

# City of Mauston 2026-2036 Comprehensive Plan Executive Summary

*Prepared For:*  
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## Executive Summary

This document serves as the Executive Summary for the *City of Mauston 2026 - 2036 Comprehensive Plan*. It highlights the most critical details at a higher level to give the reader a concise understanding of the full Comprehensive Plan document.

## The City of Mauston

The City of Mauston is in the southern third of Juneau County and surrounded by the Towns of Lemonweir, Lindina, and Lisbon. Other nearby communities including the Villages of Lyndon Station, Camp Douglas, and Necedah. **Map 1-1** is the **City of Mauston Location Context Map**.

Spanning 3,144.24 acres (4.91 sq. mi.), the [2020 U.S. Census](#) estimates that Mauston has a population of 4,347 people, with 1,802 households containing an average household size of 2.05 people, per the [2024 American Community Survey \(ACS\)](#). This represents a 1.70 percent population decrease from the [2010 U.S. Census](#), when the city population was estimated at 4,423 people. In the same 2010-2020 timeframe, Juneau County grew one (1) percent, from 26,664 to 26,718 residents.

Further information on topics such as age distribution, education, employment, and household income are further detailed in the Plan's chapters or corresponding appendices.

Access to nature-based recreation and country views as well as proximity to transportation and employment areas makes the City of Mauston attractive to existing plus potential residents and visitors.

Mauston's location influenced its early history - with the lumber industry serving as a vital employment opportunity. Today, Mauston has I-90 running through its northeastern extents. Additionally, US 12, STH 82, STH 58, and several County highways such as CTH K and CTH G provide easy access to Mauston residents and businesses. The City of the Wisconsin Dells is twenty (20) miles southeast of Mauston, and Madison, the state capital, is approximately 75 miles southeast of Mauston and hosts numerous government, university, healthcare, and service positions.

Mauston's roadway network hosts vehicles, farm machinery, and some bicycles. These roads range from Arterials and Collectors to Local Roads.

The most extensive zoning district in the city is AG Agricultural, comprising 919.59 acres (1.44 sq. mi.) and 29.3 percent of the city's area. Mauston's residential land uses cover 717.30 acres (1.12 sq. mi) or 22.8 percent of the city's area.

Mauston uses intergovernmental agreements to more efficiently provision emergency services, education, plus public and private utilities for city residents.

## Purpose of the Comprehensive Plan

This Plan is the *City of Mauston 2026-2036 Comprehensive Plan*. It supersedes the former *City of Mauston Comprehensive Plan* adopted in 2016.

The State of Wisconsin Comprehensive Planning law, Wis. Stat. §66.1001, requires that every city, village, and most towns to approve a comprehensive land use plan by 2010 and ensure that all local land use ordinances and decisions are consistent with the adopted plan.

A comprehensive plan is meant to be the road map for a community. This document serves as a tool for the Plan Commission, Common Council, and community to understand the local landscape and includes community information and data.

This Comprehensive Plan details issues and opportunities from stakeholders such as city residents, then leverages data to provide guidance on land use, housing, agricultural, natural and cultural resources, transportation, economic development, utilities and community facilities, intergovernmental cooperation, and implementation.

This Plan addresses the following nine elements required by statute. The nine elements must be consistent with each other and all City ordinances and land use maps.

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources Element
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

Each element in its corresponding chapter includes inventory and background information and forecasts. The Plan describes goals, objectives, and policies in **Chapter 10 Implementation** for each element that the community shall utilize in decision-making at the local level.

## Chapter 2 Issues and Opportunities

Resident insights gathered during Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercises were the basis for the goals, objectives, and policies across the nine elements' chapters.

**Broadly, there are four main priorities for the City of Mauston:**

- **Ensure the small, safe, and friendly nature of Mauston remains while achieving growth in population, employment, and business opportunities.**
- **Expand housing options through amended zoning and land division codes.**
- **Protect natural and agricultural resources such as Decorah Lake and the Lemonweir River through enhanced management strategies to ensure the natural beauty and water quality preservation for future generations.**
- **Foster collaboration with neighboring jurisdictions.**

### Guiding Statement

In the year 2036 and beyond, residents hope the City of Mauston will be:

- A safe, small, friendly city that has grown in population, employment, and business opportunities
- Enjoying a downtown with greater business variety and options than before
- Known for its community pride and resident involvement
- Recognized as having an excellent, stable school district
- Acknowledged for its recreational and tourism opportunities.
- Maintaining public facilities and infrastructure in a good state of repair without overextending itself on infrastructure commitments.
- A welcoming place for visitors

### Demographic Information and Trends

Demographic data for population and households utilized 2020 U.S. Census data, the 2024 American Community Survey (ACS) and/or Wisconsin Department of Administration (WDOA) projections.

The Wisconsin Department of Administration (DOA) estimates by 2050 that

Mauston will have 2,891 residents, a population decrease of 33.5 percent (1,456 residents) from the 2020 Census and a 34.6 percent decrease (1,532 residents) from the 2010 Census.

**Table 2-1** shows that Mauston's population has decreased from 4,423 people in the 2010 Census to 4,347 in the 2020 Census, a 1.7 percent decrease.

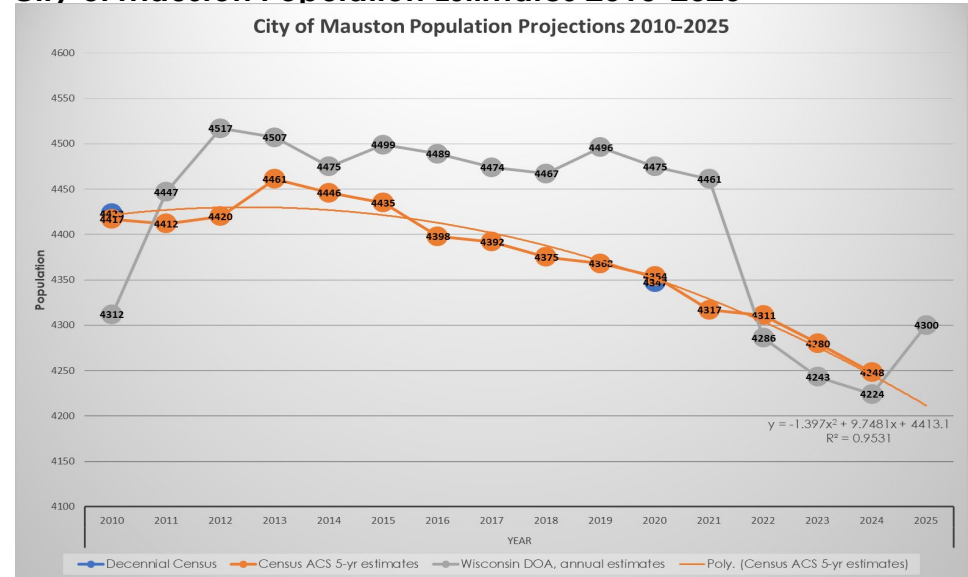
**Table 2-1 City of Mauston Population 2020-2050**

MCD Type and Name	Census		ACS	Wisconsin DOA Projection		
	2010	2020	2024	2030	2040	2050
City of Mauston	4,423	4,347	4,248	3,872	3,379	2,891

Sources: "P1 Race," 2020 US Census. "DP05 ACS Demographic and Housing Estimates," ACS 2022 5-yr. "MCD and Municipal Population Projections, 2020-2050." Wisconsin DOA. All accessed February 1, 2026 by Vierbicher staff. DOA Projections based upon 2020 Census.

Population trends may also be viewed in the figure below.

**City of Mauston Population Estimates 2010-2025**



Sources: "P1 Race," 2020 US Census. "DP05 ACS Demographic and Housing Estimates," ACS 2024 5-yr. "MCD and Municipal Population Projections, 2020-2050." Wisconsin DOA. All accessed February 1, 2026 by Vierbicher staff. DOA Projections based upon 2020 Census.

**Because the City of Mauston wishes to grow in population, housing, and employment, it seems reasonable and prudent to target Mauston's population growing 0.30 percent annually from 2020 through 2050.** The estimated 4,757 residents in 2050 is an increase of 410 residents over thirty (30) years from the 4,347 residents in the 2020 Census.

## Chapter 3 Housing

The [2024 ACS](#) estimates 53.4 percent of the City's housing stock is 1-unit attached (1.1 percent) or 1-unit detached (52.3 percent) units, representing 1,006 of the estimated 1,886 total housing units in the City (**Table 3-3**).

The City has many single-family homes, which lessens resident flexibility as life circumstances (income, household size, or health) vary. Housing types, availability, and cost also impact workforce, and vice-versa.

**Table 3-3 City Housing Arranged by Units in Structure**

UNITS IN STRUCTURE	Total	Percentage
Total housing units	1,886	100.0%
1-unit, detached	986	52.3%
1-unit, attached	20	1.1%
2 units	169	9.0%
3 or 4 units	102	5.4%
5 to 9 units	173	9.2%
10 to 19 units	211	11.2%
20 or more units	121	6.4%
Mobile home	104	5.5%
Boat, RV, van, etc.	0	0%

Source: "DP04 Selected Housing Characteristics." 2024 ACS. Accessed by Vierbicher staff February 1, 2026.

### Vacancy

Vacancy rate is an important measure of housing supply and demand. According to the Department of Housing and Urban Development (HUD), a generally accepted vacancy standard for owner-occupied units is 3 percent, and for renter-occupied units 5 percent. When vacancy rates drop below the 3 percent owner or 5 percent rental levels, the housing market becomes tight and housing costs increase.

**Table 3-4** shows the vacancy rates for homeowners and renters in the City, Juneau County, plus the State of Wisconsin.

**Table 3-4 Vacancy Rate**

Vacancy Rate	City	Juneau County	Wisconsin
Homeowner	0.0%	1.7%	0.6%
Rental	0.0%	3.4%	4.3%

Source: "DP04 Selected Housing Characteristics." 2024 ACS. Accessed by Vierbicher staff February 1, 2026.

## Housing Values and Rental Rates

Median home values and rental rates provide a representation of generalized community housing costs. **Table 3-5** shows estimated median home values and rent values.

**Table 3-5 Median Home Values and Rents**

Owner-Occupied Units Value	# Units	Percentage
Owner-occupied units	996	100.0%
Less than \$50,000	71	7.1%
\$50,000 to \$99,999	227	22.8%
\$100,000 to \$149,999	199	20.0%
\$150,000 to \$199,999	187	18.8%
\$200,000 to \$299,999	207	20.8%
\$300,000 to \$499,999	80	8.0%
\$500,000 to \$999,999	25	2.5%
\$1,000,000 or more	0	0.0%
Median (dollars)	\$ 150,200.00	
GROSS RENT	# Units	Percentage
Occupied units paying rent	806	100.0%
Less than \$500	74	9.2%
\$500 to \$999	443	55.0%
\$1,000 to \$1,499	275	34.1%
\$1,500 to \$1,999	14	1.7%
\$2,000 to \$2,499	0	0.0%
\$2,500 to \$2,999	0	0.0%
\$3,000 or more	0	0.0%
Median (dollars)	\$ 879.00	
No rent paid	0	0.0%
<b>TOTAL</b>	<b>1802</b>	

Source: "DP04 Selected Housing Characteristics." 2024 ACS. Accessed by Vierbicher staff February 1, 2026.

### Income & Housing Affordability

Income influences homebuying power as well as the ability to maintain a property properly. City of Mauston median income was estimated at \$63,636 by the [2024 ACS](#), while Juneau County's \$67,270 median income is nearly 5.7 percent greater and the Wisconsin state median income of \$77,485 is greater than Mauston's median income by 21.7 percent, respectively. A common rule of thumb is a bank may offer a mortgage 2.5x the person or couple's income, meaning someone making the \$63,636 median income might receive a \$159,090 mortgage. Unfortunately, Mauston CY2025 single-family homes' median sold prices were nearly \$189,400. A resident making the \$63,636 median income would spend more than 23.5 percent of their income to rent a four-bedroom home in Juneau County in 2025. The following page contains **Figure 3-9**, the **City of Mauston Housing Affordability Matrix**.

**Figure 3-9 City of Mauston Housing Affordability Analysis**

City of Mauston Housing Affordability Analysis	Below Average Median Income (AMI)		Average Median Income (AMI)	Above Average Median Income (AMI)		
	60% AMI	80% AMI	100% AMI	120% AMI	150% AMI	180% AMI
	<b>Workforce Housing Range</b>					
	<b>Owner Occupied Housing Units</b>					
Owner-Occupied Affordability	60% AMI	80% AMI	100% AMI	120% AMI	150% AMI	180% AMI
<b>Median Income*</b>	\$38,182	\$50,909	<b>\$63,636</b>	\$76,363	\$95,454	\$114,545
Median Single-Family Home Value**	\$189,400	\$189,400	\$189,400	\$189,400	\$189,400	\$189,400
Affordable Mortgage (2.5 x annual income)	\$95,454	\$127,272	\$159,090	\$190,908	\$238,635	\$286,362
Affordability Gap - Owner Occupied	<b>-\$93,946</b>	<b>-\$62,128</b>	<b>-\$30,310</b>	<b>\$1,508</b>	<b>\$49,235</b>	<b>\$96,962</b>
	<b>Renter Occupied Housing Units</b>					
Renter-Occupied Affordability	60% AMI	80% AMI	100% AMI	120% AMI	150% AMI	180% AMI
<b>Median Income*</b>	\$38,182	\$50,909	<b>\$63,636</b>	\$76,363	\$95,454	\$114,545
Median Annual Rent*** (\$879 x 12)	\$10,548	\$10,548	\$10,548	\$10,548	\$10,548	\$10,548
Affordable, Annual Rent (30% of annual income)	\$11,454	\$15,273	\$19,091	\$22,909	\$28,636	\$34,363
Affordability Gap - Renter Occupied	<b>\$906</b>	<b>\$4,725</b>	<b>\$8,543</b>	<b>\$12,361</b>	<b>\$18,088</b>	<b>\$23,815</b>

Sources: "S1903 Median Income in the Past 12 Months" 2024 ACS 5-yr estimates, and Vierbicher.

\*Median Income per 2024 ACS 5-yr estimates

<https://data.census.gov/table?q=mauston+city,+Juneau+County,+Wisconsin+s1901>

\*\* Median Single-Family Home Value is proxy for median sale price sold of \$189,400 from 2025 MLS (sample size: 49 homes)

\*\*\*Median Annual Rent from 2024 ACS 5-yr estimates - DP04 Selected Housing Characteristics

<https://data.census.gov/table?q=mauston+city,+juneau+county,+Wisconsin+dp04>

## Chapter 4 Transportation

A transportation mode is the type of transportation a City resident uses to travel from a starting point to their destination. Privately-owned automobiles are the most frequently used transportation mode within the City of Mauston. Residents use their vehicles to travel to work, school, shopping, and recreation areas. **Table 4-1** reports most commuting City residents drive alone to work, around 78.6 percent. Other key facts from the [2024 ACS](#) estimates include:

- Working from home has varied through time, from 1.9 percent in 2010 to 10.5 percent in 2020 and 6.1 percent in 2024.
- Nearly 65.0 percent of city residents worked in Juneau County, while 35.0 percent worked in another county. An estimated 53.9 percent of city residents “work outside place of residence.”
- The mean travel time to work is 23.7 minutes. The largest cohort, an estimated 31.8 percent of residents, had commutes of 10.0 minutes or less. It should be noted that 14/32 community survey respondents had commutes less than 10 miles. In fact, the largest cohort (8 residents) had 1-10 mile commutes.

Inviting workers to remain and work in the community keeps tax dollars in the community. The city should think about ways businesses that align with the city's character could be courted and located in appropriate city areas.

**Table 4-1 Transportation to Work**

Label	Total
Workers 16 years and over	2,025
TRANSPORTATION TO WORK	
Car, truck, or van	83.6%
Drove alone	78.6%
Carpooled	5.0%
Public transportation (excluding taxicab)	0.0%
Walked	8.4%
Bicycle	0.0%
Taxicab or ride-hailing services, motorcycle, or other means	1.9%
Worked from home	6.1%
Workers per car, truck, or van	1.04

Source: “S0801 Commuting Characteristics by Sex,” 2024 ACS. Accessed by Vierbicher staff February 2, 2026.

## Chapter 5 Utilities and Community Facilities

Community facilities are vital to the health, safety, quality of life, vibrancy, and economic activity of a community. To provide a base level of understanding, two (2) important definitions are below:

- Utilities/Infrastructure** – the physical systems, networks and/or equipment necessary to provide for and support the basic human needs, including water, wastewater, stormwater, power, communications systems, networks and equipment, but excluding transportation infrastructure.
- Community Facilities** - public buildings and grounds such as Municipal buildings, schools, parks, churches that provide space, services or programs that are aimed at improving the quality of life, safety, or general welfare of community residents.

### Wastewater & Water

The city's wastewater collection system is composed of an estimated 153,120 feet or 29 miles of sanitary sewer mains. The city's wastewater flows by gravity through the collection system to twelve (12) sewage collection lift stations which then pump the wastewater to the wastewater treatment facility, which has five (5) aeration lagoons and is located behind St. Pat's Cemetery off US Highway 12.

The WWTF was built in 1983, and has an annual average flow in 2024 of 0.594 million gallons per day (MGD), while the annual average design flow of the plant is 1.5 MGD. The wastewater treatment plant discharges treated effluent to the Lemonweir River.

The water supply and distribution system provides potable water and fire protection to the city's residents, commercial businesses, and industries.

**Table 5-3 Historical Residential Water Demands 2020-2024**

Year	DOA Population Estimate	Annual - Thousands of Gallons of Water Sold						TOTAL
		Residential	Commercial	Industrial	Public Authority	Multifamily Residential	Irrigation	
2020	4,475.00	47,606.00	36,510.00	9,993.00	26,391.00	16,775.00	0.00	137,275.00
2021	4,461.00	45,851.00	37,619.00	10,037.00	25,476.00	14,857.00	0.00	133,840.00
2022	4,286.00	45,414.00	31,992.00	9,485.00	24,864.00	14,341.00	1.00	126,097.00
2023	4,243.00	47,440.00	41,100.00	10,931.00	27,561.00	13,972.00	1,728.00	142,732.00
2024	4,224.00	44,498.00	33,793.00	7,852.00	25,921.00	15,009.00	1.00	127,074.00
<b>Average:</b>	<b>4,338</b>	<b>46,162</b>	<b>36,203</b>	<b>9,660</b>	<b>26,043</b>	<b>14,991</b>	<b>346</b>	<b>133,403.60</b>

Source: 2024 Annual Report to the Public Service Commission of Wisconsin accessed February 1, 2026 by Vierbicher staff

## Adequacy of the Existing Water System

The water supply and storage systems are adequate to meet current average daily demand. Mauston wishes to avail itself of DNR & any other grant funding opportunities for water quality maintenance or water infrastructure expansion.

Prior to future residential or commercial development applications being approved, review and discussion should occur concerning the anticipated demands on the water supply and storage system. Furthermore, should infrastructure expansion or changes result from future development, discussion should determine if the expansion simultaneously supports growth while providing system redundancy (by looping utility infrastructure or other means).

## Recreation Facilities

The park system within the City of Mauston is a tremendous asset. The [City of Mauston Parks webpage](#) reports on the nine (9) parks and recreational facilities within the city, and includes a link to the *2022-2026 City of Mauston Comprehensive Outdoor Recreation Plan (CORP)*.

The City's nearly fifty (50) acres of parks offer something for everyone: Oakridge Park contains the dog park, while Veteran's Memorial Park has softball fields, bathrooms, and concession stand. It is also located near the County Fairgrounds and Grandstands. Riverside Park allows access to boating and other aquatic recreation. For those looking for a more natural setting, May Park with trails and bluff lookouts to explore. Marachowsky Park has a playground and a living food pantry, with more than two dozen fruiting trees and bushes. For more on the City's natural and cultural amenities, please read **Chapter 6**.

## Municipal Facilities

The City of Mauston owns several municipal buildings and structures throughout the city. City Hall is located at 303 Mansion Street, and the Public Works garage is located at 1260 North Road. The library and fire station is city-owned, as are the well houses, WWTF, and structures across Mauston's park system.

## Schools

The [School District of Mauston](#) serves city students as well as the Towns of Lemonweir, Lindina, and Lisbon. The 2025 student enrollment was calculated on the 3<sup>rd</sup> Friday in September 2025 as 1,299 students. The school district contains seven (7) schools: West Side Elementary (K4-2), Grayside Elementary (3-5), Olson Middle School (6-8), Mauston High School (9-12), including charter schools Mauston Montessori School (K4-5),

Lemonweir Academy (6-12), and iLEAD Charter School (6-12). The school district also has Mauston Virtual Programming, a virtual option.

2026-2027 estimates predict an enrollment decline to 1,229 students.

Declining enrollment reduces state aids, which may trigger budget cuts and program reductions while increasing the burden on property taxes in the district. Growing population which may help reverse declining enrollment numbers, and collaboration with the school district now and in the future will have a high importance for the wellbeing of the City.

## Chapter 6 Agricultural, Natural, and Cultural Resources

The City's agricultural, natural, and cultural resources provide recreation, tourism, and economic opportunities.

An estimated 919 acres (or 29.3 percent) of Mauston has agricultural land uses. Environmental corridors and wildlife habitats on private lands are often adjacent to and co-exist with agricultural land.

The DNR notes the City of Mauston is within the [Central Sand Plains](#) landscape, which *The Ecological Landscapes of Wisconsin* notes that:

*This ecological landscape encompasses 3,420 square miles (2,188,861 acres), representing 6.1% of the area of the state.*

The varying topography plus forest and water resources represent economic and recreational opportunities for residents as well as visitors.

The City's cultural resources reflect the history of its residents across time. The [National Register of Historic Places](#) gives honorary recognition to places that retain their historic character and are important to understanding local, state, or national history. These are official listings of properties that are worthy of preservation or significant to Wisconsin's heritage. The city has two (2) sites listed on the National Register of Historic Places, such as the Benjamin Boorman House on Union Street, as well as the Juneau County courthouse. These two buildings have been on the Register since 1976 and 1982, respectively.

The Wisconsin Historical Society ([WHS](#)) also maintains the Wisconsin Architecture & History Inventory ([AHI](#)). The City of Mauston has more than two dozen sites listed in the Architecture & History Inventory (AHI), which residents can visit to view records information on historic buildings, structures, sites, objects, and historic districts that illustrate Wisconsin's unique history via written text and property.

# Chapter 7 Economic Development

Economic development plays a crucial role in creating jobs, raising income levels, diversifying the economy, and improving the quality of life while protecting the environment. It encompasses several dimensions, including providing employment and income opportunities for residents and fostering the formation, attraction, and expansion of wealth-creating organizations. These organizations—businesses, enterprises, associations, farms, and governments—organize labor, capital, and information to produce goods and services. By harnessing individual talents, skills, and experience within an organized economic system, economic development generates personal and community wealth, directly enhancing the quality of life in the community.

**Table 7-1** shows that the City has a 58.5 percent labor force participation rate.

**Table 7-1 Employment Status**

Employment Status	Total	Percent
Population 16 years and over	3,575	100.00%
In labor force	2,090	58.50%
Civilian labor force	2,076	58.10%
Employed	2,052	57.40%
Unemployed	24	0.70%
Armed Forces	14	0.40%
Not in labor force	1,485	41.50%

Source: "DP03 Economic Characteristics." 2024 ACS. Accessed by Vierbicher staff on February 1, 2026.

## Household Income

Household income strongly influences economic activity. When the median income level in a municipality is higher than the state average, it typically indicates robust spending power, which can attract businesses, stimulate local economies, and enable the funding of public services and infrastructure projects. The median household income in the City of Mauston was estimated at \$44,655 in the [2010 ACS](#), and has increased 42.5 percent to \$63,636 in the [2024 ACS](#). **Table 7-2** portrays estimated household income.

**Table 7-2 Household Income**

Income Cohort	Percentage
Total	1,802
Less than \$10,000	3.90%
\$10,000 to \$14,999	7.70%
\$15,000 to \$24,999	5.40%
\$25,000 to \$34,999	7.50%
\$35,000 to \$49,999	16.40%
\$50,000 to \$74,999	15.30%
\$75,000 to \$99,999	17.80%
\$100,000 to \$149,999	21.90%
\$150,000 to \$199,999	2.10%
\$200,000 or more	2.10%
Median income (dollars)	\$63,636.00

Source: "\$1901 Income in the Past 12 Months." 2024 ACS. Accessed by Vierbicher Staff on February 1, 2026.

## Growing Industries

From 2020 through 2030, health care, education and trade, transportation, and utilities are set to see the largest percentage increases in employment.

## Desired Economic Activities

Based upon the January 7, 2026 public engagement event plus community survey responses, the following are a couple types of businesses desired within the city:

- Grocery Stores
- Daycare (childcare options)
- Restaurants (family-friendly and sit-down)
- Increase number of downtown businesses
- Recreation / tourism
- Training opportunities

## Chapter 8 Intergovernmental Cooperation

Some goals, objectives, and policies outlined in the comprehensive plan extend beyond the sole jurisdiction of the City of Mauston government or its residents. Transportation, utilities, public education, and other activities cross municipal boundaries. Because various challenges spanning multiple jurisdictions and numerous public, quasi-public, and private entities affect the daily lives of Village residents, collaboration across different governmental bodies and levels becomes necessary.

Some intergovernmental relationships may be informal or formal and reflect vertical relationships (a higher or broader jurisdiction, such as the County) or horizontal relationships, those with entities (or communities) of equal standing and power.

Post-2020, inflation and the challenges of the COVID-19 pandemic increased costs for all range of services. Now, more than ever, there is an opportunity for collaboration that maintains excellent resident services while maintaining costs.

## Chapter 9 Land Use

Land Use guides the future development and redevelopment of public and private property in the City of Mauston. Given the importance of land and its status as a limited resource, balancing conservation with future residential and commercial development is crucial for the city.

### Current Land Use

The City of Mauston's current land use is represented in **Table 9-1**.

**Table 9-1 City of Mauston Current Land Use**

Land Use	Area		Percentage of City Area
	(in acres)	(in square miles)	
Agriculture	919.59	1.44	29.26%
Residential	717.30	1.12	22.83%
Commercial	366.44	0.57	11.66%
Industrial	569.26	0.89	18.12%
ROW/Utility	87.95	0.14	2.80%
Lemonweir River/Other	481.86	0.75	15.33%
<b>Total</b>	<b>3142.40</b>	<b>4.91</b>	<b>100.00%</b>

Source: Vierbicher staff February 27, 2026

## Zoning

The City of Mauston uses [Chapter 114 Zoning](#) (the Zoning Ordinance), [Chapter 104 Floodplain Zoning](#), and [Chapter 112 Subdivisions](#) for zoning, land use, and land subdivision procedures and standards.

Zoning outlines which land uses are permitted, conditional, or prohibited from occurring on a parcel of land to protect the health, safety, welfare, and morals of a community. **Table 9-3** reports the city area associated with each of the zoning districts. Several observations of note:

- Approximately 15.3 percent (0.75 square miles) of the city is “UNZONED.” These lands are within the city boundary, but without zoning. For example, the Lemonweir River represents a significant area which, while within city limits, does not have a zoning district.
- Commercial and Industrial zoning together is around 29.8 percent (1.46 square miles) of the city.
- Around 22.18 percent (1.12 square miles) of the city is zoned residential.

**Table 9-3 Zoning Districts in the City of Mauston**

Zoning Districts	Area		Percentage of City Area
	(in acres)	(in square miles)	
AG Agricultural	919.59	1.44	29.3%
SR3 Single-Family Residential - 3	265.43	0.41	8.4%
SR4 Single-Family Residential - 4	329.71	0.52	10.5%
TR6 Two-Family Residential - 6	44.58	0.07	1.4%
MR8 Multi-Family Residential - 8	48.00	0.07	1.5%
MR10 Multi-Family Residential - 10	29.58	0.05	0.9%
NB Neighborhood Business	4.71	0.01	0.2%
PB Planned Business	306.32	0.48	9.7%
GB General Business	14.38	0.02	0.5%
CB Central Business	41.03	0.06	1.3%
GI General Industrial	564.31	0.88	18.0%
HI Heavy Industrial	4.95	0.01	0.2%
Right-of-way (ROW)	87.95	0.14	2.8%
UNZONED - Lemonweir River/Other	481.86	0.75	15.3%
<b>Total</b>	<b>3,142.40</b>	<b>4.91</b>	<b>100.0%</b>

Source: City of Mauston data. Mapped by Vierbicher staff February 2, 2026.

## Future Land Use

**Table 9-4** reports the estimated areas for future land uses in the City. This may change with time, as uses change, or if the City annexes land.

**Table 9-4 City of Mauston Future Land Use**

Future Land Use	Area		Percentage of Future Area
	(in acres)	(in square miles)	
Agriculture	660.33	1.03	21.01%
Residential	882.39	1.38	28.08%
Commercial	546.60	0.85	17.39%
Industrial	483.27	0.76	15.38%
ROW/Utility	87.95	0.14	2.80%
Lemonweir River/Other	481.86	0.75	15.33%
<b>Total</b>	<b>3,142.40</b>	<b>4.91</b>	<b>100.00%</b>

Source: Vierbicher staff February 27, 2026

The Comprehensive Plan represents a good opportunity to outline future development patterns as housing, demographics, and business composition change over time.

## Chapter 10 Implementation

Through the process of implementation, the interconnectivity among community issues and opportunities, land use, housing, transportation, utilities, community facilities, agricultural, natural, and cultural resources, economic development, and intergovernmental cooperation becomes tangible. It underscores the realization that any single decision has the potential to impact all the interconnected elements, with both direct and indirect repercussions.

Putting the plan into action involves goals, objectives, and policies that help measure how well things are going. This lets the community see if they're really making the comprehensive plan work. It explains how all the different parts of the plan fit together and stay in sync. There's also a framework for keeping things up to date and making amendments when needed.

The success of the Comprehensive Plan will be gauged by the City, ensuring that the primary priority—being a growing, safe, and family-friendly community—is consistently adhered to. The Plan Commission and Common Council should use the Plan as a guide when making policy decisions and reviewing development opportunities.

## Goals

**Chapter 2 Issues & Opportunities** - Achieve the four (4) main priorities for the City in this Plan

**Chapter 3 Housing** - Ensure a safe, efficient, updated housing stock that reflects the City's character while providing diverse housing choices by type, size, and price.

**Chapter 4 Transportation** - Maintain a safe, efficient, and reliable multi-modal transportation network in good repair and condition.

**Chapter 5 Utilities and Community Facilities –**

1. Provide adequate, attractive, safe, and efficient public services to the community, now and in the future.
2. Minimize environmental/economic impacts caused by City utility construction, maintenance, and/or repair.

**Chapter 6 Agricultural, Natural, and Cultural Resources –**

1. Increase nature-based recreation plus cultural awareness opportunities for residents and visitors
2. Preserve and protect the City's natural and agricultural lands for their beauty, environmental productivity, and value for future generations
3. Provide outdoor recreation space for residents and visitors

**Chapter 7 Economic Development –**

1. Promote commercial development in appropriate locations.
2. Strengthen existing businesses while pursuing new business opportunities
3. Encourage visitors and residents to explore downtown

**Chapter 8 Intergovernmental Cooperation** - Encourage cooperation among nearby units of government and government entities (DNR, WisDOT, etc.).

**Chapter 9 Land Use** - Establish efficient, orderly and sustainable land use patterns that balance quality of life, property values, environmental protection and economic development for the next 20 years, while maintaining the City's historic and natural character.

**Chapter 10 Implementation** - Guarantee that this is Plan acts as a living document, able to adapt to the needs and desires of City residents over the life of the Plan.