likely will not be involved or engaged with local government. There were also a number of comments that indicated a lack of trust for local government among citizens. Comments indicating a lack of trust range from poor experiences when engaging with Village officials to the notion that Village officials have their own agenda.

While it is impossible to make decisions that will please everyone, it is important for the Village to address the notion that Village officials have their own agenda or are ill prepared when it comes to decision making. Transparent decision making with reasons for each decision should be a priority for the Village in the future.

26.38%

Percentage of survey respondents who cited **“The Village is not responsive to my ideas”** or **“I do not think anyone will listen to me”** as primary barriers to being engaged with Village government.

General Lack of Interest Among Citizens in Local Government

Another barrier to public engagement is a lack of interest by citizens in becoming involved in local government. Reasons for a lack of interest in being involved could include reasons already discussed such as a lack of trust or time constraints, or the feeling by some citizens that they do not need to get involved since all of their needs are currently being met.

In the Comprehensive Plan Survey, 20% of respondents chose “I have no interest in Village government” as a primary barrier to being more engaged in Village government. Several comments in the survey which suggest a lack of interest in participation as a barrier to engaging with Village government are listed below:

- “Just didn’t think about it”
- “I have not made it a priority”
- “I’ve never considered it”
- “As long as things are running smoothly I don’t feel the need to be involved”

Strategies to Enhance Public Engagement

Relating to communications with the public, there are a number of things that the Village of Kronenwetter can do that will enhance their public engagement efforts that will be mutually beneficial to both residents and the Village. The preceding sections of this chapter have taken a look at the Village's current public engagement efforts, and the barriers to public engagement present in the Village. A review of those barriers suggests a number of actions that need to be undertaken by the Village in order to improve public engagement and communication. In an effort to improve communications with the public, the Village of Kronenwetter will utilize the following strategies.

Strategy 1: Distribute the monthly newsletter both via mail and electronically:

Survey results indicate a strong desire among respondents to have the monthly newsletter distributed via a printed copy in the mail and electronically via email. Over 42% of respondents prefer to have a hard copy of Village communications mailed to them, while over 37% of respondents prefer to have Village communications emailed to them. This strategy will allow citizens the option to choose between a printed copy of the monthly newsletter mailed to them or have an electronic copy of the monthly newsletter emailed to them. Allowing residents the option to choose between a paper copy and an electronic copy will allow residents who do not have access to the internet or prefer a paper copy a chance to read stay up to date with current Village news, and allows the same opportunity for those who prefer it to receive the newsletter by email.

Strategy 2: Utilize the Village's social media platforms and paid advertising to expand the Village's reach and create awareness of the Village:

Utilizing various social media platforms will allow the Village to reach a broad base of residents during their spare time. The Village's current platforms will allow the Village to relay important information to residents on media that the residents are already using, meaning all a resident has to do is follow the Village's page and they will receive the information on their timeline. This will help to increase awareness of Village events and meetings amongst residents and will help boost the Village's public engagement efforts.

Strategy 3: Host planning events that bring together various stakeholders:

Hosting planning events such as public forums, planning charrettes, a Focus Group event, or Community Conversations can help accomplish the goals of public engagement. Public forums offer the opportunity to have different views heard in a community. Planning charrettes can build trust and provide space for people to work

together to address divisive issues and create successful projects. Focus groups are an efficient way to gain input from various important stakeholders or from the community more generally in a relatively controlled environment. Community Conversations provide opportunities to engage a broad cross-section of a community in dialogue, and tend to reach the largest number of people and to gain the broadest input, raise general awareness, and bring ideas, resources and partners to local initiatives that may not have been previously considered.

Strategy 4: Provide citizens other opportunities to participate in public meetings besides attendance:

Providing citizens other opportunities to participate in public meetings other than attending the meeting could help to solve time commitment issues residents who want to participate may face. Allowing citizens to provide comments either online or in written form could help boost citizen participation in local government. The Village could have a drop-box located both at the Village Municipal Center and on their website.

Strategy 5: Provide incentives to residents to participate in Village meetings and events:

To help boost public participation in various Village plans, projects and processes, the Village should offer material incentives, such as item and gift-card giveaways, to citizens to encourage them to get involved in Village affairs. The Village should also offer social incentives and status incentives to help boost citizen participation. Social incentives include events like dinner parties or community-wide events, and are intended to provide a sense of fun, promote hard work, provide moments of reflection and help strengthen relationships. Status incentives often involve forms of recognition such as awards or public recognition. One status award that the Village could consider handing out is an annual “Civic Duty” award given to a person who has made a significant and impactful contribution to the Village of Kronenwetter that year. Status incentives could be particularly effective to help fill citizen-held seats on Village committees. The Village should also make a point to send personal “thank-you” notes/calls to citizens who choose to participate in Village government.

Strategy 6: Provide visiting hours at the Village Municipal Center on at least one Saturday per month, or have extended hours on a week day:

Opening the Village Municipal Center for at least one Saturday per month, or having extended hours on a week day will provide residents who are unable to visit the Village Municipal Center during normal operating hours the opportunity to have their needs met.

Strategy 7: Develop trust by addressing the community's leading concerns:

Addressing issues that the community has identified as leading issues will help to build up trust in Village government. Citizens will be most receptive to Village leaders if the issue that they themselves are already feeling most concerned about are acknowledged and addressed by leaders. The Village of Kronenwetter's Comprehensive Plan Survey included a question asking respondents to indicate how important they feel it will be to address a list of planning issues that the Village will face in the next 20 years. The Village should start this strategy by working to address the top issues identified in this question.

Strategy 8: Advertise the Village's current outreach platforms:

To help combat the issue of citizens not being aware of events and meetings held by the Village, the Village should advertise the platforms they are currently using to help disperse important information. Promoting the Village's current outreach platforms could involve including sections in the Village newsletter explaining how residents can access this information, taking out space in local newspapers, and posting flyers at various locations throughout the Village.

Strategy 9: Explore and create more opportunities for feedback:

The Village should seek to offer citizens more outreach platforms to communicate with Village staff. Additional platforms the Village could tap into include conducting an annual Community Satisfaction Survey, providing a feedback box located at reception in the Village Municipal Center and at Village Board meetings, creating a feedback and public engagement section on the Village website, and holding various planning events as suggested in Strategy 3.

A Community Satisfaction Survey could ask residents a variety of questions regarding participation with local government, and could be used as a measuring tool to gauge how the Village is doing with their public engagement efforts.

Creating a public engagement section on the Village website would provide residents with an easy-to-use platform to give input, voice concerns, and participate in Village planning efforts and projects.

Strategy 10: Identify potential community groups and businesses to develop relationships with to help engage the public:

The Village should identify community groups or businesses within the Village and surrounding area to develop mutually-beneficial relationships with. Developing relationships with community groups and businesses can lead to these groups or businesses sponsoring or hosting events that can help get more citizens involved, while also drawing awareness to their group efforts or business. Community groups

and organizations, such as the school system, and businesses can also help get the underserved populations within the Village involved in Village government.

Two traditionally under-represented groups include the elderly and the young. The Village of Kronenwetter could seek to empower kids by involving youth in Village planning processes, setting priorities and decision making. For example, both the City of Stevens Point and City of Wausau have a Mayor's Youth Council. One suggestion was to enlist school government/social science teachers to help coordinate/lead such efforts.

Goal & Objectives

Goal: The Village will strive to develop an informed citizenry that provide valuable input to the Village's decision making processes.

- a. Support an increase in community involvement from residents, businesses and community organizations
- b. Disseminate clear, complete, and timely information to residents through a variety of media
- c. Identify community organizations and individuals representing a broad spectrum of community interests, including those traditionally underserved, including youth and elderly, and encourage their participation in Village planning processes
- d. Seek participation and comment from all segments of the public, including the business community
- e. Create an open and ongoing two-way public involvement process that ensures full resident participation in, and input into, Village planning
- f. Seek to exceed federal requirements for public outreach in all forms of planning and decision making
- g. Engage stakeholders in setting new priorities
- h. Seek public guidance when developing policies, identifying issues, gathering ideas, developing alternatives, setting evaluation criteria, and selecting the best alternatives
- i. Achieve early and continuous involvement of the public in the development of Village plans, projects, and programs

- j. Increase public understanding of the processes used to make Village planning decisions and increase the public's willingness to get involved by convincing them they can make a difference.
- k. Develop easy-to-understand materials that break down and explain steps in decision making processes and typical timelines involved
- l. Use real examples and success stories in Village literature to demonstrate how public ideas have influenced planning outcomes and to promote awareness of its achievements and capabilities
- m. Create incentives and provide recognition for public participation
- n. Enhance two-way communication between the Village and the community to build trust, strengthen relationships and support service excellence
- o. Increase participation in Village-led processes, projects, and initiatives involving public consultation and dialogue
- p. Increase the percentage of community members who consider themselves well-informed about our services, processes, and projects
- q. Increase the percentage of community members who consider themselves engaged in Village government
- r. Increase the percentage of community members who feel they have sufficient opportunities to provide feedback, which enables continual improvement of our services, processes, and projects
- s. Strive to share stories of progress and success in the Village
- t. Strive to make decisions that reflect and further the Village's adopted Vision and Mission statements
- u. Increase Village presence at community events to provide information and solicit public input/involvement

Chapter Eleven

Implementation

Overview

The implementation chapter is intended to provide a summary of actions necessary to carry out the goals and objectives determined through the planning process. Beginning on January 1, 2010, any program or action of a local governmental unit that affects land use is required to be consistent with that local governmental unit's comprehensive plan, this includes:

- Official mapping established under s. 62.23;
- Local subdivision regulation under s. 236.45 or 236.46;
- Zoning ordinances enacted or amended under s. 62.23;
- Zoning of shorelands or wetlands under s. 59.692, 61.351, or 62.231;

Other actions that may use the comprehensive plan for general guidance include:

- Annexation procedures under s.66.0217, 66.0219, or 66.0223;
- Cooperative boundary agreements entered into under s. 66.0307;
- Municipal boundary agreements fixed by judgement under s. 66.0225;
- Extraterritorial plat review within the Village's extraterritorial plat approval jurisdiction, as is defined in s. 236.02 (5);
- An improvement of a transportation facility that is undertaken under s. 84.185;
- Impact fee ordinances that are enacted or amended under s. 66.0617;
- Land acquisition for recreational lands and parks under s. 23.09 (20);
- Construction site erosion control and storm water management zoning under s. 59.693, 61.354, or 62.234; and
- Any other ordinance, plan or regulation of a local government unit that relates to land use, except conditional use permits.

Consistency Review

There are no known inconsistencies among the planning chapters. This Plan, having been prepared as a single unit, is consistent in its parts and there is no inconsistency between them.

In the future, as plan text and map amendments occur it is important that Village staff and the plan commission conduct consistency reviews. These reviews will ensure that changes do not conflict with other sections of the plan.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are ordinances. In particular, the zoning ordinance and subdivision (or land division) regulations are the primary regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. There are also non-regulatory approaches to implementing the comprehensive plan; including decisions about how the community will utilize its financial resources.

Zoning Ordinance and Map

Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, the height and bulk of buildings and other structures, and parking requirements. The general purpose of zoning is to minimize undesirable side effects resulting from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The establishment of zoning districts and the zoning map indicates where development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the property should eventually be zoned.

However, there may be situations where changing the zoning district boundary is in the best interest of the community. If changing the zoning would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern.

Subdivision (Land Division) Ordinance

Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for lot sizes, road access, street design, public utilities, storm

water drainage, parks and open space, and other improvements necessary to ensure that new development will be an asset.

Capital Improvement Plan (CIP)

This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A CIP prioritizes expenditures in a way that can influence where and when development or redevelopment occurs, and can be a powerful tool in implementing the goals of the comprehensive plan.

Annual Operating Budget

The Village prepares a budget each year. It is a statement of the prioritization and allocation of financial resources to achieve certain objectives over a specific time period. The budget is based on the needs of Village residents, priorities set by the Village Board, and the related work plans identified by each department. The budget and the services provided by that budget are instrumental in achieving the goals and objectives of the plan.

Other Tools

Other tools that can implement the Comprehensive Plan and influence development in Kronenwetter include: fee simple land acquisition, purchasing or acquiring easements, transfer or purchase of development rights, deed restrictions, land dedication, impact fees, utility districts and fees (such as stormwater) building permits, and other ordinance that include stormwater and erosion control requirements.

Plan Amendments & Updates

The Kronenwetter Comprehensive Plan is intended to be a “living” document. While the plan is intended to provide a long-term framework for the community, it must also be responsive to change. As things change so should the plan. Over time, it is expected that numerous things, from the economic climate to social demands will create a need for change. As such, the Comprehensive Plan should be reviewed periodically.

Amendments

Amendments are minor changes to the plan. Periodically, development proposals or changing circumstances within the Village may trigger consideration of an amendment. Examples may include requests to change the zoning of a parcel to a use that is inconsistent with the future land use map in the Comprehensive Plan, changes recommended through a detailed planning effort conducted by the Village, or a simple

error in the document. The Village will address these issues on an as-needed basis, rather than waiting for a scheduled review of the plan.

The following criteria should be considered when reviewing plan amendments:

- The change is consistent with the overall goals and objectives of the Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- The change allows a more viable transition to the planned uses on adjacent than the current land use.
- The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
- The change corrects an error made in the original plan.

Upon Plan Commission review and resolution to make recommended changes to the plan, the Village of Kronenwetter shall call a public hearing to allow citizens time to review and comment on the recommended plan changes. The public hearing shall be advertised using a Class I notice. Based on public input, Staff and Plan Commission recommendations, as well as other facts, the Village Board will then formerly act on the recommended amendment(s).

Updates

Under current law, it is required that an update of the Comprehensive Plan be undertaken once every ten (10) years. See State Statute 66.1001. Updates will ensure that not only the data and other information is current, but also the plan's goals, objectives, and policies reflect the desires and needs of the Village. An update will also include a review of all planning maps. However, it is recommended the plan be reviewed at least once every five years. Some critical parts of the plan, such as the Future Land Use Plan Map, might warrant annual review.

It is important that all segments of the public are involved in the update process. Thus, a Public Participation Plan is required to ensure that the public is engaged in the planning process.

Comprehensive Plan Goals

Below is a review of the plan goals identified in each chapter of the Comprehensive Plan. These serve as an overall policy guide for the Village of Kronenwetter.

Chapter 2 – Natural Resources

Agricultural Goal: The Village will seek to support continued agricultural operations and rural living in the Village.

Natural Resources Goal: The Village will strive to preserve and enhance natural resources for current and future generation's health, enjoyment, and benefit.

Cultural Resources Goal: The Village will provide opportunities to residents and visitors to be active and engaged in a wide range of activities and events.

Chapter 3 – Housing

Housing Goal: The Village will provide desirable and obtainable housing options for those who live in and desire to live in Kronenwetter.

Chapter 4 – Utilities, Community Facilities, and Public Safety

Utilities Goal: The Village will maintain utility infrastructure to the highest standards to support residents and businesses of Kronenwetter as the community grows. (SWOT)

Community Facilities Goal: The Village will provide and support community facilities that are efficient, support residents' needs, and maintain reasonable tax rates.

Public Safety Goal: The Village will provide cost effective and high quality public safety services. (SWOT)

Chapter 5 - Telecommunications and Broadband Technology

Broadband Technology Goal: The Village will partner with providers to expand affordable and reliable telecommunication and broadband services throughout the Village.

Chapter 6 – Transportation

Transportation Goal: The Village will develop and maintain a safe, efficient, and interconnected transportation network serving motorists, businesses, pedestrians, and bicyclists.

Chapter 7 – Economic Development

Economic Development Goal: The Village will embrace a diverse economy that is a place of opportunities where people and businesses can grow and be successful.

Chapter 8 – Land Use

Land Use Goal: The Village will make sound land use decisions which strive to coordinate future growth and land uses with infrastructure capabilities and availability.

Chapter 9 – Intergovernmental Cooperation

Intergovernmental Cooperation Goal: The Village will be a cooperative and collaborative partner with other municipalities and organizations to most effectively and efficiently provide services to residents.

Chapter 10 – Public Engagement

Public Engagement Goal: The Village will strive to develop an informed citizenry that provide valuable input to the Village's decision making processes.

Measuring Plan Progress

To implement the goals of the Comprehensive Plan, various objectives and policies that relate to each chapter of the plan were developed. These are intended to provide direction to local leaders and staff, as well as citizens of the Village of Kronenwetter for the implementation of the Comprehensive Plan.

To measure progress towards meeting these goals, objectives, and policies, a variety of actions need to take place. Therefore, the task to measure plan progress is as simple as determining if any action was taken or not, and if that action was taken according to the timeline. These "targets" will provide guidance to the Village when specific actions are to be initiated. Based on the targets, measures of progress in achieving implementation of the comprehensive plan can be examined.

It should be noted that many of the policies identified in the plan are continuous or on-going and should also be monitored to measure the plan's overall success. Objectives can be categorized by the time it may take to accomplish them, generally short-term or 1 to 5 years, mid-term or 6 to 10 years, and long-term or 10 years or more.

It is recommended that a periodic "Plan Status" report be prepared to summarize the progress toward implementation. This report might be jointly developed by various Village departments, as related to their involvement in the implementation of the

goals, objectives, and policies developed within this plan. Ultimately, the success of the planning process will be measured by the future quality of life and prosperity experienced by both residents and visitors to Kronenwetter.

Recommendations

Implementation of this plan depends on the willingness of local officials, to use it as a guide when making decisions that affect growth and development in the Village. This section outlines some recommendations to implement the goals, objectives, and policies that are contained in the previous chapters of this plan.

These recommendations are:

1. The Village Board should adopt the plan and use it as a guide for decision making.
2. The Village should create a Strategic Plan that focuses on the high priority goals and objectives from the plan and ways to implement them in a 5-year timeframe.
3. The Plan Commission should become knowledgeable of the plan and use it to justify recommendations to the Village Board on development issues.
4. The Village should encourage citizen awareness of the Comprehensive Plan. It is also important that developers are aware of this plan.
5. The Village should review its Zoning Ordinance to establish consistency between the two documents and incorporate any needed changes.
6. The Village should periodically review the Comprehensive Plan and update the document in ten years.
7. Village staff should incorporate the goals, objectives, and policies of the plan into annual work plans and budgets.

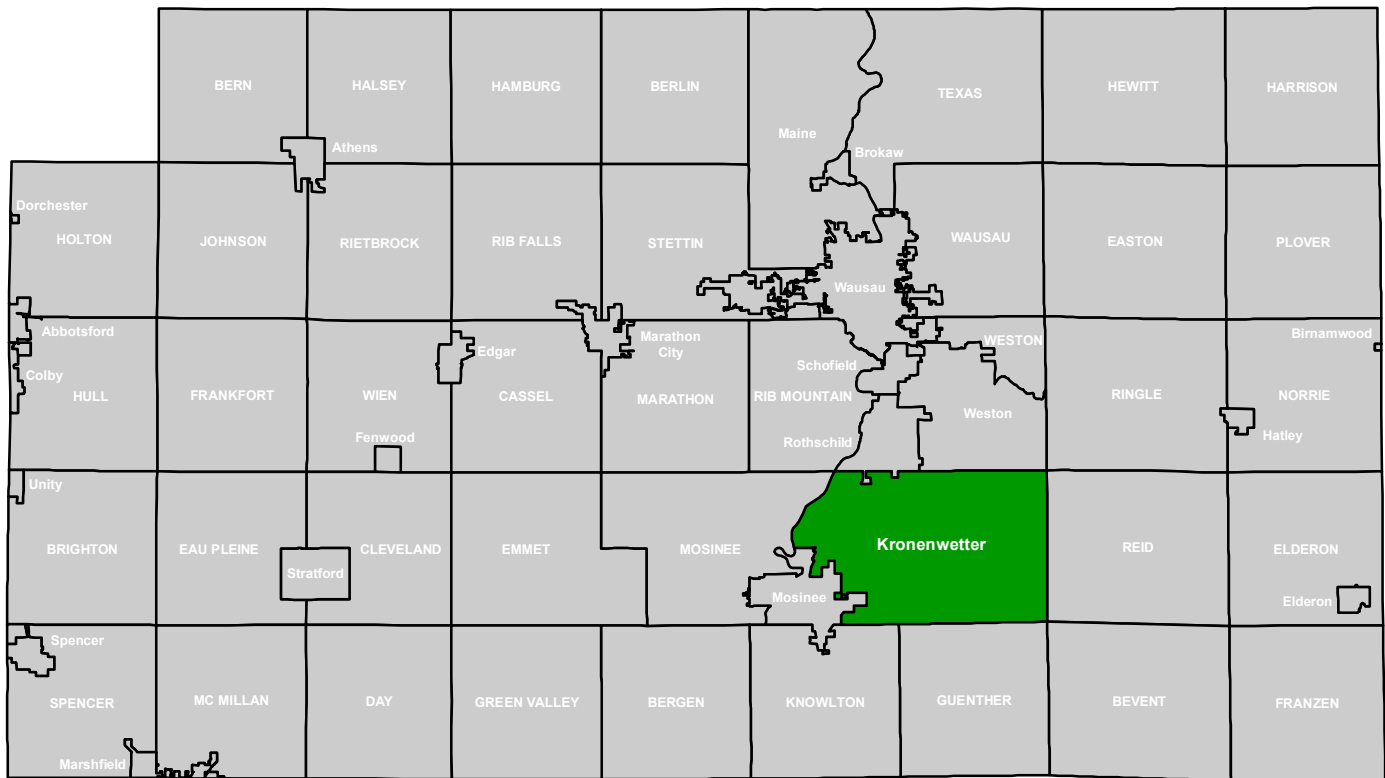
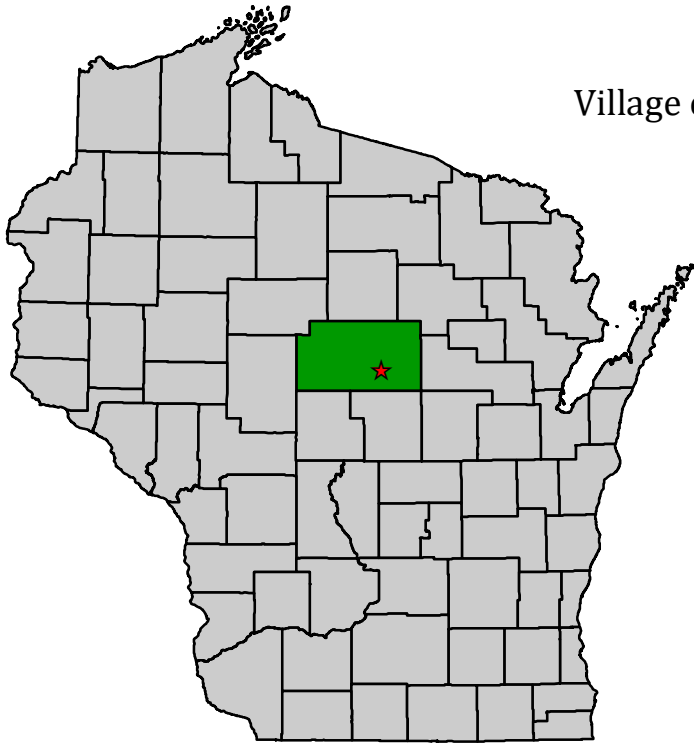
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Planning Maps

Location

Map 1

Village of Kronenwetter - Marathon County



Source: WI DNR, NCWRPC, Marathon Co.,
Wis DOT

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Planning Area

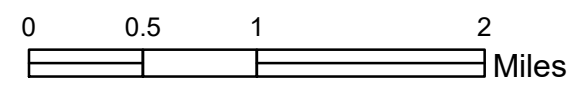
Village of Kronenwetter

Marathon County, Wisconsin



Legend

- Minor Civil Divisions
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Railroad
- Water

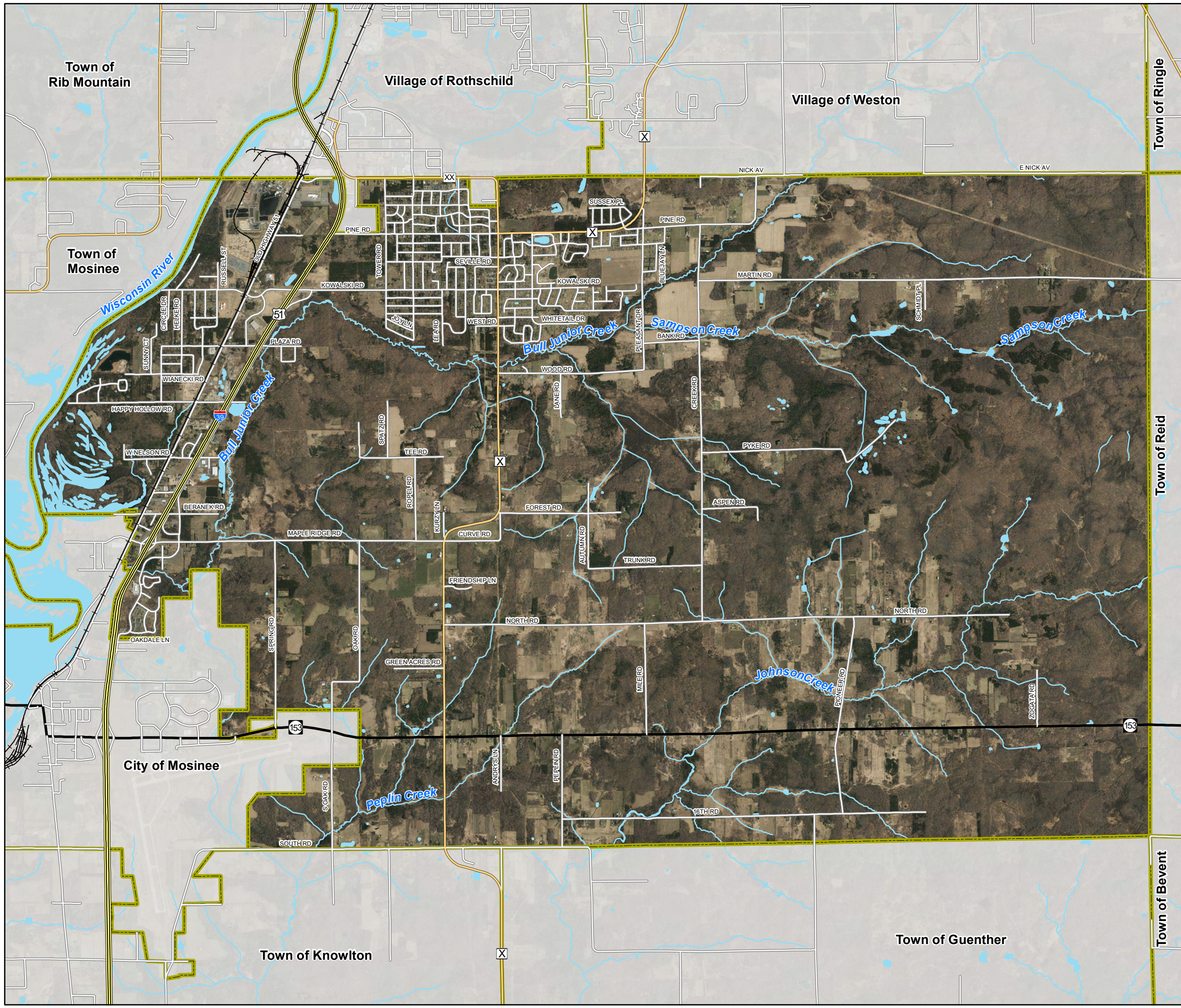


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Natural Resources

Village of Kronenwetter

Marathon County, Wisconsin



Legend

- Minor Civil Divisions

U.S. Highways

State Highways

County Highways

Local Roads

Railroad
- Watershed Boundaries

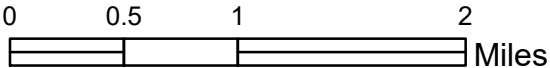
Water

Wetlands

Floodplain

Contours 10 ft

Resource	Quantity
Wetlands	9,687 acres
Floodplain	2,281 acres
Streams	122 miles
Water	515 acres

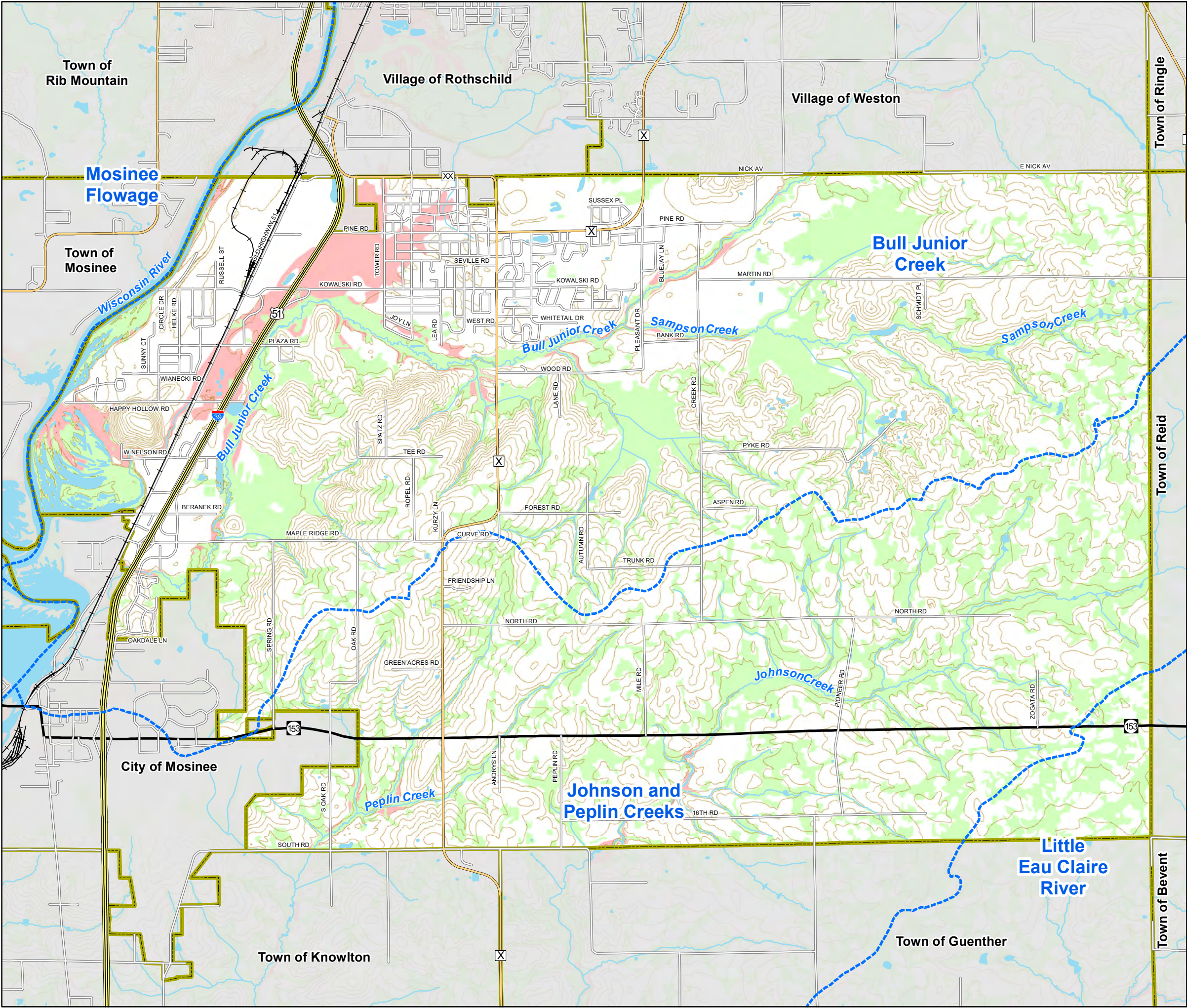


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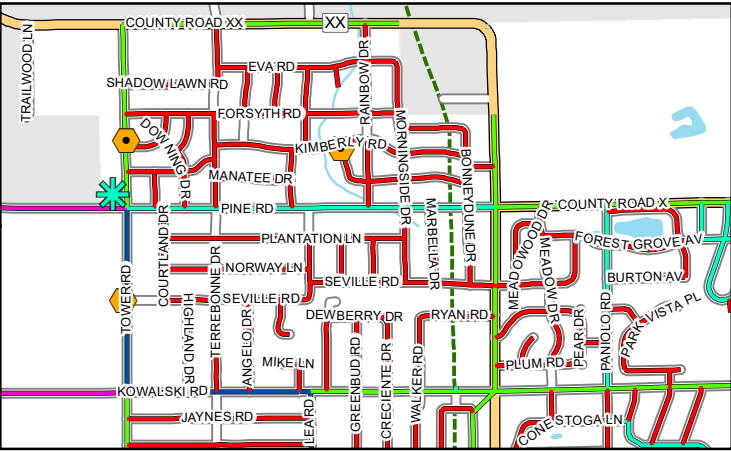
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Utilities

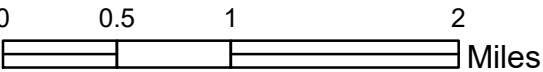
Village of Kronenwetter

Marathon County, Wisconsin



- | | |
|------------------------|------------------------|
| Minor Civil Divisions | Dams |
| U.S. Highways | Municipal Water Supply |
| State Highways | Lift Stations |
| County Highways | Water Towers |
| Local Roads | Sewer Service Area* |
| Railroad | |
| Water | |
| High Voltage Powerline | |
| Substations | |
| Communication Towers | |
| Power Plant | |
-
- | Watermain Line Network | |
|------------------------|--------------|
| | 6 Inch Pipe |
| | 8 Inch Pipe |
| | 10 Inch Pipe |
| | 12 Inch Pipe |
| | 14 Inch Pipe |

* Note that sewer service may not be immediately available for some areas within the designated Sewer Service Area.

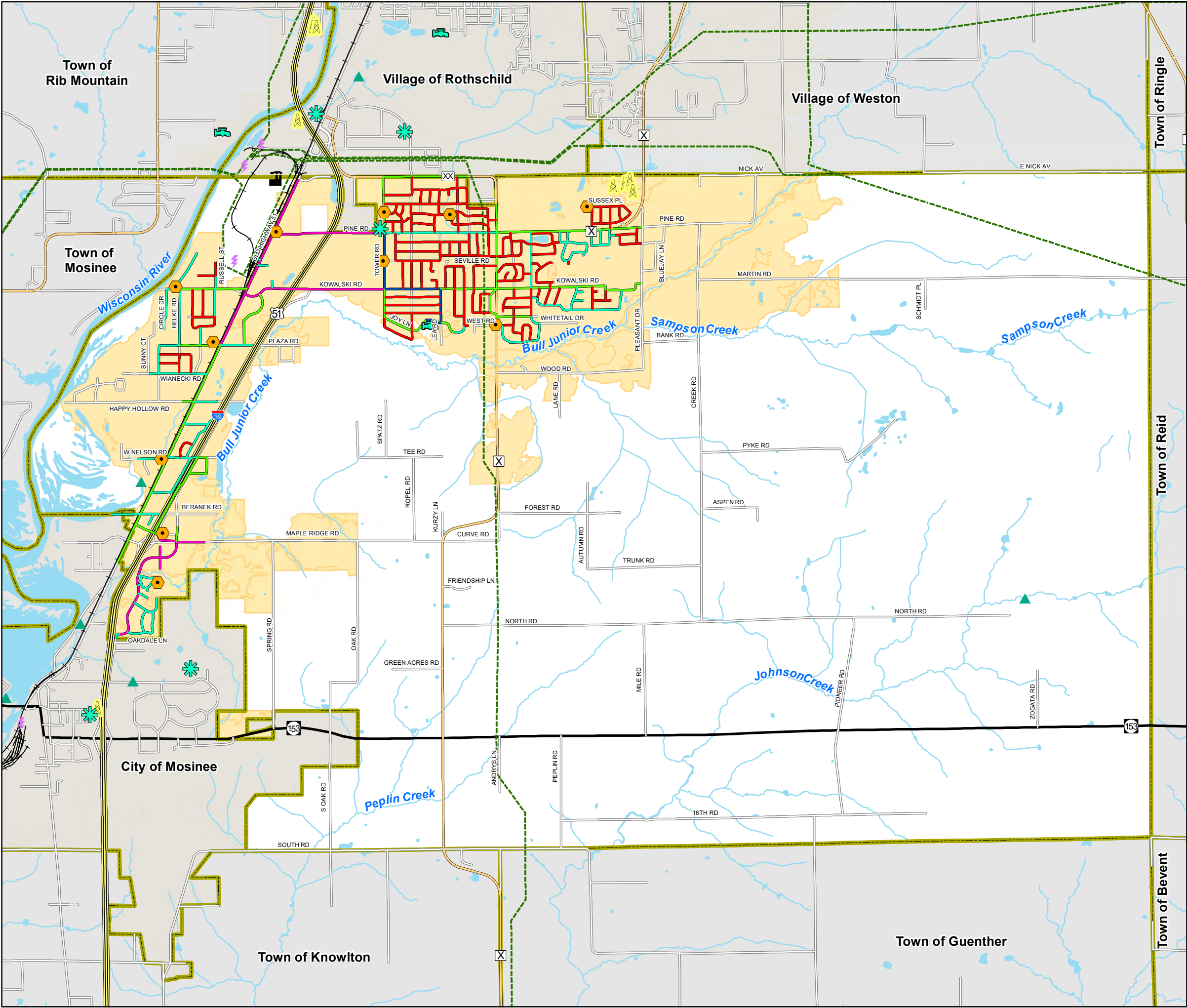


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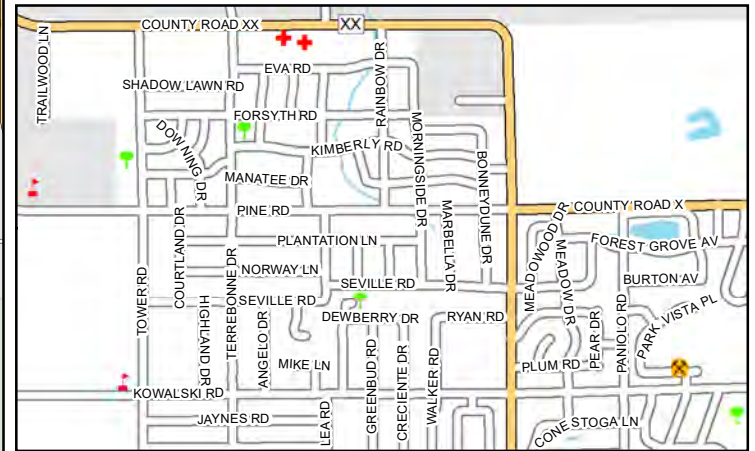
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Community Facilities

Village of Kronenwetter Marathon County, Wisconsin



- | | |
|--------------------------------|--------------------|
| Minor Civil Divisions | Cemetery |
| U.S. Highways | Fire Station |
| State Highways | Former Landfill |
| County Highways | Health Services |
| Local Roads | Industrial Park |
| Railroad | Landfill |
| Water | Non Metallic Mines |
| County Forest | ParknRide |
| Village Park | Police Station |
| Bull Junior Creek Natural Area | School |
| Improved Water Access | Village Hall |



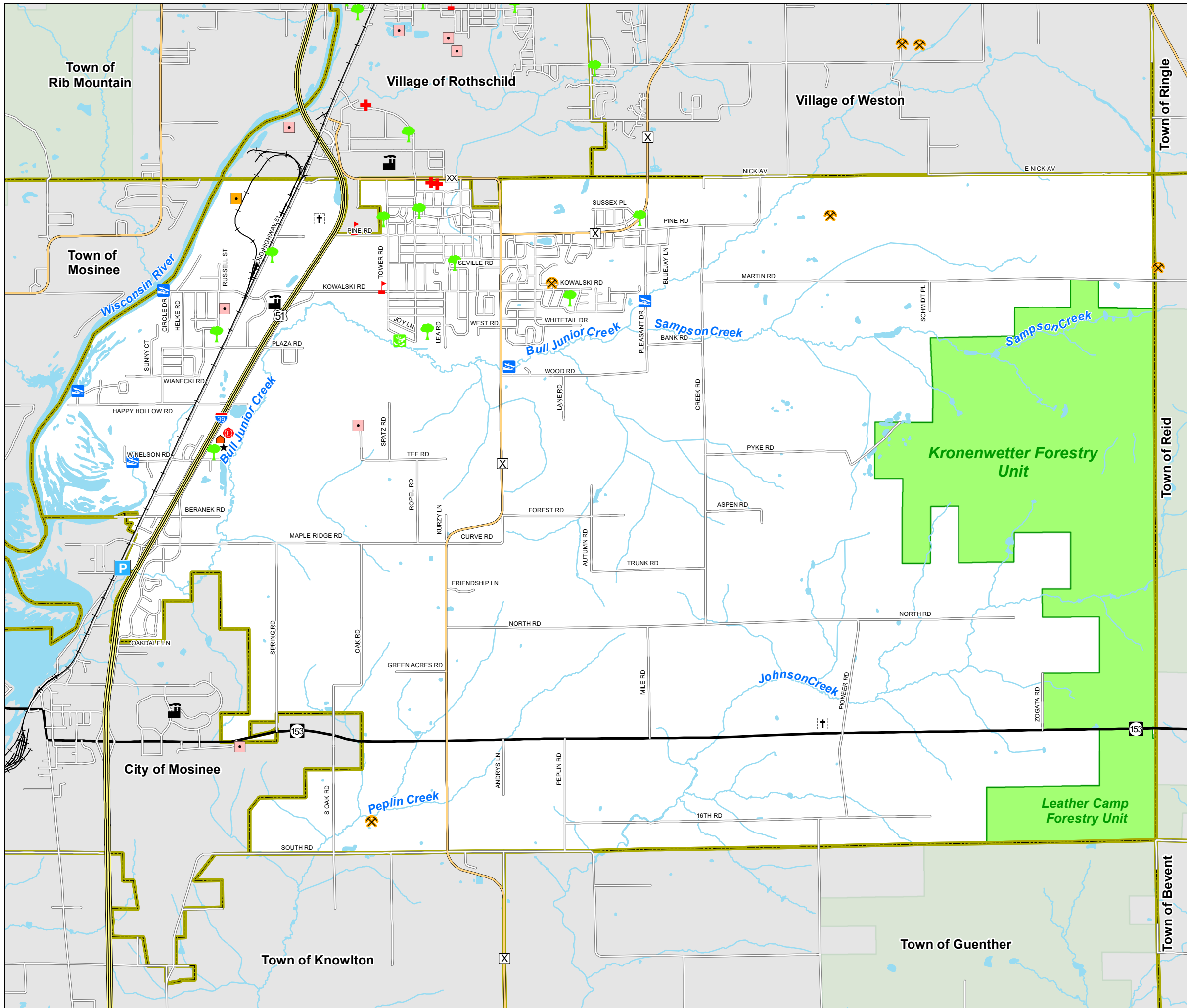
0 0.5 1 2
Miles

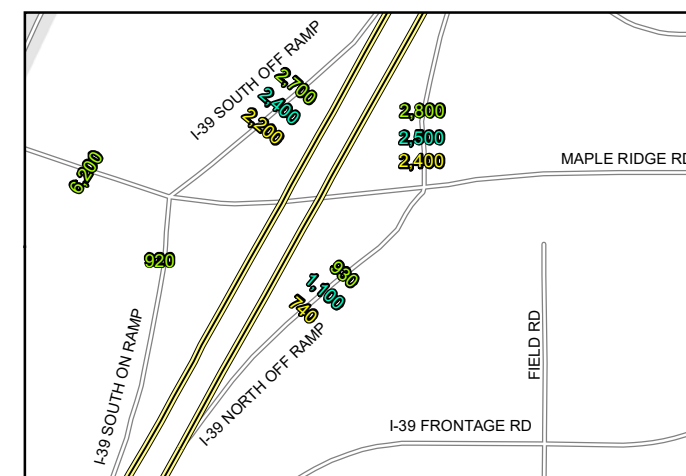
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	Minor Civil Divisions	
	U.S. Highways	
	State Highways	
	County Highways	
	Local Roads	
	Railroad	
	Water	
	Commercial Service	
	Grass Strip (Private)	
	Average Daily Traffic Count, 2010	
	Average Daily Traffic Count, 2013	
	Average Daily Traffic Count, 2016	



0 0.5 1 2 Miles

Source: WI DNR, NCWRPC, Marathon Co, Wis DOT
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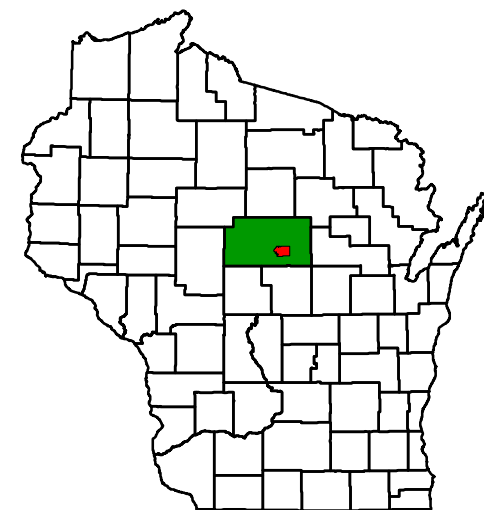
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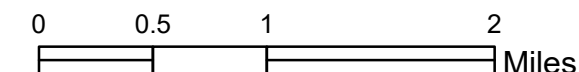
Existing Land Use

Village of Kronenwetter

Marathon County, Wisconsin



- | | |
|-----------------------|--------------------|
| Minor Civil Divisions | Governmental |
| U.S. Highways | Industrial |
| State Highways | Multi-Family |
| County Highways | Open Lands |
| Local Roads | Outdoor Recreation |
| Railroad | Residential |
| Water | Transportation |
| Parcels | Water |
| Agriculture | Woodlands |
| Commercial | |



Source: WI DNR, NCWRPC, Marathon Co, Wis DOT
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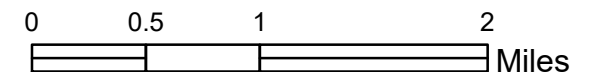
Future Land Use

Village of Kronenwetter

Marathon County, Wisconsin



- | | |
|-----------------------|---------------------------------|
| Minor Civil Divisions | Agriculture / Rural Residential |
| U.S. Highways | Commercial |
| State Highways | County Forest |
| County Highways | Governmental / Institutional |
| Local Roads | Industrial |
| Railroad | Industrial / Commercial |
| Parcels | Residential |
| | Water |



Source: WI DNR, NCWRPC, Marathon Co, Wis DOT
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Appendix A

Public Participation Plan

RESOLUTION NO.: 2018-007
VILLAGE OF KRONENWETTER, MARATHON COUNTY
PUBLIC PARTICIPATION PLAN

WHEREAS, on December 10, 2009, the Village Board adopted the Village of Kronenwetter Comprehensive Plan under the authority of and procedures established by §66.1001(4) Wis. Stats.; and

WHEREAS, on May 27, 2014, the Village Board adopted an amendment to the Village of Kronenwetter Comprehensive Plan under the authority of and procedures established by §66.1001(4) Wis. Stats; and

WHEREAS, §66.1001(4) Wis. Stats requires that the Village Board adopt written procedures designed to foster public participation at every state of the comprehensive plan preparation, amendment, or update process, and that such written procedures provide for wide distribution of draft plan materials, an opportunity for the public to submit written comments on the plan materials, and a process for the governing body to respond to such comments; and

WHEREAS, Chapter 241. Comprehensive Plan was created in the Village Code of Ordinances to provide procedures and criteria for amending and updating the Village of Kronenwetter Comprehensive Plan; and

WHEREAS, the Village is updating its Comprehensive Plan as outlined in §66.1001(4) Wis. Stats; and

WHEREAS, the Village Board believes that meaningful public involvement in processes designed to amend the comprehensive plan is important to ensure that the resulting plan and amendments reflect the wishes and expectations of the public; and

WHEREAS, the attached policy entitled "Public Participation Plan" includes procedures to foster public participation, ensure distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW THEREFORE, BE IT RESOLVED that the Village of Kronenwetter Village Board does approve and authorize the Public Participation Plan as attached to this resolution.

Dated this 22nd day of May, 2018.

VILLAGE OF KRONENWETTER, VILLAGE BOARD


Chris Voll, Village President

ATTEST:


Cindra Falkowski, WCMC, Village Clerk

Adopted: 5-22-18
Effective: 5-22-18

Village of Kronenwetter Public Participation Plan (PPP)

The Village of Kronenwetter recognizes the importance of public participation in the planning process. As such, a goal during the comprehensive planning process will be to inform and involve the public in the planning process.

I. Plan Development:

Throughout the plan process, the Plan Commission will provide oversight to the development of the Comprehensive Plan. The Plan Commission will also recommend adoption of the Public Participation Plan to the Village Board.

The public participation plan will incorporate the following:

1. All meetings for the planning process will be posted and open to the public. A public hearing will be held during the process.
2. Plan related materials will be available at the Village Hall for review by the public.
3. The draft plan and maps will be available on the website for review by the public.
4. The draft plan will be provided to area libraries for review by the public.
5. Upon adoption, the Comprehensive Plan will be distributed per state statutes.

The Plan Commission will review and recommend adoption of the Comprehensive Plan to the Village Board.

II. Implementation, Evaluation & Update:

The Comprehensive Plan will be used as a general guideline for development in the Village. The plan will support the existing zoning and other regulations that the Village has in place.

As with all plans, it is critical for the Comprehensive Plan to be maintained and updated on a regular basis to keep it current as things change.

Any planning process is subject to change, and this public participation plan is no different. Over the planning period the process may vary from that presented.

Appendix B

SWOT Analysis 2018

SWOT Analysis

Completed by the Village Board on July 24, 2018



Strengths

- Low Property Taxes
- Locations (Near Intersection of I-39/I-29, Between Stevens Point and Wausau, and Close to Central Wisconsin Airport)
- Various Forms of Quality, Affordable housing.
- Education and School systems
- Low Crime rate

Weaknesses

- Few Businesses
- Access to Highway 39
- Water Issues for Both Supply and Water Quality
- Floodplain Issues
- Village Debt
- Safety Concern West of the CN Railroad Tracks

Opportunities

- Underutilized Parks with Limited Offerings
- Bringing New, Young Families into the Decision Making Process
- Find Creative Solutions to Solve Tough Issues (Sharing of Resources with Other Municipalities, Recruitment Issues for Fire Department, Explore Internship Opportunities)
- Business Growth Opportunities along Old Highway 51 and Maple Ridge Intersection

Threats

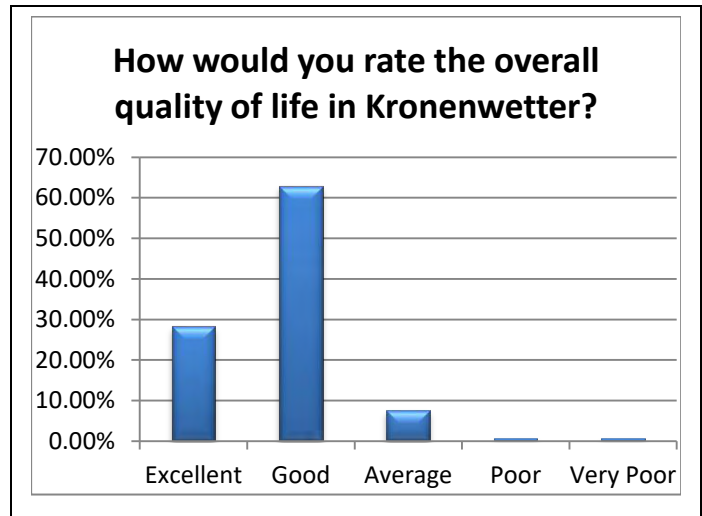
- Other Municipalities with Deeper Pockets and More Tax Incentives Taking Our Business Opportunities
- State Limitations on Local Control (Unfunded Mandates, Dwindling State Aid Funds, and PILOT Payments)
- Poor Cell Service and Internet Service in Some Areas
- Vacant Land in TID's

Appendix C

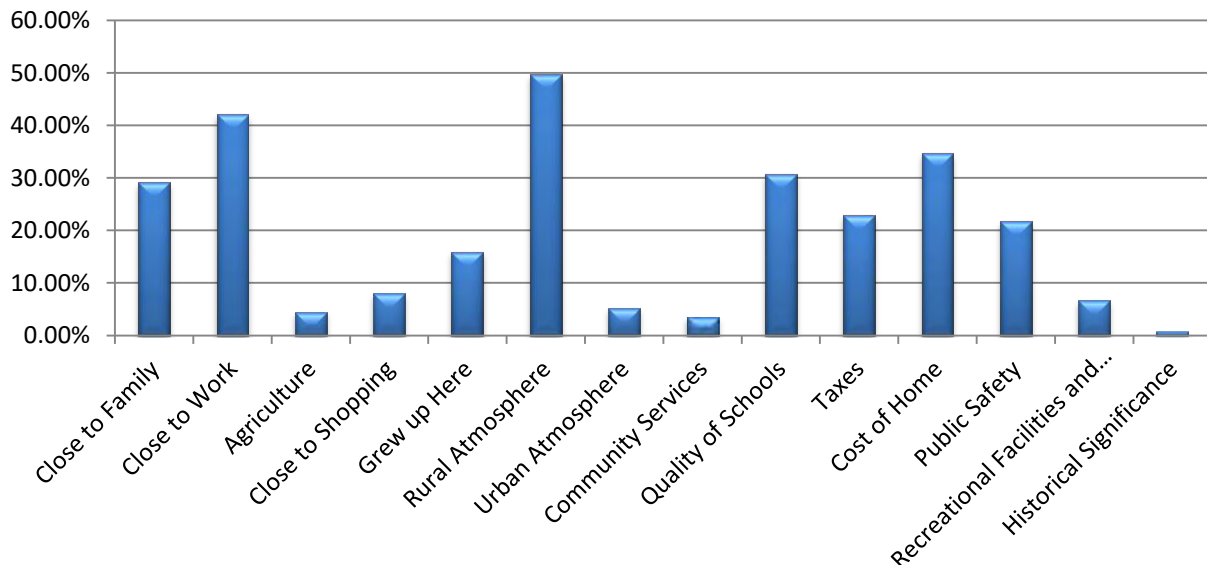
Community Survey Summary

Overview

- 639 total responses.
- 95% are Kronenwetter residents.
- 91% of respondents rate quality of life in Kronenwetter as “Good” or “Excellent”.
- In the 2009 survey, only 81% of respondents rated quality of life in Kronenwetter as “Good” or “Excellent”.
- 56% of respondents have no children living at home, 8% have 3 or more.
- 95% own their place of residence, compared to 82% of Kronenwetter as a whole.
- Rural atmosphere top reason why respondents chose to live in Kronenwetter at 50%, followed by proximity to work (42%) and cost of home (35%).



What are the Top Three Reasons you chose to live, own land, or do business in Kronenwetter?



- In the 2009 survey, the rural atmosphere, cost of homes, and proximity to work all rated as popular reasons for why respondents chose to live in the Village, just like in the 2018 survey.
- Most respondents (23%) were between 35 and 44 years old, 65 years or older also accounted for 23% of respondents.

- 52.0% of respondents are female, similar to Kronenwetter as a whole (51.6%).
- Over 65% of respondents are employed full-time.
- 11% of employed respondents work in Kronenwetter, and 13% of employed respondents work outside Marathon County.
- 68% live in the urban portion of the Village.
- Most (91%) feel safe walking in their neighborhood.

Q2 What could the Village do to improve Kronenwetter's quality of life?

need Also people Stop Lower taxes shopping village
 Improve parks street lights roads keep
 businesses services better restaurants area family
 building community

- A summary of the things respondents suggest that the Village could do to improve the quality of life in Kronenwetter: Attract new businesses (retail, restaurants, gas stations, etc.) into the Village, lower taxes, improve safety on roads by lowering speed limits, developing sidewalks and/or bike paths, improving street lighting, maintaining or improving road conditions, etc., and increase the number of family/community events.

Community Facilities and Services

- Services viewed most negatively by respondents: Sidewalks/Bike paths, Street lighting, and Code enforcement.
- Services viewed most positively by respondents: Police protection, Garbage Collection, Fire protection, Public school systems, Park and Recreation facilities, and Snow removal.
- 59% of respondents are satisfied with internet access.
- Large percentages (more than 30%) of respondents felt neutral about the following services within the Village: Shopping opportunities, Professional services (e.g. bank, insurance, dentist), Job opportunities, and Community wayfinding.
- 71% of respondents are satisfied with their experience when working with Village Staff.
- 63% of respondents have not had any issue with the Village's water quality.

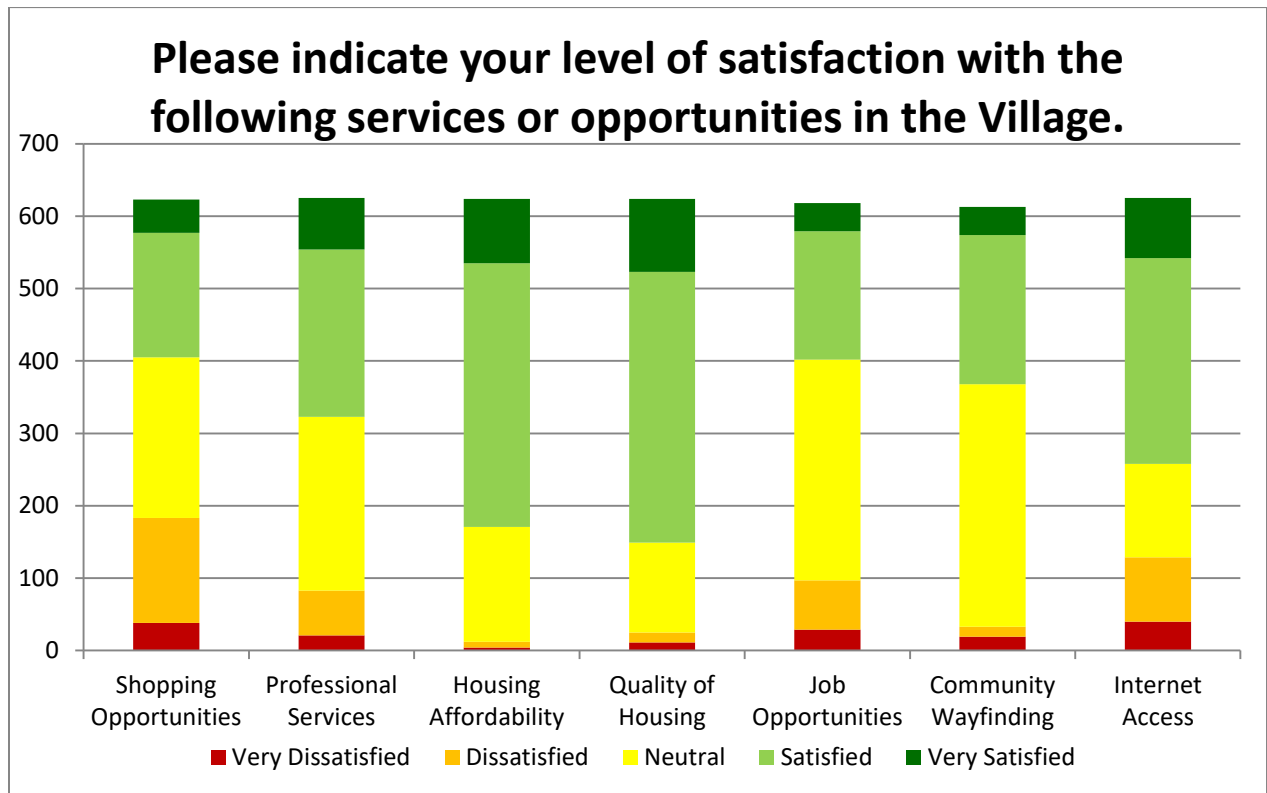
Q8 What features of your Village are you most proud of?

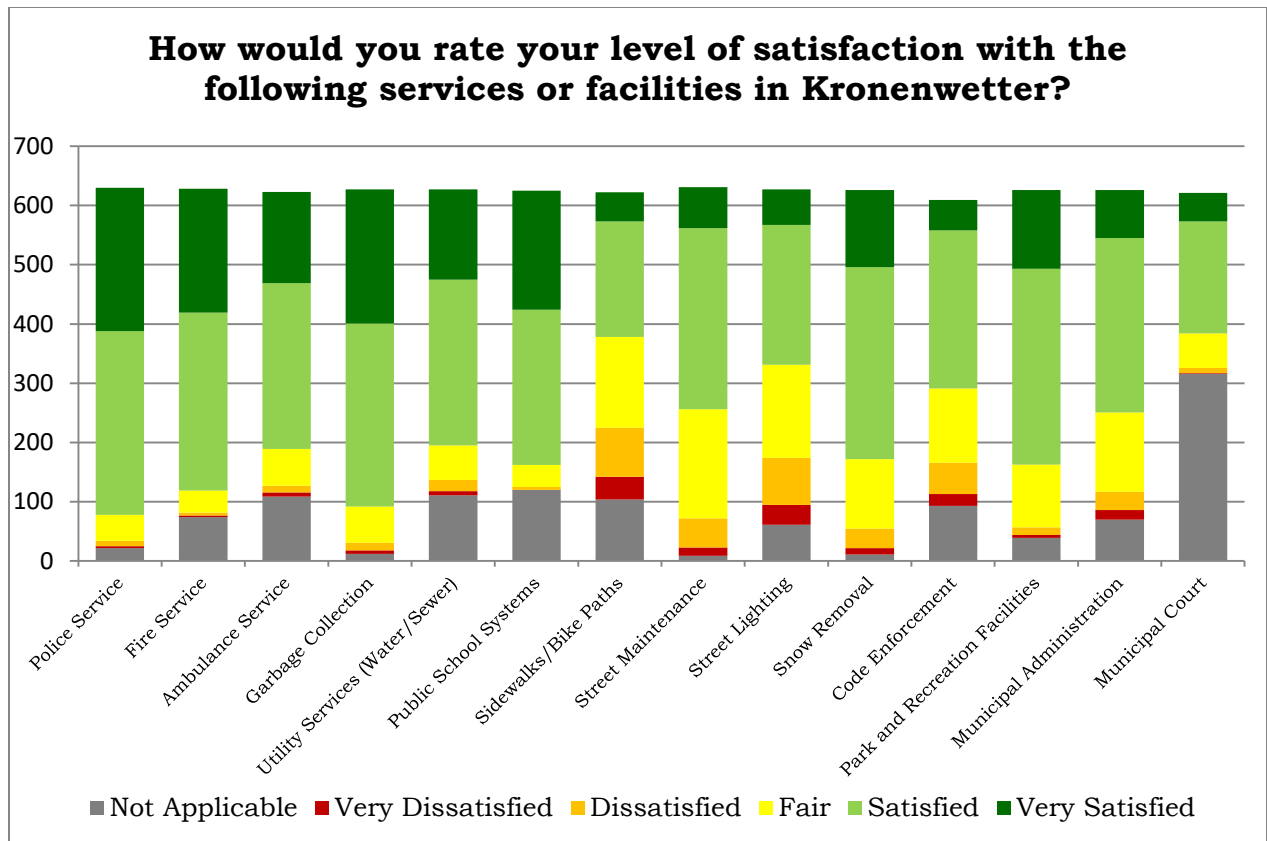
Q9 If you could make changes to the Village, what would you change?

rural feel nice Safety police quiet good parks rural
 community clean safe great area homes
 neighborhood friendly village close feel live

homes Improve keep make parks community road new area
 develop village needs Add building Better go
 businesses Kronenwetter housing people

- A summary of the best things in Kronenwetter is: the rural atmosphere, sense of community, parks, safety, quiet atmosphere, and affordability of homes.
- A summary of things to improve are: more shopping and restaurant options, improving road conditions and access, improving existing parks, and increasing opportunities for outdoor recreation, such as increasing sidewalks/bike paths within the Village, increasing the amount of community events, and improving access to Bull Junior Creek.
- Many more ideas and thoughts provided by respondents!
- Results from the previous survey are very similar to results from this current survey in regards to community facilities and services. Like the current survey, most services provided by the Village were viewed in a positive light by respondents.



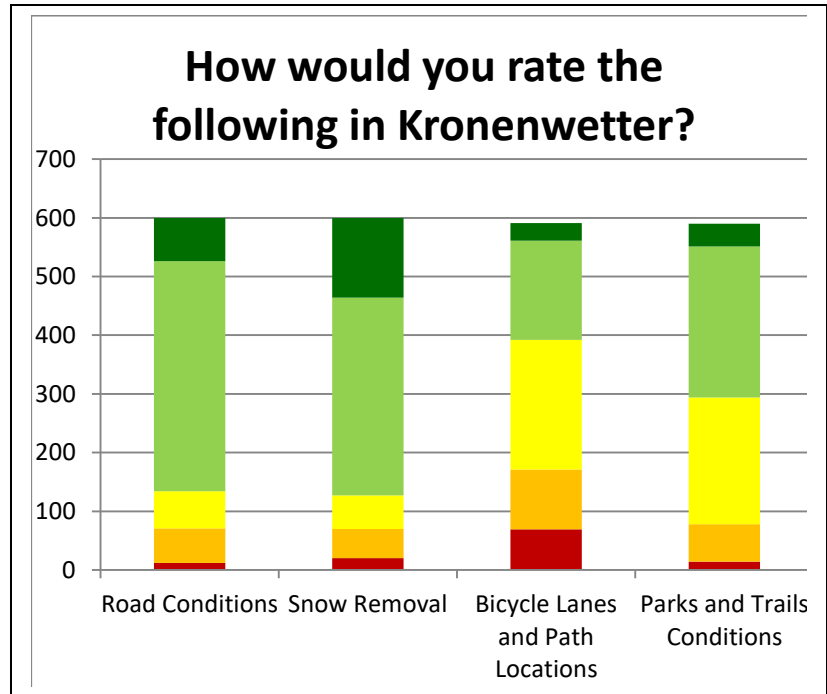


Parks and Recreation

- Top 10 Recreational Activities: Walking/Hiking; Events/Festivals/Fairs; Bicycling; Fishing; Boating; Swimming; Camping; Dog Walking/Dog Park; Hunting; Canoeing/Kayaking.
- 39% believe Kronenwetter should develop more park space.
- Over 50% of respondents replied that they don't use this park for each park in Kronenwetter.
- The four parks with the highest percentage of respondents visiting at least occasionally were: Friendship Park, Sunset Park, Terrebonne Park, and Seville Park.
- The Farmers Market was the overwhelming favorite community event with 62% of respondents choosing it as their favorite event, followed by the Community Garage Sale Weekend at 16%.
- The need for more non-motorized trails was stated in both the 2009 survey and the current 2018 survey, as nearly 70% of respondents in the 2009 survey cited this as an urgent need, while the need for more trails was a common comment among respondents in the current 2018 survey.

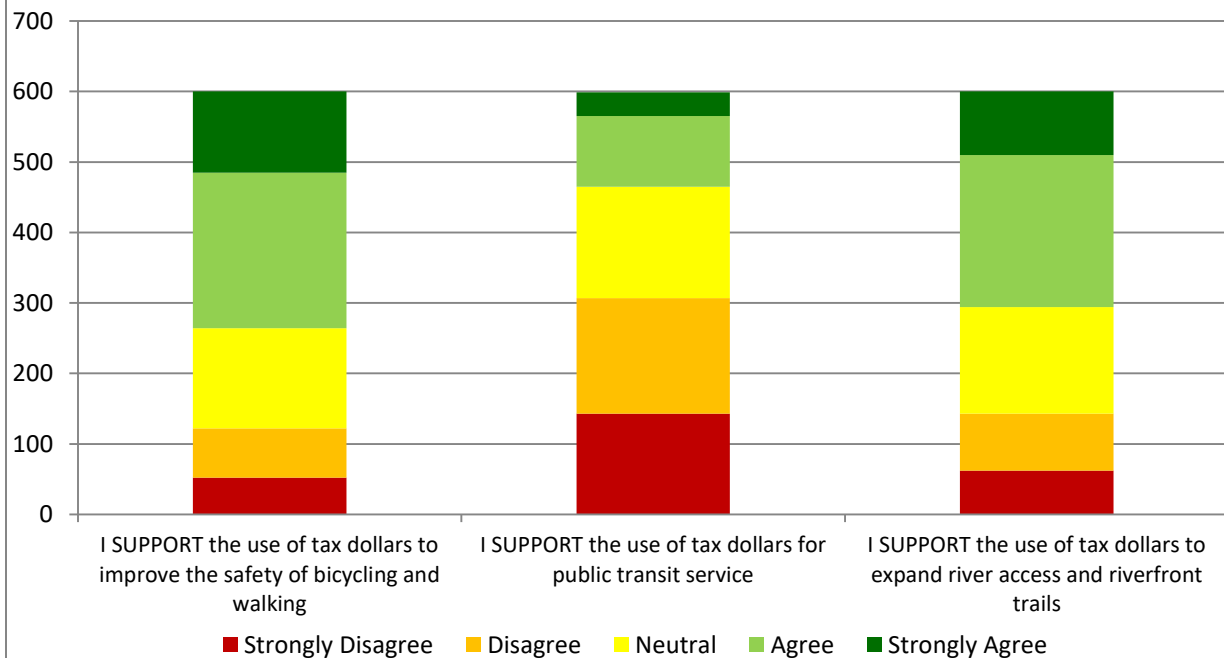
Transportation

- The top 3 investment priorities were: Maintain existing roads, Improve existing roadways, and Develop additional sidewalks/bike paths.
- 78% of respondents believe that road conditions are in good or very good condition.
- Roads commonly mentioned as having a problem by respondents include: Kowalski Drive, Terrebonne Drive, County Highways X and XX, Pine Road, and Maple Ridge Road.



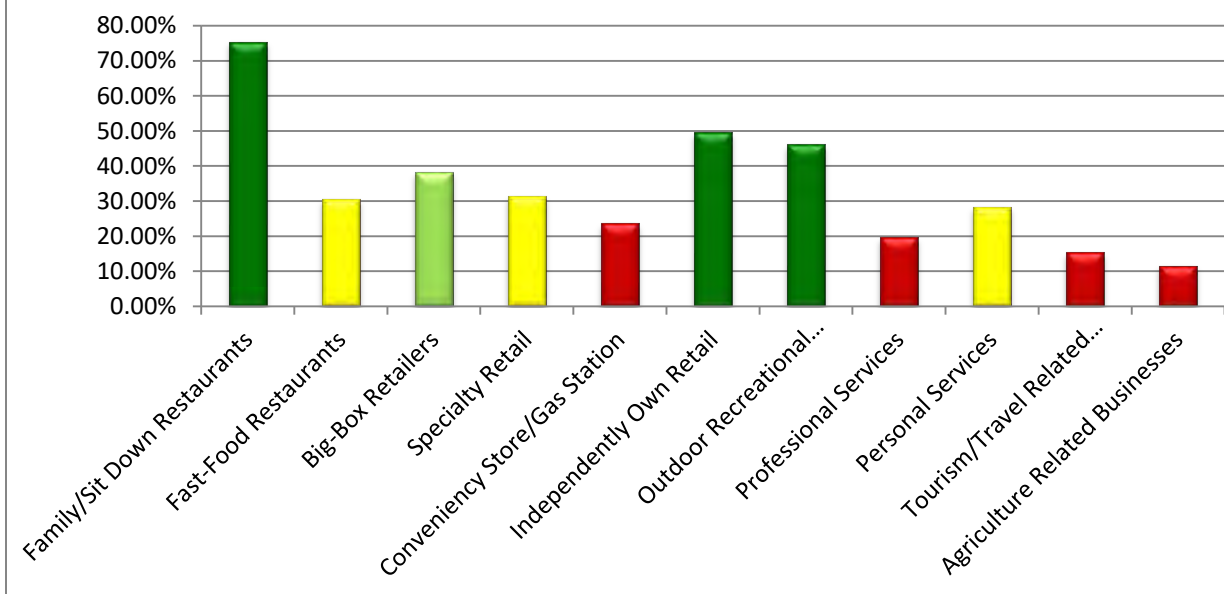
- Respondents also provided numerous suggestions on “problem” roads or intersections located within the Village, including Traffic speeds, Cars running stop signs, Traffic congestion, and Limited visibility.
- 58% of respondents feel that the Village should continue to work with legislators to continue to pursue creating an interchange on I-39 at Kowalski Road.
- When asked about a possible interchange at Kowalski Road, results from the 2009 survey mirror the results from the 2018 survey, as 56% of respondents in the 2009 survey were in favor of the Village pursuing this interchange, similar to the 58% of respondents in the 2018 survey.

Please indicate how strongly you agree or disagree with the following statements.



Economic Development

If Commercial uses are developed, what types of establishments would you like to see in Kronenwetter?

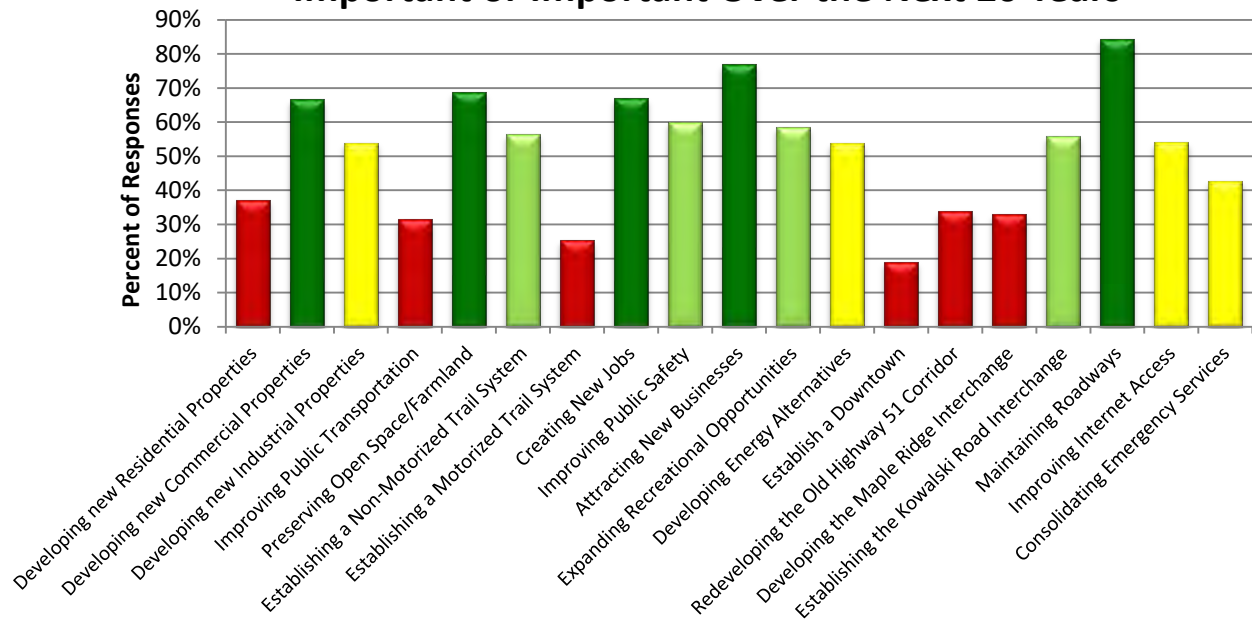


- The top three commercial establishment types respondents would like to see in Kronenwetter were: Family or sit-down restaurants, independently owned retail businesses, and Outdoor Recreational businesses (golf courses, batting cages, go-karts, etc.). Big box retailers such as Target or Wal-Mart also had a high level of support from respondents.
- In the 2009 survey the most desired commercial establishments by respondents were family or sit-down restaurants, independently owned retail businesses, and a post office, similar to the 2018 survey.
- The top three land uses respondents would like to see expanded within the Village were: Recreational, Commercial, and Open Space, which mirrors the results from the 2009 survey when these three land uses accounted for three of the top four desired land uses to be expanded.
- 67% of respondents were in favor of developing new Commercial properties, while 54% of respondents were in favor of developing new Industrial properties.
- 47% of respondents were in favor of creating new jobs within the Village, while 26% of respondents felt neutral about adding new jobs.
- 77% of respondents were in favor of attracting new businesses to Kronenwetter.
- 54% of respondents were against creating a “Downtown” in Kronenwetter.

Other Questions

- 70% of respondents consider themselves to be not very engaged or not engaged at all in local government.
- The two primary barriers to being more engaged in local government are **“I have too many other commitments”** (52%) and **“I have no interest in Village government”** (20%).
- Respondents were asked how important several planning issues would be over the next 20 years. The two items receiving the largest percentage of important or very important responses were maintaining roadways (84%) and attracting new businesses (77%). Other planning issues that respondents felt were most important include preserving open space/farmland, creating new jobs, developing new commercial properties, and improving public safety.
- The following planning issues had low percentages of very important or important responses: Establishing a downtown (19%), establishing a Motorized Trail System (25%), developing around the Maple Ridge Road interchange (33%), redeveloping the Old Highway 51 Corridor (34%), developing new residential properties (37%), and consolidating emergency services (43%).
- In the 2009 survey, improving public safety and attracting new businesses were the top two choices. While issues such as developing a motorized trail system, public transportation, new residential development, and redeveloping existing residential development all had low percentages of very important or important responses.

Planning Issues that Respondents Feel are Very Important or Important Over the Next 20 Years



- Respondents were asked if they had any other additional comments that they felt would be helpful in the preparation of this comprehensive plan. Common comments include: improving internet access in the more rural areas of the Village, creating an interchange at Kowalski Road, increasing development at the Maple Ridge Road interchange, attracting new businesses to the Village, keeping new businesses away from existing subdivisions, and increasing the amount of trails for bicyclists and pedestrians.

Appendix D

Housing Programs

There are a number of programs available to local governments to aid with their housing needs. Below is a listing of some of the programs available.

Local Housing Opportunities

North Central Community Action Program

NCCAP provides services to low income people in Langlade, Lincoln, Marathon, and Wood Counties to alleviate poverty and encourage self-efficiency. They provide assistance in reducing energy costs through home weatherization. They also provide outreach assistance for homelessness prevention, food pantry services, referral, and other services.

State Programs

Wisconsin Department of Housing and Intergovernmental Relations

The Division of Housing and Intergovernmental Relations (DHIR) and its Bureau of Housing act as the State's housing authority. It administers the State portion of such federal programs such as CDBG – Small City Housing, HOME, SHP, ESG, Transitional Housing, and Housing Opportunities for Persons with AIDS (HOPWA). DHIR also is responsible for State programs such as State Shelter Subsidy Grants, that provide up to one half of the operating budget of an emergency homeless shelter. Local Housing Organization Grants (LHOG) are also available to enable a community-based organization, tribe, and housing authority to increase its capacity to provide affordable housing. The Housing Cost Reduction Initiative (HCRI) offers grants to local housing entities (governmental, tribal, or nonprofit) for activities including rental aid, down payment assistance, homelessness prevention, and related housing initiatives.

Wisconsin Housing and Economic Development Authority (WHEDA)

According to its mission statement, “The Wisconsin Housing and Economic Development Authority (WHEDA) serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.” Created in 1972 as the Wisconsin Housing Finance Authority, it issued its first bond of \$27 million in 1974 to provide funding to public housing authorities, nonprofits, and private limited dividend entities. The name was changed to WHEDA in 1983, and in 1987 it began to administer the Low Income Housing Tax Credit and the Section 8 voucher program in 1989. In 1993, WHEDA set up the Wisconsin Preservation Trust, a nonprofit corporation whose mission is to preserve Section 8 units as affordable housing in perpetuity. WHEDA holds over \$2 billion in assets and has made more than \$52 million in multi-family housing loans. In addition to housing programs, WHEDA administers programs to foster agriculture and small business.

Federal Programs

U.S. Department of Housing and Urban Development (HUD)

The first step in securing a significant portion of federal housing aid is the preparation of a State Consolidated Housing Plan. “The Consolidated Plan provides the framework for a planning process used by States and localities to identify housing, homeless, community, and economic development needs and resources and to tailor a strategic plan for meeting those needs.” This is how the U.S. Department of Housing and Urban Development (HUD) website (www.HUD.gov) describes the Consolidated Plan. Consisting of a 3 to 5-year strategic plan, annual action plans, and annual performance reports, the Plan must be updated annually. Eligibility for certain federal programs (CDBG, HOME, ESG) requires the preparation of a Plan, which consists of three parts: (1) a housing, homeless, community, and economic development needs assessment; (2) a housing market analysis; and (3) long-term strategies to meet priority needs. In order for a state to receive funding from the above or a number of other programs they must conform to the provisions of the Consolidated Plan. The Division of Housing and Intergovernmental Relations (DHIR) prepares the Wisconsin Consolidated Housing Plan, and is focused on low-income and special needs populations.

There are a number of programs available through HUD that can assist local communities in addressing their housing problems, but the two most prominent are Section 8 and HOME, both are directed at low-income residents and provide aid to states and local governments to satisfy their housing needs.

Section 8

Although Section 8 subsidies can be applied to any housing unit that meets the standards and where the owner agrees to participate in the program (tenant-based), there are also project-based programs. Generally these project-based programs involve financial aids to new construction or renovation projects or some form of federal mortgage guarantee, and carried with them a contract requiring that a certain number of units be set-aside for very low-income families for a set period of years, usually twenty. This program was largely discontinued in 1983. In recent years many contracts from the period when project-based subsidies were being granted have expired, causing substantial restructuring of the program. Procedures have been developed for the renewal and renegotiation of contracts securing a certain number of housing units for voucher-holding families.

Home Investment Partnership Program (HOME)

The other major housing program for low-income families in the open market is the Home Investment Partnership Program (HOME), the largest federal block-grant

program to state and local governments designed to create affordable housing for low-income households. HOME is designed to be flexible. Participating Jurisdictions are required to match twenty five percent of the grant total and can use HOME funds for four types of affordable housing activities: rental housing development (acquisition, rehabilitation, and new construction); rehabilitation of owner-occupied properties; homeowner assistance; and tenant-based rental assistance. Rental housing development funds are available in exchange for agreement to provide a set number of affordable units within the project according to a formula based on the number and kind of units created with the funds, and the amount of funding. Units are committed to low-income housing for a fixed number of years. Income restrictions apply to eligibility requirements for HOME funded housing units. The Participating Jurisdiction is required to award a certain amount of HOME funding to Community Housing Development Organizations, local non-profits that develop affordable housing within the community.

Community Development Block Grants (CDBG)

Community Development Block Grants (CDBG) also can be used to provide affordable housing. Larger cities and counties receive CDBG funding directly from HUD, but cities with fewer than 50,000 residents and non-urban counties can receive grants through DHIR if their requests conform to the State Consolidated Housing Plan. States set their own standards for awarding CDBG funding, but are required to award at least 70 percent of these funds for activities that will benefit low-and-moderate-income persons. Communities are allowed great latitude in how CDBG funds can be used, including land acquisition, housing rehabilitation, and in certain circumstances new construction, direct assistance to homeowners such as down-payment assistance or revolving loan funds for first-time buyers, concentrated building code enforcement, and planning and administrative expenses.

A number of other programs are available that foster affordable housing through providing mortgage insurance for qualified projects. By insuring lenders against loss these programs seek to increase the supply of housing for low and moderate income families. Among the most prominent of these programs is the Section 203(b), which is directed at single-family homes, and currently insures seven million loans. This program also allows for low to moderate income home buyers to reduce down-payment requirements, closing costs and fees paid. Another program, Section 203(k), covers renovation costs along with acquisition. Section 207 is directed at multi-family housing consisting of more than five units, and Section 231 provides mortgage insurance for elderly and disabled housing. Both of these programs have been eclipsed in recent years by Section 221(d)(3) (non-profit) and Section (d)(4) (for-profit) that provide mortgage insurance or multi-family housing at more favorable terms. Section 241(a) provides mortgage insurance for repairs and addition, including health care facilities, and Section 251 insures adjustable rate mortgages.

There are also programs to provide aid to special-needs populations. Section 202 and Section 811 provide funding assistance for supportive housing for the elderly and the disabled. The SHP program provides Section 8 rental assistance for single-room-occupancy housing. Title V provides that surplus federal property must be made available where possible to serve the needs of the homeless. The Shelter Plus Care program creates housing for the disabled homeless including other social services tailored to their needs.

Low Income Housing Tax Credit

Created by the Tax Reform Act of 1986, it has been one of the major sources of financial aid for low-income housing. Projects that meet the program standards can receive a tax credit for up to nine percent of the cost of providing affordable housing for 15 years. Since 1987, over 19,000 units of rental housing have been developed in Wisconsin for seniors, families, and persons with special needs under this program. To foster multi-family development targeting low-income residents, incentives are provided for development in rural counties and with fewer than 24 units.

U.S. Department of Agriculture – Rural Development (USDA-RD)

The U.S. Department of Agriculture (USDA) acting through its Rural Development program operates the Rural Housing Service that distributes more than \$4 billion in loans and grants annually, generally in communities with population under 10,000. USDA-RD offers a number of programs including loan guarantees, grants, and direct loans to foster single-family and multi-family housing, affordable to low-income residents. Funding is available for site acquisition, renovations, technical assistance, housing preservation, and rental assistance. Also available is aid for community facilities, housing for farm labor, and technical assistance for what is known as mutual self-help projects where residents provide “sweat equity” on affordable housing projects. Most programs are limited to low-income persons. USDA-RD is also involved in a number of economic development efforts.

Section 515

The single most prominent program administered under USDA-RD is the Section 515 program that supports the construction of multi-family housing for low-income residents. Under the program, which has been in operation in Wisconsin since 1969, USDA underwrites fifty-year mortgages at a one percent interest rate in exchange for an agreement to provide housing for low and very, low-income residents. Unlike Section 8, the commitment to provide low-income housing runs for the life of the mortgage, and although owners can buy-out the mortgage, they can do so only if they meet certain conditions, including ensuring that no tenants are displaced as a result. Also available through this program is rental assistance similar to project-based Section 8 available to tenants in Section 515 financed buildings.

Section 502

Another prominent program of USDA-RD is the Section 502 Direct Loans. Under this program qualified applicants may obtain 100 percent financing to purchase an existing dwelling, purchase a site and construct a dwelling, or purchase newly constructed dwellings located in rural areas. Section 502 loans are primarily used to help low-income individuals or households purchase homes in rural areas and to provide financing at reasonable rates and terms with no down payment. Families must be without adequate housing, but be able to afford the mortgage payments, including taxes and insurance. These payments are typically within 22 to 26 percent of an applicant's income. In addition, applicants must be able to obtain credit elsewhere, yet have reasonable credit histories.

Appendix E

Economic Development Programs

There are a number of programs available to local governments to aid with their economic development needs. Below is a listing of some of the programs available.

Local Economic Development Organizations & Programs

Mosinee Area Chamber of Commerce

The Village of Kronenwetter is included in the Mosinee Area Chamber of Commerce. The Mosinee Area Chamber of Commerce provides general promotion and information for the Mosinee area, which includes the Village of Kronenwetter. The focus of the organization is the civic, industrial, and commercial advancement of Central Wisconsin.

Wausau Region Chamber of Commerce

The Village of Kronenwetter is included in the Wausau Region Chamber of Commerce as well. The mission of the Wausau Region Chamber of Commerce is to strengthen member businesses and enhance the Wausau Region community by building business success. The Wausau Region Chamber of Commerce serves as the Wausau Region's source for business connections, opportunities, and solutions.

Village of Kronenwetter

Companies interested in locating in Kronenwetter are encouraged to take advantage of the excellent land development opportunities within the Village's four Tax Increment Districts (TIDs). Kronenwetter's TIDs offer diverse opportunities for businesses and industries, a low property tax rate in these districts, and close proximity to Interstate 39/51 and the Central Wisconsin Regional Airport.

Wausau/Central Wisconsin Convention and Visitor's Bureau (CVB)

The CVB promotes the area to business and leisure travelers and provides information on the area to visitors and residents. Seven communities are located within the Wausau/Central Wisconsin area, including the communities of Kronenwetter, Mosinee, Rib Mountain, Rothschild, Schofield, Wausau, and Weston. These communities work together to promote the area by contributing room tax revenues to the CVB.

Marathon County Economic Development Corporation (MCDEVCO)

MCDEVCO is an economic development organization focused on growing business, building communities, and improving the quality of life in Marathon County communities. It is funded by administrative fees from municipal, county, and private revolving loan funds, and memberships. It also receives financial support from the

Wausau Chamber of Commerce and Marathon County. MCDEVCO serves all business and communities in Marathon County and has identified the following priorities:

- Sustain economic prosperity by helping existing businesses prosper and by attracting target industries.
- Build powerful regional partnerships.
- Foster a strong entrepreneurial climate that creates a competitive advantage.
- Provide infrastructure systems that stimulate quality economic growth.

Regional Economic Development Organizations & Programs

North Central Wisconsin Regional Planning Commission (NCWRPC)

The North Central Wisconsin Regional Planning Commission is a designated Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration. Under this designation, the Commission maintains a continuous process of planning assistance that supports the formulation and implementation of economic development programs designed to create or retain full-time permanent jobs and income. The NCWRPC provides services such as: economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development activity, and works with local units of government to maintain eligibility for certain grants.

North Central Wisconsin Development Corporation (NCWDC)

The North Central Wisconsin Development Corporation (NCWDC) is a regional organization created for the purpose of managing two regional revolving loan funds. Currently businesses in the following counties are eligible: Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood. The NCWDC is a non-profit organization and is staffed by NCWRPC. One fund was funded by USDA-Rural Development using the Intermediary Relending Program (IRP) and the other was funded by a grant from HUD.

Small Business Development Centers

The Wisconsin Small Business Development Centers (WSBDCs) includes 12 business assistance centers and three specialty service centers for small businesses and entrepreneurs. Associated with four year campuses of the University of Wisconsin system, the WSBDC assistance centers provide free one-on-one counseling and moderately-priced training programs designed to promote local entrepreneurship and small business growth.

North Central Wisconsin Workforce Development Board (NCWWDB)

North Central Wisconsin Workforce Development Board (NCWWDB) is a public/private partnership between government and business that plans, administers and coordinates Workforce Investment Act (WIA) employment and training programs in the nine counties of Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood. This region is known as Workforce Development Area 6. The NCWWDB's purpose is to provide policy, planning, oversight and funding for local workforce development programs and address workforce issues as they emerge within our region.

Central Wisconsin Economic Development (CWED)

Central Wisconsin Economic Development (CWED) Fund, Inc. manages a loan fund to support business growth in the region. The CWED Fund is a regional loan fund covering Central Wisconsin including Marathon County. Money is available for new and existing businesses in the private sector. The objective is to create new jobs, increase incomes, leverage bank financing, fill financing gaps, and expand the tax base. The goal is to encourage business retention and expansion, attract new businesses and provide employment opportunities in and around Marathon County.

Centergy

Centergy serves a diverse five county region, with a wide range of progressive, innovative businesses and industries most notable are advanced manufacturing, emerging sustainable and bio-based technologies, and leading health care. Centergy is a non-profit organization comprising a variety of businesses, Chambers, CVBs, organizations and individuals, working together to improve the region's business climate and civic infrastructure. Collaboration with their partnering entities provides effective synergy.

State Economic Development Organizations & Programs

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is the state's primary department for the delivery of integrated services to businesses. Their purpose is to 1) foster retention of and creation of new jobs and investment opportunities in Wisconsin; 2) foster and promote economic business, export, and community development; and 3) promote the public health, safety, and welfare through effective and efficient regulations, education, and enforcement.

WEDC manages a variety of programs intended to assist business and communities. These include:

Brownfield Program: Wisconsin's Brownfield Program provides grant funds to assist local governments, businesses, and individuals with assessing and remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site. This program helps convert contaminated sites into productive properties that are attractive and ready for redevelopment.

Capacity Building Grants (CB): CB grants are designed to help strengthen Wisconsin's economic development network by assisting local and regional economic development groups with economic competitive assessments and the development of a comprehensive economic development strategy.

Certified Sites: A certified site designation serves as a pre-qualification, indicating that a property's title is clear; that it possesses sufficient utilities and other infrastructure for industrial use, and that it properly zoned and has adequate transportation access for such uses, among other criteria.

Historic Preservation Tax Credit: The tax credit applies to certified historic buildings. Under the program, owners of eligible buildings may receive a state income tax credit for 20 percent of the qualified rehabilitated expenditures.

Business Opportunity Loan Fund: Financing options ranging from loans to loan guarantees for businesses making investments to expand in or relocate to Wisconsin.

Workforce Training Grants: Developed to assist businesses in workforce retention and expansion into new markets and technology, training grants provide funds to businesses planning to upgrade or improve the job-related skills of its full-time employees.

Idle Industrial Sites Redevelopment Program: Highly competitive program offering grants to Wisconsin communities for the implementation of redevelopment plans for large industrial sites that have been idle, abandoned, or underutilized for at least five years.

The Industrial Revenue Bond (IRB) Program: The IRB program involves an allocation of Federal tax-exempt status on bonds that will be issued by a business to finance an expansion project. By classifying the bonds as tax exempt, the company is able to offer the bonds at a reduced interest rate. Although this program is heavily utilized, its use is limited to small and mid-size manufacturers with strong financial statements.

Community Development Investment (CDI) Grant Program: The Community Development Investment Grant Program will support redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not

limited to, downtown community driven efforts. Successful recipients will demonstrate significant, measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

DWD offers programs in vocational rehabilitation, employee training, child care establishment, and adult apprenticeship programs in construction, services, and industrial/manufacturing activities, among others.

Fast Forward Program: Wisconsin Fast Forward is a \$15 million in grant program for employer-led, customized worker training projects. The intent is to provide essential assistance that cannot be met through an existing program. Grants will be awarded to maximize the impact of funds in catalyzing local collaboration and also encouraging the development of sustained pipelines that directly align with employer needs. The jobs of the 21st-century economy depend on these training programs.

Board of Commissioners of Public Lands

The BCPL operates one of the largest public lending programs in the state. The BCPL State Trust Fund Loan Program finances community and school projects across Wisconsin. BCPL has made loans to municipalities and school districts for public purpose projects including economic development, local infrastructure, capital equipment and vehicles, building repairs and improvements, and refinancing existing liabilities to reduce future borrowing costs.

Wisconsin Department of Natural Resources

The DNR provides a comprehensive and new streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups, and brownfield sites). Assistance is also provided to businesses seeking to clean up and re-use existing brownfield sites for commercial, public or green space uses. The DNR also inventories brownfield sites through their Tracking System (BRRTS) and Geographic Information (GIS) registry. These databases connect to statewide information about contaminated sites, spills, cleanups, and other data.

Wisconsin Housing and Economic Authority (WHEDA)

WHEDA is responsible for a number of housing and economic development functions. WHEDA works with local and state economic development professionals, businesses, and lending institutions to help an individual expand or modernize a farm or business. WHEDA offers guarantee programs, participation lending programs, a venture debt fund, a Wisconsin equity investment fund, Small Business Guarantees (WSBG), direct loans, New Market Tax Credits, and interest rate subsidies are utilized within a financial package to help ensure that the project has the best chance for long term success.

Federal Economic Development Organizations & Programs

Economic Development Administration (EDA)

The EDA is part of the U.S. Department of Commerce focusing on providing financial assistance to meet the economic development needs of distressed communities. EDA works with states, regions, and communities to assist in the creation of wealth and minimize poverty using capacity-building and planning techniques as well as research grants and strategic initiatives. All EDA investments must be targeted in areas that demonstrate need or economic distress and, out of those qualifying communities; assistance is directed toward those projects that will generate long-term economic growth.

EDA's programs include:

Public Works Program: empowers distressed communities to revitalize, expand, or upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term private sector jobs and investment. Examples of past investments include water and sewer facilities, industrial access roads, rail spurs, port improvements, skill-training facilities, technology related infrastructure, as well as the demolition, renovation, and construction of publicly owned facilities.

Economic Adjustment Program: assists state and local interests in the design and implementation of strategies to adjust or bring about a change in economy due to industrial or corporate restructuring, natural disaster, reduction in defense expenditures, depletion of natural resources, or new federal laws or requirements.

Technical Assistance Program: often supports feasibility studies on potential economic development projects to help fill the knowledge and information gaps that may prevent local leaders in distressed areas from making optimal decisions on economic development issues. Often these studies involve evaluations of proposals for industrial parks or business incubators. Sometimes, however, these funds may be used to sponsor conferences, develop revitalization plans, or to establish Geographic Information Systems for local planning and development purposes.

U.S. Small Business Administration (SBA)

The SBA provides financial, technical, and management assistance to help citizens start, run, and grow their businesses. The SBA has many programs focused primarily on making business loans and providing counseling and training programs for small businesses.

SBA's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernization, renovation, or conversion of existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. The Region utilizes the statewide Wisconsin Business Development Finance Corporation to access this program.

U.S. Department of Agriculture, Rural Development

USDA Rural Development provides a wide range of programs to assist in community and economic development in farm and rural areas across the U.S. While the USDA's housing, empowerment, and utility programs are beneficial to the stability of communities, it is their business and cooperative programs that are the most directly applied to economic development.

Business and Industry (B&I) Guaranteed Loan Program: helps create jobs and stimulates rural economies by providing financial backing for rural businesses. This program provides guarantees up to 90 percent of a loan made by a commercial lender. Loan proceeds may be used for working capital, machinery and equipment, buildings and real estate, and certain types of debt refinancing. The primary purpose is to create and maintain employment and improve the economic climate in rural communities.

Intermediary Relending Program (IRP): finances business facilities and community development projects in rural areas. This is achieved through loans made by the Rural Business-Cooperative Service (RBS) to intermediaries. Intermediaries re-lend funds to ultimate recipients for business facilities or community development. Intermediaries establish revolving loan funds so collections from loans made to ultimate recipients in excess of necessary operating expenses and debt payments will be used for more loans to ultimate recipients.

Rural Business Development Grants (RBDG): RBDG is a competitive grant designed to support targeted technical assistance, training, and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities.

Environmental Protection Agency (EPA)

The EPA Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. To facilitate the leveraging of public resources, EPA's Brownfield Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources

that can be used for brownfields funding, EPA also provides technical information on brownfields financing matters.

Appendix F

Plan Adoption

RESOLUTION NO. 2019-01
VILLAGE OF KRONENWETTER PLAN COMMISSION
RESOLUTION RECOMMENDING APPROVAL OF THE VILLAGE OF
KRONENWETTER COMPREHENSIVE PLAN

WHEREAS, on December 10, 2009, the Village Board adopted the Village of Kronenwetter Comprehensive Plan under the authority of and procedures established by §66.1001(4) Wis. Stats; and

WHEREAS, §66.1001(4) Wis. Stats requires municipalities to amend and adopt a Comprehensive Plan every ten years; and

WHEREAS, the Village of Kronenwetter Board of Trustees adopted Resolution No.:2018-007, a Public Participation Plan for the Comprehensive Plan Update, on May 22, 2018.

WHEREAS, the Village of Kronenwetter mailed a survey to residents and property owners, as well as held an Open House on March 4th, 2019 to provide public participation; and

WHEREAS, the Plan Commission of the Village of Kronenwetter, Marathon County, Wisconsin, provide proper notice of their meetings. The Plan Commission conducted their business and review of the Comprehensive Plan with quorum present following open meetings law. Decisions were made with majority of the Village Plan Commission present and voting; and

NOW THEREFORE, BE IT RESOLVED, that the Village of Kronenwetter Plan Commission recommends to the Village Board of the Village of Kronenwetter to adopt the Village of Kronenwetter Comprehensive Plan along with all maps and materials noted and attached as exhibits to the Village of Kronenwetter Comprehensive Plan.

Dated this 18th day of March 2019.

VILLAGE OF KRONENWETTER PLAN COMMISSION


Dan Lesniak, Chair

ATTEST:


Emily Wheaton, Clerk

VILLAGE OF KRONENWETTER, MARATHON COUNTY, WISCONSIN
ORDINANCE NO.: 19-10

AN ORDINANCE AMENDING CHAPTER 241 OF THE GENERAL CODE OF ORDINANCES ENTITLED "COMPREHENSIVE
PLAN"

The Village Board of the Village of Kronenwetter, Marathon County, Wisconsin does ordain as follows:

SECTION 1:

Section 241-3 of the General Code of Ordinances entitled "Plan commission recommendation" shall be amended as follows:

§ 241-3. Plan Commission recommendation.

The Plan Commission of the Village of Kronenwetter, Wisconsin, by a majority vote of the entire Commission recorded in its official minutes, has adopted Resolution No. 2019-01 recommending the Village Board the adoption of the document entitled "Village of Kronenwetter Comprehensive Plan", containing all the elements specified in § 66.1001(2).

SECTION 2:

Section 241-5 of the General Code of Ordinances entitled "Adoption of Comprehensive Plan" shall be amended as follows:

§ 241-5. Adoption of Comprehensive Plan.

The Village Board of the Village of Kronenwetter, Wisconsin, does, by the enactment of this chapter, formally adopt the document entitled "Village of Kronenwetter Comprehensive Plan, April 9, 2019" pursuant to s. 66.1001 (4) (c), Wis. stats.

SECTION 3:

If any provision of this Ordinance is invalid or unconstitutional, or if the application of this Ordinance to any person or circumstances is found invalid or unconstitutional by the Court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the provisions or application of this Ordinance which can be given effect without the invalid or unconstitutional provision or application.

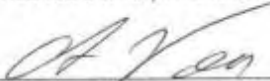
SECTION 4:

All Ordinances and parts of ordinance in conflict herewith are hereby repealed.

SECTION 5:

This Ordinance shall be in full force and effect from and after its date of passage and publication.

VILLAGE BOARD, VILLAGE OF KRONENWETTER



Chris Voll, Village President

ATTEST:



Cindra Falkowski, Village Clerk

ADOPTED: 4-9-19

**Village of Kronenwetter
Comprehensive Plan
2019**