

City of Mauston 2026-2036 Comprehensive Plan

DRAFT VERSION #3

Prepared For:
City of Mauston
303 Mansion St.
Mauston, WI, 53948

Prepared By:
Vierbicher
525 Junction Road Suite 7000
Madison, Wisconsin 53717

Prepared On: May 13, 2026

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vierbicher
advisors / engineers / surveyors

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Acknowledgments

Vierbicher staff would like to thank the City of Mauston Common Council and the Plan Commission for their leadership and collaboration:

Common Council

Mayor	Darryl Teske
City Alders	Vivian Gabower
	Mary Bender
	Leanna Hagen
	Barb Hoilien
	Kayla Thomas
	Casey Radcliff
	Jim Allaby

City of Mauston Plan Commission

Darryl Teske - Chair	Mark Messer
Brandy Ellsworth	Lenny Kluge
Phil Harrison	Alysha Basel
Paul Coggins	

Deputy Clerk/Treasurer

Carole Wolff

Zoning Administrator & Public Works/Utilities Clerk

Val Nelson

City Administrator

Daron Haugh

Additional thanks to:

1. Juneau County Land Information GIS/LIS Specialist Liz Housworth for GIS shapefiles used in the Plan's maps.
2. Jennifer Hagemann and Superintendent Heesch, who provided 2025-2026 enrollment information for the Mauston School District.
3. Eric Grosso from the Wisconsin Department of Health Services (DHS) for nursing home census information.
4. Bridget Christenson for providing updated library information.

Finally, a special thanks to residents who participated in the January 7, 2026 Public Engagement Event, as well as the 30+ residents whose Community Survey insights help inform this Plan's content.

Plan adopted by the City of Mauston Common Council on May 26, 2026.

Comprehensive Plan prepared by:
Vierbicher
525 Junction Road Suite 7000
Madison, Wisconsin 53717
<http://www.vierbicher.com/>

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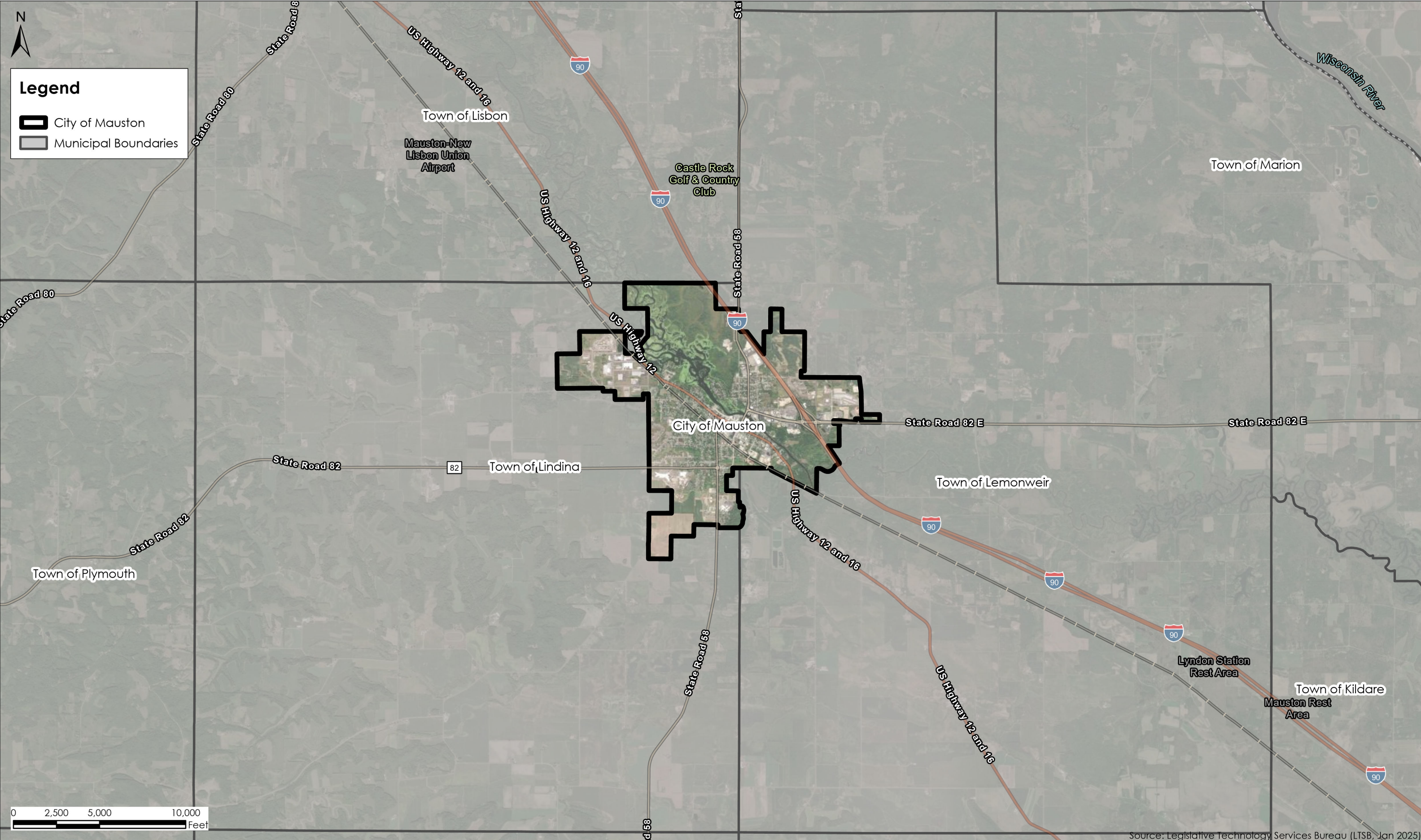
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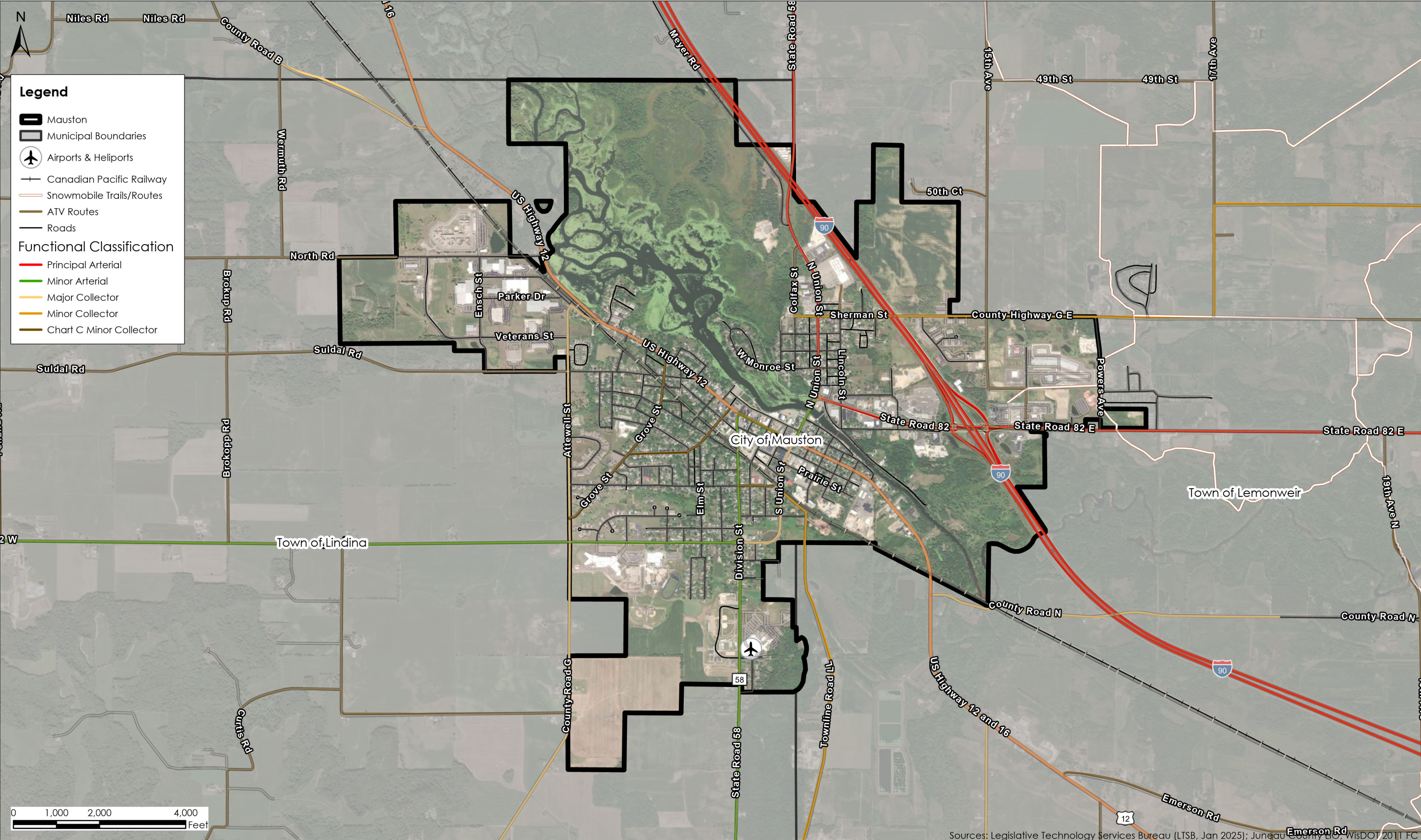
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Map 1-1 Location Context Map

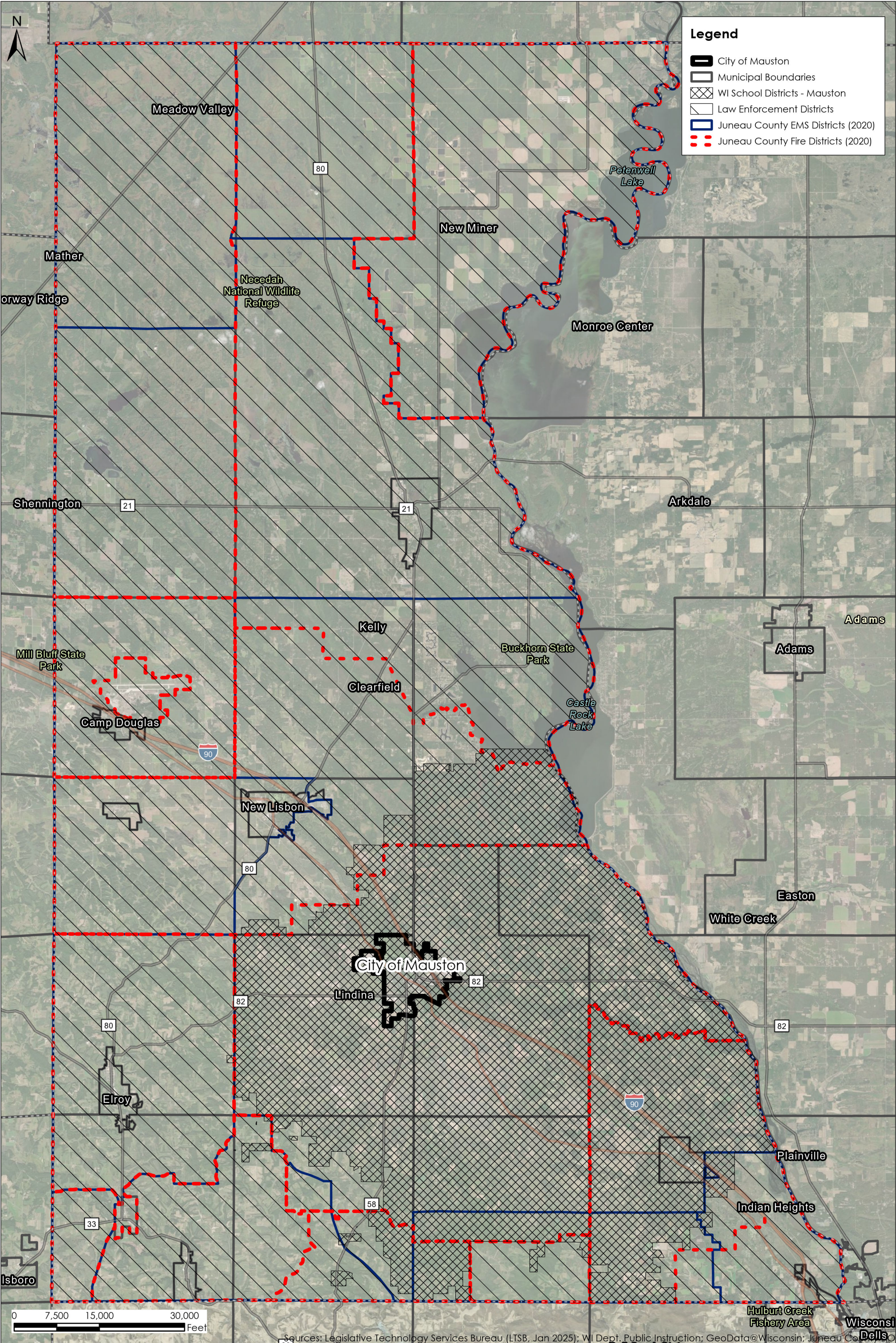
City of Mauston, Juneau County, WI
02/09/2026





Map 4-1 Transportation Map
City of Mauston, Juneau County, WI
02/10/2026

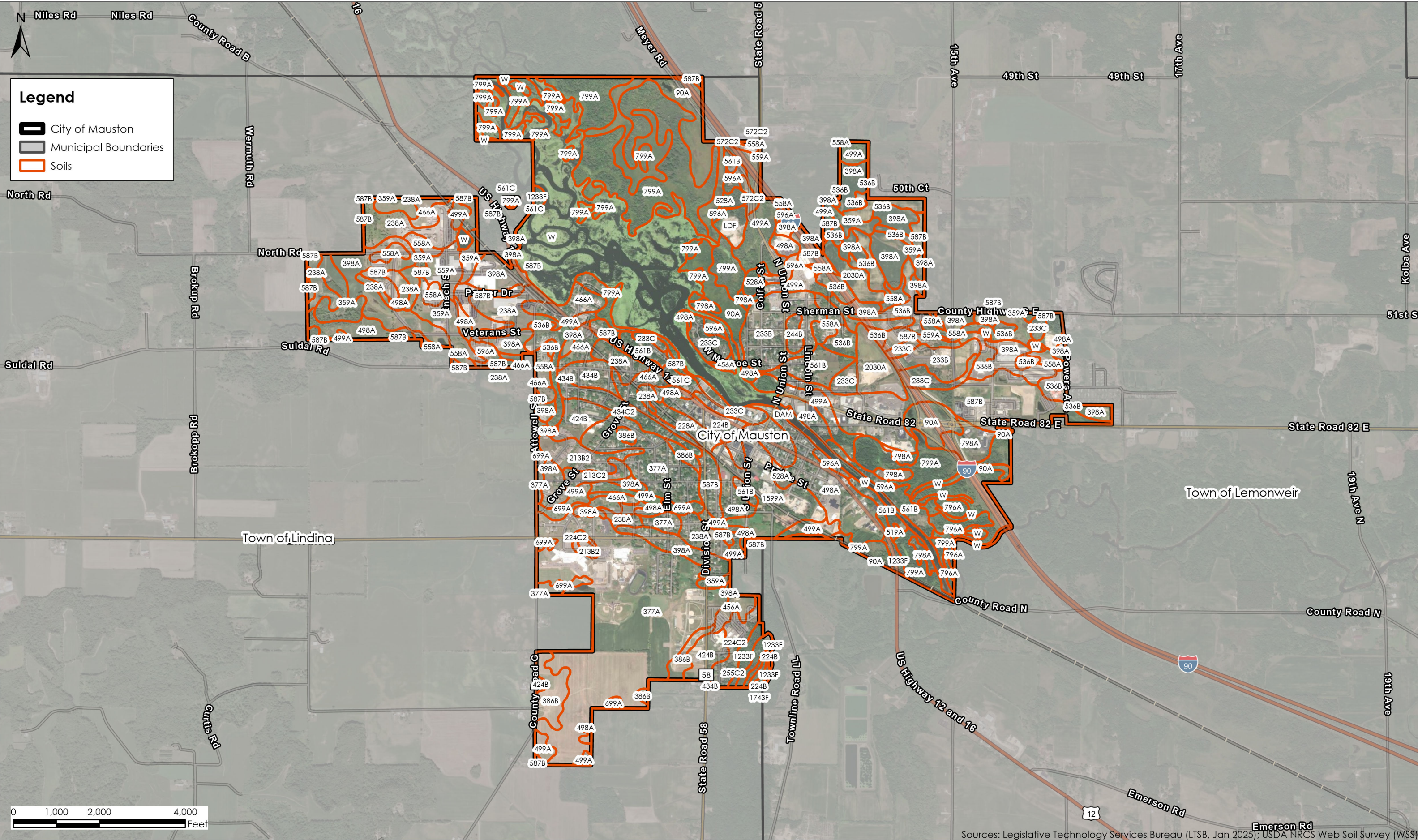




Map 5-2 The Districts Map

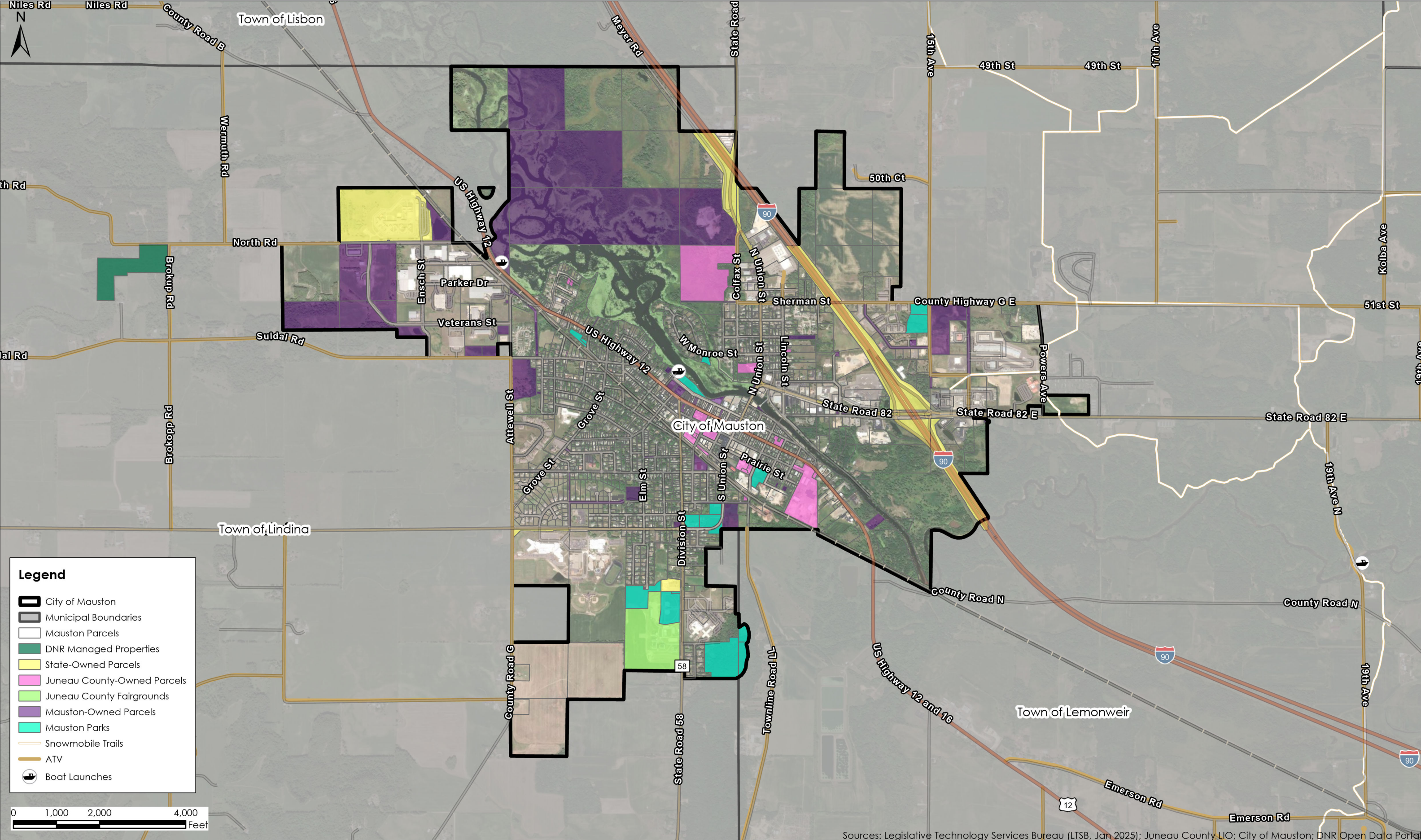
City of Mauston, Juneau County, WI
02/10/2026





Map 6-1 Agricultural Soils Map
City of Mauston, Juneau County, WI
02/09/2026



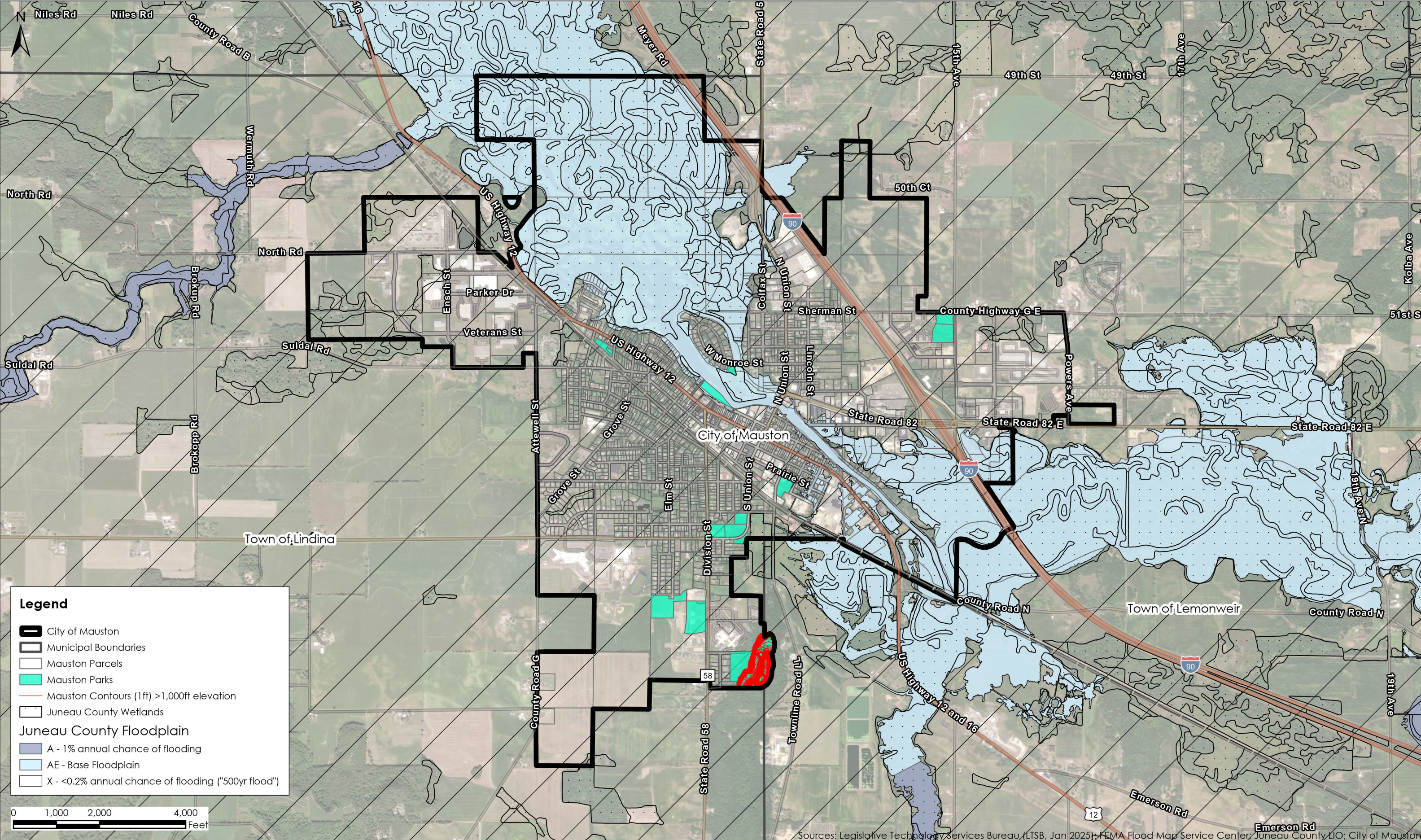


Sources: Legislative Technology Services Bureau (LTSB, Jan 2025); Juneau County LIO; City of Mauston; DNR Open Data Portal

Map 6-2 Public Lands and Trails Map

City of Mauston, Juneau County, WI
02/10/2026



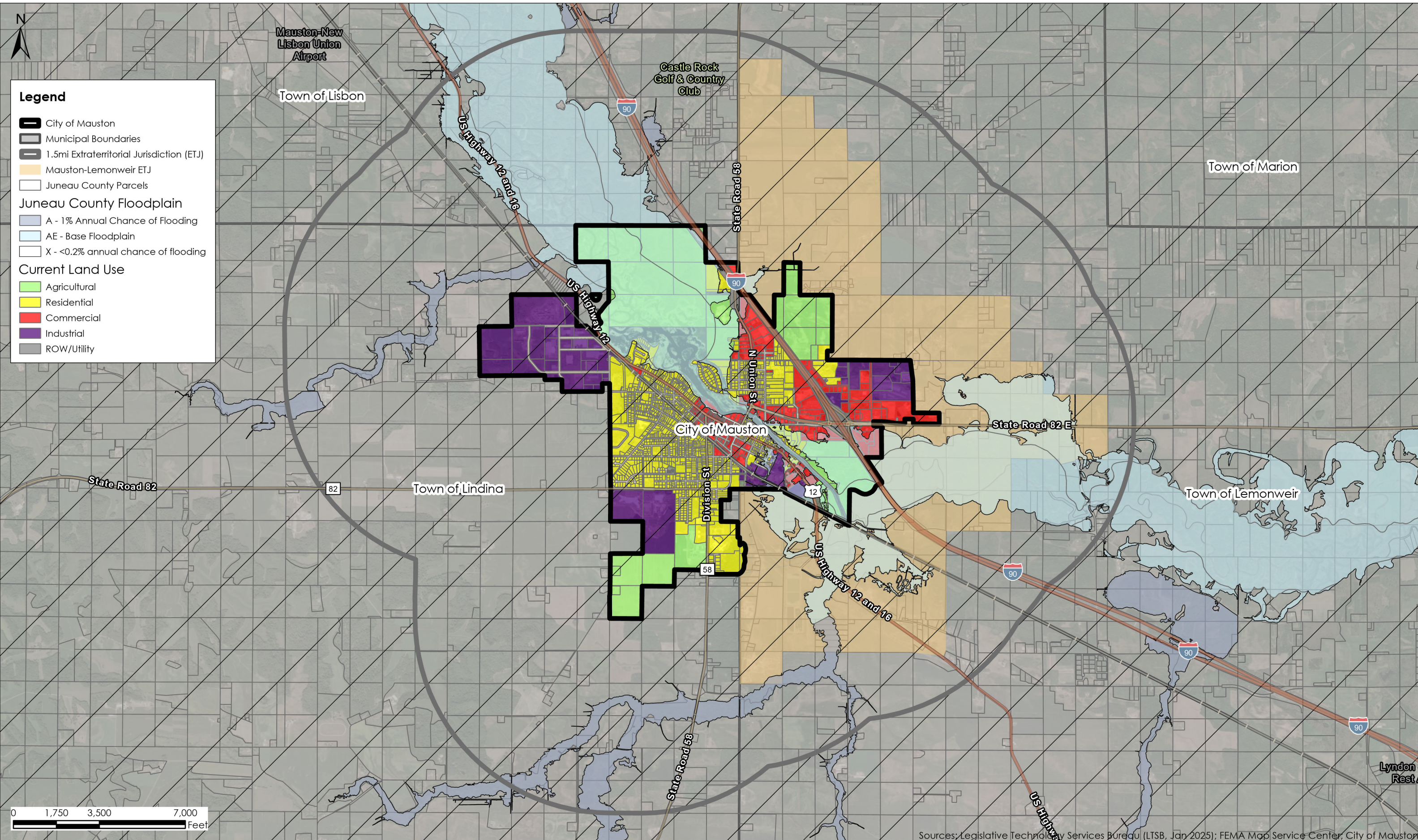


Map 6-3 Natural Resource Protection Areas Map

City of Mauston, Juneau County, WI
02/10/2026

Note: Mauston elevations range from 857 to 1102 ft above sea level. The map portrays elevations >1000 ft.



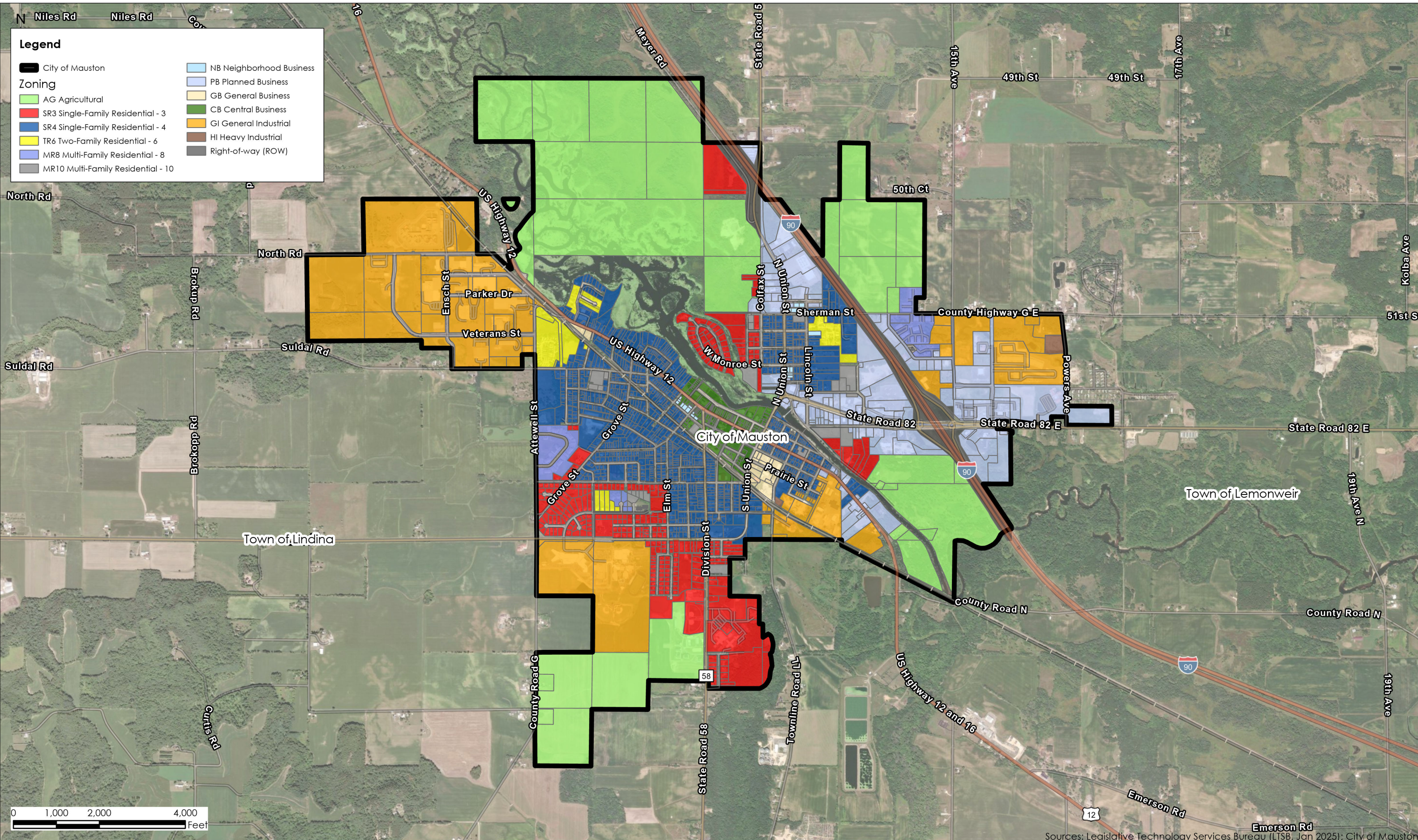


Sources: Legislative Technology Services Bureau (LTSB, Jan 2025); FEMA Map Service Center; City of Mauston

Map 9-1 Current Land Use Map

City of Mauston, Juneau County, WI
02/09/2026

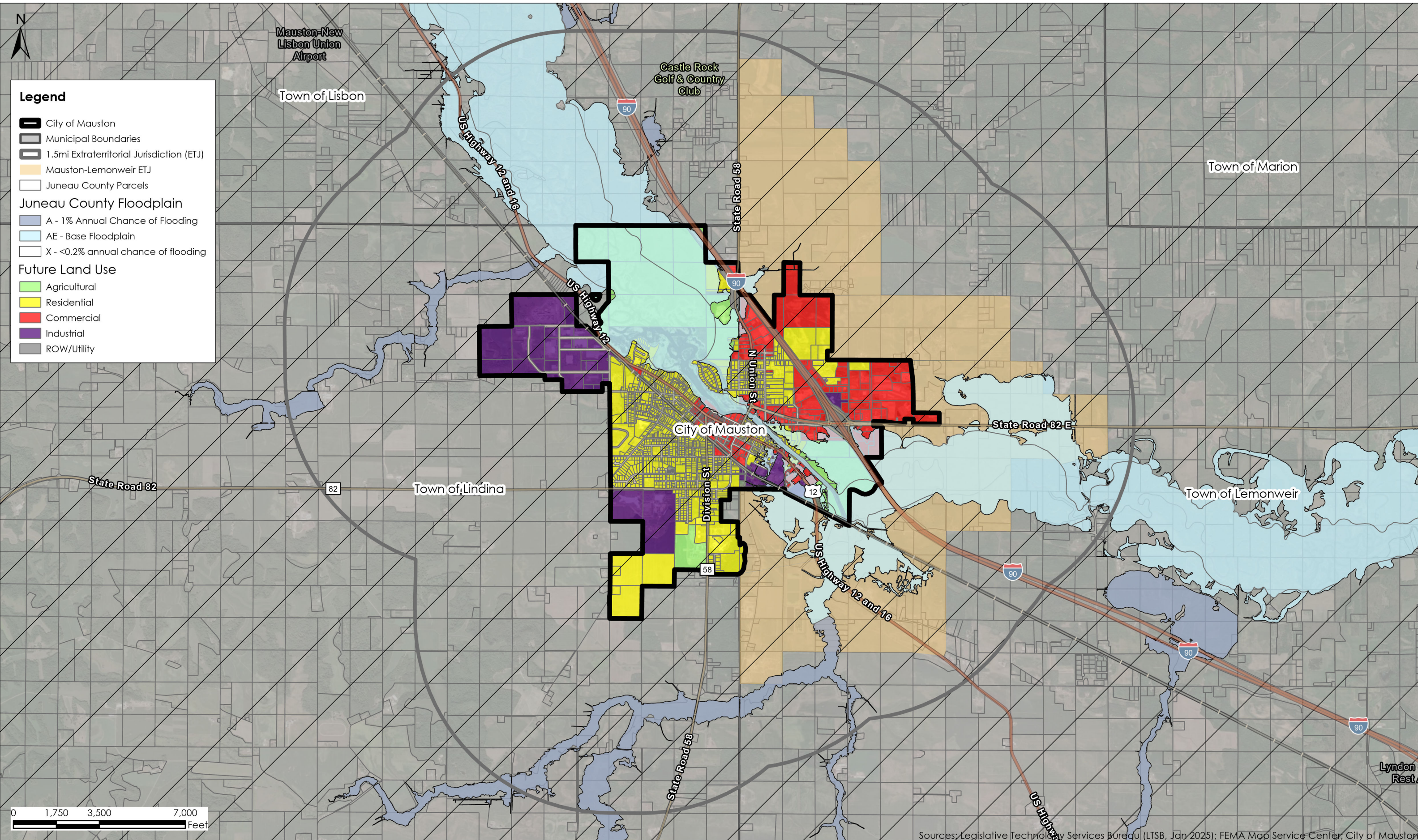




Map 9-2 Zoning Map

City of Mauston, Juneau County, WI
02/09/2026

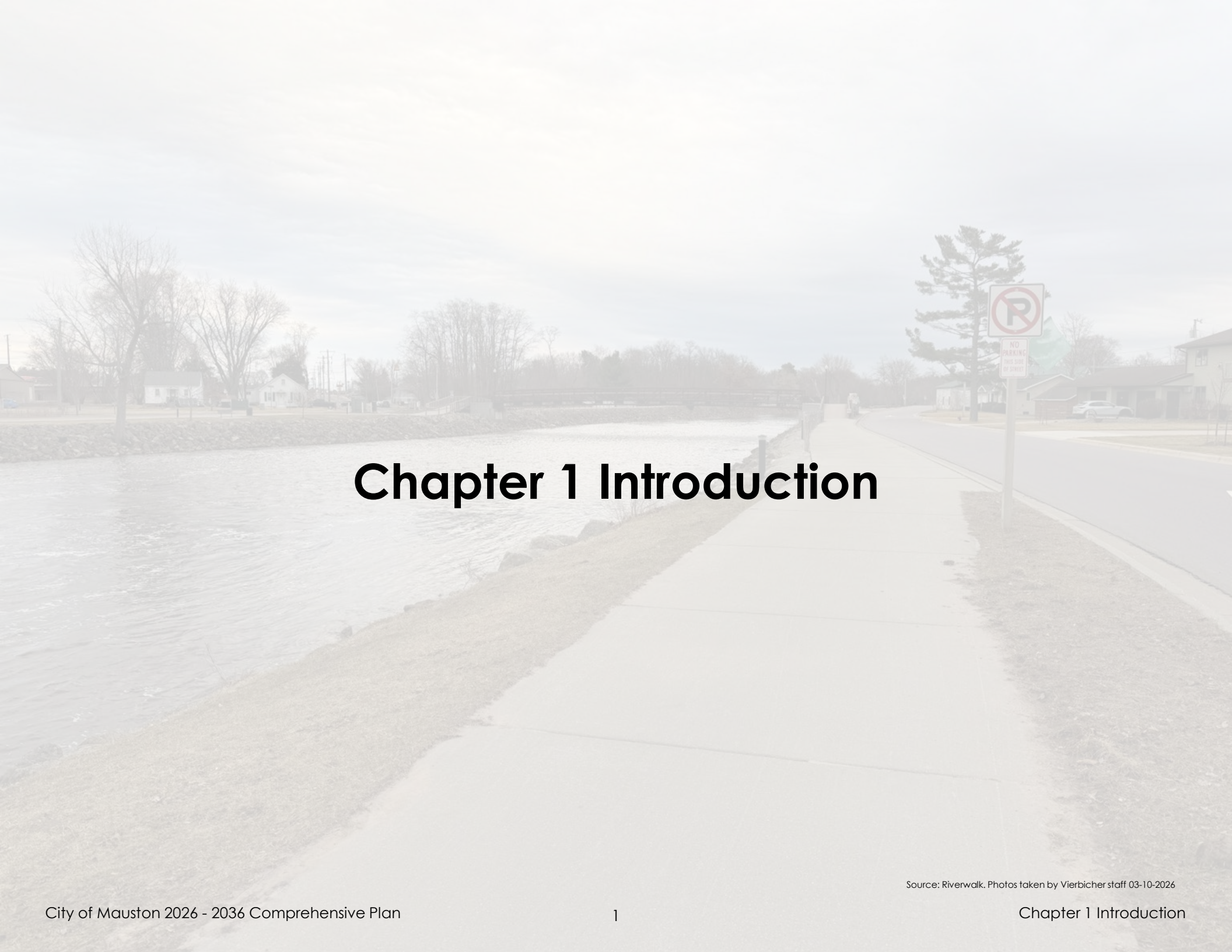




Map 9-3 Future Land Use Map
 City of Mauston, Juneau County, WI
 05/13/2026

Sources: Legislative Technology Services Bureau (LTSB, Jan 2025); FEMA Map Service Center, City of Mauston





Chapter 1 Introduction

1.1 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.

1.2 The City of Mauston's Planning History

The City of Mauston has utilized planning for several decades to better the community and make it a great place to live, visit, and recreate. A brief list follows detailing certain Plans that provided or currently guide planning for the City of Mauston.

City of Mauston Comprehensive Plan 2017-2037

The City of Mauston prepared a local Comprehensive Plan in 2000, which was subsequently updated and adopted in November 2016. This comprehensive plan acted as a short and long-term growth blueprint, a policy guide, and a budgeting tool. The 2016 Plan served as the City's Comprehensive Plan until this effort superseded it.

City of Mauston Outdoor Recreation Plan 2022-2026

The [City of Mauston Outdoor Recreation Plan 2022-2026](#) serves as a comprehensive outdoor recreation plan (CORP), which guides the development of the park system, maintains grant and funding eligibility, and outlines inventory information, vision statements, and maps of recreation and protection areas as vital influences on this Comprehensive Plan.

City of Mauston Land Subdivision Ordinance

In 1991, the City adopted language Ordinance now organized as [Chapter 112 Subdivisions](#) in City Code.

For residents and/or potential developers interested in building in Mauston, the *Subdivisions* is an excellent place to start to understand process and requirements. This ordinance details application procedure and design standards to be met, in addition to outlining required improvements plus financing.

City of Mauston Zoning Ordinance

[Chapter 114 Zoning](#) in City Code builds upon the provisions of [Chapter 112 Subdivisions](#) by organizing the City of Mauston into zoning districts corresponding to different uses. Broadly, these uses reflect residential, commercial, and/or industrial buildings and their activities. For more information, residents are invited to read **Chapter 9 Land Use**.

1.3 Purpose of this 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.

Wisconsin Statutory language is in **Appendix A**. 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.

As Mauston continues to grow and change, the Plan should be reviewed and updated a minimum every ten years, per state statute.

1.4 Public Engagement

The *City of Mauston 2026-2036 Comprehensive Plan* utilized extensive public engagement throughout its planning process. A brief summary of the engagement efforts follows.

City of Mauston Plan Commission Meetings

This Plan was undertaken with a full Public Participation Plan that was recommended by the City Plan Commission October 23, 2025 and approved by the Common Council October 28, 2025 (**Appendix B**). The City Plan Commission was designated as the steering committee to guide the update of the Comprehensive Plan. The *City of Mauston 2026-2036 Comprehensive Plan* was an agenda item at Plan Commission meetings in October 2025 and April 2026. Each meeting was noticed and open to the public.

Community Engagement Event

City of Mauston and Vierbicher staff hosted a public engagement event on January 7, 2026 from 5:00 to 7:00 pm. The resident roundtable included individual and group input, working through a "Strengths, Weaknesses, Opportunities, and Threats (SWOT)" analysis for the city, a mapping exercise to point out constraints and potential growth areas, as well as discussions on what residents wished to see in Mauston by 2036 were also part of the event programming (**Appendix A**).

Community Survey

To bolster the Public Participation Plan (**Appendix B**), a fifteen (15) question online survey was created to gather Mauston residents' opinions on priorities. With limited resources, goals must be prioritized by the Plan Commission and Common Council to determine how Mauston invests in the community and to ensure the City's and residents' priorities align with the Plan's goals and objectives.

Thirty-two (32) submitted (completed) online surveys representing 0.73 percent of Mauston's population were received between December 22, 2025 and January 19, 2026. Vierbicher staff presented the survey results to the Plan Commission with a public presentation hosted by the Plan Commission at its April 23, 2026 meeting.

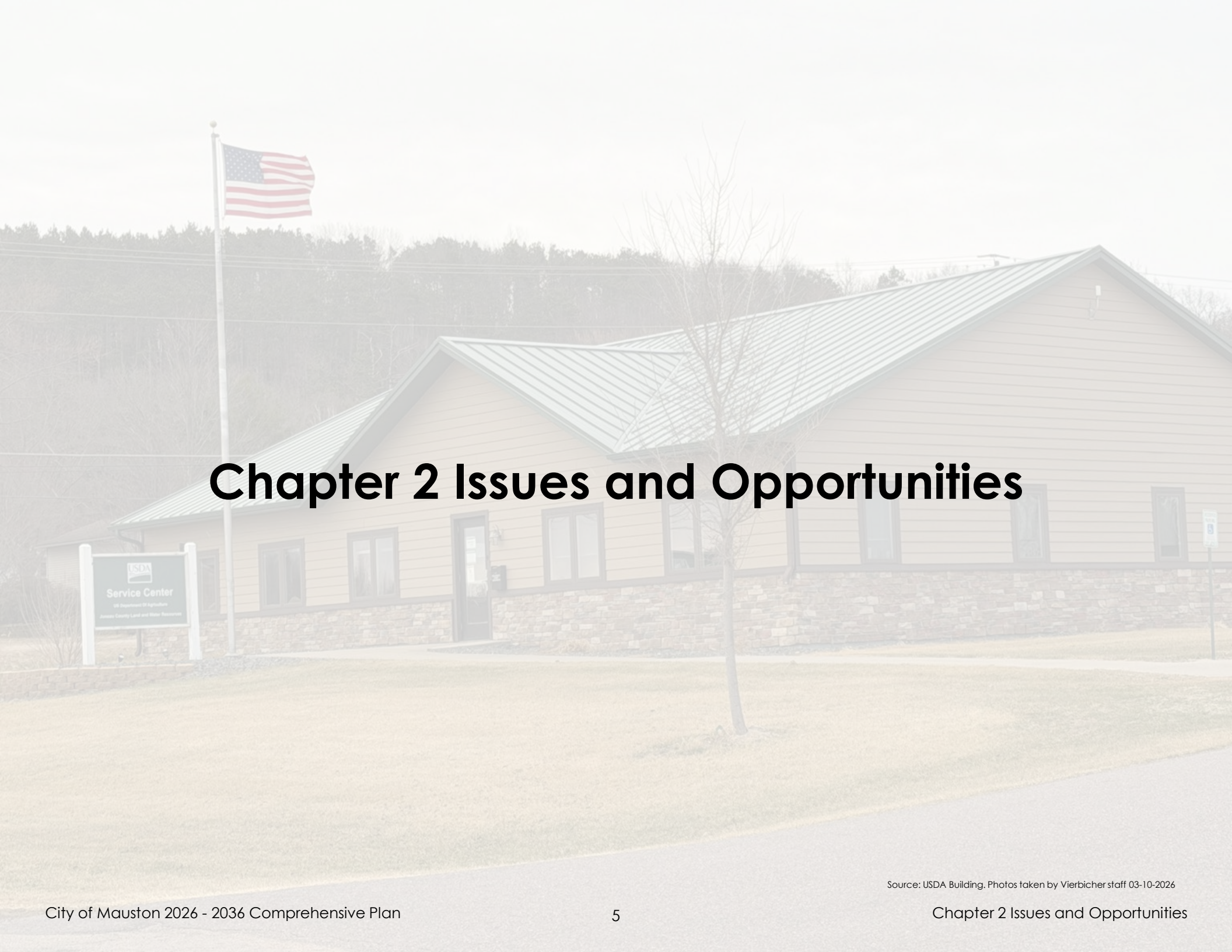
City residents overwhelmingly want Mauston to be a friendly, safe, small, and peaceful community in the future, with hopes for increased walkability, safer bicycling, available housing, and economic development. The community survey results are recorded in **Appendix C**.

Public Hearing

The public had the opportunity to provide comments regarding the draft *City of Mauston 2026-2036 Comprehensive Plan* at the April 23, 2026 Plan Commission meeting, as well as the public hearing conducted before the Common Council May 26, 2026. See **Appendix D** for the Plan Commission resolution recommending the adoption of the *City of Mauston 2026-2036 Comprehensive Plan* to the Common Council and **Appendix E** for the city's notice of public hearing.

Adoption

The *City of Mauston 2026-2036 Comprehensive Plan* was adopted as an ordinance at the May 26, 2026 Common Council meeting; see **Appendix F** for the Ordinance adopting and codifying the Plan.



Chapter 2 Issues and Opportunities

2.1 Issues and Opportunities

The issues and opportunities element provides information on the City of Mauston; specifically: population and demographic forecasts and a statement of overall goals, objectives, and policies to guide future development and redevelopment. **Chapter 10 Implementation** presents goals, objectives, and policies for each statutorily-required component (chapter).

What Do Residents Think?

The City of Mauston is the seat for Juneau County. Juneau County experienced one (1) percent population growth between the 2010 and 2020 Censuses, while Mauston had a 1.7 percent population decline (from 4,423 to 4,347 residents). The City's last Comprehensive Plan update was adopted in 2016.

The January 7, 2026 community engagement event was a citizen roundtable, whose discussions represent a verbal SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis whose framework is included in **Appendix A**. The following is a summary of the strengths, weaknesses, opportunities, and threats identified through the comprehensive planning process, from the January 7, 2026 community engagement event as well as the community survey:

Strengths

- Location
- Public Lands & parks and recreation spaces/opportunities
- Several arterial roads for transportation access
- Industrial Park doing well
- Hospital

Weaknesses

- Geographic constraints – Lemonweir River affects properties with flooding
- Vision – how to grow opportunity via businesses and population
- Lack of daily necessities, such as a lack of grocery store choices, mean many drive elsewhere
- Lacking diversity of housing opportunities – senior housing needed

Opportunities

- Public Events – parades, concerts in the park, etc.
- Communication – Our radio station (WRJC-FM), newspapers, and City of Mauston Facebook page
- Leverage Tax Increment Districts (TIDs) to drive investment in and near downtown
- Location grants access to many jobs, creating a commuter opportunity. Entice businesses & people to come to Mauston.
- Emphasize location and crossroads (US 12/16, STH 58 & 82, CTH K, etc.) to court businesses and the developers to produce housing stock.

Threats

- Climate change – highly-variable weather events affecting Lemonweir River will cause flooding in the City
- Improperly planned for or managed growth
- Communication challenges – internally, or with external (county, state) partners
- Inability of housing stock or transportation to adapt to a changing, aging population
- Declining population (and therefore, school enrollment) means less state funds for the school district.

These resident insights 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.**

2.2 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

2.3 Demographic Information and Trends

This section provides demographic data for population and households utilizing 2020 U.S. Census data, 2024 American Community Survey (ACS) 5-year data, and/or Wisconsin Department of Administration (WDOA) projections going through 2050.

Population

The former 2016 Comprehensive Plan estimated 5,310 residents in 2040 based upon 2013 DOA projections using the 2010 Census. This would have been a twenty (20) percent population increase from the 2010 Census (4,423 residents). The 2010 Census to 2014 ACS (4,446 residents) population estimates suggested a 0.50% growth rate.

Unfortunately, updated projections anticipate a population decrease, attributable to the baby boomer generation aging/dying, lower birth rates, and increased migration from Mauston. **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. 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 (see **Appendix A** for 2010-2025 trends).

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.

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.

Both the populations of Mauston and Juneau County are expected to decrease through 2050. In 2010, the City of Mauston with 4,423 residents represented 16.58 percent of Juneau County's population of 26,664, whereas in 2020 Mauston's population of 4,347 residents was 16.27 percent of Juneau County's population of 26,718.

Population change is a result of the difference between births and deaths plus in-migration and net-outmigration. **Table 2-2** reports the populations for Juneau County municipalities adjacent to Mauston by the 2010 and 2020 US Census and 2050 Wisconsin DOA projections. While some jurisdictions' populations have grown between the 2010 and 2020 Censuses, the three (3) neighboring Towns of Lemonweir, Lindina, and Lisbon all show a calculated population decrease going from their 2020 Census populations to their 2050 DOA population projections (which used trendlines based upon 2020 Census data).

Mauston has an estimated population density of 885.3 residents per square mile (4,347 residents per 2020 U.S. Census living in 4.91 sq. mi).

Table 2-2 Adjacent Municipalities' Estimated Population Change by 2050

Municipality	2010 Census	2020 Census	2050 DOA Projection	2050 Pop. Change from 2020
Town of Lemonweir	1,743	1,658	1,285	-22.5%
Town of Lindina	718	685	486	-29.1%
Town of Lisbon	912	1,750	814	-53.5%
City of Mauston	4,423	4,347	2,891	-33.5%
Juneau County	26,664	26,718	22,230	-16.8%
State of Wisconsin	5,686,986	5,893,718	5,710,120	-3.1%

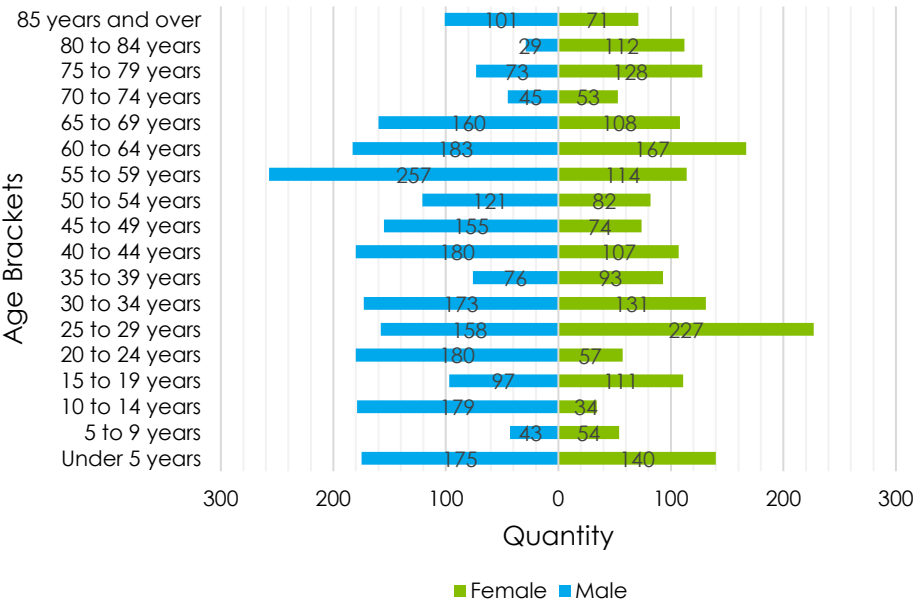
Sources: "P1 Race," 2020 US Census. "MCD and Municipal Population Projections, 2020-2050." Wisconsin DOA. All accessed February 1, 2026 by Vierbicher staff. DOA Projections based upon 2020 Census.

Age and Gender Distribution

The City of Mauston’s median age is 44.2 years per [2024 ACS](#) estimates, compared to a median age of 45.8 years for Juneau County and 40.7 years for the State of Wisconsin.

The 2024 ACS estimates the city population at 4,248 residents, with 56.1 percent male (2,385 residents) and 43.9 percent female (1,863 residents). **Figure 2-3** shows this information as a population pyramid, revealing several key demographic facts.

Figure 2-3 City of Mauston Population Pyramid



Source: “[S0101 Age and Sex](#).” 2024 5-year ACS. Accessed February 1, 2026 by Vierbicher staff.

First, an estimated 310 residents (7.30 percent) are 14 years or younger, which has implications for school space and recreational programming as this cohort ages. Second, the cohort covering 20 to 24 years of age represents 237 residents (5.60 percent), a reflection of residents obtaining education, training, or military service elsewhere. Finally, 880 residents (20.6 percent) are aged 65 or over. As the Baby Boomers – who are currently 62 to 80 years old (born 1946-1964) – age, there will be a need for adaptations in housing, transportation, and medical practice to help this cohort age-in-place.

Mauston should pay attention to youth and senior needs and provide guidance or seek partnerships where warranted. Example include the city encouraging zero-threshold entryways in new residential construction, finding licensed rideshare providers, and/or vetting contractors who install handicap-accessible ramps.

Race/ Ethnicity

Table 2-4 reports the race and ethnicity for the City of Mauston and Juneau County in the 2010 Census and the 2020 Census. As a share of total population, the percentage of Mauston residents identifying solely as white decreased from 92.8 percent to 89.5 percent, with a similar, though smaller, trend occurring in Juneau County. This has occurred as the percentage of different ethnic groups, as well as those identifying as two or more races, has increased.

Table 2-4 City of Mauston and Juneau County Race/Ethnicity 2010-2020

	City of Mauston				Juneau County			
	2010 Census		2020 Census		2010 Census		2020 Census	
	Count	%	Count	%	Count	%	Count	%
Total Population	4,423	100.0%	4,347	100.0%	26,664	100.0%	26,718	100.0%
White	4,103	92.8%	3,891	89.5%	25,077	94.0%	24,299	90.9%
Black or African American	114	2.6%	116	2.7%	557	2.1%	560	2.1%
American Indian and Alaska Native	53	1.2%	50	1.2%	398	1.5%	381	1.4%
Asian alone	31	0.7%	34	0.8%	115	0.4%	148	0.6%
Native Hawaiian and Other Pacific Islander	2	0.0%	0	0.0%	7	0.0%	1	0.0%
Some Other Race	33	0.7%	60	1.4%	188	0.7%	229	0.9%
Population of two or more races:	87	2.0%	196	4.5%	322	1.2%	1,100	4.1%

Source: “[P1 Race](#).” U.S Census 2010 & 2020. Accessed by Vierbicher staff February 1, 2026.

Households

The U.S. Census Bureau defines a household as “all the people who occupy a housing unit [...] including related family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit.” The [2010 ACS](#) estimated 1,746 households with an average household size of 2.46 in Mauston. Nearly 28.1 percent were householders living alone (householders 65 years and older living alone were 19.0 percent of the population). The [2024 ACS](#) estimates 1,802 households with an average household size of 2.05. Nearly 33.8 percent were householders living alone, and householders 65 years or older living alone were 16.9 percent of the population. **If Mauston does add 410 residents through 2050 and household size stays constant (2.05), a minimum of 200 new housing units will be needed by 2050.** Two interesting trends occurring include: average household size slightly decreasing, coinciding with national trends, plus the increase in the number of householders living alone, which is seen elsewhere in Wisconsin and across the country. An aging population is staying in the community while new family formation is occurring, both of which have impacts on the need for housing and government services.

Education

Educational attainment influences income potential. The educational attainment of Mauston residents 25 years or older is reported in **Table 2-5**. For residents aged 25 and older, the [2024 ACS](#) estimates that 89.0 percent are high school graduates or higher and 20.30 percent have bachelor's degrees or higher. Juneau County for the same cohort has 90.3 percent high school graduates or higher and 16.9 percent have bachelor's degrees or higher. There is a strong correlation between education and poverty rate: the ACS estimates that city residents with less than a high school equivalency have an anticipated 47.8 percent poverty rate, while residents earning a bachelor's degree or higher have an anticipated 4.3 percent poverty rate.

Income

Median income in the City of Mauston was estimated at \$63,636 by the [2024 ACS](#). Juneau County's \$67,270 median income is nearly 5.7 percent greater than the estimated Mauston median income. Wisconsin state median income of \$77,485 is greater than Mauston's median income by 21.7 percent. While education, referenced above, may be one factor, another factor may be the city's large retirement age population (880 residents, 20.6 percent, are 65+). Diversifying job opportunities in Mauston should be a goal to eliminate or close the gap between city residents' and Juneau County/ State of Wisconsin median incomes.

Table 2-5 Educational Attainment by Mauston Residents

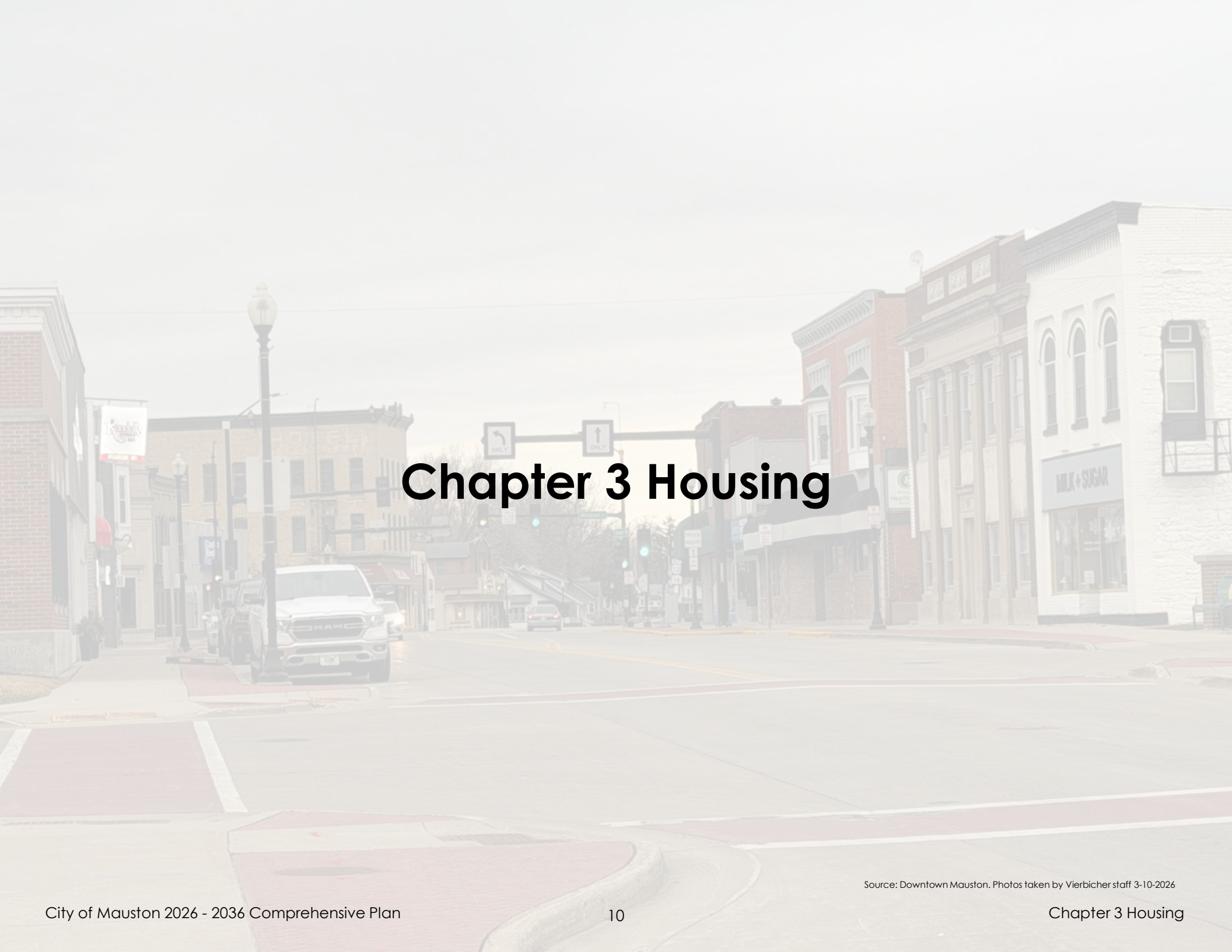
Educational Attainment	Total		Male		Female	
	Quantity	%	Quantity	%	Quantity	%
Population 25 years and over	3,178		1,711		1,467	
Less than 9th grade	80	2.50%	58	3.40%	22	1.50%
9th to 12th grade, no diploma	271	8.50%	170	9.90%	101	6.90%
High school graduate (includes equivalency)	1,175	37.00%	676	39.50%	499	34.00%
Some college, no degree	693	21.80%	404	23.60%	289	19.70%
Associate's degree	313	9.80%	151	8.80%	162	11.00%
Bachelor's degree	403	12.70%	163	9.50%	240	16.40%
Graduate or professional degree	243	7.60%	89	5.20%	154	10.50%
High school graduate or higher	2,827	89.00%	1,483	86.70%	1,344	91.60%
Bachelor's degree or higher	646	20.30%	252	14.70%	394	26.90%

Source: “[S1501 Educational Attainment](#),” ACS 2024 5-year ACS. Accessed by Vierbicher staff February 1, 2026.

Employment

The [United States Census Bureau](#) defines labor force participation rate as “the proportion of the total 16 years old and over population that is in the labor force.” The City of Mauston has an estimated 58.5 percent *labor participation rate*. From a group with 3,575 residents aged 16 or older, 2,090 residents are in the labor force, per the [2024 ACS](#). The unemployment rate is estimated at 1.2 percent. In comparison, Juneau County has an estimated 56.7 percent labor participation rate (22,175 residents aged 16 or older) with 3.8 percent unemployment.

Once population cohorts exceed 55 years of age, the labor force participation rate usually decreases with age. Interestingly, Mauston's age 45–54 cohort has an estimated 66.4 percent labor force participation rate, the age 55–59 cohort has a 65.2 percent labor force participation rate, and the age 60 to 64 cohort has a labor force participation rate of 69.4 percent. The city's labor force participation rate reflects some recent trends, such as retirement age residents working later in life, perhaps at part-time hours, out of necessity or desire for cash flow and / or social interactions.



Chapter 3 Housing

Source: Downtown Mauston. Photos taken by Vierbicher staff 3-10-2026

3.1 Housing Overview

Housing stands out as a crucial factor of comprehensive planning, playing a pivotal role in shaping the City of Mauston into an appealing community for residents and family life. Many forces influence the type and distribution of housing units and tenure patterns within a community. Several relationships must be examined to understand the housing framework in the City and plan for and provide the type of housing that will be in demand over the next 20-year period.

This chapter acknowledges the valued aspects of the City's housing, acknowledges persistent challenges, and explores potential solutions. The goals, objectives, and policies outlined in **Chapter 10** are designed to provide guidance to the community in addressing housing issues while preserving the overall character of the community.

3.2 Local Survey Results

The following is a summary of the housing responses collected in the community survey. For a full breakdown of this information, please view **Appendix C**. Insights gained from the January 7, 2026 community engagement event also appear below.

Survey

- Housing was the third-most responded item for *"What does the City of Mauston need to focus on the MOST in the next ten (10) years?"* Only economic development and community facilities ranked higher.
- When asked: *"If you were moving WITHIN Mauston, which of the neighborhood types below would you MOST prefer to live in?"*
 - 10/32 responded "Suburban" (larger lot, yards as green space, lessened walkability)
 - 9/32 responded "Traditional Neighborhood" (smaller lot, shared green space, sidewalks)
 - 7/32 responded "Rural" (1-5 acre lots)
 - 6/32 responded "Mixed" (single-family, duplexes, and multifamily in a neighborhood)
- Around 15.6 percent of survey respondents (5/32) noted struggles to pay housing costs/bills in a timely fashion.
- Around 12.5 percent (4/32) of survey respondents noted that "expanding residential development" should be the primary way Mauston expands its economy.

Engagement Event

- Participants noted they could remain in their homes another five (5) years without changes. Ten (10) or more years out, small changes like an access ramp or a bathroom upgrade would become more desirable over time.
- Residents and businesses are a symbiotic relationship. *"If people are working or getting groceries elsewhere, what other economic activity is not taking place within Mauston's extents?"*
- Perception and reality in housing are important: how clean are lots/houses/neighborhoods? How inviting is the city while someone drives through on I-90? Are nuisances (defined in code) being fined/addressed appropriately?
- The City needs more balance in housing stock. There is a need for more affordable homes for first time buyers, just as there is a need for more affordable rents. Anecdotally, a participant said one of the newer apartment buildings has a 1-bedroom listed at \$1,600/month rent. People were happy the building was built and the option exists, but the toolbox needs other housing options. Short term rentals (STRs) and accessory housing units (ADUs) were briefly discussed.

3.3 Data and Analysis

An important part of assessing the local housing market is to understand current conditions as well as factors that influence residential patterns. By reviewing existing conditions and the factors that influence these conditions, and assessing housing strengths and concerns, we can develop a picture of the local housing market in 20 years. The following sections touch upon these aspects of the City housing market.

- Local Housing Market Overview
- Supply Factors – number and type of housing units, tenure, vacancies, housing values and rental rates, cost, subsidized and special needs housing and condition of housing stock.
- Demand Factors – population, households, income, and economic factors.

3.4 Local Housing Market Overview

A search of the Wisconsin Multiple Listings Service (MLS) was conducted to provide a snapshot in time of the current housing market as represented by the sale of housing units. **Table 3-1** summarizes units on the market in January and February 2026, and **Table 3-2** summarizes the past three years of sales.

Table 3-1 January & February 2026 Housing Units for Sale in the City of Mauston

Jan & Feb 2026 MLS Data	Active Listings	Average List Price	Median List Price
Single Family Units	13	\$285,584.00	\$260,000.00
Condominium	0	\$0.00	\$0.00
Multi-Family	1	\$224,000.00	\$224,000.00

Source: Wisconsin Multiple Listings Service (MLS). Accessed by Vierbicher staff March 2, 2026.

Table 3-2 Historical Market Listing Data

Year - MLS Data	Total Units		Single Family (all)					
	Listed	Sold	Listed	Sold	List Price Sold		Sale Price Sold	
					Average	Median	Average	Median
2025 MLS Data	79	53	69	49	\$191,174	\$187,400	\$186,758	\$189,400
2024 MLS Data	63	59	61	55	\$189,254	\$182,500	\$188,124	\$185,000
2023 MLS Data	62	49	55	44	\$182,034	\$159,900	\$181,792	\$160,000
2022 MLS Data	56	59	53	58	\$167,422	\$152,900	\$166,167	\$160,000

Source: Wisconsin Multiple Listings Service (MLS). Accessed by Vierbicher staff March 2, 2026.

As seen above, homes prices increased from 2022 through 2025, which impacts affordability. The fact that minimum condominium or multi-family options were listed at the January/February 2026 snapshot in time suggests that a greater supply in the type and number of units is needed to provide housing options within the community.

New Housing Starts

The former 2016 Comprehensive Plan referenced that DOA projections by 2025 (5,235 residents) and household size (2.67) would require 2,192 housing units in 2025, an increase of 310 housing units from 2010. **Chapter 2** referenced a desire to grow Mauston from 4,347 residents in 2020 to 4,757 residents in 2050 (0.30% annually). With 2.05 people per household, this would require 200 new housing units. For reference, from 2023 through 2025, Mauston had four (4) single family homes, one fourplex, one 5-unit building, and four (4) 16-unit apartment buildings built.

3.5 Supply Factors

Change in the Number of Housing Units

According to the 2024 American Community Survey ([ACS](#)) 5-year estimates, the City of Mauston has 1,886 total housing units, compared to 1,928 total housing units in the [2010 ACS](#). This represents a 2.17 percent decrease from 2010 to 2024, equal to forty-two (42) total housing units.

In 2024, there were an estimated 1,802 occupied housing units, a 3.2 percent increase from the 1,746 occupied housing units estimated in the [2010 ACS](#).

Types of Housing Units

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**). Around 34.7 percent of City housing stock is in structures with two (2) up to nineteen (19) units. The City has 6.4 percent of housing units in buildings with greater than twenty units in a structure, and an estimated 5.5 percent of housing units are mobile homes.

Conversely, [Juneau County](#) has an estimated 14,767 total housing units, with 10,955 housing units occupied. An estimated 69.9 percent, or 10,319 units, are single-family detached. Wisconsin has an estimated 2,820,538 total housing units, comprising 2,535,198 occupied housing units with 65.8 percent, or 1,855,771 units being single family detached. Mauston influences Juneau County's total numbers because Mauston is its largest municipality. Usually, the State of Wisconsin has a lower percentage of single-family units than a municipality due to higher density development patterns reflected in areas such as Dane, Milwaukee, and Brown counties, but Mauston has a more balanced housing mix.

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.

The City has a healthier unit mixture than many communities, which increases resident flexibility as life circumstances (income, household size, or health) vary. Housing types, availability, and cost impact workforce, and vice-versa. Unlike renters, homeowners can't easily move if local job opportunities decline.

When homeowners lose their jobs, they often face longer periods of unemployment and may have to accept lower-paying jobs that don't match their skills.

The City should ensure its code and regulations enable an easier process to produce different types of housing product within the City, including accessory housing units (ADUs).

Occupancy Status

The 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. At these rates, there is enough supply to allow consumers an adequate amount of choice, and it is assumed the market is functioning efficiently.

When vacancy rates drop below the 3 percent homeowner or 5 percent rental levels, the housing market becomes tight and housing costs invariably increase. In such a market, housing affordability becomes even more important.

In contrast, when the vacancy rate rises, supply exceeds demand and a special set of considerations are created. At an extreme, housing prices in such a community typically are stagnant or declining. New units would not be constructed to replace the aging units and comparatively little home improvement activities would occur. Unchecked, such a downward trend will negatively affect the community's tax base and more importantly, its public image and quality of life.

Table 3-4 shows the vacancy rates for homeowners and renters in the City, Juneau County, plus the State of Wisconsin. The estimated 0.0 percent rental vacancy rate, even with 2.7 percent margin of error is 'unhealthy.' It should be noted there are an estimated 806 renter-occupied units out of 1,886 total housing units in Mauston. The City's low (0.0%) homeowner vacancy rate puts upward pressure on home prices; the data in **Table 3-2** on the previous page are a symptom of this effect.

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 Tenure

Factors such as age and household income affect housing tenure, which are discussed later in this chapter. As noted earlier, the City has an estimated 1,886 housing units. The [2024 ACS](#) estimates that 996 housing units are owner-occupied, and 806 units are renter-occupied, compared to 1,094 units owner-occupied and 652 units renter-occupied in the [2010 ACS](#). Around 53.4 percent of City's housing units are single-family, a decrease from the 63.3 percent seen in the [2010 ACS](#). The 2024 ACS estimates that 763 out of 1,802 occupied City housing units' residents moved in between 2010 and 2029, and 138 units' occupants have lived there since 1989 or earlier. Unfortunately, this is the cohort who faces the greatest challenge aging-in-place within the City long-term.

Housing Values and Rental Rates

Median home values and rental rates provide a representation of generalized community housing costs. **Table 3-5** shows 2024 ACS-estimated median home values and rent values for the 1,802 occupied housing units in Mauston.

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%
TOTAL	1802	

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

Mauston's estimated median home value of \$150,200 for owner occupied housing units is less than Juneau County's [2024 ACS](#)-estimated median home value of \$177,700 and the Wisconsin's median home value of \$294,700. Additionally, the \$879 median Mauston rent is equal to the median \$879 rent for Juneau County, but less than the \$1,142 median rent for the State of Wisconsin. Assuming a greater variety of housing types is introduced, this represents an opportunity to attract people to locate in Mauston versus other locations statewide.

Housing Stock Age

As housing stock ages, maintenance needs to be done to ensure the home's comfort, safety, integrity, and value. The variation in the quantities survey respondents spent on their home's maintenance the past five years partially reflects home or system age, COVID-pricing impacts, and income availability to tackle certain projects. Nearly 51 percent of City homes were built before 1969 (**Table 3-6**). That is not to say an older house is subjectively better or worse than a newer house. On the contrary, there may be styles or features an older home possesses that a newer home does not. What is certain is that systems like an AC unit, paint on siding, or mortar on a chimney all require upkeep or replacement as time passes, and it is more likely to confront higher repair or replacement costs as homes age.

Table 3-6 Housing Stock Age

YEAR STRUCTURE BUILT	Quantity	Percentage
Total housing units	1886	100%
Built 2020 or later	0	0%
Built 2010 to 2019	149	8%
Built 2000 to 2009	145	8%
Built 1990 to 1999	266	14%
Built 1980 to 1989	142	8%
Built 1970 to 1979	230	12%
Built 1960 to 1969	164	9%
Built 1950 to 1959	243	13%
Built 1940 to 1949	219	12%
Built 1939 or earlier	328	17%

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

Some changes to homes may not be out of necessity, but rather desire. With nearly 22 percent of City homes built between 1990 and 2009, there likely are kitchens or bathrooms which, to a prospective buyer, "need" refreshing. The ability to have the materials and labor for these jobs come from within the City would benefit the local economy.

3.6 Demand Factors

Household Size

Numerous factors influence household size, increasing or decreasing the household sizes seen in the community. Some factors include:

- An Aging America. The Baby Boomer generation (born 1946 through 1964) has reached or is approaching retirement age, in addition to the Greatest Generation or Silent Generations that came before. This means more, older, smaller households now into the future needing greater housing choices
- More single people, increased divorce rates, and delayed family formation (if it occurs at all) influence the number of and people within households, and the types of housing stock they occupy.
- "Shock" events. The COVID-19 pandemic had college students return to parents' homes, resulting in fewer, but larger households. A similar phenomenon may be seen during economic downturns.

Average household size in the western world, as well as the United States has decreased for decades, and Mauston follows this trend (**Table 3-7**).

Table 3-7 Household and Family Size

Size	Year		
	2010	2020	2024
Family Size	3.04	2.88	2.64
Family Quantity	1191	851	1032
Household Size	2.46	2.17	2.05
Household Quantity	1746	1712	1802
Owner-occupied	2.67	2.42	2.41
Renter-occupied	2.1	1.82	1.61

Source: "DP04 Selected Housing Characteristics & S1101 Households and Families," 2024 ACS. Accessed by Vierbicher staff February 1, 2026.

The 2016 Comprehensive Plan said Mauston's average household size in 2014 was 2.67 people. This decrease, starting in 2010, has continued from 2020 to 2024. Equally concerning, the number and size of Mauston families has decreased – a bad thing for the school district and community.

Population

Population reflects the summation of migration, birth, and death rates, which affects housing by influencing demand and changing the consumer base. In addition to a consumer base growing larger, the pool of consumers changes composition over time. From the previous page, it appears the City has had a decrease in the size and number of families. This negatively influences how services, such as recreation programs or school district programming, are provided. Similarly, an aging population may want sit-down cafes or medical expertise closer nearby.

The City population has declined 1.7 percent between the 2010 and 2020 Censuses, from 4,423 to 4,347 residents. The former 2016 Comprehensive Plan estimated 5,235 residents by 2025, with a 2014 household size of 2.67 requiring 2,192 housing units, an increase of 310 housing units from the 2010 estimate. The 2024 ACS population estimate is 4,248, which is 987 residents (18.85 percent) less than the former estimate. DOA estimates have City population decreasing to 3,397 in 2040, with an estimated population of 2,891 in 2050.

The City wishes to diversify and grow economically. To do so, **the City wants 0.30 percent annual population growth from 2020 through 2050. This yields an increase of 410 residents over thirty (30) years from the 4,347 residents in 2020 to 4,757 residents (or more) in 2050.**

Future population will affect the number of housing units. **If the household size of 2.05 is kept constant, which is unlikely, then 410 new residents though 2050 would need a minimum 200 new housing units in Mauston.** This represents a conservative estimate: if population pressures continue and/or new City development/land annexation occurs (see **Chapter 9**), the magnitude of the population growth may be greater. For example, the 2020 household size estimate of 2.17 could mean 189 (410/2.17) or more housing units may be needed by 2050.

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. An estimated 15.3 percent of City households make between \$50,000 and \$74,999 (see **Note 3-1, Appendix A**).

As seen in **Table 3-5**, the estimated median value of an owner-occupied house was \$150,200. Mauston CY2025 single-family homes' median sold prices were nearly \$189,400. This is where several supply and demand problems converge. A tight housing market drives up prices, and while increasing income helps, the breadth of housing types is lacking to offer residents different, more-affordable price points.

Income for renters also poses challenges for obtaining housing. Housing that costs no more than 30 percent of a renter's (or homeowner's) income is generally considered to be affordable. Income needed to afford the Fair Market Rent (FMR) in Juneau County is shown below (**Table 3-8**). 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. Unfortunately, there are likely residents, many on fixed incomes (such as seniors) who could not afford rents at current rates. Again, inviting opportunity to increase incomes while expanding housing choices are two concurrent strategies to lessen housing cost burdens. The following page contains **Figure 3-9**, the **City of Mauston Housing Affordability Matrix**.

Table 3-8 Juneau County Fair Market Rent (2021-2025)

Year	Efficiency	One-Bedroom	Two-Bedroom	Three-bedroom	Four-bedroom
FY 2025 FMR	665	716	939	1140	1245
FY 2024 FMR	664	721	947	1145	1261
FY 2023 FMR	650	704	927	1160	1252
FY 2022 FMR	584	644	847	1118	1171
FY 2021 FMR	536	596	786	1067	1142

Source: Fair Market Rent (FMR), [Hud User](#) 2021-2025. Accessed by Vierbicher staff February 1, 2026.

Age

The City of Mauston's median age is 44.2 years per [2024 ACS](#) estimates, compared to a median age of 45.8 years for Juneau County and 40.7 years for the State of Wisconsin.

Potential first-time home buyers are generally in the 25 to 34 age cohort, which represents 16.3 percent (est. 689 residents) of Mauston's population. It is likely that most of the individuals in this cohort will be looking for, or potentially changing, housing in the next 10 years. Likewise, those in the 15 to 24 age cohort (est. 445 individuals, 10.5 percent of population) will be moving into the first-time buying market during that same time. When that time comes, The exact housing types needed will be subject to availability, local amenities, plus desires and lifestyle choices.

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)		
	Workforce Housing Range					
	Owner Occupied Housing Units					
Owner-Occupied Affordability	60% AMI	80%AMI	100%AMI	120% AMI	150%AMI	180% AMI
Median Income*	\$38,182	\$50,909	\$63,636	\$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	-\$93,946	-\$62,128	-\$30,310	\$1,508	\$49,235	\$96,962
	Renter Occupied Housing Units					
Renter-Occupied Affordability	60% AMI	80%AMI	100%AMI	120% AMI	150%AMI	180% AMI
Median Income*	\$38,182	\$50,909	\$63,636	\$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	\$906	\$4,725	\$8,543	\$12,361	\$18,088	\$23,815

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>

3.7 Housing for Special Populations

As Mauston considers the availability and quantity of future housing types, there should also be a discussion on special populations, which supports the elderly and those requiring supportive services. The following sections talk about different housing types and the extent to which they are available in and around Mauston and the broader Juneau County area.

3.8 Nursing Home

The [Wisconsin Department of Health Services \(DHS\)](#) maintains the [Directory of Licensed Wisconsin Nursing Homes](#), arranged alphabetically by county and municipality.

Table 5-5 in Chapter 5 Utilities and Community Facilities lists the [Fairview Nursing and Rehabilitation Center](#) and its population census sorted by age. It should be noted occupancy rates for nursing homes are usually high, and finding an opening is rare unless admitted directly from the hospital following an illness or injury. One (1) of the three (3) nursing homes in Juneau County is [Fair View Nursing and Rehabilitation Center](#), located at 1050 Division Street in Mauston.

Given the concern of current aging residents who want to downsize, but do not require skilled nursing care, the City should listen to future proposals for nursing homes or similar facilities to keep an aging population within the City.

Facility for the Developmentally Disabled (FDD)

A FDD is facility licensed to treat residents who are developmentally disabled, primarily due to mental retardation or physical ailments such as cerebra palsy.

The [Wisconsin Department of Health Services \(DHS\)](#) maintains a [Consumer Guide](#) for finding and choosing a facility serving people with developmental disabilities. No FDD locations are in Juneau County. The closest facility is the [Central Wisconsin Center for the Developmentally Disabled](#) at 317 Knutson Drive Madison, WI, which is a 68-mile, one-hour drive from downtown Mauston.

3.9 Assisted Living Facilities

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

The [Division of Quality Assurance \(DQA\)](#) licenses the following types of assisted living facilities.

Adult Family Home (AFH)

The [Wisconsin Department of Health Services \(DHS\)](#) notes that Adult Family Homes (AFHs) are defined in Wis. Stat. [§50.01\(1\)\(b\)](#) as:

A place where three or four adults who aren't related to the operator reside. They receive care, treatment, or services that are above the level of room and board. It may include up to seven hours per week of nursing care per resident.

DQA's [AFH directory](#) notes available AFH facilities. There are twelve (12) AFHs in Juneau County. Mauston has three (3) of these locations: Hilltop House AFH, Riverside Adult Family Home, and Valley House AFH.

Community Based Residential Facility (CBRF)

[CBRFs](#) allow five or more unrelated adults to live together in a community setting, including up to three hours a week of nursing care per person and they usually serve the elderly and/or those struggling with memory illnesses (Alzheimers, dementia, etc.).

As of 2025, DQA's [CBRF directory](#) notes ten (10) available CBRF facilities in Juneau County, including [Cottage Care Circle](#) and Cottage Care Center in Mauston.

Residential Care Apartment Complex (RCAC)

[RCACs](#) are an independent apartment complex where five or more adults live, with services available no more than 28 hours per week.

As of 2025, DQA's [RCAC directory](#) notes one (1) available facility in Juneau County, the 40-unit Oak Grove Assisted Care LLC located at 200 W. 6th St. in Necedah, WI.

3.10 Federal, State, and Local Housing Programs

There are many housing programs available to help a range of population groups facing housing challenges. The following page is a non-exhaustive list of housing programs from federal, state, or local levels. It should be noted that some programs originate from one level (federal, for example), and are administered at another level, by state agencies. Specific program information should be obtained from the appropriate source.

Federal Programs (primarily from [HUD](#))

- Community Development Block Grant Program ([CDBG](#))
- Emergency Solutions Grants Program ([ESG](#))

Wisconsin Department of Administration (DOA)

The DOA administers several housing programs, including the following programs which originate from the federal level:

- Home Investment Partnerships Program ([HOME](#))
- Housing Opportunities for Persons with AIDS ([HOPWA](#))

Wisconsin Division of Energy, Housing, and Community Resources (DEHCR)

DEHCR offers more than one dozen housing assistance programs, including:

- Wisconsin Emergency Rental Assistance Program ([WERA](#))
- Veterans Rental Assistance Program ([VRAP](#))
- Rental Housing Development Program ([RHD](#))
- Recovery Voucher Grant Program ([RV](#))
- Wisconsin Weatherization Assistance Program ([WAP](#))

Wisconsin Housing and Economic Development Authority (WHEDA)

[WHEDA](#) serves Wisconsinites by creating homeowner and renter financing resources and providing information to stimulate and preserve affordable housing.

- [Low Income Housing Tax Credit \(LIHTC\)](#)
- [WHEDA First Mortgage and Downpayment Assistance Programs](#)
- [Section 8 Housing](#)
- [Vacancy to Vitality](#)
- [Restore Main Street](#)

Local (Juneau County or Mauston)

- *Mauston - New Home Build Grant and the City of Mauston Affordable Housing Application*

3.11 Housing Plans

Two (2) resources from Southwestern Wisconsin Regional Planning Commission ([SWWRPC](#)) regarding housing are provided below:

- [Mauston Housing Study and Needs Assessment](#) (Feb 2023)
- [Juneau County Housing Assessment 2023](#)

3.12 Future Changes in Housing

As the City progresses into the future, there will be an adoption of advanced and broader environmental conservation practices and housing technologies. The prevalence of environmentally friendly approaches, such as permeable pavement, rain gardens, rain barrels, and various property and building enhancements, will become increasingly commonplace in addressing stormwater runoff.

Likewise, the utilization of renewable energy generation methods, including ground-mounted and roof-mounted solar panels or wind turbines, is expected to rise. During the installation of these environmental conservation and technology upgrades, the City's review process must ensure that these technologies align with and respect the distinctive character and natural surroundings of the City.

Changes in household size and household makeup will influence demand for housing options in the future. Population projections suggest that through 2050, Mauston's population may consistently increase, if the needed housing is available.

The rising demand for housing units emphasizes the need for increased availability and underscores the significance of preserving the existing housing stock. It also emphasizes the importance of diversifying housing options, with a particular focus on meeting the needs of seniors and ensuring affordability.



Chapter 4 Transportation

Source: Grayside Ave roundabout. Photos taken by Vierbicher staff 03-10-2026

4.1 Transportation Overview

Transportation networks allow the safe and efficient movement of people and goods. In addition, transportation affects community development patterns by influencing land use. **Map 4-1** is the **City of Mauston Transportation Map**. To see Trails, please view **Map 6-2 Parks and Natural Areas Map**.

The City of Mauston and the Towns of Lemonweir, Lindina, and Lisbon have surrounding rural and agricultural areas. As a result of this geography, most development occurred in areas with minimal slope, and a majority of transportation takes place by automobile. Mauston has the Canadian Pacific Kansas City ([CPKC](#)) line running through its extents, moving agricultural and manufactured products in and across Juneau County to places beyond. The nearest local airport is the [Mauston-New Lisbon Airport \(82C\)](#) located northwest of the city. Commercial flights are available at [Dane County Regional Airport \(MSN\)](#) 70 miles to the southeast.

The City is the largest municipality and county seat of Juneau County, many city or county residents work in the City, using I-90/94, U.S. Highway 12/16, and State Trunk Highways 58 & 82 for access to the community. Mauston is a pass-through point for daily commuters and travelers alike, which creates interesting opportunities for housing and businesses. Few public transportation options are currently available to City residents.

Increasing traffic on City roads can result in conflicts with occasional oversized or overweight (OSOW) vehicles or farm machinery, something to be cognizant of when future road maintenance repair or replacement occurs.

Many city residents are attracted by the recreational activities that are available nearby. They enjoy biking and walking along City roads and streets as well as exploring city parks, Decorah Lake, the Lemonweir River, Bass Hollow County Recreation Area to the south, plus Castle Rock Park and Buckhorn State Park for camping. Bicycling allows opportunities for City residents to exercise and explore. Recreational boating on Decorah Lake and the Lemonweir River plus fishing are very popular as well.

The city strives to integrate the need for high quality roadways and non-motorized transportation routes with the desire to maintain and enhance the rural atmosphere, to provide opportunities for recreation and exercise, and to provide multi-modal transportation networks in an ecologically and fiscally sustainable manner. For that reason, this chapter has a compilation of goals, objectives, and policies in **Chapter 10**, as well as a transportation map and programs to support responsible transportation facility maintenance and construction.

4.2 Transportation Modes

A transportation mode is the type of transportation a Mauston 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.

Pedestrians and Bicycles

Pedestrians and bicyclists enjoy walking and bicycling within the city. While 29/32 survey respondents noted that driving was their go-to transportation mode, residents reported walking and bicycling as their second and third most frequent transportation modes. As a result, pedestrian infrastructure (sidewalks) should be maintained, and also required in new developments. While the city does not have marked bicycle routes, thought should be given to using a “Complete Streets” policy to carve out bicycle and pedestrian space at the next appropriate road rebuild or replacement interval. This would have the benefit of decreasing vehicle speeds, increasing safety.

Bus Service

Mauston does not have a fixed-route transit system, though several demand response, door-to-door public transportation services are offered.

State Van Pool Ridership Program

The State of Wisconsin operates a vanpool program where expenses are shared, and rides are guaranteed should an emergency occur. [Wisconsin Statute §16.82\(5\)](#) mentions the vanpool must have a state employee for nonemployees to be aboard. For more information, reach out to the State of Wisconsin Vanpool Office at 1-800-844-VANS (8267).

Cab and Taxis

[Mauston Taxi](#) is contracted with [Running Inc.](#) to service rides within five (5) miles of Mauston. Rides may be requested by calling 608-847-3008. The [Juneau County Aging and Disability Resource Center \(ADRC\)](#) offers transportation services, and may be reached at 1-608-847-9371. Rideshare services such as Uber or Lyft are also available.

Slow-Moving, Wide Loads, and Farm Equipment

Agricultural operations exist adjacent to Mauston. Slow moving, wide farm equipment and suburban drivers may be in conflict at times. The city should also take steps to ensure oversized, overweight vehicles (OS/OW) operate only on the appropriate road facilities. All slow-moving vehicles must display a slow-moving vehicle sign and public education is needed on its significance.

Watercraft, Snowmobiles, and All-Terrain Vehicles (ATVs)

Water recreation is a part of Wisconsin culture, and Mauston residents visit Decorah Lake, the Lemonweir River, and water bodies across the state for recreation. Boats are used for recreational and scientific purposes and may include fishing boats, pontoon boats, ski boats, recreational boats, canoes, kayaks, and personal watercraft (jet skis).

There are two (2) boat launches in Mauston: the two-lane boat launch at Riverside Park and the boat launch on US 12/16. In addition, the Lemonweir Mills Boat Launch is located off 19th Avenue. In addition to their transportation role, the city’s boat launches and aquatic infrastructure are noted in **Chapter 5 Utilities and Community Facilities**. This infrastructure represents amenities which can generate economic activity supporting local businesses, which is discussed in **Chapter 7 Economic Development**.

Historically, Mauston has been a stopping point – for passengers and cargo. It is the City’s hope in the future to welcome more visitors through improvements such as truck/freight facilities, as well as improved wayfinding signage inviting tourists to stop and visit.

Snowmobiles and All-Terrain Vehicles (ATVs)

[Juneau County](#) possesses over 280 miles of snowmobile trails, which are maintained by the six (6) Juneau County Snowmobile Clubs:

- Castle Rock River Runners (CRRR)
- Hillsboro Trailblazers
- Lyndon Knights
- Redstone Riders
- Sunset Drifters
- Winter Wanderers

A [printable trail map](#) is available on [Juneau County's website](#).

Juneau County offers several resources for ATV/UTV riders, including an [interactive route map](#), contacts for five (5) local ATV clubs, and links to [ATV Ride Wisconsin](#), has an [ATV/UTV Route and Trail Maps](#) resource.

Aviation

The closest airport serving the City Mauston is the [Mauston-New Lisbon Airport \(82C\)](#) located northwest of the city. Additional airports include:

- [La Crosse Regional Airport \(LSE\)](#) has American Airlines commercial flights direct to Chicago. It is 70 miles west of Mauston.
- [Dubuque Regional Airport \(DBQ/KDBQ\)](#) has commercial flights available, and is located 127 miles southwest of Mauston.
- [Dane County Regional Airport \(MSN\)](#), has Delta commercial flights and is located 114 miles east in the City of Madison.
- [Milwaukee's General Mitchell International Airport \(MKE\)](#) is located 146 miles southeast in the City of Milwaukee.
- [Chicago/Rockford International Airport \(RFD\)](#), has Allegiant commercial flights and is located 150 miles southeast in Rockford, IL
- [Chicago's O'Hare International Airport \(ORD\)](#), is located 200 miles southeast in Chicago, IL.

It should be noted that Chapter 3 in the [Wisconsin State Airport System Plan 2030](#) describes the [Mauston-New Lisbon Airport \(82C\)](#) as a "Small GA (General Aviation)" airport.

The airport has one (1) runway: runway 14/32 has a length of 3,686 ft and a width of 75ft, paved with asphalt.

Some other facts include:

- There are 22 privately—owned hangars
- Six (6) aircraft tiedowns
- Seven (7) based aircraft.
- Twelve (12) automobile parking spaces
- There are six (6) Average Daily Transient Operations, with eight (8) average daily passengers and six (6) Average Daily Visitors.
- Fuels 100 LL and Jet A are available 24/7
- The airport covers an estimated 280 acres.

Railroads

Freight rail plays a vital role in the movement of products for Wisconsin companies. The [Wisconsin Rail Plan 2050](#) reports that "in 2019, nearly 584 million tons of freight valued at \$547 billion moved to, from, through, or within Wisconsin. Of that, nearly 32 percent, or 190 million tons, was moved by rail." By 2050, freight tonnage is anticipated to increase by 78 percent compared to the 2017 base year in the [Wisconsin Rail Plan 2050](#).

An estimated 2.80 miles of Canadian Pacific Kansas City ([CPKC](#)) line run through the City of Mauston. Railroad transportation of raw materials, goods, and agricultural products - especially corn, soybeans and ethanol – is important to the economy. Some important railroad-related notes for Mauston include:

- The railroad, like the parallel Lemonweir River, bisects the community from northwest to southeast.
- Discussions and talking points with the 2016 Comprehensive Plan noted the desirability of a second river crossing (N Union Street is the only crossing), but this has not occurred.
- The US-12 overpass (over the railroad) represents a key western entry to Mauston.
- Wisconsin products, such as frac sand, are part of shifting markets whose demand may yield more freight traffic moving through the city. This is especially important as [CPKC](#)'s network stretches from Mexico to Canada.
- There are an estimated ten (10) at-grade crossings in city limits.
- Railroads may act as economic engines, though intergovernmental planning and coordination (especially for emergency response) is also required. In many communities, there are anecdotes or feelings that railroads have gotten their way in past situations, or reneged on promises.

Rail Passenger Service

Passenger service is not available in Mauston. City residents may board the [Amtrak Empire Builder](#) 20 miles southeast of Mauston in the Wisconsin Dells. The train runs from Chicago to Seattle, Washington and Portland, Oregon. The [Amtrak Borealis](#) service operates from Chicago to Milwaukee to Minneapolis/St. Paul, and Mauston residents may board at the Wisconsin Dells or Tomah, 30 miles to the northwest. Other Amtrak services include the [California Zephyr](#), which boards in Burlington, Iowa, and the [Hiawatha](#), which runs from Milwaukee to Chicago with a stop at General Mitchell International Airport. [Metra](#) commuter rail is available from Harvard, Illinois and from Kenosha, Wisconsin to downtown Chicago and stops in between.

In recent years, discussions have occurred about expanding passenger rail service. In Wisconsin, proposed passenger rail lines include a Milwaukee to Madison train. IDOT and the State of Illinois have had discussions as well to expand Metra.

The community survey had residents weigh in on Mauston transportation modes. As previously stated, driving, walking, and bicycling were the three (3) most-used modes of transportation, with two (2) responses noting public transportation usage. In written comments, respondents focused on road maintenance, trails, and transit plus rideshare opportunities. This feedback has been incorporated into **Chapter 10** of this Plan.

4.3 Existing Road System

Roads serve as the primary transportation network in rural and residential areas. The City plows snow in the winter, and mows road shoulders in the summer.

Several State Trunk Network (STN) roads exist within the City of Mauston, including I-90/94, U.S. 12/16, and State Trunk Highways (STH) 58 & 82, which represent key commercial and transportation corridors in the city. The city maintains its roads, and coordinates with relevant utilities and partners so upgrades may be performed while road surfaces are undergoing repair or replacement.

Road Classification

Roads are the most-used transportation infrastructure within the City. For that reason, it makes sense to learn about road [Functional Classifications](#) for [Juneau County](#) and Mauston, which organizes roads based on how they provide mobility and accessibility. These classifications affect the surrounding land uses, as well as funding sources for projects.

Principal Arterials emphasize high mobility by carrying large traffic volumes at higher speeds across greater distances to connect different places together. I-90/94, STH 52, and STH 82 (in northeastern city extents) are principal arterials.

Minor Arterials possess speeds and volumes lower than principal arterials, serving moderate-length trips connecting different communities or places within a community. STH 82 and STH 58 (in southeastern city extents) are minor arterials.

Collectors balance mobility with access, channeling local street traffic towards arterials. Collectors have lower speeds and volumes than arterials, but higher traffic volumes than the local streets. The city has several collectors, such as U.S. Highway 12, CTH G, CTH B, CTH N, CTH K, L-L Townline Road, Grove Street, West Avenue, and Elm Street.

Local roads emphasize access to adjacent land uses versus mobility. Speeds as well as traffic volumes are low, a result of these roads not traversing long distances, which would invite more vehicle volume. Roads not classified according to the criteria above are local roads.

Two additional road types exist. [The Rustic Road System](#) in Wisconsin was created by the 1973 State Legislature to help citizens and government preserve scenic features. Many of these roads are loops, or connect to major roads, such as highways, at both ends of the route. The roads are lightly traveled facilities, labeled with an “R” prefix, and noted with unique brown and yellow signage.

Rustic Roads remain under local control, and while none exist within the City of Mauston—part of the [Southwest Region](#)—the region does have fifteen (15) Rustic Roads. The two closest Rustic Roads are [Rustic Road 121](#) from WIS 80 to CTH S in the Towns of Plymouth and Fountain, and [Rustic Road 112](#) (Bundy Hollow Road) between CTH G and South Dutch Hollow Road in Sauk County. People are invited to view the [Wisconsin Rustic Roads Map](#) for more information.

The [Wisconsin Scenic Byways program](#) in Wisconsin partners local communities and WisDOT to highlight state and local highways corridors with aesthetic or historic attributes. Unlike Rustic Roads, Scenic Byways are at least 30 miles long. The [Lower Wisconsin River Road](#) (STH 60) as well as the [Great River Road](#) (STH 35) are two of the five Scenic Byways in the State of Wisconsin.

Traffic Counts

WisDOT's Traffic Count Map ([TCMap](#)) tool was used to investigate traffic counts on roadways within Mauston.

Traffic counts are reported as the number of vehicles expected to pass a given location on an average day of the year. This value is called the "annual average daily traffic" or AADT. AADT is based on a short-term traffic count, usually 48 hours, taken at the location. This count is then adjusted for the variation in traffic volume throughout the year and the average number of axles per vehicle. The short-term counts are collected over a three-year cycle at nearly 26,000 rural and urban locations throughout the state. **Table 4-2** reports traffic counts along several roads in the City of Mauston.

Table 4-2 Traffic Counts on Roads in/near the City of Mauston

Road Name	Location	AADT	Time
I-90	0.4 mi W of STH 82	35,600	2024
USH 12 / STH 16	Bet. CTH K & CTH N	3,200	8/13/2019
STH 58	S of STH 82, Grayside Ave	3,800	8/29/2023
STH 58	N of Water St, Bridge count	15,500	8/14/2023
USH 12 / STH 16	Bet. State & North Mauston	4,500	8/12/2019

Source: [WisDOT TCMap](#). Accessed February 2, 2026 by Vierbicher staff.

Traffic Crashes

The University of Wisconsin-Madison's [Traffic Operations and Safety \(TOPs\) Laboratory](#) hosts the [Community Map tool](#) which reports crashes statewide. A user can enter the county, timeframe, injury type, as well as 'flags' such as 'impaired' to filter crash data. Juneau County had 701 total reported crashes (699 mapped) with 3 fatalities and 157 injuries from January through December 2025. Please view **Appendix A, Note 4-1** for a screenshot of the map for Juneau County as well as background information.

The National Highway Traffic and Safety Administration (NHTSA) estimates that 39,345 died nationwide in motor vehicle crashes in 2024. To protect drivers, bicyclists, and pedestrians, the city should encourage safe driving practices, as well as look at opportunities when roads undergo reconstruction or rehabilitation for expanded shoulders and other safety improvements to be incorporated.

4.4 Juneau County Transportation Planning

Transportation Planning is an important opportunity to promote efficient land access while bolstering intergovernmental cooperation. Two (2) Juneau County transportation resources are listed below.

- [Juneau County Public Works Department Highway Division](#) – Operates and maintains county trunk highway (CTH) for the Wisconsin Department of Transportation ([WisDOT](#)).
- The [Aging and Disability Resource Center \(ADRC\)](#) oversees and coordinates resources related to transportation, health, and other aspects of well-being for people with physical or intellectual/developmental disabilities

4.5 Wisconsin Transportation Plans

The State of Wisconsin has several transportation plans that act as blueprints for the entire state with regards to education, data reporting, and pathways forward for different transportation modes. Several of the plans are listed below:

[Wisconsin State Airport System Plan 2030](#)

[Bicycle Transportation Plan 2020](#)

[Wisconsin Pedestrian Plan 2020](#)

[State Freight Plan](#)

[Connect 2050](#)

[Wisconsin Rail Plan 2050](#)

[Transportation Asset Management Plan \(TAMP\)](#)

[Wisconsin Highway Safety Improvement Program \(HSIP\)](#)

[Wisconsin Local Road Improvement Program \(LRIP\)](#)

Please note the Bicycle and Pedestrian Plans will be combined into the [Wisconsin Active Transportation Plan 2050](#), which is in the pre-draft process in spring 2026.

The City of Mauston welcomes collaboration with neighboring municipalities, Juneau County, the State of Wisconsin, and the federal government with regards to improving transportation for residents and securing funding opportunities.



Chapter 5 Utilities and Community Facilities



Source: Clockwise, City Hall; Old Courthouse; Hatch Public Library; Fire Station. Photos taken by Vierbicher staff 03-10-2026

5.1 Utilities and Community Facilities Overview

Community facilities are vital to the health, safety, quality of life, vibrancy, and economic activity of a community. This chapter provides an inventory of community facilities and services currently offered in the City of Mauston and discusses future changes to utilities and facilities to accommodate future population and business activity. The goals, objectives, and policies necessary to facilitate future changes are reported in **Chapter 10** and are designed to be pursued in alignment with the city budget, which outlines proposed expenditures to maintain, create, or replace community facilities and utilities.

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.

5.2 Local Survey Results

A majority of community survey respondents offered open-ended responses to say what's on their minds, and several of these responses touched upon utility and community facility items. Some of these statements include:

- *Great Riverside park area! Great library!*
- *Why are our taxes so high in Mauston as compared to other communities? why are our school tests scores so low when we have beautiful school facilities that should be drawing in very qualified teachers?*
- *More bike and better walking infrastructure*
- *We need more resources for reliable and trustworthy childcare centers and learning centers also for all ages.*

At the January 7, 2026 public engagement event, participants had several questions and comments, such as street pavement quality (Jefferson St. as an example), infrastructure cost challenges, and praising positive, proactive steps Mauston took in the past. For example, Mauston's good sidewalk quality is a result of 1988 planning and work over the following twenty (20) years.

Looking to the future, the city should think about how it communicates utility and community information, touts the library as a resource, and listens for opportunities where municipal fiber or other offerings could be pursued to better residents' access to information. This would also benefit the city by having an infrastructure edge to help court businesses (see **Chapter 7** for more information).

5.3 Wastewater System

Wastewater treatment facilities' location, design, and their collection systems both reflect and impact local development patterns. As a result, planning for these facilities is crucial to provide existing services and plan for future residents and businesses.

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 Wisconsin DNR and the WPDES permit are examples of wastewater treatment oversight.

There is available pumping capacity and treatment facility capacity when comparing the existing loadings to pumping and treatment facility capacities. When future development is proposed, the city must coordinate with the wastewater treatment plant to ensure capacity will be sufficient.

In 2023/2024, Mauston had an RFP to pursue upgrades to the WWTF. Future Wastewater Treatment Facility upgrades or replacements should account for future conditions, such as population changes, while balancing costs and potential rate impacts.

5.4 Water Systems

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

Water is obtained from groundwater via three (3) wells. All the wells have a depth of 350 ft, though well capacities vary. The total well capacity is 4,320 gpm. Mauston submits Consumer Confidence Reports (CCR) annually to the WDNR. This information may be seen In the DNR's [Drinking Water System Portal](#).

The water storage system consists of two (2) reservoirs: the Hilltop (elevated tank), and Mile Bluff (reservoir). The effective storage is 80 percent (720,000 gallons) of the total storage (900,000 gallons) because the reservoirs are not always full. Water is distributed to system customers through approximately 31.34 miles (165,501 LF) of water main piping.

Table 5-1 reports Well & Water Storage Capacities. The 2020-2024 annual pumpage, minimum pumpage, and maximum pumpage as reported to the Public Service Commission (PSC) of Wisconsin are shown in **Table 5-2**. The historical water demand from 2020-2024 is shown in **Table 5-3**.

In order to only "dig once," opportunities to replace infrastructure due to their age / type of material should be pursued when such work is warranted during street repairs or reconstruction.

Table 5-1 Well & Water Storage Capacities in CY2024

Well	Depth (ft)	Capacity (gpm)	Facilit(y/ies)	Elevation Difference (ft)	Capacity (gallons)
Well No. 3	350	1,296	Hilltop (Elevated Tank)	158	400,000
Well No. 4	350	1,440	Mile Bluff (Reservoir)	190	500,000
Well No. 5	350	1,584	Total	-	900,000
Total:	-	4,320	Effective (80%) Storage	-	720,000

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

Table 5-2 Historical Water Pumpage 2020-2024

Year	Annual Pumpage (Gallons)	Minimum Daily Pumpage (GPD)	Maximum Daily Pumpage (GPD)
2020	163,213,000.00	171,000.00	850,000.00
2021	164,290,000.00	0.00	1,063,000.00
2022	156,776,000.00	155,000.00	1,101,000.00
2023	173,823,000.00	188,000.00	1,150,000.00
2024	150,426,000.00	222,000.00	972,000.00
Average:	161,705,600.00	147,200.00	1,027,200.00

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

Table 5-3 Historical 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
Average:	4,338	46,162	36,203	9,660	26,043	14,991	346	133,403.60

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).

5.5 Telecommunication Facilities and Fiber Optics

Since the 2000 and 2016 Plans, electronic media has become increasingly common. The number and capabilities of cell phones has exploded. Social media, once in its infancy, has dozens of platforms. Similarly, over-the-air (OTR) channels or cable / satellite TV have increasingly been supplanted by a wide array of streaming services for media content.

With regards to physical infrastructure, telecommunications facilities remain controversial, due to property value impacts and health. As a result, some municipalities have restrictions on the location, placement, and appearance of wireless service facilities. The City of Mauston outlines Communication Tower expectations in [Chapter 114 \(Zoning Code\)](#) of the Municipal Code. There are an estimated eight (8) communications tower within Mauston with heights from 25.6 to 124.7 meters, per the Federal Communication Commission (FCC) [Antenna Structure Registration](#) tool.

High-speed internet (broadband) and digital services are provided via a fiber-optic network with copper coaxial cable running the "last mile" to the customer. In the City of Mauston this system is provided by several telecom providers, such as [Mediacom Wisconsin LLC](#), [US Cellular](#), and others. People can utilize the Public Service Commission of Wisconsin (PSC) [Interactive Service Area Maps](#) tool to look at the [Broadband Planning Map](#), amongst other maps and information.

5.6 Electrical and Natural Gas

The City of Mauston does not have its own electric and/or natural gas utility. Electric service is provided by Wisconsin Power and Light ([Alliant Energy](#)), or [Oakdale Electric Cooperative](#), a Touchstone Energy partner.

Natural gas service is provided to the community by Wisconsin Power and Light ([Alliant Energy](#)). People are invited to look at the Public Service Commission of Wisconsin (PSC) [Interactive Service Area Maps](#) for more information.

5.7 Stormwater Management Facilities

The City of Mauston is located within the [Lower Lemonweir River Watershed](#). Most of the stormwater in the city is conveyed by storm sewers that discharge to the Lemonweir River. The stormwater system is maintained by the Public Works department and intends to slow, spread, and seep stormwater into the ground. The City is not subject to Wisconsin DNR's Municipal Separate Storm Sewer System ([MS4](#)) permits, nor does the City have a stormwater utility.

5.8 Solid Waste Disposal and Recycling Facilities

The city is dedicated to reducing the amount of solid waste going to landfills as much as possible and supporting all recycling efforts that support that goal. The City of Mauston has contracted with [Republic Services](#) to provide solid waste disposal and recycling services. Visit the [City Information Numbers and Contacts](#) webpage to learn more.

The DNR maintains a [Basic Recycling Award to Responsible Units](#) for residential recycling and yard waste programs. The [2024 Grant Awards Summary](#) notes the City of Mauston was awarded \$13,348.34. The city should continue to pursue and utilize this funding opportunity.

5.9 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**.

5.10 Library Services

Library services are important for the well-being of the community. Not only do libraries provide knowledge, but they also facilitate socialization via event programming. The [Hatch Public Library](#), located at 111 W. State St. contains approximately 15,000 square feet, though a \$2.8 million federal grant in October 2024 will expand into the library's lower level for a total area of 28,000 square feet. Hatch Public Library is part of the [Winding Rivers Library System](#) which links more than thirty-four (34) libraries across Buffalo, Trempealeau, Jackson, Monroe, Vernon, and Juneau counties.

The Hatch Public Library has a library service population of 11,672, based on a 2024 estimate by WI DPI. The library is operated by three (3) full and eight (8) part-time staff and is open to the public an average of 52 hours per week. The library's circulation of materials (physical and electronic) has increased over time. In 2025, there were an estimated 44,275 physical and 23,563 e-items. There are fourteen (14) public computers accessible to the public, all with access to the Internet. These public computers saw 3,633 uses in 2025 with 14,806 log-ons to the WIFI network. Internet is available throughout the building.

Programming has increased over time. It is estimated that there were 493 programs in 2025, with attendance estimated at 20,521 participants, though this number may be higher in conjunction with passive programming activities. Some typical events include story times, craft programs, book discussions, educational opportunities, and more.

Correspondence with library staff outlined 'wish list' items:

- Post-COVID, more meeting spaces, work and study areas, and places to just hang out (and, by extension, furniture options like chairs with tables for these spaces). The expansion being completed in 2026 will help, as two (2) large community rooms and six (6) meeting rooms will be added.
- Opportunities to further expand e-book and audiobook circulation.

The city should pursue library grant opportunities when opportunities for updated spaces, technology, or circulation materials may be procured.

5.11 Police Protection

The City of Mauston maintains its own police department, located at 303 Mansion Street (lower level of City Hall). The [Police Department](#) employs two (2) staff and ten (10) sworn personnel alongside two (2) K9 (Pilot and Lana). These officers provide a variety of functions including patrol, investigations, jail, warrant, and civic process service throughout the city. Their work typically includes responding to service calls, performing traffic enforcement, and providing other law enforcement services to the city. Where needed, Juneau County Sheriff's Department may also assist. Please view **Map 5-2**, which is the **Districts Map**, for a visual representation of public safety jurisdictions.

5.12 Fire Protection

Fire services within the City of Mauston are provided by the [City of Mauston Fire Department](#), which also assists nearby communities if a fire or emergency warrants a response. The firehouse is located at 432 Hickory Street, and was completed in 2020. Fire protection services are provided by eight (8) officers, including Fire Chief Brent Lenorud. Department apparatus includes pumpers, tankers, heavy duty rescue equipment, ladder trucks, and extraction/first aid equipment.

Fire departments nationwide are assigned an Insurance Service Office (ISO) rating based on their ability to respond to fire emergencies. Some factors considered in the rating schedule include ability to receive and dispatch fire alarms, number of engine companies, community water needs and supplies. The rating is a numerical scale from 1 to 10, with 1 being the best possible rating. ISO ratings are used by insurance carriers in determining insurance premiums. The Department is an ISO Class 03/3Y department per the [Fire Department's city webpage](#) and provides a wide range of fire suppression, prevention and education services. This classification number applies to all properties in the classified area with a needed fire flow rate of 3,500 gpm or less.

5.13 Emergency Medical Services

The nonprofit Mauston Area Ambulance Association ([MAAA](#)), serves the City of Mauston and adjacent communities totaling 20,566 people. Based in Mauston (302 S. Union St.) with a location Necedah, their twenty-seven (27) staff are available 24/7 and operate with three (3) Ford E-450 ambulances. [Mile Bluff Medical Center](#) also provides emergency services. Please view **Map 5-2**, which is the **Districts Map**, for a visual representation of public safety jurisdictions.

5.14 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.

5.15 Schools

The [School District of Mauston](#) serves city students as well as the Towns of Lemonweir, Lindina, and Lisbon (see **Map 5-2**). The 2025 student enrollment was calculated on the 3rd Friday in September 2025 for the district and is reported in **Table 5-4**.

Table 5-4 School District 2025 Enrollment

School	Enrollment	
	2025	Estimated 2026-2027
Mauston Montessori	109	115
West Side Elementary	257	226
Grayside Elementary	222	222
Olson Middle School	251	233
Lemonweir Academy	73	61
iLEAD Charter (80)	58	53
Mauston High School	327	319
Mauston Virtual JEDI	2	0
TOTAL	1,299	1,229

Source: April 7, 2026 email from School District to Vierbicher staff

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. Data estimates a student enrollment of 1,299 students in 2025, and the school district anticipates a 2026-2027 school year enrollment around 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. **Chapters 2 & 4** commented on how growing Mauston's population, which may help reverse declining enrollment numbers, while **Chapter 10 Intergovernmental Cooperation** notes the importance of collaboration with the school district now and in the future.

5.16 Childcare Facilities

Since the 2005 Plan went into effect, childcare (daycare) has become more challenging for families, due in part to the availability of facilities (waitlists) as well as the costs. Folks at the engagement event said having more licensed childcare facilities would help, because the options in the market would help decrease (or at a minimum stabilize) costs while increasing the number of offerings.

The Wisconsin Department of Children and Families' [Licensed Child Care Directories](#) provides lists of licensed providers by County, updated monthly. As of March 2026, Juneau County has fifteen (15) licensed child care providers, seven (7) of which are located in City of Mauston and possess a combined enrollment capacity of 234 children.

5.17 Healthcare Facilities

Healthcare is provided to City of Mauston residents at several locations. For example, several dentist offices are located within the city, while [Mile Bluff Kennedy Street](#), [Mile Bluff Urgent Care](#), Family Planning Health Services, [Healthfirst](#), and [Mauston Family Eyecare](#) offer healthcare support services. For hospitals, [Mile Bluff Medical Center](#) is located along STH 58, across from Veteran's Memorial Park in Mauston's southern extents.

The U.S. Department of Health and Human Services designates either a geographic area, or a specific population as a Health Professional Shortage Area ([HPSA](#)). This designation is used to determine eligibility for federal and state loan programs. The Wisconsin Office of Rural Health's [Maps](#) webpage also has information. Juneau County has several HPSA's serving dental, primary, and mental health. These include Low Income Population HPSA's, Rural Health Clinics, Correctional Facility, and Federally Qualified Health Centers. Health care facilities in Mauston serve these at-risk populations.

There are three (3) nursing homes in Juneau County, including one (1) in the City of Mauston (please see **Table 5-5** below). At the public engagement event, residents as well as folks from adjacent municipalities expressed their concern of “where am I going to go?” if they are too old for their homes.

As a result, the city as it grows should investigate aging-in-place strategies plus housing that ranges from continuum of care communities to assisted living and nursing homes.

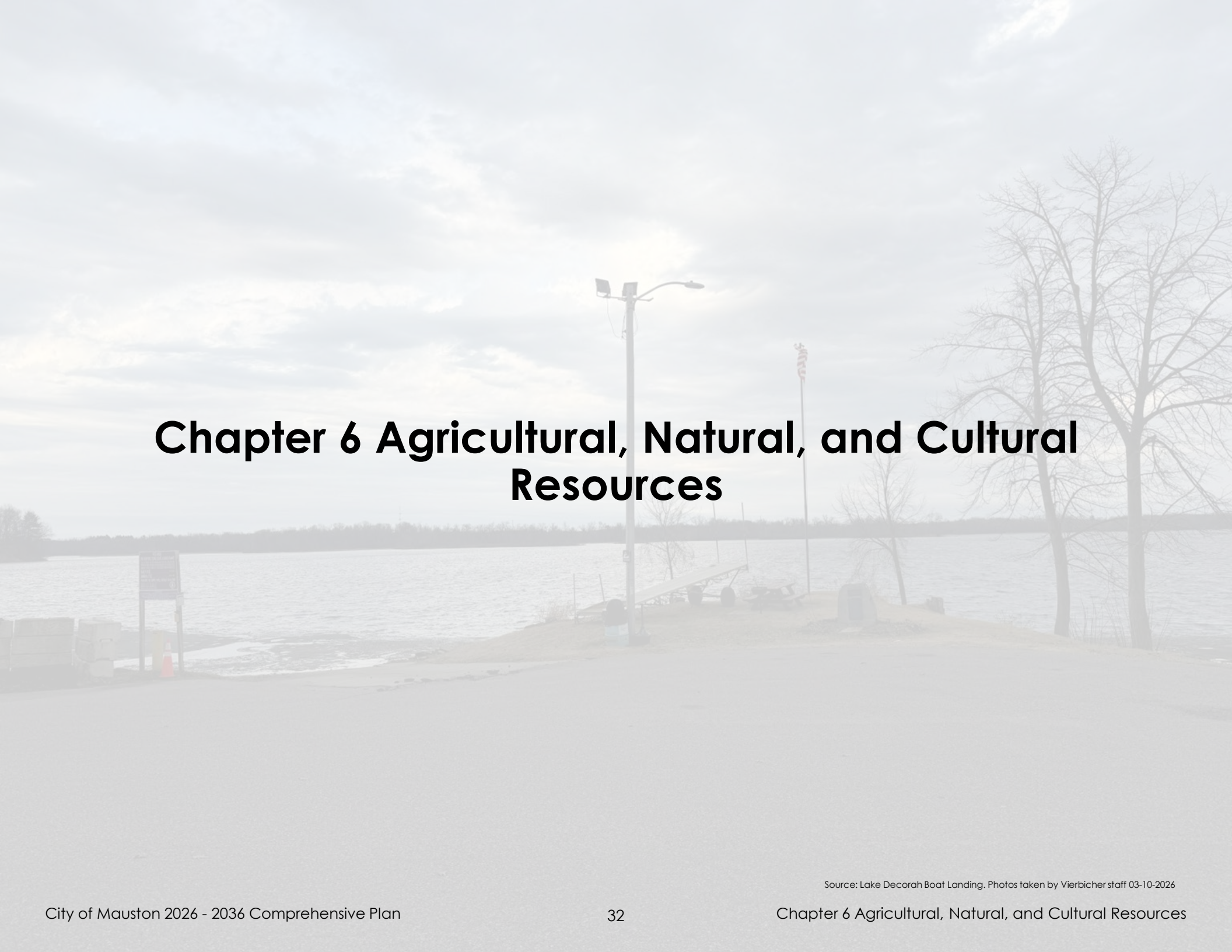
Table 5-5 Mauston Nursing Home Census by Age as of March 2026

LICENSE	CCN	FACILITY NAME	CITY	Estimated Resident Census by Age				
				<65	65 - 74	75 - 84	>=85	TOTAL
2650	525437	FAIR VIEW NURSING AND REHABILITATION	MAUSTON	2	8	15	23	48
		MAUSTON, WISCONSIN		2	8	15		48

Source: MDS Data from Wisconsin DHS provided to Vierbicher staff March 27, 2026.

5.18 Cemeteries

There is one (1) cemetery within the city: Mauston Oakwood Cemetery, located on Attewell Street.



Chapter 6 Agricultural, Natural, and Cultural Resources

Source: Lake Decorah Boat Landing. Photos taken by Vierbicher staff 03-10-2026

6.1 Overview

This chapter inventories agricultural, natural, and cultural resources for the City of Mauston, with goals, objectives, and policies listed in **Chapter 10**. Given the extensive range of topics, the following quickly outlines the topics within the chapter's sections:

- Section 6.3 Agricultural Resources – agricultural soils and productivity.
- Section 6.4 Natural Resources – groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, and recreational resources.
- Section 6.5 Cultural Resources – notable historical and cultural resources (such as buildings)

6.2 Local Survey Results

As referenced in **Chapter 4**, survey respondents noted walking and biking were their second and third most frequently used transportation modes (**Appendix C**). Additionally, residents' visions for Mauston in 2036 included descriptions such as:

- *A great destination*
- *Quaint, growing, beautiful*
- *An amazing community*

To make these visions a reality, Mauston will leverage its natural and cultural resources to increase recreation and improve health outcomes. This includes having Lake Decorah and the Lemonweir River be a more frequent part of people's lives and invite economic opportunities for recreation businesses that celebrate fishing, boating, and other activities.

6.3 Agricultural Resources

Farming is a way of life in Wisconsin and an important part of our culture. Farms preserve natural resources, wildlife habitats, hunting areas, and groundwater recharge areas, as well as provide employment, food, fiber, and biofuel.

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. Farm operations give the surrounding Towns of Lemonweir, Lindina, and Lisbon their character, which contributes to the rural character and atmosphere of broader Juneau County.

As agriculture has changed, so too has its impacts on other portions of this Plan. Advances in equipment and technology have increased machinery size for efficiency gains, affecting fellow roadway users. By integrating modern farming practices with improved transportation infrastructure, such as wider shoulders, farmers benefit as well as pedestrians or bicyclists who utilize the same roadway facilities.

Agricultural Production

The United States Department of Agriculture's (USDA) [2022 Census of Agriculture for Juneau County](#) revealed several key findings versus the former 2017 Census of Agriculture study:

- The number of farms has decreased thirteen (13) percent since 2017, to 622 farms
- The acreage in farms has decreased four (4) percent since 2017, to 167,871 acres.
- The average farm size has increased ten (10) percent, to 270 acres.

Folks may read the [USDA's 2022 Census of Agriculture](#) by state for Wisconsin data. **Appendix A** includes UW-Extension's [2021 Wisconsin Agriculture Impact Report](#), which reports that Juneau County is #4 in Wisconsin's fruits, nuts, and berries industry, and that an estimated 96 percent (686) of Juneau County farms are family-owned.

Agricultural Preservation

The [Wisconsin Farmland Preservation Program](#) was enacted in 1977 to preserve good agricultural land from development and to provide income tax credits to farmers. This and other programs dedicated to preserving prime agricultural land are always at the forefront of primary concerns within the region. Farmers enrolled in Farmland Preservation who have land that is zoned exclusive agriculture are eligible for tax credits from the state.

Exclusive agriculture zoning is a tool which may be adopted by any county, town, or municipality in a county that has a certified agricultural preservation plan in effect. A local government by establishing an exclusive agricultural use district effectively decides that agricultural uses of land are most appropriate in that district.

Only a portion of Mauston's agriculturally-zoned land (south and east) is outside floodplain, meaning it could be amenable to development. The city should weigh these lands remaining in agricultural use in perpetuity vs. efficient development occurring on these lands.

Productive Soils

The **Agricultural Soils Map (Map 6-1)** portrays the city's classified soils. As referenced on the previous page, a portion of the city's active farmland is outside floodplain, which increases its development desirability. **Map 6-3**, the **Protection Areas Map** highlights natural features (environmental corridors) to be protected/ development avoided, such as steep slopes and floodplain. Future development within or expanding the city should seek to preserve contiguous farmland wherever possible.

6.4 Natural Resources

The Wisconsin Department of Natural Resources (DNR) identifies [sixteen \(16\) ecological landscapes within Wisconsin](#) (**Figure 6-1**). While the [Western Coulees and Ridges](#) landscape is nearby, the City of Mauston is within the [Central Sand Plains](#) landscape. The [Central Sand Plains](#) chapter from *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 Central Sand Plains landscape is characterized by glacial effects ranging from outwash sand to eroded sandstone bedrock remnants. Cropland, managed grasslands, and scattered woodlots are present, though the DNR notes that

In the Central Sand Plains Ecological Landscape, there is a 31% higher percentage of forestland and a 25% lower percentage of agricultural land compared to the rest of the state.

Large, meandering rivers such as the Wisconsin, Black (incl. East Fork), Yellow, Plover, and Lemonweir Rivers and their broad floodplains are characteristic of this landscape. The floodplain forests associated with these river systems may have spring-fed, cold-water streams that support fisheries, which are common throughout the area. Soils are glacial lacustrine or outwash, eroded sandstone, and wind-deposited (aeolian) materials.

Geology

According to the Wisconsin Geological and Natural History Survey ([WGNHS](#)), Juneau County's bedrock geology is mostly characterized by sandstone types that exist at a shallow depth. Bedrock type has impacts on water and contaminant permeability. Some bedrocks, such as shale, are impermeable, while other bedrocks such as sandstone have slight permeability.

Figure 6-1 Wisconsin's Ecological Landscapes



Source: "[Ecological Landscapes of Wisconsin](#)." Wisconsin DNR. Accessed by Vierbicher staff February 1, 2026.

Soils

The Natural Resources Conservation Service ([NRCS](#)) has [Wisconsin Soil Survey](#) information. These surveys include soil association maps that delineate landscapes that have a distinctive proportional pattern of soils. The soil types in one association may occur in another, but in a different pattern. The city's basic soil components are sand, silt, clay, and gravel. When looking at future development opportunities and residential growth, soil qualities should be taken into consideration to ensure infiltration and reduce runoff.

Groundwater

Some areas of Wisconsin are facing challenges around the availability and quality of groundwater for municipal, industrial, agricultural, and domestic use. As referenced in the previous chapter, the City operates three (3) wells, all with 350ft depth.

Some groundwater levels are affected by high-capacity wells used for municipal water supplies, or when wastewater is discharged to areas other than where the water was drawn.

According to the DNR, groundwater pumping has led to declines in groundwater in the most populous areas of the state. In fact, some Wisconsin jurisdictions as well as municipalities in other states have stopped drawing from local aquifers in favor of Great Lakes-provided water. Several problems have been associated with lowering groundwater levels: pumping costs may increase, wells may yield less water or dry up, and base flow into streams, springs, lakes, and wetlands can be reduced or even cease causing surface waters to dry up. The Wisconsin Department of Natural Resources has several mapping tools, such as the Surface Water Data Viewer ([SWDV](#)) that allow visitors to investigate groundwater contribution areas for municipal wells, urban service areas, and other important features.

A Wisconsin Geological and Natural History Survey [map](#) delineates groundwater susceptibility to contamination based on five physical resource characteristics, as do [USGS Groundwater Susceptibility Maps](#) for Juneau County. These characteristics are the type of bedrock, depth to bedrock, depth to water table, soil characteristics, and surficial deposits. Based on these characteristics, Mauston's area of Juneau County is moderately susceptible to contamination, with a few areas being identified as the more susceptible. Physical susceptibility is only one factor of potential for contamination. Whether an area will experience groundwater contamination depends on several factors including the likelihood of release, the type of contaminants released, and the sensitivity of the area to contamination.

The Department of Natural Resources maintains a [Groundwater Retrieval Network](#) database, which includes monitoring data from public and private water supply wells. Reviewing this database indicates whether monitoring results exceed the preventative action limit (PAL) for Nitrogen, some pesticides, volatile organic chemicals, and/or several inorganic substances. The PAL varies by substance and can be found in NR 140 of the Wisconsin Administrative Code. One example of a substance that is monitored is atrazine, a popular corn herbicide whose use is monitored by the state and prohibited in certain areas. While the City of Mauston is not within an atrazine prohibition area, an atrazine prohibition area is located west of the city (see **Appendix A**).

To lessen groundwater challenges, the city should promote responsible water use and continue to maintain riverfront/agricultural land, open spaces, or farmland on soils with high infiltration rates to replenish water supplies.

As a final note on groundwater, residents can read **Chapter 7 Economic Development** for information on the DNR's Bureau for Remediation and Redevelopment Tracking System ([BRRTS](#)), which identifies brownfield sites.

Forests

Forests are important for their beauty, recreational opportunities, wildlife habitat, air quality enhancement, water protection, biodiversity, products and a variety of other values. The Wisconsin DNR [Forest Legacy Program](#) notes that nearly 16 million of Wisconsin's 35 million acres (46 percent) is forested, with 52 percent of Wisconsin forest land in private ownership, making sustainable forest management more complex. The percentage of forested land has increased since 1935, as farmland has returned to woodland. The DNR defines forest land as land area that is at least 16.7 percent covered by forest trees or was in the past and is not currently developed for non-forest use.

The City of Mauston is located within the Wisconsin DNR's Central Wisconsin Geographical Management Unit ([CWGMU](#)), which stretches from Juneau County north to Marathon County and contains productive agricultural land and timberland. DNR points to the fragmentation of the forests as a problem. Where forested areas in the CWGMU are in the "driftless" area, such as near Mauston, steep slopes and narrow drainages occur. Forest in the CWGMU area overlaps considerably with the [Central Sand Plains](#) ecological landscape, whose most frequent forest cover species include oak, pine, and with tamarack and black spruce in wet areas (peatlands) and hardwoods near rivers.

State forests are commonly known for their recreational activities such as hiking, skiing, fishing, camping, etc. But state forests were originally formed with the preservation of watersheds and ecosystems in mind. Unfortunately, Juneau County does not contain a state forest. The [Black River State Forest](#) is the closest state forest to Mauston (other State Natural Areas, such as Bass Hollow, are closer geographically).

According to the [Wisconsin County Forests Association](#), there are 30 counties in the State of Wisconsin which own 2,400,000+ acres of forest land. Juneau County public lands has recreation and economical uses including camping, cross country skiing, and the manufacturing, processing and transportation of wood related products.

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

Finally, urban forests represent a tremendous resource. While the city does not have large stands of timber, there is considerable tree cover along most city streets. The city should encourage native tree planting as it leverages its designation as a [Tree City USA](#) community, with eleven years as a member and five years as a Growth Award recipient.

Environmentally-Sensitive Areas

The DNR Surface Water Data Viewer ([SWDV](#)) notes that the [Lower Lemonweir River Watershed](#) covers a total area of 134,159.08 acres (209.62 square miles) with 384.35 stream miles, 558.61 lake acres, and 17,722.41 wetland acres. The watershed stretches from north of New Lisbon nearly to Juneau County's southern border, and from Hustler to the Wisconsin River. All creeks flow to the Lemonweir River, which then flows into the Wisconsin River. Development and agricultural use must be done with caution as the water supply in the area is very sensitive to erosion, sediment plus pesticide run-off, and temperature change. The ecological benefits provided by these areas are important and may be difficult or costly to replicate.

Threatened or Endangered Species

The Wisconsin DNR hosts the Natural Heritage Inventory ([NHI](#)) tool, which maintains data on the locations and status of rare species, plus natural communities and features of Wisconsin. The NHI suggests there are 100+ known rare or endangered plant or animal species in Juneau County. Some examples include the federally endangered Karner Blue Butterfly and whooping crane.

One should not assume that lack of documented sightings of rare or endangered species is evidence that endangered resources are not present, as some of these species are known to exist near the city. Developers should utilize the NHI tool before commencing projects, and the city could ask for proof that the NHI tool was used before a building permit is issued on new construction.

Surface Water

The City of Mauston is along the banks of the Lemonweir River, and west of the Wisconsin River, whose lower Wisconsin basin covers nearly 5,000 square miles and contains 29 different watersheds. As stated earlier, the [Lower Lemonweir River Watershed](#) covers a total area of 134,159.08 acres (209.62 square miles) in Juneau County. Many of the streams are classified as coldwater streams, and nearly 390 miles of streams are in the watershed. As a result, development will need to be diligent in controlling thermal and sediment impacts and maintain the healthy fisheries that currently exist. Best management practices plus the DNR, EPA, USGS, NRCS, County and local groups have all had an important role in the analysis and protection of local water resources, and this collaboration should continue.

There are numerous natural or man-made lakes within the watershed. A brief description of one of these water bodies follows:

- [Decorah Lake](#) covers 104 acres with an estimated water depth of fifteen (15) feet and was created by a dam in Mauston. Historically, walleye, northern pike, largemouth bass, bluegill, crappie, perch, pumpkinseed, and bullhead have been the significant game fish species.

[Wisconsin's Phosphorus Water Quality Standards](#) were updated for surface waters December 2010. The changes included creating water quality standards, enacting procedures to implement the phosphorus standards, and limiting nonpoint sources of phosphorus, usually due to agricultural activity. Some counties, such as Dane County, enacted a phosphorus ban in 2005 to protect surface waters and reduce the threat of algae blooms.

To preserve water quality, the [Juneau County Code of Ordinances](#) has standards for Shoreland-Wetland Zoning (Appendix A) and Chapter 16 Floodplain Zoning. Similarly, the [Mauston Code of Ordinances](#) outlines erosion control standards for certain activities that result in land disturbance and/or impervious surface.

For those interested in learning more about surface water, please read [Waters of Wisconsin: The Future of Our Aquatic Ecosystems and Resources](#).

Floodplains and Wetlands

Floodplain is land that has been, or may be, covered by floodwater during the 100-year flood; it is also described as the flood level that has a one percent chance of occurring in any given year. Several residents have noted that floodplain limits the city's potential development areas, as current requirements do not allow development to reduce floodplain storage capacity (present obstacles), which raises the upstream floodwater height. The city shall not allow structures within 100-year management and avoid structures with the 200-year floodplain where possible.

Wisconsin's wetlands provide a variety of critical functions: they provide habitat for wildlife, store water to prevent flooding, and protect water quality. However, the wetlands have continued to be destroyed and degraded as they are drained and filled for agriculture, development and roads, and impacted by pollutants. Coinciding closely with floodplain, wetlands prevent development in certain parts of the city. Because of this, the city should seek to minimally disturb existing wetland areas.

Wetlands are portrayed on **Map 6-3, the Protection Areas Map**. Floodplain is also on **Map 6-3**, in addition to being portrayed on the **Current Land Use Map** and **Future Land Use Map**.

Wildlife Habitat Plus Parks & Open Space

Many areas in southern Wisconsin, prior to European settlement, were characterized by grassland ecosystems. These areas are important habitat for grassland birds, which according to the UW Extension Service and DNR have been declining significantly in recent decades. Wetlands are also important habitat for numerous amphibian and bird species.

As Wisconsin's land ownership becomes increasingly fragmented, habitat also tends to become more fragmented. This is particularly relevant to species that require a large range or contiguous habitat. Fragmented ownership negatively impacts species by causing inconsistencies in habitat management and making it more difficult and expensive for the DNR or private organizations to acquire land for preservation.

Large tracts of high-quality natural areas in Juneau County include fifteen (15) [State Natural Areas \(SNAs\)](#), which are designated by the Department of Natural Resources (DNR) to protect outstanding examples of native natural communities, significant geological formations, and archaeological sites. State Natural Areas also provide the last refuges in Wisconsin for rare plants and animals. The two (2) SNAs closest to the City of Mauston include [Bass Hollow SNA](#) and [Buckhorn Barrens SNA](#).

Chapter 5 noted the city has nine (9) parks or recreation areas within its extents. In addition, residents may visit other county, state, or federal recreational areas. Several of these amenities are portrayed on **Map 6-2, the Parks and Natural Areas Map**. Because of their significance to quality of life, the city should maintain and update its existing parks while collaborating with entities like the DNR to ensure high quality recreational and natural areas remain for future generations.

Metallic/ Nonmetallic Mineral Resources

There are no metallic mines operating in Wisconsin. Although some of the bedrock, particularly in the northern part of the state, contains metal bearing minerals, there are no known metallic mineral deposits of economic value found in or near the City of Mauston.

Nonmetallic mining is a widespread activity in Wisconsin, especially frack-sand mining (FSM). NR 135 of the Wisconsin Administrative Code establishes a statewide program regulating nonmetallic mine reclamation. The law also allows landowners to register economically viable nonmetallic mineral deposits that are not actively being mined. Registration allows for identification, preservation, and planning for future development of marketable resources. No mines are operating in the City of Mauston, though an industrial sand is located east of Tomash, near the Monroe County – Juneau County border.

Air Quality

The United States Environmental Protection Agency's (EPA's) National Ambient Air Quality Standards ([NAAQS](#)) tracks six (6) pollutants: particulate matter (PM), ozone, carbon monoxide, sulfur dioxide, nitrogen dioxide, and lead. While the city and broader Juneau County are not in an attainment area (which have to meet certain criteria), air quality directly affects health and therefore quality of life metrics in a community.

The DNR Air Management Data Viewer ([AMDV](#)) tool allows users to view air permitted facilities, facility emissions, and air quality monitoring sites in Wisconsin. Several facilities are located in Mauston.

6.5 Cultural Resources

City of Mauston History

Mauston was founded by Milton M. Maughs, with a founding name of Maughs Town. The town (at the time) was bolstered by the timber industry in early Wisconsin. A dam and sawmill were built in what is now Mauston in 1842, but growth was slow. A bridge over the Lemonweir River in 1866 helped change that, alongside becoming the Juneau County seat over New Lisbon in 1864.

Geographically, Mauston's prime location has bolstered commerce. In fact, Mauston's location along I-90/94 makes it nearly equidistant between Chicago, IL and the Minnesota's Twin Cities – 210 miles and 220 miles respectively. Additionally, Mauston has the Canadian Pacific Kansas City (CPKC) rail line pass through city extents, parallel to the Lemonweir River.

The city was incorporated in 1887, and today is full service municipality with police and fire, (waste)water utilities, refuse and recycling collection, parks and recreation, planning/zoning resources, and more!

Today, the city is a place mindful of its rich past while gazing towards desired future with economic activity and enough housing to satisfy resident and day-tripper alike. For those interested in learning more about Mauston's history, consider visiting Boorman House on Union Street, the Hathc Public Library, or the [Wisconsin Historical Society](#) for more information.

Buildings

The city has a long history of changing with the times. However, some things have not changed. Important buildings or places connect the past to the present, telling the social, cultural, economic, and political history of people in a way that no printed word or photograph can. Thus, telling the story of Wisconsin's historic architecture is a way of documenting the diverse experiences of Wisconsin people and places.

The [National 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. Most properties become part of the Inventory because of a systematic architectural and historical survey, and inclusion in this inventory conveys no special status, rights or benefits to owners of these properties. These sites are in addition to those on the National and State Register of Historic Places.

Archaeological Sites

Archaeological evidence indicates that people have lived in what is now Wisconsin for over 12,000 years. It is estimated that nearly 80 percent of the archaeological sites that once existed in the state have been destroyed or severely damaged, primarily by modern land practices such as development and farming. Some of the remaining evidence includes Native American effigy mounds, often constructed in the shapes of turtles, birds, bears, and other animals.

The Wisconsin Historical Society ([WHS](#)) maintains the [Wisconsin Historic Preservation Database](#), which notes cemeteries and burial sites in the state. Burial sites and cemeteries, whether or not they are included in the database, are protected from intentional disturbance by Wisconsin law. There may be additional sites worthy of protection that are not listed.

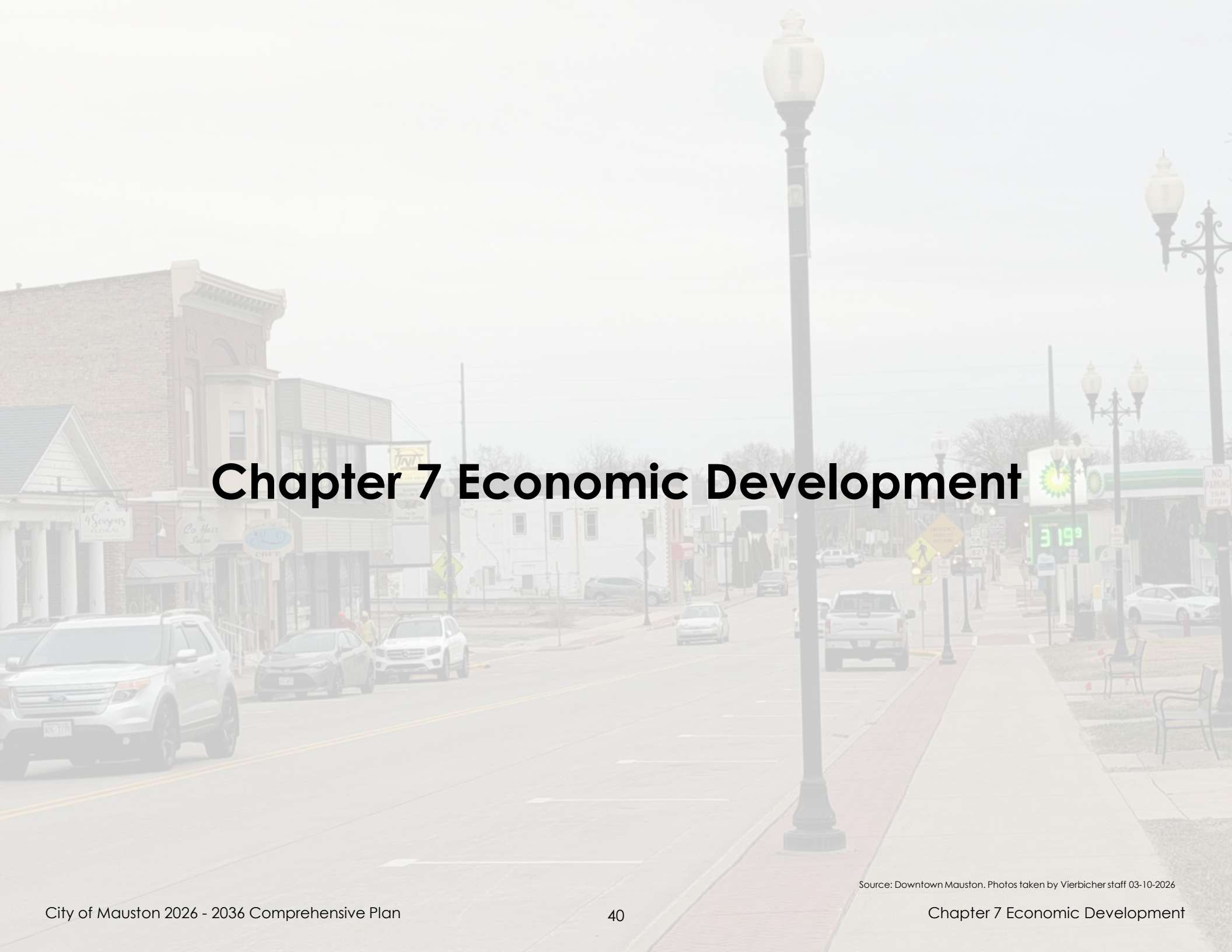
Laws & Statutes Regarding Archaeological Sites

A summary of some applicable federal and state laws follows:

- Federal Projects - Section 106 of the National Historic Preservation Act of 1966, as amended, requires federal agencies to ensure that their actions (grants, funding, permits, activities such as highway building, etc.) do not adversely affect archaeological sites on or eligible for the National Register of Historic Places. Local development efforts that are in any way making use of federal funding or that require federal permits, much evaluate project activities on known historic or archaeological sites and may be required to investigate the potential for such resources prior to the approval of federal funding or permits.
- State Projects – Archaeological sites can be protected during the course of state agency activities (funding, permits, ground-disturbing projects) if the sites have been recorded with the Office of the State Archaeologist. See Section 44.40 Wisconsin Statutes.

- Political Subdivision Projects – Archaeological sites may be protected during the course of village, city, county or other political subdivision projects (e.g. building, road construction, etc.) but only if the site is listed on the National Register of Historic Places. See Section 44.43 Wisconsin Statutes.
- Burial Sites – All human burial sites, including cemeteries and Indian mounds, are protected under State law Section 157.70 Wisconsin Statutes. The law applies to both public and private lands. Owners of burial sites may receive property tax exemptions. The State Historical Society of Wisconsin Burial Sites Program administers the law.
- State Lands – It is illegal to remove artifacts or otherwise disturb archaeological sites on state or political subdivision (village, city, county) lands without a permit under the Field Archaeology act – Section 44.47 Wisconsin Statutes. The law applies to both archaeological sites on public lands and submerged sites such as shipwrecks on publicly owned bottomlands under lakes and rivers. The Office of the State Archaeologist administers permits, which typically are only given to professional archaeologists.
- Tax Incentives – Most types of archaeological sites are not protected from destruction by private landowner activity on privately owned lands. Exceptions are covered above. As an incentive for private landowners to protect archaeological sites on their lands, the state offers a property tax exemption if the landowner formally agrees to protect the site.
- Archaeological Consultants – The Office of the State Archaeologist maintains a list of archaeological consultants qualified to conduct archaeological studies to identify and evaluate sites under various federal and state historic preservation laws and statutes.

As is the case with natural resource protection, historical and cultural resource protection will require the community to enhance its efforts to promote an understanding for the area's historic and cultural landscape and discourage development that is incompatible. The city intends to coordinate to the extent possible with adjacent jurisdictions to ensure protection of important cultural resources as well as collaborate with local, county and state agencies working to protect historic and cultural resources and enhance opportunities for cultural awareness.



Chapter 7 Economic Development

7.1 Economic Development Overview

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.

The economic development element of a Comprehensive Plan explores the relationship between economic activity and land use. Through the goals, objectives, and policies of this element (**see Chapter 10**), the community establishes guidelines for making decisions about where economic activity should occur, what types of economic activity are acceptable within the community, desired within the community, what constraints should be imposed on economic activity for the benefit of the community, and how the community should be involved in promoting development of appropriate types of economic activity.

Mauston is the county seat for Juneau County along the Lemonweir River and seventy-five (70) miles northwest of the City of Madison, the state capital. This provides a strong foundation of jobs and educational opportunities in the region. Additionally, Mauston leverages its position as a hub of business and transportation to enhance the local economy.

To maximize these benefits, it is important for this region to be serviced by a network of robust transportation infrastructure (**Chapter 6**). As referenced earlier, the city is served by U.S. Highway 12/16, STH 8, STH 82, CTH G, and CTH K stitching the city, adjacent towns, and destinations beyond together. This region also benefits from railroad infrastructure owned by the Canadian Pacific Kansas City (CPKC), which links Wisconsin to national rail infrastructure.

As will be seen in **Chapter 8 Intergovernmental Cooperation**, governments in the region have collaborated, and expanded collaboration should occur into the future on economic development and other matters.

7.2 Local Survey Results

The community survey asked respondents “What is the primary way Mauston should expand its economy?” Twenty-four (24) of thirty-two respondents (75 percent) responded that pursuing new businesses should be the primary strategy, with four (4) respondents (12.5 percent) saying support existing business expansion, and four (4) respondents (12.5 percent) saying expand residential development (please view **Appendix C** for further information).

A similar pattern was seen with the attendees of the January 7, 2026 public engagement event. This suggests that residents desire an expanded offering of services and housing compared to what is currently available. Some items discussed included:

- Protectionism in existing businesses; process courting new businesses
- Decrease/closure of grocery stores, lumberyard (late 2025), etc.
- If people leave for groceries, what else do they buy elsewhere?
- “Stuff” to do / Events
- Industrial Park doing well
- Need positivity and outreach, plus training (for the trades)

Some pointed to increasing information (and access to it), then having a range of recreation, business (restaurants), and placemaking opportunities (develop a public center near trails or green space) to bring folks into the city and have them stay awhile.

7.3 Labor Force Characteristics

The connection between population and labor supply is crucial. The size of a community and the diverse traits of its people (like age, family structure, income, education) play a significant role in shaping employment patterns. The [2024 ACS](#) estimated the unemployment rate is 1.2%. An estimated 2,090 people over the age of 16 are employed. Aging population and lacking housing or childcare options affect labor force participation. **Table 7-1** on the following page shows employment status for Mauston.

Educational Attainment

Educational attainment plays a crucial role in shaping income levels and driving economic development within a community. Higher levels of education typically lead to better job opportunities, higher wages, and greater job stability. This, in turn, boosts the overall economic health of the community, as residents with higher incomes contribute more to local businesses and services through increased spending.

Table 2-5 in **Chapter 2** portrays educational attainment by City residents. An estimated 89.0 percent of city residents aged 25 and older have a high school diploma or GED, while 20.3 percent have a bachelor's degree or higher education.

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.

When the median income level is lower than the state average, several challenges can arise. Lower household income levels can lead to reduced consumer spending, which impacts local businesses and limits economic growth. This can also strain municipal budgets as smaller property tax revenues make it difficult to fund essential services such as education, healthcare, and public safety. Addressing the educational and training needs of the workforce is crucial in elevating income levels and fostering economic development. While lower median income levels pose significant challenges to buying power, strategic planning and investment in key areas can help overcome these setbacks and pave the way for future economic growth and development.

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](#). This is lower than the \$77,488 median household income for the State of Wisconsin. Considering the strong correlations between education and income; household income may rise with increased education and/or access to different types of employment. **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: "S1901 Income in the Past 12 Months," 2024 ACS. Accessed by Vierbicher Staff on February 1, 2026.

7.4 Economic Base

Employment and Employers by Industry

An industry is a distinct group of businesses, and businesses are classified according to the primary type of good or service produced. Industries are typically organized by North American Industry Classification System ([NAICS](#)) codes. Industry employment is generally influenced by several factors, such as the state of the economy, though the overall effect by industry on employment varies. **Table 7-3** shows employment by industry in Mauston.

The City of Mauston has a relatively-diversified economic base and is a net importer of labor – that is, the city has more jobs than employees available in the city (see **Appendix A, Note 4-2** for more information). Key economic activities within the city are reported in **Table 7-4** on the following page. The education & healthcare, manufacturing, and retail trade sectors are vital to the City of Mauston, representing a majority of the city's employment.

7.5 Commuting

Commuting patterns give us a glimpse into the city's economic health. The 2024 ACS estimates that 78.6% of residents drive to work alone, while 5.0% carpool (see **Table 4-1** in **Chapter 4** for more information). The U.S. Census Bureau's OnTheMap tool (see **Appendix A, Note 4-2**) shows that an estimated 1,305 city residents commute to work outside of the city, while 3,245 people who work in Mauston live elsewhere. This represents an opportunity to increase the estimated 558 Mauston residents whose employment is within city limits.

Table 7-3 Employment by Industry

Category	Quantity	Percentage
Civilian employed population 16 years and over	2,052	100.0%
Agriculture, forestry, fishing and hunting, and mining	0	0.0%
Construction	121	5.9%
Manufacturing	371	18.1%
Wholesale trade	12	0.6%
Retail trade	265	12.9%
Transportation and warehousing, and utilities	117	5.7%
Information	6	0.3%
Finance and insurance, and real estate and rental and leasing	41	2.0%
Professional, scientific, and management, and administrative and waste management services	119	5.8%
Educational services, and health care and social assistance	493	24.0%
Arts, entertainment, and recreation, and accommodation and food services	204	9.9%
Other services, except public administration	62	3.0%
Public administration	241	11.7%

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

7.6 Growing Industries

To guide future workforce development activities, an estimate of future industry and job growth is needed. **Table 7-4** is a projection of the fastest growing industries around the state of Wisconsin from 2020 through 2030, showing that health care, education and trade, transportation, and utilities are set to see the largest percentage increases in employment from 2020-2030.

7.7 Economic Development Programs

While national forces play a part in business location decisions, there are numerous state, regional, and local factors (such as tax structure, laws, incentives, regulations, and infrastructure) that typically play an even more significant role. There are numerous programs and laws available to assist municipalities with economic development, though competition for grant or loan programs can be fierce.

Table 7-4 Wisconsin Employment Projections by Industry

Wisconsin Projections by Sector 2020-2030					
Industry Code	Industry Title	Estimated Base Year Employment	Projected Estimated Employment	Numeric Change in Employment	Projected Percentage Change
000067	Self Employed and Unpaid Family Workers; All jobs	168,244	166,492	(1,752)	-1.04%
101100	Natural Resources and Mining	49,737	51,573	1,836	3.69%
101200	Construction	123,837	133,129	9,292	7.50%
101300	Manufacturing	458,244	482,173	23,929	5.22%
102100	Trade; Transportation; Utilities	533,222	560,145	26,923	5.05%
102200	Information	44,830	46,710	1,880	4.19%
102300	Financial Activities	152,900	156,232	3,332	2.18%
102400	Professional and Business Services	309,439	328,463	19,024	6.15%
102500	Education and Health Services	654,744	697,547	42,803	6.54%
102600	Leisure and Hospitality	231,224	283,992	52,768	22.82%
102700	Other Services (except Government)	147,558	154,250	6,692	4.54%
102800	Government	166,218	170,713	4,495	2.70%

Source: "Wisconsin Projections for Super-Sector 2020-2030 projections." State of Wisconsin Department of Workforce Development. Accessed by Vierbicher staff February 1, 2026.

Some tools include Tax Increment Financing (TIF), Community Development Block Grants (CDBG), brownfield grants from the State of Wisconsin, and low-interest loans for small businesses and farmers from state and federal agencies. Below is a compilation of economic development programs that are available for use within the city. It should be noted this list is not all-encompassing, and other opportunities may be listed in other chapters within this Plan or elsewhere.

Local Tax Increment Districts

The City of Mauston promotes business development in its two (2) active Tax Increment Districts (TIDs). TID No. 4 was created in 2022 and expires in 2049. TID No. 5 was created in 2022 and expires in 2042. The city can utilize Tax Increment Financing (TIF) to pay for eligible costs related to economic development activities. The project plans for each TID includes a listing of eligible costs and the projected expenses related to those costs. Typical eligible expenses include cost for infrastructure, land acquisition, site development, and developer incentives. As a result of incurring project costs, the city anticipates "tax increment" generated by developments within the TID. The tax revenues generated by the new increment value are used to pay for the eligible costs incurred.

Additional Grant or Loan Programs

CDBG - Public Facilities Economic Development Program (PFED) - grant funds are awarded to local governments for public infrastructure projects that support business expansion or retention. Examples of eligible applications include: new or improved water & sewer service and streets that result in business expansion and job opportunities for low- and moderate-income individuals.

CDBG Public Facilities Program (PF) - funds help support infrastructure and facility projects for communities. Examples of eligible projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, and community centers. Grants are limited to projects that, if implemented, meet a CDBG National Objective.

CDBG - Planning Program (PLNG) - support community efforts to address improving community opportunities and vitality. Examples of eligible projects include the development of comprehensive plans, community development plans, and small area and neighborhood plans. Grants are limited to projects that, if implemented, meet a CDBG National Objective.

Economic Development Administration (EDA) Planning and Local Technical Assistance Program - Assists eligible recipients in developing economic development plans and studies designed to build capacity and guide the economic prosperity of an area or region.

Commercial Revitalization Loan Fund (CRLF) - Provides financing to businesses and real estate development projects that help revitalize downtown and commercial districts.

Community Development Investment Grant - The CDI Grant Program will support urban, small city and rural community (re)development efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts.

Brownfields Grant Program - Any city, village, town, county, individual, tribal entity or business may apply for funds. Brownfields Grant funds may be used for brownfields redevelopment or associated environmental remediation activities on sites with demonstrated soil, groundwater or vapor contamination.

7.8 Property Values

The Wisconsin Department of Revenue maintains a [Final Statement of Assessment \(SOA\)](#) for every taxing jurisdiction in the state, arranged by county. This database is a valuable resource for analyzing local economies. The total assessed value is an indicator of the property taxes a community might have at its disposal. Dividing assessed value by the population provides the per capita assessed value; a figure which reflects the amount of property per person that can be taxed to provide services. A higher per capita rate of property assessment suggests that a lower tax rate is possible to provide the same amount of services. **Table 7-5** portrays the city's assessed value and associated percentages.

Table 7-5 2025 City Assessed Values

Property Use	City of Mauston	
	Total Value*	Percent
Residential	\$ 160,169,600.00	53.98%
Commercial	\$ 121,775,700.00	41.04%
Manufacturing	\$ 14,327,300.00	4.83%
Agricultural	\$ 57,300.00	0.02%
Undeveloped	\$ 96,900.00	0.03%
Ag. Forest	\$ 24,000.00	0.01%
Forest	\$ 233,800.00	0.08%
Other	\$ 10,500.00	0.00%
TOTAL	\$ 296,695,100.00	100.00%
Per capita**	\$ 68,252.84	-

Source: "Final Statement of Assessment, 2025." Wisconsin Department of Revenue. Accessed by Vierbicher staff February 1, 2026. *Value is land plus improvements, where applicable. **Population based upon 4,347 residents in 2020 Census

The city's residential assessed value went from \$102,020,300.00 (51.7 percent) to \$160,169,600.00 (54.0 percent), a residential assessed value increase of \$58,149,300.00 from 2020 to 2025. The city's 2025 manufacturing assessed value of \$14,327,300.00 is greater than the 2020 value of \$14,307,100.00, though the percentage has decreased, 7.25 percent to 4.83 percent in 2025. The city's commercial equalized value from 2020 to 2025 increased in magnitude from \$80,560,500.00 to \$121,775,700.00 and increased as a percentage of the whole (40.84 percent to 41.04 percent, respectively). These results show the city has a greater proportion of its equalized value in 'residential' uses. For the future, pursuing new business opportunities (referenced earlier under survey results and in the next section) will help avoid too many eggs being in one basket if economic events affect housing values, while generating increased economic activity and community vibrancy.

7.9 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

Many desired economic activities build upon the city's existing strengths, such as its family-friendly nature and proximity to natural amenities, which boost tourism.

Tourism is a critical sector for Mauston due to its impacts on economic activity plus job creation. As seen in **Table 7-3**, nearly ten (10) percent of city businesses (and 37.8 percent of employees) are in the arts, entertainment, recreation, accommodation, and food service industries. These businesses, in turn, support the thirteen (13) percent of city businesses which are retail trade, ranging from food stores to gas stations.

Recreation presents opportunities to bolster tourism and economic activity. For example, docking and landing fees; camp fees; and boat/trailer/camper/RV rentals or payments all represent recreational economic activity. In conjunction with other portions of this plan, such as **Chapter 5**, opportunities to expand recreation access, such as renovated or new boating piers or launches, would expand the reach and benefit of tourism dollars to the city. Similarly, activities such as boat repair and maintenance would provide jobs and an amenity which would make visiting Mauston for water recreation easier and more carefree.

7.10 Environmentally Contaminated Sites

Brownfields are abandoned, idle or underused industrial or commercial facilities, the expansion or redevelopment of which is adversely affected by actual or perceived environmental contamination. To ensure all city land is used to its highest and best use, even environmentally-damaged lands should be acknowledged, identified, cleaned up, then returned to productive uses. The first step is to identify the brownfield properties in the jurisdiction. Then, Phase I and Phase II environmental assessments can be performed to allay the fears of developers about the presence of environmental contamination. However, sometimes sites or structures do require remediation or removal, such as gas stations. In those cases, grants are frequently offered by the Wisconsin Department of Natural Resources ([DNR](#)) to pay for a portion of brownfield assessments, building demolition, and environmental clean-up. Adaptive reuse, and similar redevelopment opportunities should be sought after in the city to maximize the utilization of existing city land.

The DNR's Bureau for Remediation and Redevelopment Tracking System ([BRRTS](#)) utilizes the [RR Sites Map](#) to show remediation and redevelopment sites, that are active or closed, and whether continuing obligations apply. Using the tool in February 2026, more than one dozen Mauston sites, such as such as Doyle Handmark CORP, Oakdale Credit Union, 240 W. State St., Band Box Cleaners and Laundry, WM & ME LLC Property, Butz Cleaners & Laundry, Bobergs Gas and Go, Vacuum Platers Inc., Kastner Garage, and more were marked as "*continuing obligations apply*." Should contaminated or affected sites change hands and/or uses in the future, the city should collaborate with the DNR and other entities to ensure the safe, appropriate reuse of lands within the city.



Chapter 8 Intergovernmental Cooperation

Source: Show Barns at Juneau County Fairgrounds. Photos taken by Vierbicher staff 03-10-2026

8.1 Intergovernmental Cooperation Overview

Some goals, objectives, and policies outlined in this 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 City residents, collaboration across different governmental bodies and levels becomes necessary.

This chapter examines government units at varying scales, and ongoing planning initiatives. Additionally, this chapter explores potential concerns leading to avenues for intergovernmental cooperation.

Several examples of Intergovernmental Cooperation are in **Table 8-1**. It should be noted that 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.

Table 8-1 Examples of Intergovernmental Cooperation

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

Source: Vierbicher staff. Prepared February 2, 2026

8.2 Local Survey Results

Residents in their community survey responses (in **Appendix C**) had several responses which hinted at intergovernmental cooperation. Including:

- Transportation (beautification / clean-up near interstate)
- *"How can the city help to further develop the fair grounds area that [JCAIRS](#) owns? It seems there could be a lot of potential to draw trade shows, gun shows, conventions if that was developed further. That would positively impact the rest of the city with tertiary revenue (gas, food, lodging)."*
- School district concerns (vitality, teacher quality, etc.)

Greater communication with and to residents could show the partnerships the city has with various governments or entities, and how those partnerships strengthen the city. There is support for collaboration: January 7, 2026 engagement event participants supported Mauston pursuing shared service opportunities with surrounding communities, suggesting there are greater opportunities for both collaboration and education.

8.3 Existing Intergovernmental Cooperation

Table 8-2 outlines types of intergovernmental agreements that Wisconsin state statutes provides for local governments to utilize for collaboration on areas of common concern. A text description of these tools follows.

Table 8-2 Types of Intergovernmental Agreements

	General Agreement	Stipulation & Order	Revenue Sharing Agreement	Cooperative Boundary Agreement
State Authorization	§ 66.0301	§ 66.0225	§ 66.0305	§ 66.0307
Uses	Services	Boundaries	Revenue Sharing	Boundaries, Services, & Revenue Sharing
Who decides	Participating Municipalities	Municipalities named in lawsuit, judge, residents if referendum requested	Participating Municipalities	Participating Municipalities & Department of Administration (DOA) Municipal Boundary Review
Referendum	No	Binding referendum possible	Advisory referendum possible	Advisory referendum possible
City using this tool?	No	No	No	Yes

Source: Intergovernmental Cooperation, Wisconsin Department of Administration (DOA)

General Agreements

Allow local units of government to cooperate for the "receipt or furnishing of services or the joint exercise of any power or duty required or authorize by law."

Some General Agreement examples include Fire District, EMS, and Police. Other examples may include:

- Municipalities jointly bidding major street projects as well as auctioning surplus public works equipment.
- Public Works (PW) and/or water utilities servicing customers outside a municipality's boundaries
- Coordination and delineation of road repair and/or maintenance obligations amongst City, County, or State (WisDOT).

Stipulations and Orders

Allows local units of government to resolve an on-going legal battle over a boundary conflict with a legally binding stipulation and order. In this instance, the parties involved would enter into a binding agreement where the court with appropriate jurisdiction would fix the boundary line.

Municipal Revenue Sharing Agreements

Cities, villages, towns or counties are able to enter into municipal revenue sharing agreements, whereby adjoining local units of government can share taxes and fees. However, the revenue pressures faced by local units of government make revenue sharing difficult.

Cooperative Boundary Agreements

Can be used to resolve boundary conflicts between villages, cities, and towns and may include revenue sharing or any other arrangement. With adoption of a cooperative boundary agreement, the rules of annexation do not apply.

The city may have growth opportunities for annexation within the life of this Plan. This type of agreement has been used by the City of Mauston for decades. [The Cooperative Plan Agreement Between the City of Mauston and the Town of Lemonweir](#) was filed with the DOA on May 28, 2002 and contains process and criteria for land use regulation and annexation activities on an estimated 3,820 acres. People can look at these agreements in the Wisconsin Department of Administration (DOA), Division of Intergovernmental Relations' [Municipal Data System \(MDS\)](#) webpage under "[Boundary Agreements](#)" for further information.

8.4 City Organizational Structure

The City of Mauston operates through a mayor/council form of government. The Council is responsible for setting policies; it has seven (7) alders, one (1) per aldermanic district, elected to two (2) year terms. The mayor is also elected at-large and presides at city council meetings. The City Administrator and Deputy Clerk/Treasurer facilitate day-to-day city tasks, and the Public Works Director ensures city infrastructure is adequately maintained.

The city has [several standing committees](#) defined by ordinance, including Finance and Purchasing; Health, Welfare, and Sustainability; Ordinance, License, and Permits; Public Works; and Personnel and Negotiating. These standing committees work on a specific area and develop proposals and recommendations for consideration of the full city council. Many of these serve in an advisory capacity to the city council, while others have the authority to act independently. These bodies are comprised of members appointed to standing committees.

Statutory Commissions and Committees include: Plan Commission, Zoning Board of Appeals, Park Board, Police & Fire Commission, Library Board, Mauston Housing Authority, and Redevelopment Authority.

Special / Multi-jurisdictional committees include the Mauston Board of Tourism, Mauston Tree Board, Airport Commission, Ambulance Association, and Extraterritorial Committee.

8.5 Adjacent Local Units of Government

Adjacent Municipalities

The City of Mauston is west of the Town of Lemonweir, which has a five-person Board of Supervisors, including the Chairperson.

The Town of Lindina is south and west of the city. It has a three-person Board of Supervisors, including the Chairperson.

The Town of Lisbon is north and west of the City. It has a three-person Board of Supervisors, including the Chairperson.

Juneau County Government

The City of Mauston is in Juneau County. The Board of Supervisors acts as the policy-making body of the County government. It establishes county ordinances, levies taxes, passes laws concerning law enforcement, and appropriates money for services. The City of Mauston is represented by Supervisory Districts 1-4. There are [21 supervisors](#), each representing a particular geographic area.

8.6 Regional Governmental Bodies

North Central Wisconsin Regional Planning Commission (NCWRPC)

Wisconsin Statute [§66.0309](#) allowed for the creation of nine (9) regional planning commissions, which are created with the consent of local governing bodies and the governor. RPCs provide a wide range of services to local units of government within its geographic boundary, including planning assistance on regional issues, assist local interests in responding to state and federal programs, provide advisory service on regional planning problems, act as a coordinating agency for programs and activities, and provide cost shared planning and development assistance to local governments. There are some jurisdictions which are not served by an RPC.

The North Central Wisconsin Regional Planning Commission ([NCWRPC](#)) was created in 1973 to provide planning and economic development services with the goals of preserving the environment, expanding the economy, and increasing quality of life. Its 30-member Commission represents ten (10) counties. Three commissioners from each county are included, and the commissioners oversee the executive director plus staff.

Metropolitan Planning Organizations (MPOs)

The City of Mauston is not within an MPO. However, MPO functions, such as economic development, land use, and transportation, are performed by [NCWRPC](#).

Metropolitan planning organizations (MPOs) are federally-sanctioned entities charged with transportation planning on a regional basis and are designated for each urbanized area in the United States with a population greater than 50,000. There are fourteen (14) MPOs that provide transportation planning for seventeen (17) metropolitan areas. WisDOT hosts a [Wisconsin MPOs and RPCs Map](#). The work MPOs perform, such as preparing and adopting long-range transportation plans, provide a multi-modal investment strategy for meeting the mobility needs of people and businesses within its jurisdiction. These goals and initiatives influence transportation across the state, including the City. Additionally, MPOs develop a short-range transportation improvement program to prioritize federally funded improvement projects. MPOs also ensure that state and federal requirements relating to regional transportation planning are implemented. These MPOs are administered by a board consisting primarily of elected officials from the local jurisdictions within the geographic boundary of the MPO.

Funding for MPOs is provided through a combination of federal, state, and local funds. Each MPO is governed by a board consisting primarily of chief elected officials who represent different parts of the area served by the MPO. A technical committee (typically referred to as a Technical Advisory Committee, or TAC) advises the policy board. In some MPOs, specialized committees serve as advisory bodies to the policy board.

Chapter 6 Transportation touches upon transportation plans which are guided or created by MPOs. Its planning area includes existing urban area plus the projected 20-year growth area for cities, villages, and towns expected to become (more) urbanized in a 20-year planning period. The nearest MPO to Mauston is the [La Crosse MPO](#).

8.7 Special Purpose Districts

Special purpose districts are local units of government that are created to provide a specified public service. As an example, local school districts and the vocational educational districts in the state are considered special districts because they have been created to provide a single service – education. **Table 8-3** lists several special districts and their authorizing statutes, followed by a couple examples.

Table 8-3 Special Purpose Districts & Their Authorizing Statutes

Type of District	State Authorization
Metropolitan sewerage district	Chapter 200
Town sanitary district	Subchapter IX, Chapter 60
Drainage district	Chapter 88
Public inland lake protection and rehabilitation district	Chapter 33
Local exposition districts	Subchapter II, Chapter 229
Local professional baseball park district	Subchapter III, Chapter 229
Local professional football stadium	Subchapter IV, Chapter 229
Local cultural arts district	Subchapter V, Chapter 229
Architectural conservancy district	§ 66.1007

Source: Vierbicher staff accessing Wisconsin Statutes on February 2, 2026.

Like municipalities, special purpose districts derive their authority from state statutes. They have geographic boundaries that may or may not coincide with those of counties, villages, cities, or towns. Once a special district is created, it becomes an autonomous body often with its own taxing authority.

In a few instances, state statutes create unique districts (e.g., professional team districts) but typically authorize counties, towns, cities, and villages to create special districts according to the requirements contained in the statutes.

Drainage Districts

The DATCP [Drainage Program Fact Sheet](#) notes that these districts drain land for agricultural and other purposes. Landowners in a district who benefit from drainage conveyance must pay assessments to cover the cost of constructing, maintaining, and repairing the system. Throughout Wisconsin there are hundreds of these districts, but not all districts have remained active, owing to changing land uses. These districts exist in nearly two dozen counties in Wisconsin. However, the City of Mauston is neither in nor contains a drainage district, per the DATCP [Interactive Map of Wisconsin drainage districts](#). The closest drainage district, Little Yellow, is west of Necedah.

Technical College District

The [Wisconsin Technical College System](#) contains 16 technical college districts. The [map](#) shows the City of Mauston is in the [Western Technical College](#) district. The college is operated under the direction of the [Western District Board](#). The board consists of nine members and The district's office is located at 400 7th Street North La Crosse, WI 54602-0908. The Board has one (1) member from Mauston.

School District of Mauston

The City of Mauston is one of several communities in the [School District of Mauston](#). The district is governed by a seven-member Board of Education with president, vice-president, clerk and treasurer positions. Members are elected to three-year terms commencing the fourth Monday in April. The Board oversees budget and finance; curriculum, goals and standards; negotiations; personnel; public relations; policy, and transportation for the district.

The school district has an enrollment of approximately 1,299 students from pre-kindergarten through twelfth grade for the 2025 school year, as seen in **Table 5-4**. There are 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. The school district offices are located at 510 Grayside Ave, Mauston, WI 53948. The city and school district should collaborate to understand housing and transportation issues, among other opportunities.

8.8 Government or State Agencies

There are several state agencies whose partnerships are crucial to the city, listed below.

Department of Natural Resources (DNR)

Staff have a range of responsibilities to ensure environmental quality, maintain state parks, and promote recreation. The Natural Resources Board governs the [Department of Natural Resources](#), which is organized into five (5) regions and subsequent geographic management units ([GMUs](#)). Juneau County is within the West Central Region, and additional natural resource information may be read in **Chapter 6**. Because of the Lemonweir River and the fact that DNR staff efforts are often combined with local government and private efforts to manage public resources, an ongoing relationship with the DNR is crucial to protecting the Lemonweir River and its tributaries to note any changes that may be occurring.

Wisconsin Department of Transportation (WisDOT)

U.S. 12/16, STH 58, STH 82, CTH K, and CTH G are crucial transportation arteries running through the community. Given roadway facilities importance to the city (see **Chapter 4**), WisDOT's Southwest Region is an integral partner in city transportation policy, and its [website](#) provides residents information on active and under-design projects.

Department Safety and Professional Services (DSPS)

[DSPS](#) administers and enforces state laws regarding safety and health, especially with regards to building construction and standards by performing commercial plan reviews and site inspections. These commercial review services will be crucial as the City expands in population and business locations into the future.

Department of Agriculture, Trade, and Consumer Protection (DATCP)

[DATCP](#) performs and enforces regulatory programs including the [Farmland Preservation Program](#) for economic growth and ecological protection.

Department of Revenue (DOR)

The [DOR](#) oversees programs that distribute tax revenue to municipalities, the shared revenue program, and municipal Tax Increment Financing Districts. The city has two (2) Tax Increments Districts (TIDs); both districts were created in 2022, with lifespans through 2049 and 2042, respectively.

Department of Administration (DOA)

The DOA fulfills several functions, which ranges from land use planning (including Comprehensive Plan and annexation reviews) to maintaining funding programs and providing information, education, and training.

Wisconsin Emergency Management (WEM)

[WEM](#) focuses on mitigation, preparedness, response, and recovery by building capabilities and coordinating resources to make a safe and resilient Wisconsin. The City coordinates with Crawford County for disaster response. In this light, communication and coordination amongst the City, local governments, WEM, and federal agencies such as FEMA may be necessary contingent upon the severity of the disaster.

8.9 Non-Governmental Organizations

Government capacity in terms of workforce and funding cannot hope to fulfill all needs or challenges. As a result, nongovernment partners play a crucial role. Below are a handful of local nongovernmental organizations (NGOs) whose actions are beneficial to the city, and that the city should work alongside into the future.

7 Rivers Alliance

The [7 Rivers Alliance](#) focuses on business recruitment, growth, and retention in fourteen (14) Iowa, Minnesota, and Wisconsin counties, including Juneau County. It conducts research, and prepares plans creating a vision for businesses and employment.

Juneau County Economic Development Corporation (JCEDC)

[JCEDC](#), similar to the 7 Rivers Alliance, functions as an economic development agency which connects and supports governments, residents, economic development organizations, and educators via collaboration and information-sharing. Its board consists of nine members.

Mauston Chamber of Commerce (potential)

There is not currently a [Mauston Area Chamber of Commerce](#), though there is discussion about a Chamber forming again soon. Chambers foster economic growth, promote local businesses, and enhance community well-being. Through various initiatives, Chamber attract new businesses while also providing resources and networking opportunities for existing businesses to thrive, and organize events that bring together locals and visitors, boosting tourism and creating a sense of community pride. By advocating for policies that benefit local commerce, Chambers help ensure regional economic stability, making them essential partners in the

development of their host communities and surrounding areas. Ultimately, Chambers not only strengthen the local economy but also improve the quality of life for residents.

Juneau County – Agricultural Industrial Recreation Society (JC-AIRS)

[JC-AIRS](#) is committed to “achieving and maintaining a fully developed Veterans Memorial Park.” Home to the Juneau County Fair, their vision is to “expand the park’s purpose and access to the community for year-round social, education, and entertainment events.”

Guardians of Lake Decorah (G.O.L.D.)

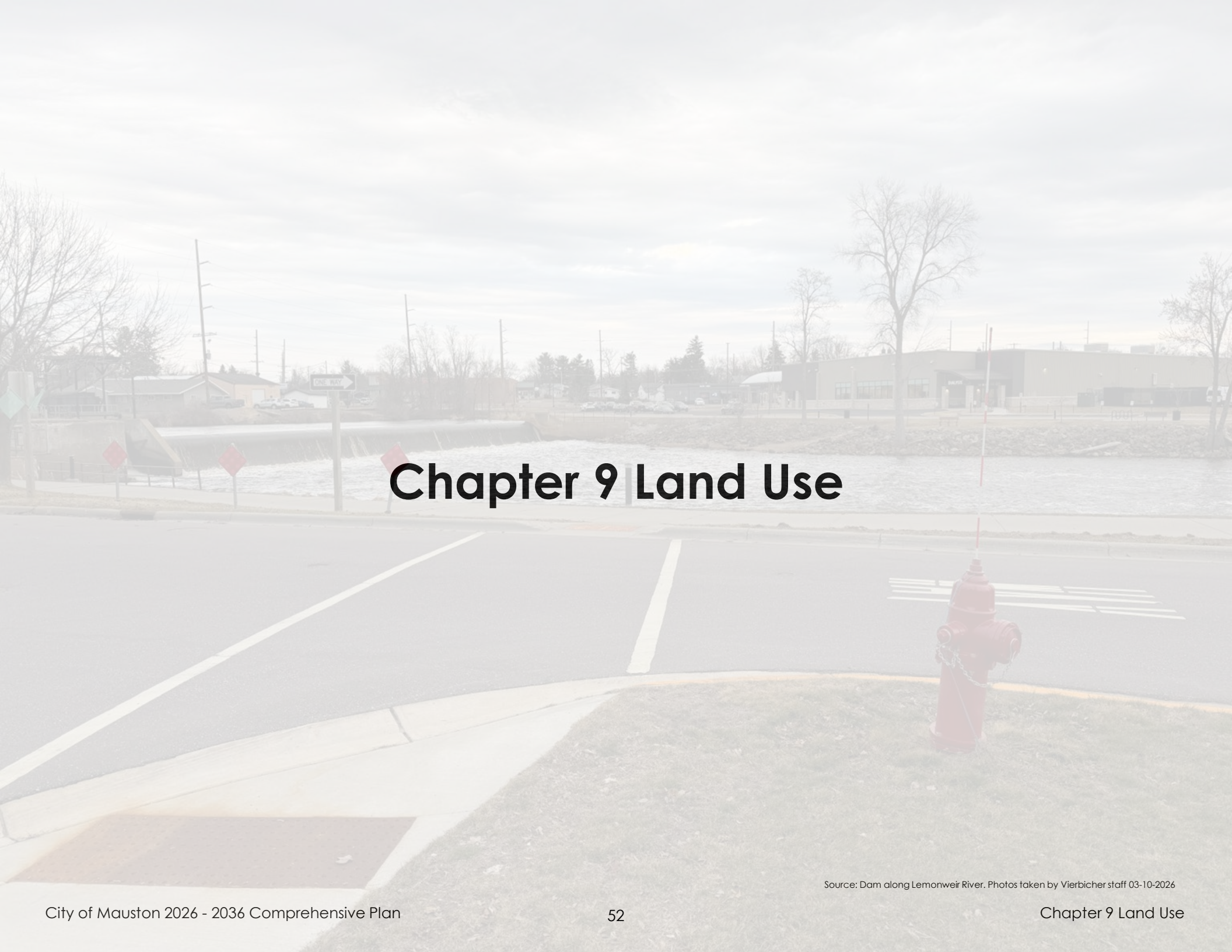
[G.O.L.D.](#) aims to enhance and improve water quality in and around Lake Decorah (the Lemonweir River watershed) through collaborative partnerships and grassroots activities.

8.10 Existing or Potential Areas of Conflict

Amid so many different governmental and nongovernmental actors, there is room for disagreement just as there is room for collaboration. To bring the goals, objectives, and policies for all Plan components listed in **Chapter 10** to fruition, what unites different entities must be more powerful than issues that divide different groups.

Perhaps the most contentious arena for disagreement would be land use. The city may exert extraterritorial jurisdiction (ETJ) 1.5 miles from the city boundary. This is portrayed in the Future Land Use Map. To utilize ETJ, any city or village with a zoning ordinance must pass a resolution which describes the area to be zoned and intent to expand its ordinance. A joint committee is then established consisting of three members from the city or village’s plan commission and three town members in the town(s) to be affected by the zoning ordinance. This committee is then charged with the task of developing a zoning ordinance, which must be approved by a majority vote of the committee. After recommendation of adoption of the zoning regulations by this committee, and adoption by the city or village board, the extraterritorial zoning regulations are enforced as part of the standard ordinances. The authority for zoning regulation in this area of the town is then removed from the county and transferred to the city or village.

Mauston and Lemonweir have an existing cooperative boundary agreement – further agreements between (amongst) the City and Towns of Lisbon and Lindina could be considered to facilitate annexation and development in a beneficial matter to all parties.



Chapter 9 Land Use

Source: Dam along Lemonweir River. Photos taken by Vierbicher staff 03-10-2026

9.1 Land Use Overview

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. This chapter compiles existing land use information and standards to support responsible land division and management while looking to the future with possible land use changes in the city.

The [Mauston Code of Ordinances](#) includes land use decision-making in [Chapter 114 Zoning](#) (the Zoning Ordinance), [Chapter 104 Floodplain Zoning](#), and [Chapter 112 Subdivisions](#). City rules regarding public works and administrative review also exist in the Municipal Code. It should be noted that a development situation may bring other jurisdictions or state agencies, such as the Wisconsin DNR, into the review and approval processes. This is important to remember when proceeding with land development activities; potential applicants should reach out to the city early in their projects to gain an understanding of requirements and realistic timelines.

This Plan replaces the 2016-adopted *City of Mauston Comprehensive Plan's* Future Land Use Map with **Map 9.3 Future Land Use Map** seen in the 'Maps' section following the Table of Contents. The land use goals, objectives, and policies plus their implementation timeframes and responsible entity / entities in **Chapter 10** support the four (4) guiding priorities of this Plan:

- **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.**

9.2 Current Land Use

As mentioned previously, land use is a critical element that affects the growth and development of a community. While *land cover* reports the land's physical condition (developed, barren land, etc.) *land use* reports how humans use the space. For example, a land cover may be "cultivated crops," but the land use is "agriculture." **Section 9.4 Zoning** explains how land use is managed with zoning districts.

The City of Mauston current land use is represented in **Map 9-1 Current Land Use Map** and the areas are reported in **Table 9-1**. For ease of use, subcategories were sorted under larger groups. For example, there are different residential structure typologies (single-family, duplex, etc.) that are all recognized on the map as "residential." A similar approach is used to classify agricultural, industrial, commercial, and Lemonweir River/Other lands.

The former city comprehensive plan classified 2,646 acres of city land, and this plan classifies 2,660 acres. Mauston is 3,142 acres, or 4.91 square miles, in area. The difference between classified land area (zoned land) and total city area is attributable to the Lemonweir River and street right-of-way (ROW) in city extents.

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%
Total	3142.40	4.91	100.00%

Source: Vierbicher staff February 27, 2026

Current land use information reveals 919.59 acres (1.44 square miles, 29.26 percent) of the city is agricultural land use, with the next largest land use being “residential” with 717.30 acres (1.12 square miles and 22.83 percent) of the city. ROW/Utility is the smallest estimated land use, comprising an estimated 87.95 acres (0.14 percent) of the city’s area.

Land use changes over time, and this is touched upon later in this chapter.

Development

Development may increase traffic on State, County, and local roads that pass through the City of Mauston, especially U.S. 12/16, STH 58 and STH 82. Additionally, increases in residential housing may affect the capacity of schools, parks, recreational facilities, natural areas, medical and emergency services, wastewater treatment and other services used by City residents. Wisconsin Statute [§66.0617](#) outlines the procedure and ability for municipalities to leverage impact fees due to the burden new development places on existing or planned facilities. The city may consider impact fees or usage fees as two (2) tools when future development occurs in the city.

9.3 Physical Feature Suitability for Land Use

Natural features and conditions impact planning the land uses that make up a community. All human activity has an impact on the land, surrounding natural resources, and on neighbors. Directing land uses to the most suitable sites and soils protects important natural areas, agricultural land, and groundwater infiltration areas and reduces the cost of construction and providing services.

Soil Suitability and Limitations

Existing soil conditions strongly influence land use possibilities, because development is most easily accomplished at the lowest financial cost and with less chance for environmental damage on soils with slight and moderate limitations. Building on soils with severe limitations due to wetness, slope, erosion potential, or soil low strength will require more expensive engineering solutions or may degrade natural resources.

Agricultural Soils

Map 6-1 is the **City of Mauston Agricultural Soils Map**, showing soil type locations and their attributes.

Highly Erodible Soils & Environmental Corridors

Development should be avoided where environmental corridors, such as highly erodible steep slopes and floodplain, are portrayed on **Map 6-3**, the **City of Mauston Protection Areas Map**. Where there are steep slopes, woodland, or other desirable natural features, residents should ask the city or appropriate agencies such as the Wisconsin DNR if there are questions regarding these natural resources.

Construction should be discouraged on steep slopes. Where construction is permitted, additional erosion control measures should be implemented to protect infrastructure and limit runoff.

Floodplain

The Lemonweir River runs through the heart of Mauston, and flows south where it converges with the Wisconsin River.

The [FEMA Map Service Center](#) reports two (2) flood zones in the City, as seen in **Table 9-2**. Zone AE is base floodplain, and Zone A represents a 1% annual flood chance (“100 year event”). Zone X equates to a 0.2% annual chance of flooding (“500 year event”). An estimated 29.62% of the City of Mauston lies in floodplain (Zone AE), and while much of this land area covers lands zoned as Agriculture (see **9.4 Zoning**) where threat to life and property is lessened, history has unfortunately seen strong storm events or heavy downpours swelling tributaries and causing flooding along the Lemonweir River. For that reason, city collaboration with the [Wisconsin DNR](#), Juneau County, State of Wisconsin, and federal entities such as the Army Corps of Engineers to mitigate flood impacts are warranted into the future.

Table 9-2 Floodplain Zones in the City, by Area

Flood Zones	Area		Percentage of City Area
	(in acres)	(in square miles)	
Zone A - 1% annual flood chance	0.00	0.00	0.00%
Zone AE - base floodplain	931.18	1.45	29.62%
Zone X - 0.2% annual flood chance	2212.82	3.46	70.38%
Total	3144.00	4.91	100.00%

Source: Derived from [FEMA Map Service Center](#). Accessed by Vierbicher staff February 2, 2026

Groundwater, Wellhead, and Surface Water Quality Protection

It is vitally important to protect groundwater recharge areas by maintaining open space and requiring developments to infiltrate rainwater. Rainwater that feeds deep municipal wells usually falls within a mile of the well. It is important to prevent land uses that could contaminate the groundwater from locating within the wellhead area. More information on the City's water system is in **Chapter 5**.

Municipal and agricultural pumping from deep wells can withdraw water from an aquifer faster than it is recharged by rain fall and lower the water table, especially in areas with rapid development, industrial production, or population growth. For that reason, pursuing best practices in water conservation, and pursuing intergovernmental cooperation to protect groundwater, is essential.

A key part of tackling groundwater pollution is identifying pollution sources. Groundwater models assist planners and residents in understanding ground and surface water flow, which then can be used to create maps of recharge zones, groundwater flow, and surface water flow. Information from groundwater models can identify well impacts and protection zones and help researchers better understand the hydrology of the area.

Buildings, roads, and pavement create an impervious surface that prevent infiltration of rainwater into the aquifer and increase runoff into streams, rivers, lakes, and wetlands. For that reason, the City should support intelligent site designs, especially designs which invite opportunities for rainwater collection and infiltration methods to lessen rainwater runoff to protect city waterbodies and maintain a high quality of life.

9.4 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. For a description of the City's zoning districts, please visit [Chapter 114 Zoning](#).

Map 9-2 is the **City of Mauston Zoning Map**, created using city data. **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%
Total	3,142.40	4.91	100.0%

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

9.5 Future Land Use

Map 9-3 is the **City of Mauston Future Land Use Map**. It supersedes the Future Land Use Map created in 2016 for the former *City of Mauston Comprehensive Plan*. The areas for certain land use classifications are reported in **Table 9-4**. Besides infill development opportunities, it is anticipated that agricultural land outside of floodplain, including those in the northeast and southwest areas of the city, represent the most logical place for future residential development.

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	889.80	1.39	28.32%
Commercial	539.19	0.84	17.16%
Industrial	483.27	0.76	15.38%
ROW/Utility	87.95	0.14	2.80%
Lemonweir River/Other	481.86	0.75	15.33%
Total	3,142.40	4.91	100.00%

Source: Vierbicher staff February 27, 2026

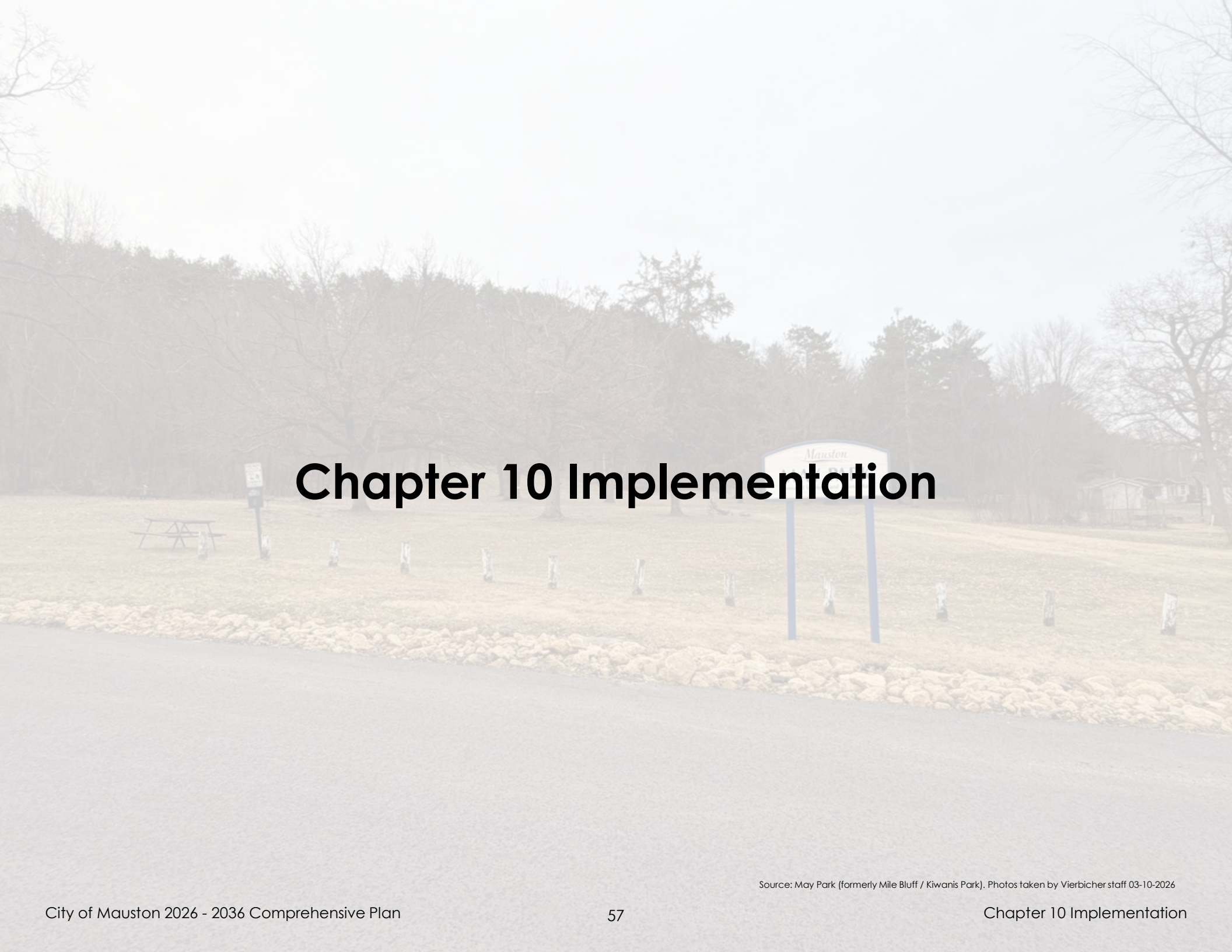
9.6 Survey Feedback & Future Land Use Analysis

The future land use map reflects many factors and builds upon past understanding. The city's compact extents mean extrapolating growth for manufacturing, industrial, or commercial land uses is challenging. The [Economic Profiles 2026](#) from NCWRPC's [Economic Development webpage](#) estimate that the Mauston West Industrial Park has 123 acres available, and the Mauston East Industrial Park has 136 acres available. The city should effectively reuse existing land, such as brownfields (referenced in **Chapter 7**). These approaches reflect what community survey respondents wanted: a cozy, resourceful, and booming community.

It should be noted that the new Future Land Use Map does **not** portray future city lands on land annexed from the adjacent towns. While Mauston may explore new opportunities to geographically expand when landowners ask and where it makes financial sense to do so,

any potential annexation actions which may occur will follow Wisconsin Statute while ensuring a good and strong relationship with the neighboring Towns.

With survey respondents and public engagement participants desiring efficient use of land and more varied types of housing, this Plan represents a good opportunity to outline future development patterns, and **Chapter 10** provides guidelines on these pursuits.



Chapter 10 Implementation

Source: May Park (formerly Mile Bluff / Kiwanis Park). Photos taken by Vierbicher staff 03-10-2026

10.1 Implementation and Progress

The implementation element of a comprehensive plan works collaboratively with the various elements described in the chapters within the Plan. Rather than functioning in isolation, the implementation element serves as a powerful means to showcase the integration of all plan components.

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 the implementation matrix at the end of this chapter, which helps 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 plan for keeping things up to date and making amendments when needed.

Every component of the Plan maintains consistency with one another, and there are no identified conflicts within the document. In cases of uncertainty or inconsistency within the Plan, decision-making should be grounded in the community's priorities, with a primary focus on preserving a friendly, safe, small, and peaceful community. All elements outlined for the City of Mauston in this Plan are crafted with the intention of realizing that envisioned future.

The success of the Comprehensive Plan will be gauged by the City, ensuring that the first priority—preserving a friendly, safe, small, and peaceful 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. The goals, objectives, and policies serve as continual guidance meant to be applied on an ongoing, continuous basis. Ultimately, the Plan's success will be determined by fulfilling the four key priorities and objectives supporting the plan goals.

When a request is brought before the Plan Commission and Common Council, the Plan Commission is tasked with examining the goals, objectives, and policies to ascertain alignment with the City's Plan. If the request aligns with the Plan, the Plan Commission and Common Council have the option to approve the request or advance it to other jurisdictions where appropriate.

Figure 10-1 January 7, 2026 Community Engagement Event



Source: City of Mauston Community Engagement Event, hosted by Mauston & Vierbicher staff January 7, 2026.

10.2 Plan Implementation, Adoption, and Updates

The City of Mauston Plan Commission recommends approval of the Plan to the Common Council, then the Common Council approves the Plan via Ordinance (**Appendix F**). Once approved, the Plan acts as Mauston's strategy and guide for the next ten years. The Plan Commission and Common Council will utilize the goals, objectives, and policies to guide planning practices. Mauston will focus efforts and develop the community's top priorities as reviews take place, decisions are made, and the governing bodies act on behalf of the City of Mauston.

The City Plan Commission & Common Council are responsible for carrying out and adhering to the Plan. Therefore, it is essential for both bodies to routinely review the goals of the Comprehensive Plan as a sound practice in effective planning.

After ten years, a larger review should involve refreshing data, acquiring updated information, and conducting a thorough examination and revision of the goals, objectives, and policies.

This Plan was shaped by data and information aligned with the endorsed goals. Since data captures a specific moment, updates to the Plan are necessary to ensure that the data accurately displays the current environment and incorporates the latest available information.

The Plan Commission will direct any modifications to the Plan. Following approval of final amendments by the Common Council, the process will adhere to all statutory requirements in the event of an amendment or modification. Such changes may encompass alterations to the text, data, information, or maps, as well as modifications to City policies, programs, or services, potentially influenced by state or federal laws. It is crucial to approach amendments carefully, ensuring that they align with and accurately reflect the priorities of the City of Mauston.

The following criteria should be considered before changing the Comprehensive Plan:

- The change is consistent with the goals and objectives and other elements of this Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services. Public facilities and services include roads, drainage, schools, emergency services, parks, and wildlife areas.
- Development resulting from the change does not create an undue impact on surrounding properties including agricultural land. Such development should be consistent with the physical character of the surrounding areas.
- The change does not have a significant adverse impact on working farms, Mauston's character, archaeological resources, or the natural environment including woodlands, slopes, wetlands, surface waters, and groundwater.
- There is a change in city policies or area characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the Comprehensive Plan for the proposed land use or service.
- The change helps the City of Mauston implement its overall goals.

- The change retains consistency among Plan elements.
- The amendment complies with Wisconsin State Laws.

In the face of limited resources, Mauston is compelled to make strategic decisions regarding allocating its resources to various activities. Understanding its residents' unique needs and preferences is important in this process. The following summarizes key Mauston resident priorities, providing valuable insights that guide the community. Mauston can address its residents' most pressing concerns and aspirations by aligning these priorities with available resources.

List of Priorities:

- **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.**

10.3 Goals, Objectives, and Policies Overview

The information in this Plan falls into two categories: historic and current statistical data and forward-looking projections.

This chapter looks forward to establish goals, objectives, and policies as a guide for City leadership as they make strategic and operation decisions over the life of this Plan. The Plan provides nongovernmental organizations (NGOs) such as churches, civic organizations, the school district, and community leaders with the vision to build community support for the Plan, because it will be difficult if not impossible to achieve the ideas contained in this Plan without support from entities outside the City.

10.4 Definitions

To fulfill the four priorities, each comprehensive plan element (the chapter topics) has goals, objectives, and policies. A brief definition for each of the three terms follows:

- Goals – Are idealistic, long-term targets that describes a desired outcome. It may or may not be achieved.
- Objectives – Are actionable and achievable statements. They answer the question “*What* will be done to accomplish the goal?”
- Policies – Are statements or actions which support objectives. They answer the question “*How* will this objective be accomplished in pursuit of a greater goal?”

The implementation matrices for each of the nine (9) comprehensive plan elements (chapters) contain the goals by chapter. The matrix for each chapter contains a goal with supporting objectives and policies, organized with the following information columns:

- Objective Number – Organizes the objectives for a chapter
- Objective Number (Obj. #) – Describes *what* occurs to achieve a goal (or goals)
- Priority – A ranking from 1-3 (1-critical, 2-important, 3-can wait when time/funding allows)
- Policy Number (Pol. #) – Identifies policies (associated to certain objectives)
- Polic(y/ies) – Describes *how* to fulfill an objective
- Timeframe – Organized into four (4) timeframes: Short-term (<2 years); Medium-term (3-5years); Long-term (5+ years); Ongoing (life of Plan)
- Responsible Entit(y/ies) – City Government (the Common Council, City Plan Commission, etc.); City Consultants (consulting Engineer, Planner, etc.); Juneau County; State of Wisconsin (including certain agencies); NGOs

Implementation has typically been the most problematic for most communities with a comprehensive plan. For that reason, City leadership, especially the Common Council, should track which items in this chapter are achieved and within what timeframes. Furthermore, when a policy or objective moves a goal closer to completion, tracking across time should see if there is a difference between intended effects versus actual effects.

10.5 Chapters' Goals, Objectives, and Policies

Please view the following pages for goals and their associated objectives plus policies, arranged by chapter.

Chapter 2 Issues & Opportunities

Goal: Achieve the four (4) main priorities for the City in this Plan

City of Mauston Comprehensive Plan - Issues and Opportunities						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entit(y/ies)
1	Achieve the goals, objectives, and policies in this Plan	1	1	Collaborate with government, nonprofit, and community members to achieve this Plan's vision	Ongoing	City Government; City Consultants; Juneau County; State of Wisconsin; NGOs

Chapter 3 Housing

Goal: Ensure a safe, efficient, updated housing stock that reflects the City's character while providing diverse housing choices by type, size, and price.

City of Mauston Comprehensive Plan - Housing						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
1	Support Housing rehabilitation	1	1	Leverage federal, state, county, and local funding programs to assist homeowners struggling with housing maintenance and/or repair	Ongoing	City Government; Juneau County; State of Wisconsin; NGOs
2	Encourage a broad range of housing types to reach population (+410 residents, total >4,757) and housing (+200 units, total >2,086 units) goals for 2050	1	2	Update ordinances to allow for current best-practices	Short-term	City Government; City Consultants
			3	Pursue developers which offer different housing products (like senior housing, cottage courts, etc.)	Medium-term	City Government; City Consultants
			4	Prepare a City Ordinance allowing Accessory Dwelling Units (ADUs)	Medium-term	City Government; City Consultants
3	Locate housing close to existing services	2	5	Invite housing development along important arterials.	Short-term	City Government; City Consultants
4	Inform residents of affordable housing programs	2	6	Share program information on the City website, invite NGOs to City-sponsored events to speak on funding opportunities	Ongoing	City Government; NGOs
5	Support mixed-use developments	2	7	Highlight flexibility to potential developers. This could include using tools such as Planned Unit Developments (PUDs)	Ongoing	City Government; City Consultants
6	Increase residential development density	1	8	Review lots sizes and minimum structure sizes	Ongoing	City Government; City Consultants

Chapter 4 Transportation

Goal: Maintain a safe, efficient, and reliable multi-modal transportation network in good repair and condition.

City of Mauston Comprehensive Plan - Transportation						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(ies)
1	Review road facilities to track condition and potential deterioration	1	1	Utilize annual road tours plus the Pavement Surface Evaluation and Rating (PASER) system for road maintenance and project budgeting processes	Ongoing	City Government
2	Require developers to adhere to City street standards	2	2	Use review process to determine appropriate design and materials used	Ongoing	City Government
3	Maintain open communication with other entities	2	3	City Director of Public Works to communicate with Juneau County Highway Department plus WisDOT staff regarding potential projects and funding opportunities	Ongoing	City Government
4	Create a Complete Streets Policy	2	4	Work alongside City Consultants to create a Complete Streets Policy	Short-term	City Government
			5	Perform trial projects, such as bike lanes, with inexpensive paint to determine feasibility	Medium-term	City Government
5	Educate motorists, bicyclists, and pedestrians	3	6	Share information from WisDOT and other entities regarding 'Rules of the Road,' safe winter driving, etc.	Ongoing	City Government
6	Increase access to recreational biking and pedestrian trails	1	7	Create and connect trails to Juneau County system	Short-term	City Government; Juneau County; DNR; WisDOT
			8	Collaborate with parties to plan and implement routes	Short-term	City Government; Juneau County; DNR; WisDOT
7	Continue open dialogue with Canadian Pacific Kansas City (CPKC) Railroad	2	9	Establish annual or semi-annual meeting CIP review and issues discussions	Ongoing	City Government
8	Support Airport development	2	10	Review Airport Master Plan and identify opportunities for City to participate.	Ongoing	City Government
9	Support intersection maintenance and safety upgrades with roundabouts (where appropriate)	2	11	Fund, engineer, and construct a roundabout at the intersection of Attewell Street and STH82	Medium-term	City Government; WisDOT

Chapter 5 Utilities and Community Facilities

Goal(s):

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.

City of Mauston Comprehensive Plan - Utilities and Community Facilities						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
1	Promote communication	2	1	Show residents how and where dollars for infrastructure are spent	Ongoing	City Government
2	Minimize disruption with repaired or new utility installations	2	2	Site new utilities along already existing utility and road corridors to minimize resident, business, or environmental disruptions	Long-term	City Government
3	Control the spread of city services	1	3	Development must be within City Urban Service Area for service	Ongoing	City Government
			4	Coordinate with future developers by phasing developments for efficient utility expansion	Ongoing	City Government
4	Share city expenditures with residents	1	5	Produce a 5-year Capital Improvements Plan	Short-term	City Government
5	Ensure the City Library remains a resource for future generations	2	6	Collaborate with Library Board on library needs & programming	Ongoing	City Government
			7	Budget for Library facility upgrades, ranging from technology to furniture	Long-term	City Government
			8	Highlight the Library as a community amenity	Short-term	City Government
6	Size utilities for possible future growth within existing city boundary or if future annexation occurs	3	9	Coordinate with relevant agencies and consultants	Long-term	City Government; City Consultants
7	Enhance stability of public water supply system	3	10	Complete annual reporting	Long-term	City Government; City Consultants
8	Create new Community Center at Juneau County Fairgrounds	2	11	Collaborate with JC-AIRS on fundraising, design, and construction	Medium-term	City Government; City Consultants; NGOs;

Chapter 6 Agricultural, Natural, and Cultural Resources

Goal(s):

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

City of Mauston Comprehensive Plan - Agricultural, Natural, and Cultural Resources						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
1	Maintain and update City recreation facilities	1	1	Ensure adequate maintenance and funding supports the city park and recreation facilities	Ongoing	City Government
			2	Seek grants or partnerships, such as the partnership with the Wisconsin DNR for renovated or expanded recreational opportunities	Ongoing	City Government; NGOs; State of Wisconsin
			3	Determine if residents want specific new/updated recreational amenities, and budget accordingly.	Medium-term	City Government
2	Prevent development on protected lands	2	4	Avoid construction on agricultural land (much of which is in floodplain or wetlands) unless within the city's urban service area.	Ongoing	City Government
3	Collaborate with other jurisdictions	1	5	Work with Wisconsin DNR, Juneau County, Towns of Lemonweir, Lindina, Lisbon, and other jurisdictions where environmental features or challenges cross political borders	Ongoing	City Government

City of Mauston Comprehensive Plan - Agricultural, Natural, and Cultural Resources						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
4	Promote tourism while protecting the Lemonweir River and Lake Decorah	1	6	Work with appropriate partners (Wisconsin DNR, G.O.L.D., etc.)	Ongoing	City Government; NGOs like G.O.L.D., DNR
			7	Investigate updating/adding boat launch and/or fishing pier infrastructure	Short-term	City Government
			8	Create signage, draw attention to Mississippi River and cold water community trout streams for recreation	Short-term	City Government
			9	Review development proposals for potential impacts on Rush Creek, plus other natural features (such as prime farmland)	Ongoing	City Government
5	Ensure adequate recreation space for City residents	1	10	Follow / bring to fruition goals in the City of Mauston Comprehensive Outdoor Recreation Plan (CORP) 2022-2026 or its successor document(s)	Ongoing	City Government; Juneau County; DNR; NGOs
			11	Require developers to reserve open space for parks & recreation, or pay fees in lieu of land dedication	Ongoing	City Government
6	Highlight the City's history	3	12	Guide residents towards information on city history, such as Boorman House on Union Street	Ongoing	City Government
			13	Consider how to bolster/expand historical tours of certain structures	Medium-term	City Government; NGOs

Chapter 7 Economic Development

Goal(s):

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

City of Mauston Comprehensive Plan - Economic Development						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
1	Encourage prospective businesses to locate in the City of Mauston	1	1	Verify that city utilities can adequately serve business needs	Ongoing	City Government
			2	Have new structures go through appropriate city approval processes	Ongoing	City Government
2	Plan for increased manufacturing or industrial uses within the City	2	3	Ensure the viability of existing business and industrial park	Medium-term	City Government; NGOs like JDEDC
3	Inform residents and visitors of city businesses	2	4	Provide wayfinding signage, have business information on city website or direct to appropriate resource(s)	Short-term	City Government; NGOs
4	Efficiently site businesses and their support infrastructure (such as parking lots)	2	5	Discourage "strip mall"-type development	Ongoing	City Government
			6	Encourage shared parking facilities to lessen pavement areas which would increase runoff, affecting Lake Decorah / the Lemonweir River	Long-term	City Government

Chapter 8 Intergovernmental Cooperation

Goal(s): Encourage cooperation among nearby units of government and government entities (DNR, WisDOT, etc.).

City of Mauston Comprehensive Plan - Intergovernmental Cooperation						
Obj. #	Objective	Priority	Pol. #	Policy(ies)	Timeframe	Responsible Entity(ies)
1	Continue existing agreements / collaboration	1	1	Annually review contracts (with Juneau County or other entities)	Ongoing	City Government
			2	Coordinate Fire & EMS needs, noting if new trends require different responses or equipment	Ongoing	City Government
			3	Coordinate with Wisconsin DNR and other appropriate partners on Lake Monona / Lemonweir River preservation and management	Ongoing	City Government; NGOs like G.O.L.D
			4	Coordinate with WisDOT on transportation or utility work, where applicable	Ongoing	City Government; WisDOT
			5	Coordinate with users that utilize city utilities/resources	Ongoing	City Government
			6	Coordinate with railroads on access, infrastructure, and emergency planning	Ongoing	City Government; CPKC
2	Support the growth of Mauston Area School District students, their resources, and population numbers	1	7	Have review process on new residential developments, examining the positive plus negative impacts on the school district	Ongoing	City Government
3	Collaborate with Towns of Lemonweir, Lindina, and Lisbon	1	8	Continue existing cooperative boundary agreement with the Town of Lemonweir, outlining expectations for both parties if city expands via annexation in the future	Short-term	City Government
4	Build capabilities and coordinate resources to support a safe and resilient city	1	9	Coordinate with Juneau County Emergency Management as well as WEM	Ongoing	City Government
			10	Develop or adopt an All Hazards Plan	Medium-term	City Government
			11	Support improved health outcomes for city residents	Ongoing	City Government; Juneau County Health Department

Chapter 9 Land Use

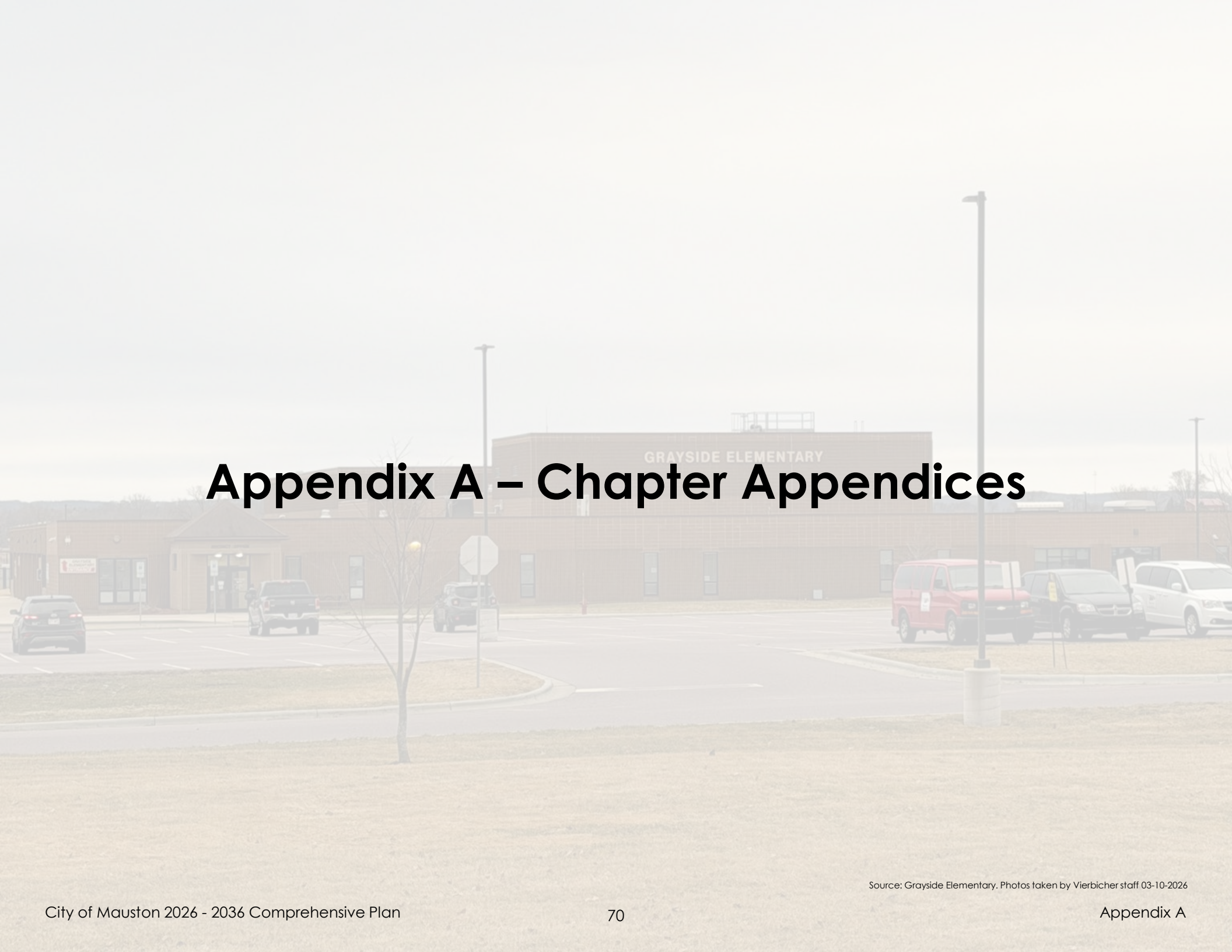
Goal(s): Establish efficient, orderly and sustainable land use patterns that balance quality of life, property values, environmental protection and economic development for the next 20 years, while maintaining the City's historic and natural character.

City of Mauston Comprehensive Plan - Land Use						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entity(y/ies)
1	Promote new development	2	1	Discuss with developers mixed-use development proposals	Ongoing	City Government; City Consultants; NGOs
			2	Support a mixture of housing types (and price points) on varied lot sizes	Ongoing	City Government
			3	Ensure new residential development is within the urban service area	Ongoing	City Government
2	Prohibit incompatible land uses from locating in proximity to one another	1	4	Use city review processes to ensure adequate separation from dissimilar land uses	Ongoing	City Government
3	Ensure new development minimizes environmental disruption	1	5	Explore requiring economic and environmental impact analysis from developers	Ongoing	City Government
			6	Encourage redevelopment of existing developed areas and brownfields	Ongoing	City Government
			7	Discourage development in prime agricultural areas	Ongoing	City Government
			8	Maintain contiguous environmental corridors	Ongoing	City Government
			9	Prohibit construction on steep slopes, in floodplain, or on wetlands	Ongoing	City Government
4	Protect water resources	1	10	Ensure safe drinking water through measures such as a Wellhead Protection Ordinance	Short-term	City Government

Chapter 10 Implementation

Goal(s): 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.

City of Mauston Comprehensive Plan - Implementation						
Obj. #	Objective	Priority	Pol. #	Polic(y/ies)	Timeframe	Responsible Entit(y/ies)
1	Review City trajectory against Comprehensive Plan language	1	1	Common Council (and subcommittees) annually review Comprehensive Plan goals, objectives, and policies to determine progress	Ongoing	City Government
			2	Monitor growth (residential or business) annually	Ongoing	City Government
2	Amend Comprehensive Plan when necessary	2	3	Common Council to budget for comprehensive plan update	Medium-term	City Government

The background image shows Grayside Elementary school, a two-story brick building with a flat roof. The words "GRAYSIDE ELEMENTARY" are visible on the upper part of the building. In front of the school is a large asphalt parking lot with several cars parked, including a red van, a black SUV, and a white minivan. There are also some trees and light poles in the foreground. The entire image is faded to serve as a background for the text.

Appendix A – Chapter Appendices

Note 1-1 Comprehensive Plans in Statute

Wis. Stat. §66.1001 Comprehensive Planning

(1) Definitions. In this section:

(a) "Comprehensive plan" means a guide to the physical, social, and economic development of a local governmental unit that is one of the following:

1. For a county, a development plan that is prepared or amended under s. [59.69\(2\) or \(3\)](#).
2. For a city, village, or town, a master plan that is adopted or amended under s. [62.23 \(2\) or \(3\)](#).
3. For a regional planning commission, a master plan that is adopted or amended under s. [66.0309\(8\), \(9\) or \(10\)](#).

(am) "Consistent with" means furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.

(b) "Local governmental unit" means a city, village, town, county or regional planning commission that may adopt, prepare or amend a comprehensive plan.

(2) Contents of a comprehensive plan. A comprehensive plan shall contain all of the following elements:

(a) *Issues and opportunities element.* Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

(b) *Housing element.* A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit's housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit

and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock.

(c) *Transportation element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric scooters, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

(d) *Utilities and community facilities element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

(e) *Agricultural, natural and cultural resources element.* A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management,

of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.

(f) *Economic development element.* A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

(g) *Intergovernmental cooperation element.* A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts, drainage districts, and adjacent local governmental units, and to the region, the state and other governmental units. The element shall consider, to the greatest extent possible, the maps and plans of any military base or installation, with at least 200 assigned military personnel or that contains at least 2,000 acres, with which the local governmental unit shares common territory. The element shall incorporate any plans or agreements to which the local governmental unit is a party under s. [66.0301](#), [66.0307](#) or [66.0309](#). The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.

(h) *Land-use element.* A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

(i) *Implementation element.* A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.

Note 2-1 Public Engagement Event Materials

The January 7, 2026 Public Engagement Event was hosted from 5:00pm – 7:00 pm in the community room at City Hall.

More than one dozen residents provided feedback based upon the following pages' contents:

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Residents verbally responded with thoughts pertaining to the eight (8) elements of the comprehensive plan.

“I want to see ____ in City of Mauston by 2046”

Residents noted what amenities or changes that are desirable and would strengthen the community by 2046.

Public Engagement Map

The map allowed residents to point out spaces where residents spend a lot of time and cherish or have concerns about.

Note 2-2 Mauston 2010-2025 Population Trend

[On following page]

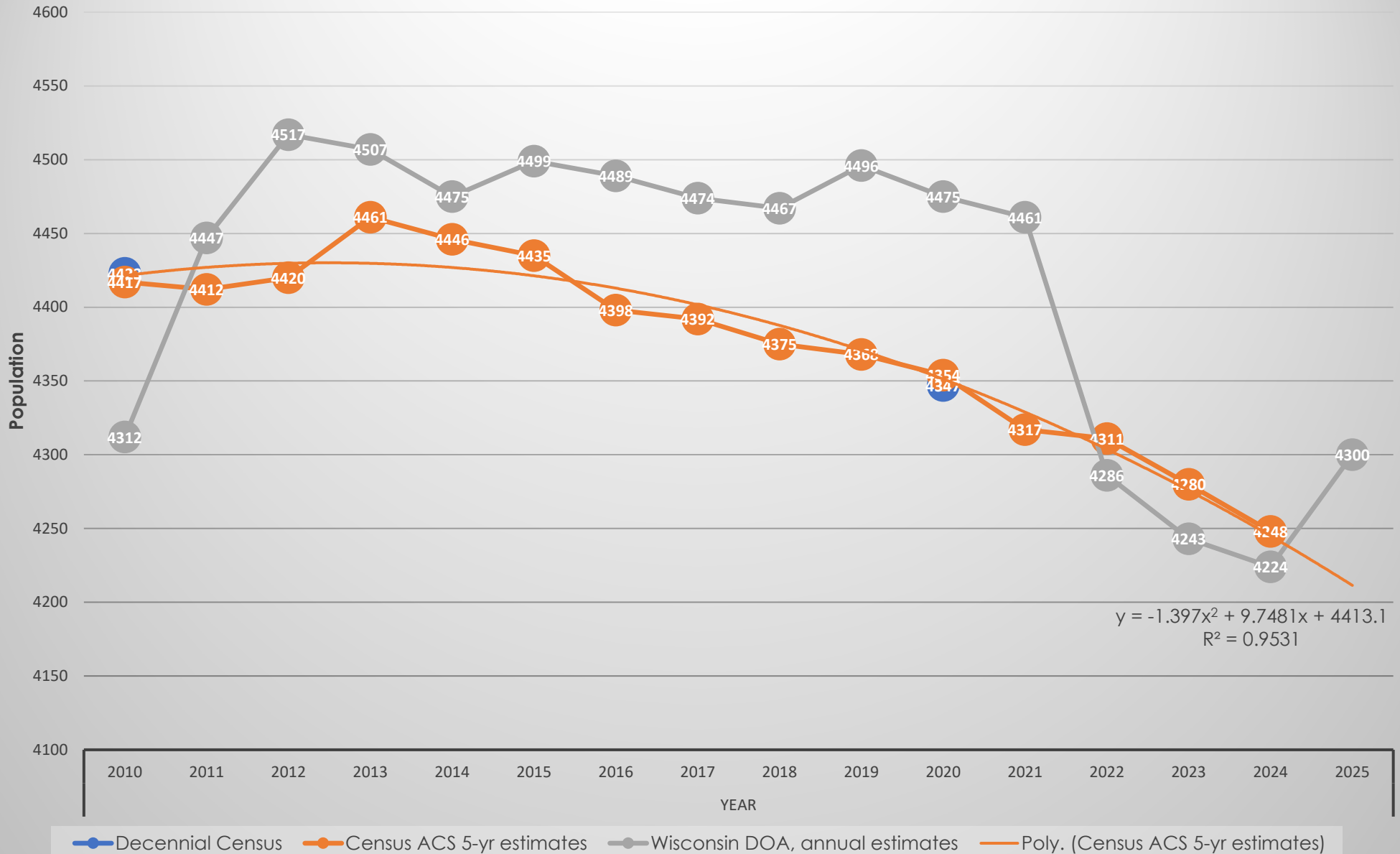
Note 3-1 Housing Income

Figure 3-1 City Household Income in the Past 12 months (in 2024-Inflation-Adjusted Dollars)

Household Income	Percentage	Number of Households
Less than \$10,000	3.9%	70
\$10,000 to \$14,999	7.7%	139
\$15,000 to \$24,999	5.4%	97
\$25,000 to \$34,999	7.5%	135
\$35,000 to \$49,999	16.4%	296
\$50,000 to \$74,999	15.3%	276
\$75,000 to \$99,999	17.8%	321
\$100,000 to \$149,999	21.9%	395
\$150,000 to \$199,999	2.1%	38
\$200,000 or more	2.1%	38
TOTAL	100.1%	1,802
Median income (dollars)		\$63,636.00

Source: [“S1901 Income in the Past 12 Months \(in 2024 Inflation-Adjusted Dollars\).”](#) 2024 ACS. Accessed by Vierbicher staff February 1, 2026.

City of Mauston Population Projections 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.

I want to see _____ in the City of Mauston by 2036

Please add your thoughts to the board!

Grocery Stores

More community activities / events

Community Center

More shopping here - stronger downtown businesses

A newspaper

More stuff to do (theater, bowling)

More restaurants

Diversified housing

Increased positivity

Expanded training (hospitality, trades)

Increased engagement (governments, citizens)

We invite everyone to use the QR code to plan for ten (10) YEARS of the City's future by answering a fifteen (15) question survey. The survey is open from December 22, 2025 through 11:59pm on January 19, 2026. If you want, you may enter an email or phone number in Q15 to participate in a raffle with a chance to win one (1) \$50.00 gift card. Thank you for your participation!



Note 4-1 January-December 2025 Traffic Crashes in Juneau County & the City of Mauston



This analysis includes deer-related crashes. The extents were manually adjusted to be as close to County boundaries as possible.

[Community Maps](#) was developed by the Wisconsin Department of Transportation (WisDOT) in partnership with the [Wisconsin Traffic Operations and Safety \(TOPS\) Laboratory](#) at the University of Wisconsin-Madison.

Community Maps is updated on a nightly basis from the WisDOT crash database management system and includes a record of all police reported crashes* in Wisconsin for which geo-coded locations are available.

*A reportable crash is defined as a crash resulting in injury or death of any person, any damage to government-owned non-vehicle property to an apparent extent of \$200 or more, or total damage to property owned by any one person to an apparent extent of \$1000 or more. (This definition went into effect 1/1/96). It is important to note, however, that not all reportable crashes are reported. For a crash to be in the database, an MV4000 or DT4000 crash report must have been completed by a police officer.

Note 4-2 OnTheMap Commuting Patterns

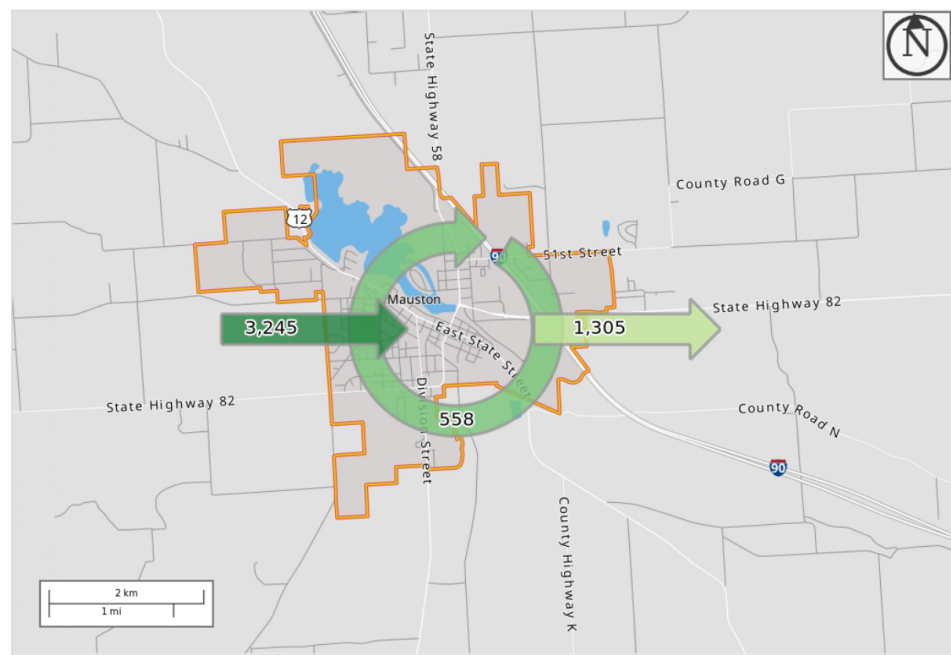
Inflow/Outflow Analysis

Worker Flows In, Out, and Within Mauston city, WI

Created by the U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 03/02/2026

Inflow/Outflow Counts of All Jobs for Selection Area in 2023

All Workers



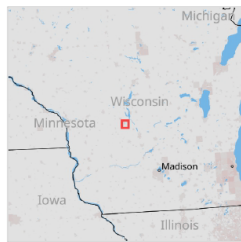
Map Legend

Selection Areas

Selection Area

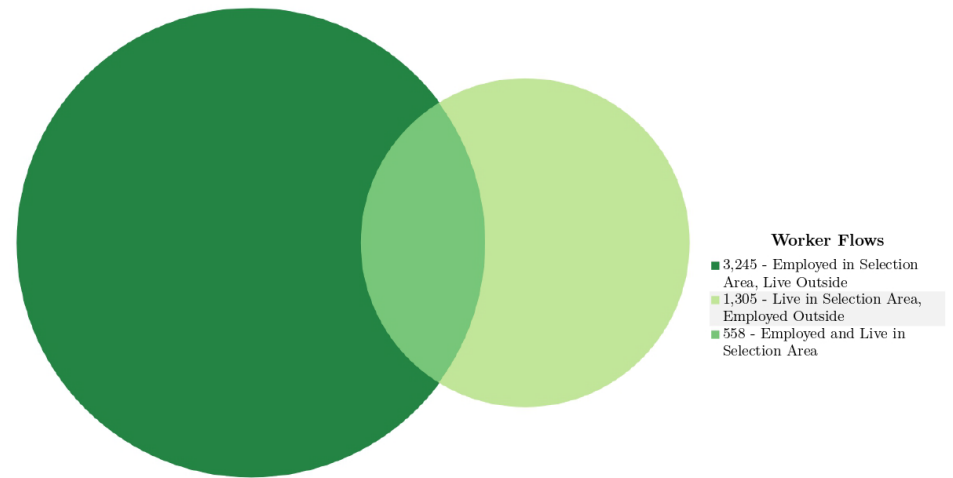
Inflow/Outflow

- Employed and Live in Selection Area
 - Employed in Selection Area, Live Outside
 - Live in Selection Area, Employed Outside
- Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.



Inflow/Outflow Counts of All Jobs for Selection Area in 2023

All Workers



Worker Flows

- 3,245 - Employed in Selection Area, Live Outside
- 1,305 - Live in Selection Area, Employed Outside
- 558 - Employed and Live in Selection Area

Inflow/Outflow Counts of All Jobs for Selection Area in 2023

All Workers

Worker Totals and Flows	2023	
	Count	Share
Employed in the Selection Area	3,803	100.0%
Employed in the Selection Area but Living Outside	3,245	85.3%
Employed and Living in the Selection Area	558	14.7%
Living in the Selection Area	1,863	100.0%
Living in the Selection Area but Employed Outside	1,305	70.0%
Living and Employed in the Selection Area	558	30.0%

Note 4-2 OntheMap Commuting Patterns continued

Additional Information

Analysis Settings

Analysis Type	Inflow/Outflow
Selection area as	N/A
Year(s)	2023
Job Type	All Jobs
Selection Area	Mauston city, WI from Places (Cities, CDPs, etc.)
Selected Census Blocks	177
Analysis Generation Date	03/02/2026 18:35 - OnTheMap 6.25.3
Code Revision	a787b8435f7cb64ae1a530aabfe600a5fe774a1f
LODES Data Vintage	8.4 (20251202_1657)

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2023).

Notes

- 1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
- 2. Educational Attainment is only produced for workers aged 30 and over.
- 3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.

Note 6-1 UW Extension's Wisconsin Agriculture Impact Report (2021 vintage)

<https://economicdevelopment.extension.wisc.edu/articles/the-contributions-of-agriculture-to-the-wisconsin-economy-an-update-for-2017/#county>

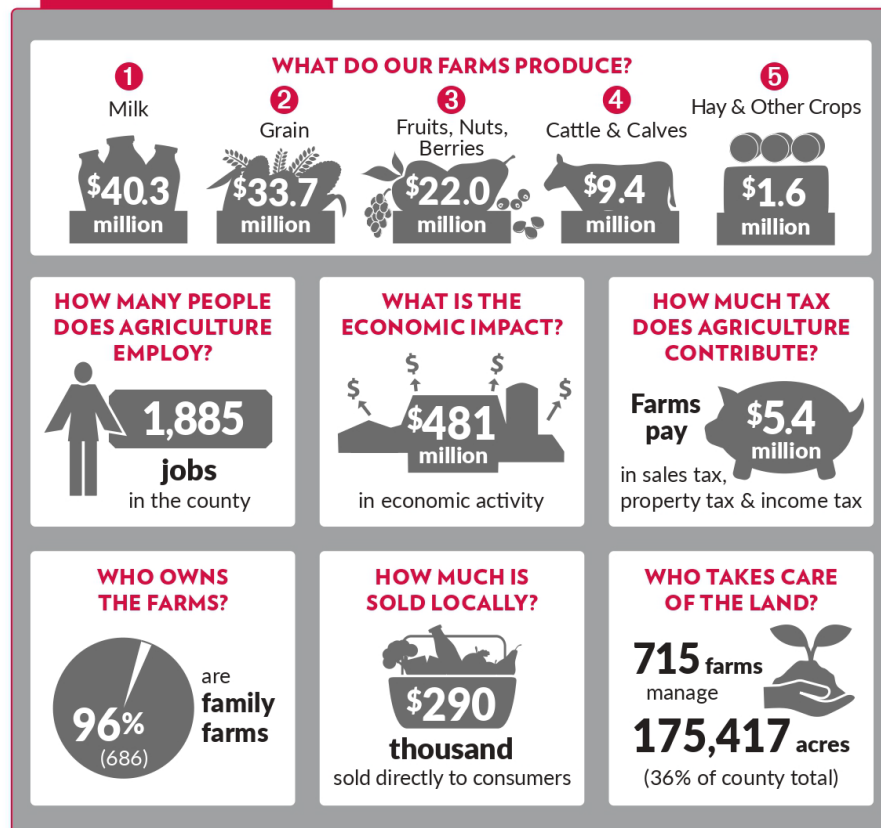


AGRICULTURE WORKS HARD FOR

► JUNEAU COUNTY

Family-owned farms, food processors and agriculture-related businesses generate thousands of jobs and millions of dollars of economic activity for Juneau County, while contributing to local income and tax revenues.

Agriculture's annual impact:



WISCONSIN AGRICULTURE IMPACT REPORT

► JUNEAU COUNTY

THE AGRICULTURE SECTOR BENEFITS THE ENTIRE COUNTY

Agriculture in Juneau County has a diverse rural landscape and can be seen from the window of your vehicle as you travel along Interstate 90/94 in central Wisconsin. Juneau County's agriculture industry includes many family farms and agri-businesses that provide a unique blend of agriculture products to consumers. Dairy, beef, sheep, bison, and goat farms complement forage and grain production in the county. Juneau County is a top leader for fruits, tree nuts, and berries in Wisconsin. Many individuals are surprised to hear that Juneau County also grows a number of specialty crops, such as cranberries, potatoes, grapes, blueberries, apples, and Christmas trees.

Did you know?

JUNEAU COUNTY IS

No. 4 in Wisconsin's fruit, nuts & berries industry



The University of Wisconsin-Madison Division of Extension is part of the local and statewide network of organizations and agencies that support Wisconsin's \$104.8 billion agriculture industry. Extension helps enhance the economic impact of agriculture by providing research-based information that increases farm profitability, improves food safety, reduces environmental impacts and expands agribusiness networks.

For more information, please contact:

UW-Madison Extension Juneau County
220 East State Street, Rm 104
Mauston, WI 53948

608-847-9329

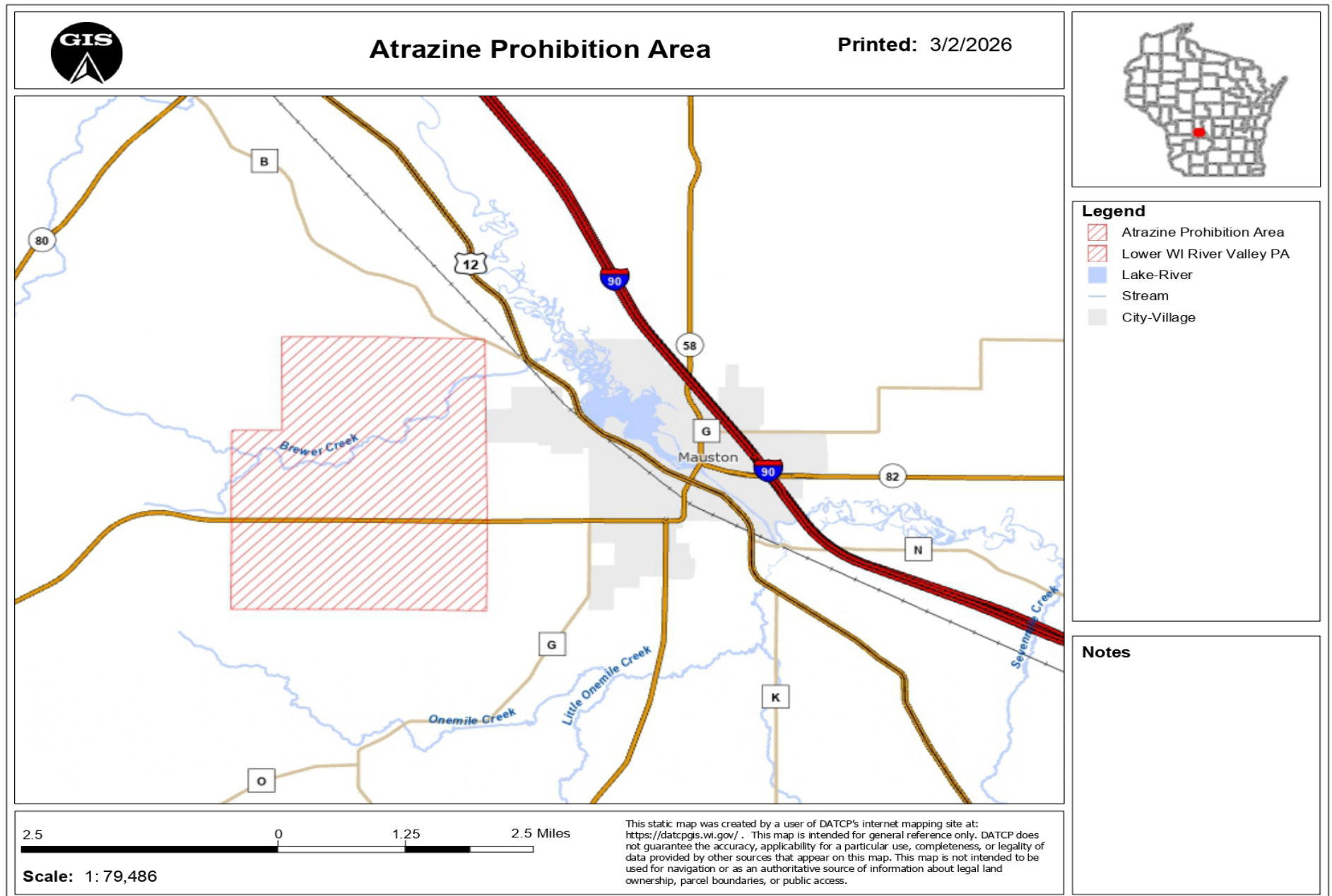
juneau.extension.wisc.edu

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Produced in cooperation with Dairy Farmers of Wisconsin, Wisconsin Department of Agriculture, Trade and Consumer Protection and Wisconsin Farm Bureau.



Note 6-2 Atrazine Prohibition Areas



Source: <https://datcpgis.wi.gov/maps/?viewer=pa>



Appendix B – Public Participation Plan & Its Adopting Resolution

Public Participation Plan for Comprehensive Plan Update City of Mauston, Juneau County, Wisconsin

Approved by Common Council: October 28, 2025
Recommended by Plan Commission: October 23,
2025

PURPOSE

Recognizing the need for comprehensive planning in accordance with the Wisconsin "Comprehensive Planning" legislation, The City of Mauston is updating its Comprehensive Plan consistent with Wis. Stat. [§66.1001](#). Per the Statutes, the City of Mauston will provide updates to its Comprehensive Plan at a minimum interval of once every ten (10) years.

For the Comprehensive Plan to operate effectively and to address the needs of the citizens of the City of Mauston, the entire population must be kept informed. The decision-making process must be open and consistent with state regulations. To accomplish this, the following plan will be followed:

PROGRAM OVERSIGHT

1. The City of Mauston designates the City of Mauston Plan Commission ("the Plan Commission") as the steering committee to guide the update of the Comprehensive Plan.
2. Emails detailing progress shall be provided to City staff throughout the planning process. City staff will pass along the updated information to Common Council.

CITIZEN PARTICIPATION

1. The City of Mauston designates the Plan Commission as the steering committee to guide the update of the Comprehensive Plan.
2. Notice of these Plan Commission meetings will be posted by the City of Mauston in the standard manner of posting public meetings.
3. One (1) Public Engagement Event will be facilitated by Vierbicher ("The Consultant"), likely in November 2025, with the community feedback incorporated into the Comprehensive Plan.
4. The Plan Commission will hold a public meeting to allow residents of the City of Mauston the opportunity to provide input concerning the Comprehensive Plan and comprehensive planning process. At a later meeting, citizens will have the opportunity to comment on a draft version of the Plan. The Plan Commission may then recommend the Comprehensive Plan to the City of Mauston Common Council for adoption.
5. A Draft Version of the Plan will be available for thirty (30) days to allow residents to review and provide comments. The City of Mauston will have a copy at the City of Mauston Hall, and on the City of Mauston website, for review.
6. A public hearing will be held at the City of Mauston Common Council to review the

Comprehensive Plan. After the public hearing has been held, the City of Mauston Common Council may approve the Comprehensive Plan via ordinance.

NOTICE OF HEARINGS

1. Per Wis. Stats. [§66.1001\(4\)\(d\)](#), the required public hearing by the City of Mauston Common Council must be preceded by a Class 1 notice under [Wisc. S.S. Ch. 985](#) that is published at least 30 days before the hearing is held. The political subdivision or regional planning commission may also provide notice of the hearing by any other means it considers appropriate. The Class 1 notice shall contain at least the following information:
 - The date, time, and place of the hearing.
 - A summary, which may include a map, of the proposed comprehensive plan or amendment to such a plan.
 - The name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance.
 - Information relating to where and when the proposed comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

REQUIRED PUBLIC HEARINGS

1. A required public hearing shall be held at the City of Mauston Common Council before the City of Mauston Common Council may consider approving the adoption of the Comprehensive Plan via ordinance.

PROGRAM INFORMATION, FILES, and ASSISTANCE

1. City of Mauston Staff will maintain, at City Hall, a record of all citizen participation efforts including minutes of meetings, and copies of notices and brochures.

NON-ENGLISH-SPEAKING PERSONS

1. The City of Mauston and Consultant will make efforts to assure City of Mauston residents equal opportunity in the public participation process.

RESOLUTION NO. 2025-14
RESOLUTION RECOMMENDING ADOPTION OF THE
PUBLIC PARTICIPATION PLAN
FOR THE COMPREHENSIVE PLAN UPDATE
CITY OF MAUSTON

WHEREAS, the City of Mauston has started the process to prepare a Comprehensive Plan Update; and

WHEREAS, Wis Stat. 66.1001(4)(a) requires the adoption of written procedures designed to foster public participation, including open discussion, and public meetings for which advance notice has been provided; and

WHEREAS, the *Public Participation Plan* designates the Plan Commission as the steering committee to guide the update of the Comprehensive Plan; and

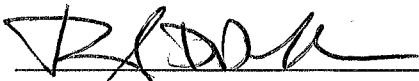
WHEREAS, the *Public Participation Plan* shall encourage citizen participation through one (1) Public Engagement Event facilitated by Consultant (Vierbicher), provide citizens reasonable and timely access to local meetings and information, provide for technical assistance, provide for public hearing notice, and accommodate non-English speaking residents; and

WHEREAS, the City of Mauston has publicly reviewed the two-page *Public Participation Plan*;

NOW, THEREFORE BE IT RESOLVED, that the City of Mauston Common Council officially adopts the *Public Participation Plan* for the City of Mauston Comprehensive Plan Update.

Adopted this 28th day of October, 2025

APPROVED



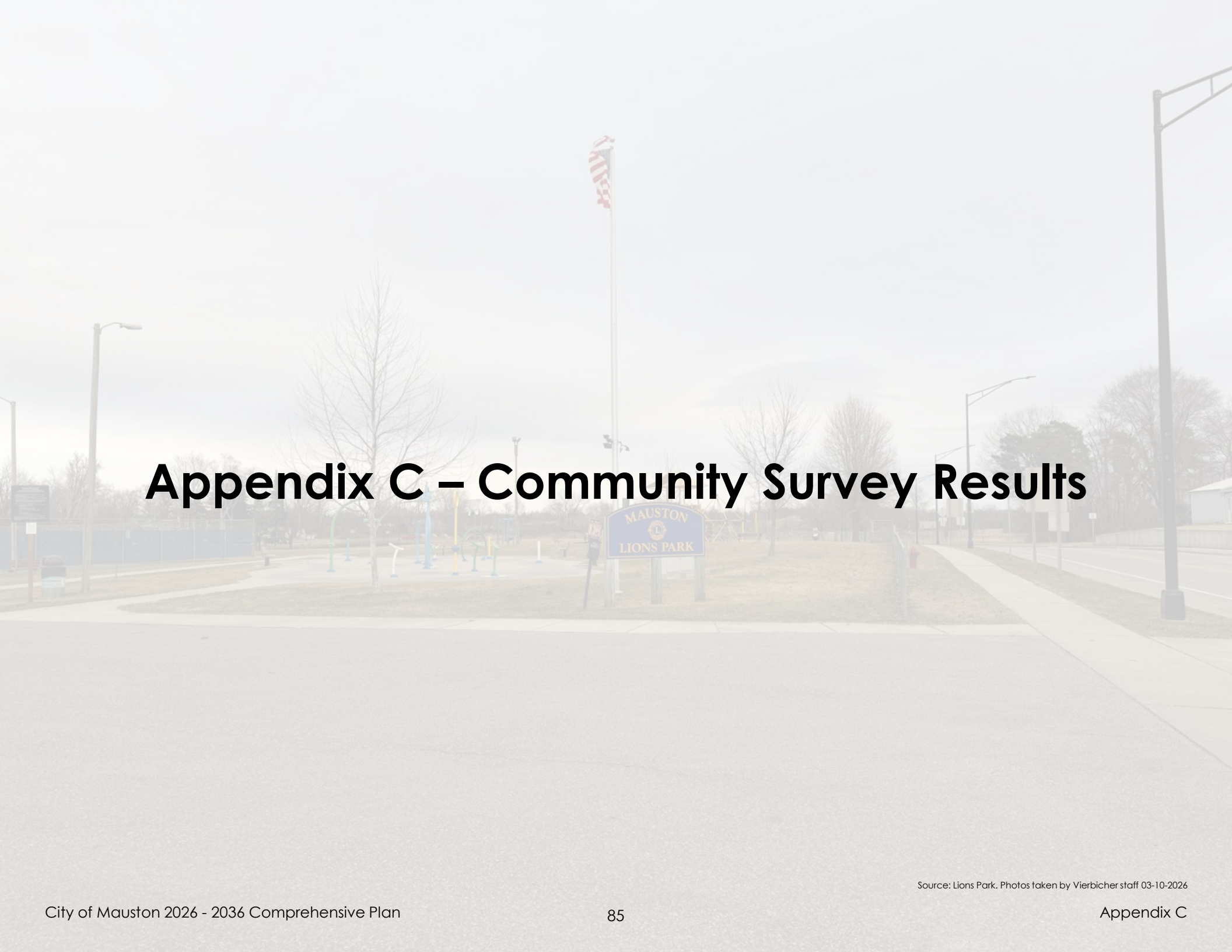
Darryl DD Teske, Mayor

ATTEST



Daron Haugh, City Administrator

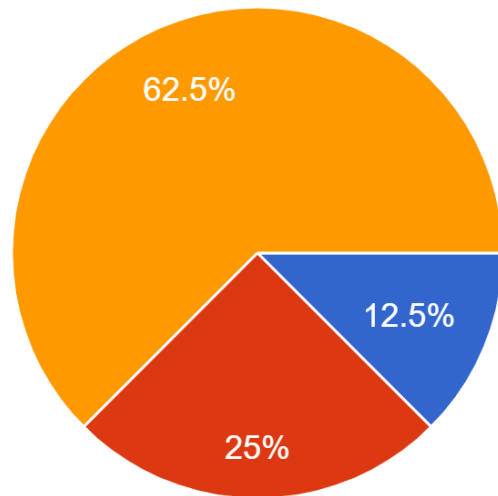
Vote: 7 aye 0 nay NA abstention NA absent



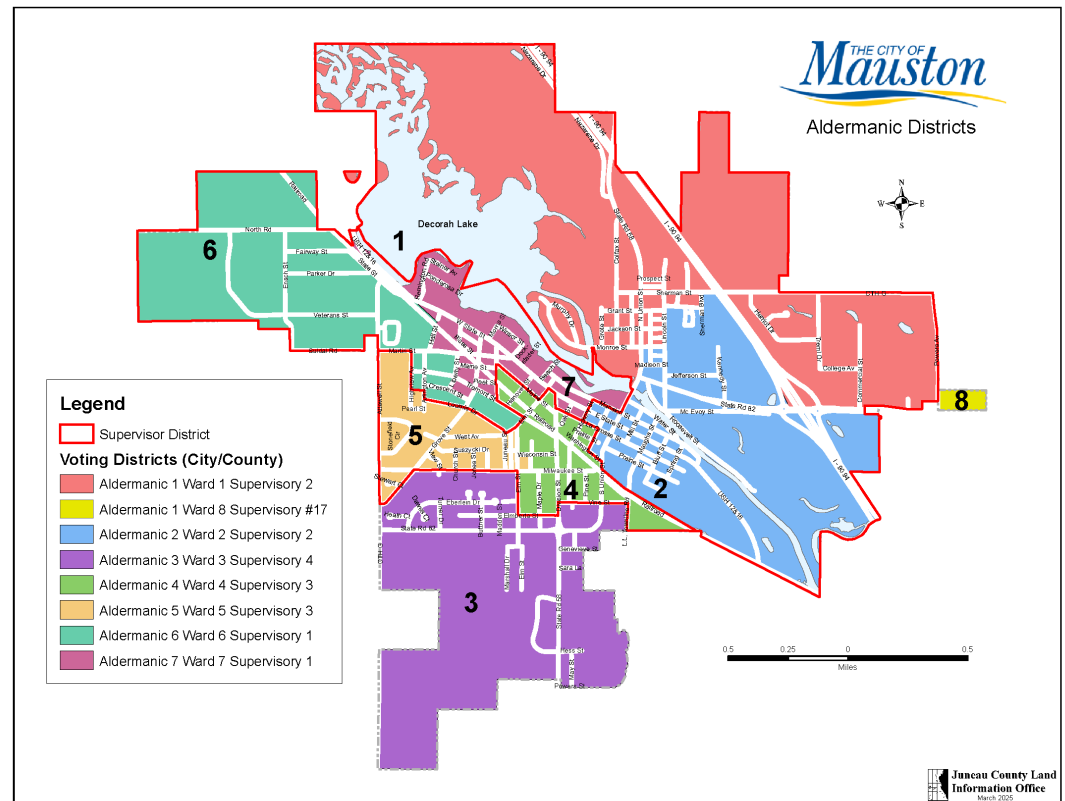
Appendix C – Community Survey Results

Q1. Where do you live? (2025 Alder District Map available below for reference)

32 responses

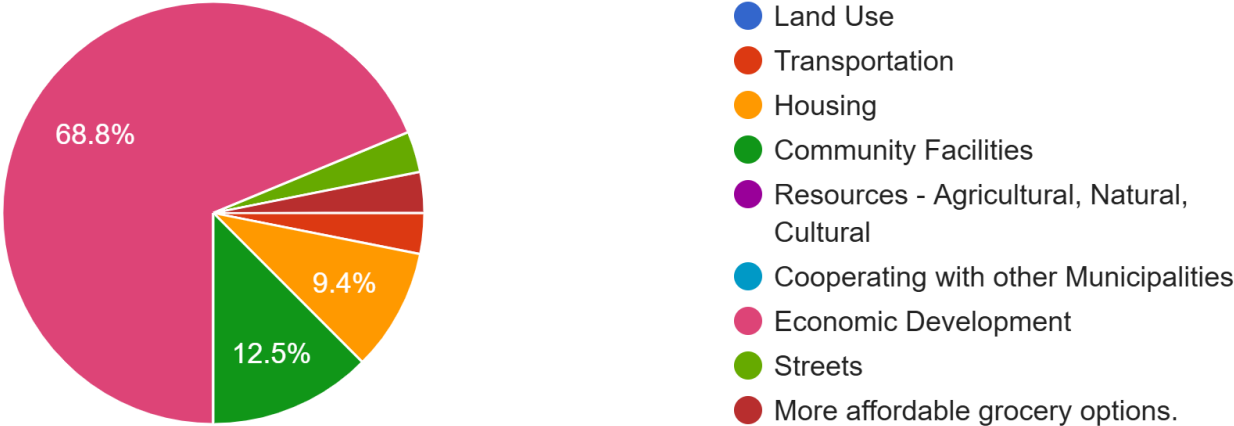


- I do not live or work in the City of Mauston
- I work in the City of Mauston, though I live elsewhere
- I am a City of Mauston resident



Q2. What does the City of Mauston need to focus on the MOST in the next ten (10) years?

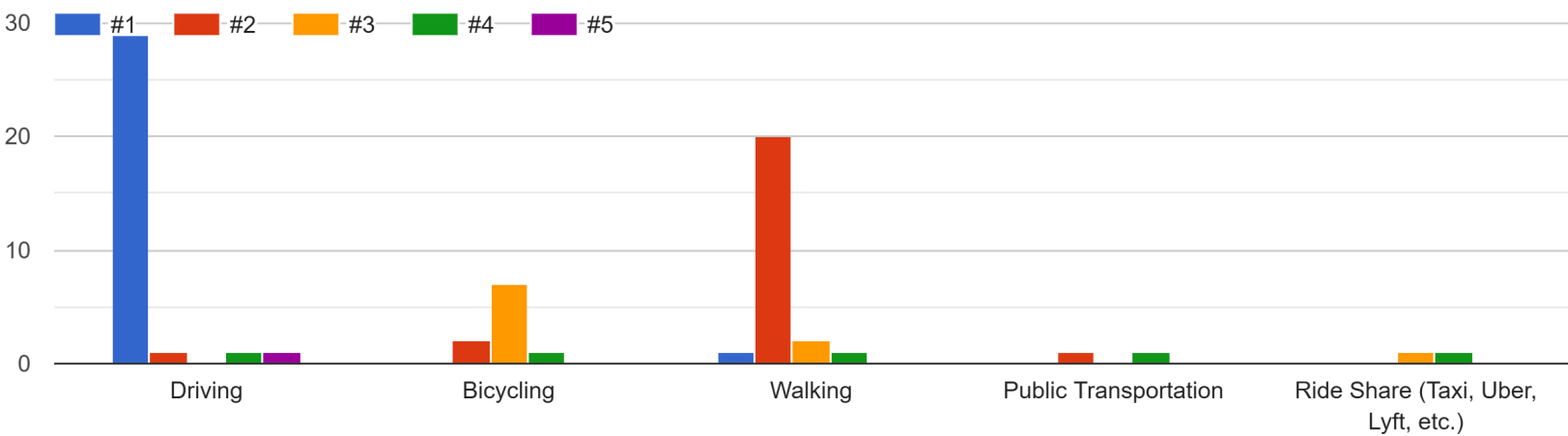
32 responses



Q3. Imagine it is 2036. What three (3) words would you want people saying to describe Mauston in 2036?

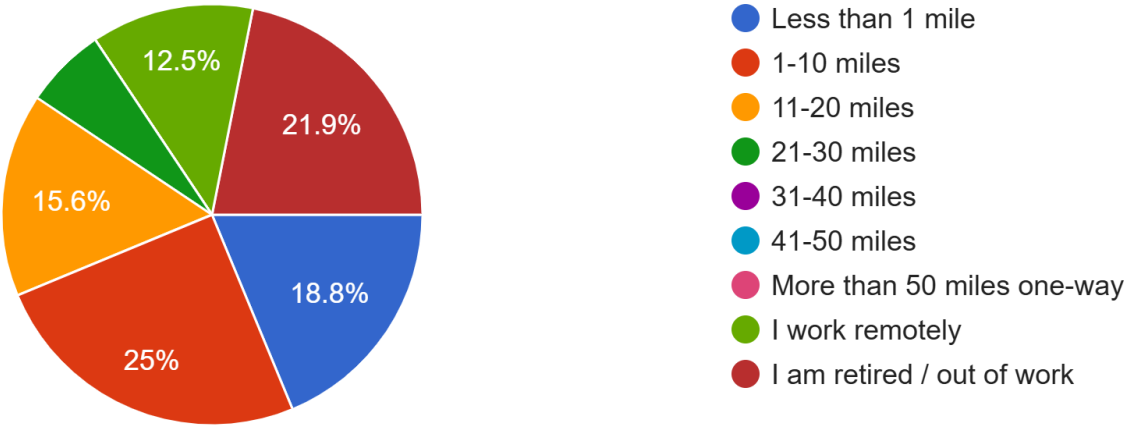
Home, inviting & cozy	Its a small town	Walkable, bike friendly, welcoming	They have great restaurants.
Clean safe affordable	Thriving, opportunities, safe	Peaceful, clean and established	A great destination
Dynamic, affordable, destination	clean , family friendly , great place to live	Booming town!	progressive, welcoming, business friendly
Economical, resourceful, progressive	Busy, Growing, Thriving	Growing and thriving	Clean. Safe. Welcoming.
Safe place to raise a family	Great place to live	Has shopping	Welcoming, Positive,
Culture, Business, People	Fun, Friendly and Affordable	Quant, growing, beautiful	An amazing community
Clean. Advanced. Safe.	clean beautiful homes	welcoming, busy, fun	Not as ghetto and poor
Inviting, community, eventful	Vibrant, welcoming, prosperous	Innovative Safe Destination	A Prosperous Community

Q4. What are the TOP THREE (3) ways you travel around Mauston?



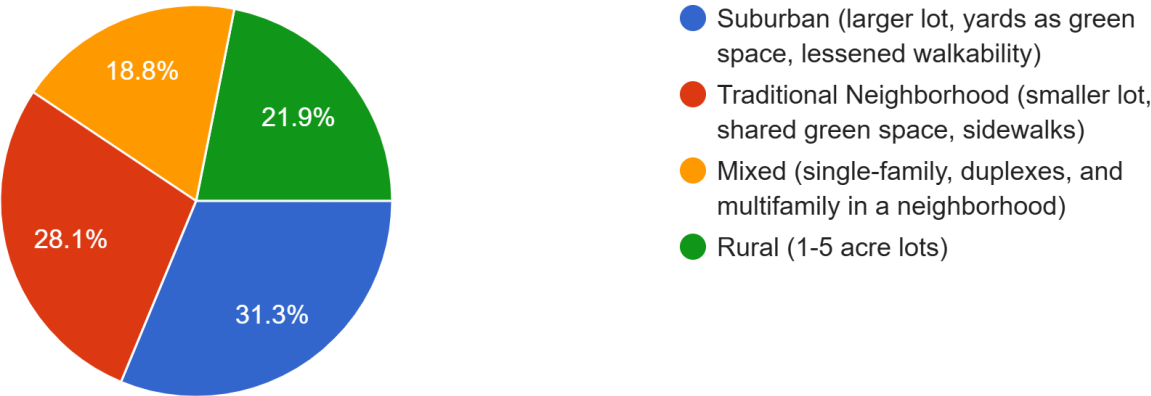
Q5. If you commute to work, how far is your commute (one-way)?

32 responses



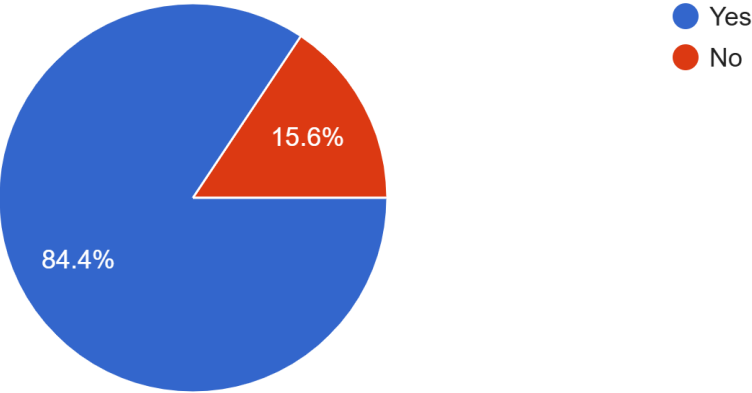
Q6. If you were moving WITHIN Mauston, which of the neighborhood types below would you MOST prefer to live in?

32 responses



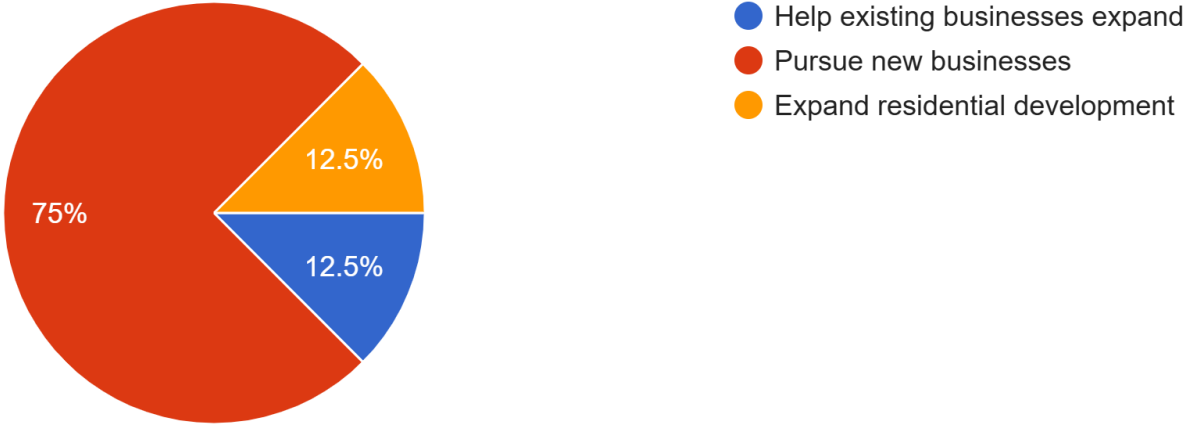
Q7. Are you ALWAYS able to pay your bills for housing on time? (mortgage or rent, utilities, property taxes, etc.)

32 responses



Q8. What is the primary way Mauston should expand its economy?

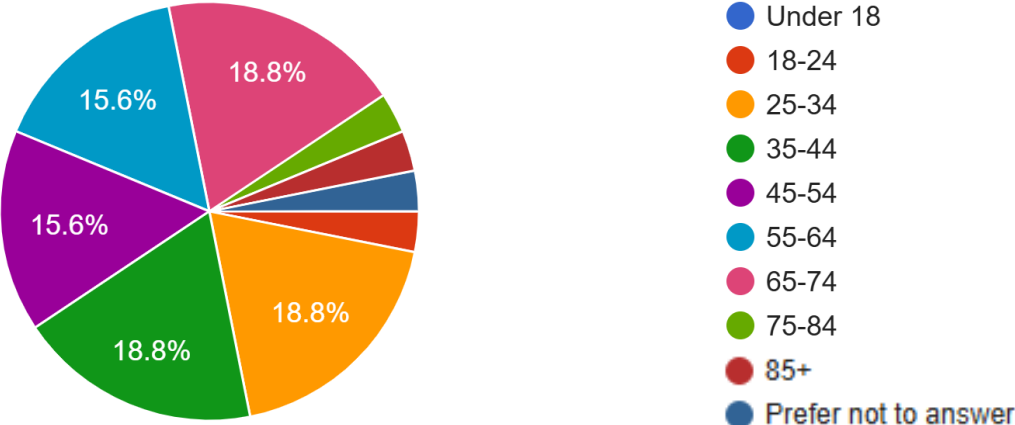
32 responses



(Q9. Open-ended response is on the next page)

Q10. What is your age?

32 responses

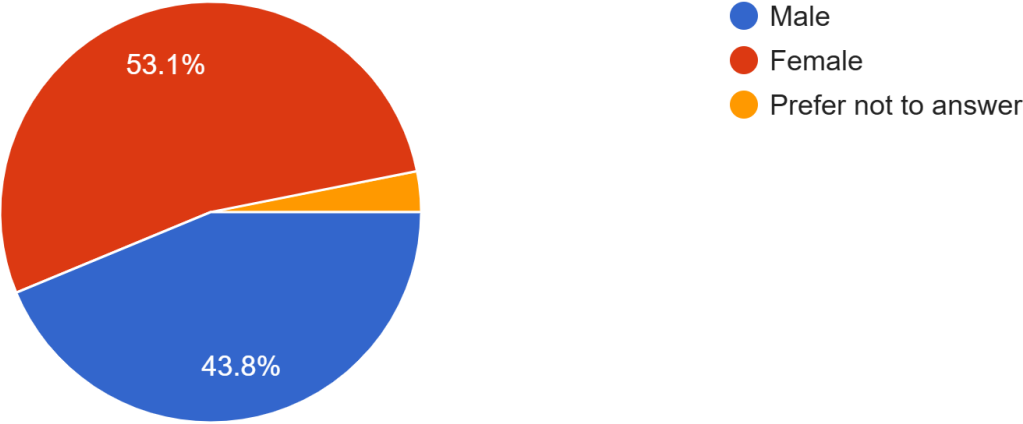


Q9. Is there anything you want the City of Mauston to know?

First impressions when getting off the interstate could improve. In summer lots of weeds trash road debris in roundabouts and under interstate.
How can the city help to further develop the fair grounds area that JCAIRS owns? It seems there could be a lot of potential to draw trade shows, gun shows, conventions if that was developed further. That would positively impact the rest of the city with tertiary revenue (gas, food, lodging).
Why are our taxes so high in Mauston as compared to other communities? why are our school tests scores so low when we have beautiful school facilities that should be drawing in very qualified teachers ? why is "retired" not an answer in Q12 ??
More bike and better walking infrastructure
I am concerned of the city's vulnerability to become a AI data center target. Our economy and rural location makes Mauston a targeted location for the industry.
It's depressing to drive down our streets and see what house/yard appearances are allowed. People won't want to move here if the neighborhoods all look like drug houses.
Mauston should put on more events like they did ONCE in the downtown area with concerts, food vendors, and kids games.
Eradicate drug houses
when I drive to other communities of similar size and smaller there always seems to be more shopping , dining and event options , why is Mauston so behind when it comes to business development.
it would be nice to have some commercial investments and developments on the Eastern and Western ends of State St.
Taxes are too high. School cost need to be reined in.
We need more business in this city. Don't chase them away and stop making it so difficult to get in here. We do not need more fast food restaurants or gas stations for now. You are taxing the retired right out of their home. We cannot afford to pay rent because it is so high and the taxes on our house is more than our house payment itself monthly. Think about the population. In 2010 it was 4423 and 2023 it was 4176. People are leaving for a reason.
It seems the city has stopped code enforcement when the company left. No reports from who does it now like before. Lot of junk cars, trash and houses making the city look bad, and according to ordinance is in violation. Its sad
We need to get those who work from home to consider here an option, as well as work on making it bike friendly and walkable.
We need more resources for reliable and trustworthy childcare centers and learning centers also for all ages.
Railroad tracks are bumpy everywhere!
A place to buy clothing. A u-pick strawberry patch
Development of downtown would make the overall appeal of mauston grow
Let's get our old downtown empty buildings filled with businesses (old Phillips Pharmacy, Treasured Words, old Red Geranium by Castle Rock Realty, old Remax by Anytime Fitness, Better Buys). Great Riverside park area! Great library!
Fix the stop lights by the little Kwik trip
We need more affordable grocery options. While I can appreciate a local grocery store like festival foods, we shop there maybe two times a year. We pay for grocery delivery from Walmart or drive all the way to Aldi for grocery pick up. Our community needs an affordable and healthy option like Aldi or Woodman's.
Lower taxes, and use our money for useful things
This meeting is a positive, initial step in the process to improve, expand, and promote the social, economic, educational, and healthful sustainability, and growth of Mauston.

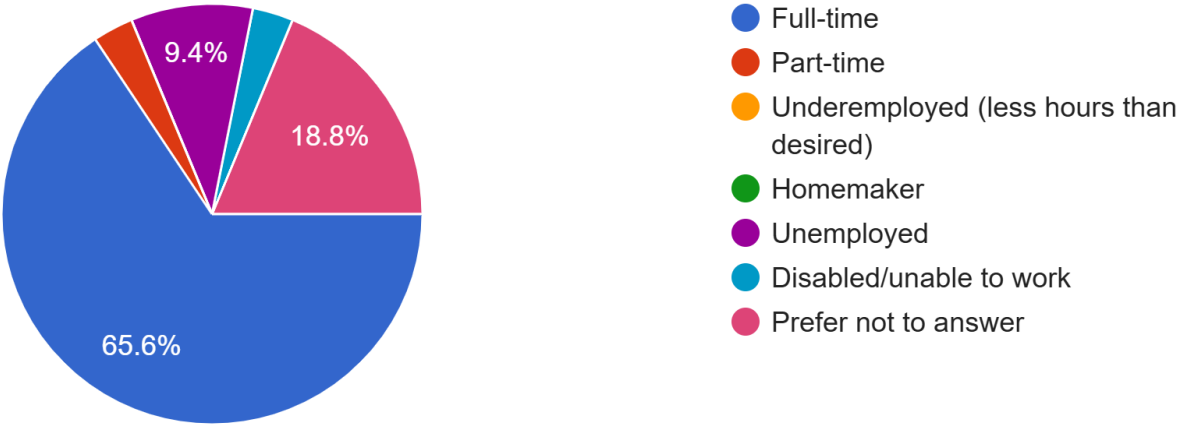
Q11. What is your gender?

32 responses



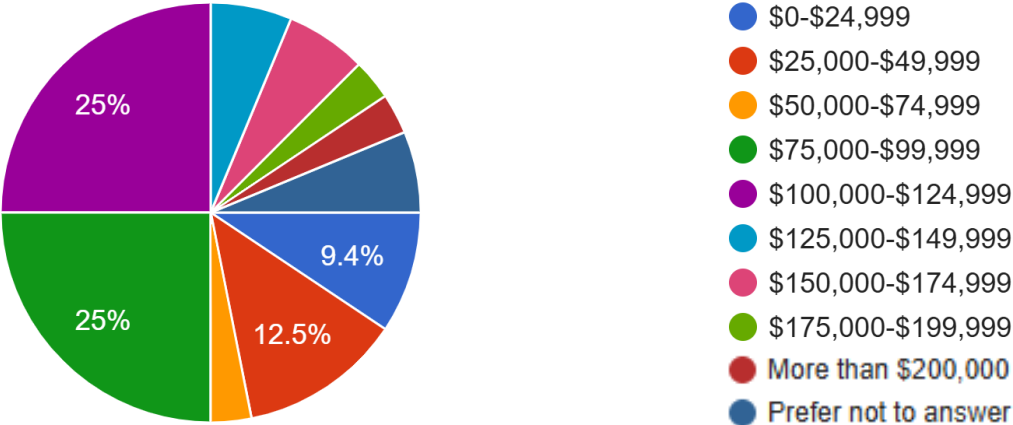
Q12. What is your employment status?

32 responses



Q13. What is your household's annual income (before taxes and expenses)?

32 responses



Q14. What is your ethnicity?

32 responses



Q15. To enter yourself into the raffle for a \$50.00 gift card, please enter an email OR phone number xxx-xxx-xxxx below. Thanks again for your participation - your feedback will help inform Mauston's decisions over the next decade!
Answers redacted – personally identifiable information

The background image shows a park area with a wooden sign that reads "Jones PARK". To the left of the sign is a "PET WASTE" station. In the background, there is a chain-link fence, a playground with yellow equipment, and some buildings under a cloudy sky.

Appendix D – Plan Commission Resolution Recommending Adoption

Source: Jones Park. Photos taken by Vierbicher staff 03-10-2026

RESOLUTION NO. 2026-P-03
RESOLUTION RECOMMENDING ADOPTION OF THE
CITY OF MAUSTON 2026-2036 COMPREHENSIVE PLAN
TO THE COMMON COUNCIL FOR APPROVAL

WHEREAS, the Public Participation Plan designated the City Plan Commission to act as the steering committee to assist the Consultant with updating the Comprehensive Plan; and

WHEREAS, the City Plan Commission has had discussions with the Consultant (Vierbicher Associates Inc.) at its October 23, 2025, and April 23, 2026 meetings; and

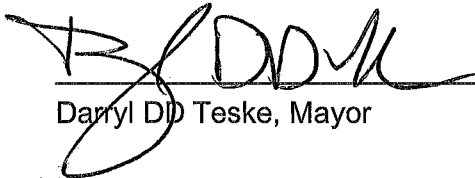
WHEREAS, the Plan Commission reviewed Draft Version 1 of the *City of Mauston 2026-2036 Comprehensive Plan* document on April 23, 2026, and

WHEREAS, the City of Mauston hosted one public engagement event January 7, 2026, and conducted a community survey;

NOW, THEREFORE BE IT RESOLVED, that the City of Mauston Plan Commission recommends the *City of Mauston 2026-2036 Comprehensive Plan* to the Common Council for adoption via ordinance.

Adopted this 23rd day of April 2026

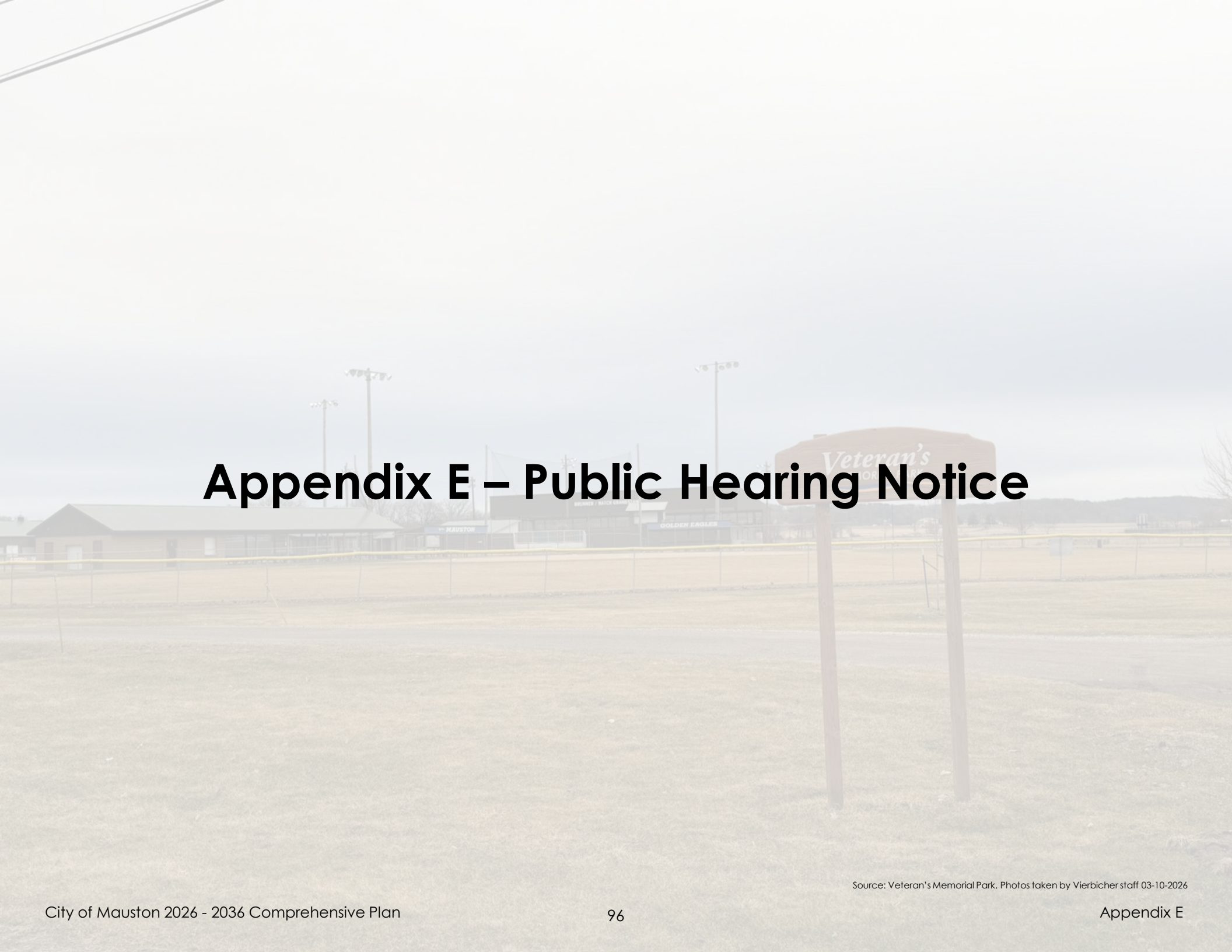
APPROVED


Darryl D. Teske, Mayor

ATTEST


Daron Haugh, City Administrator

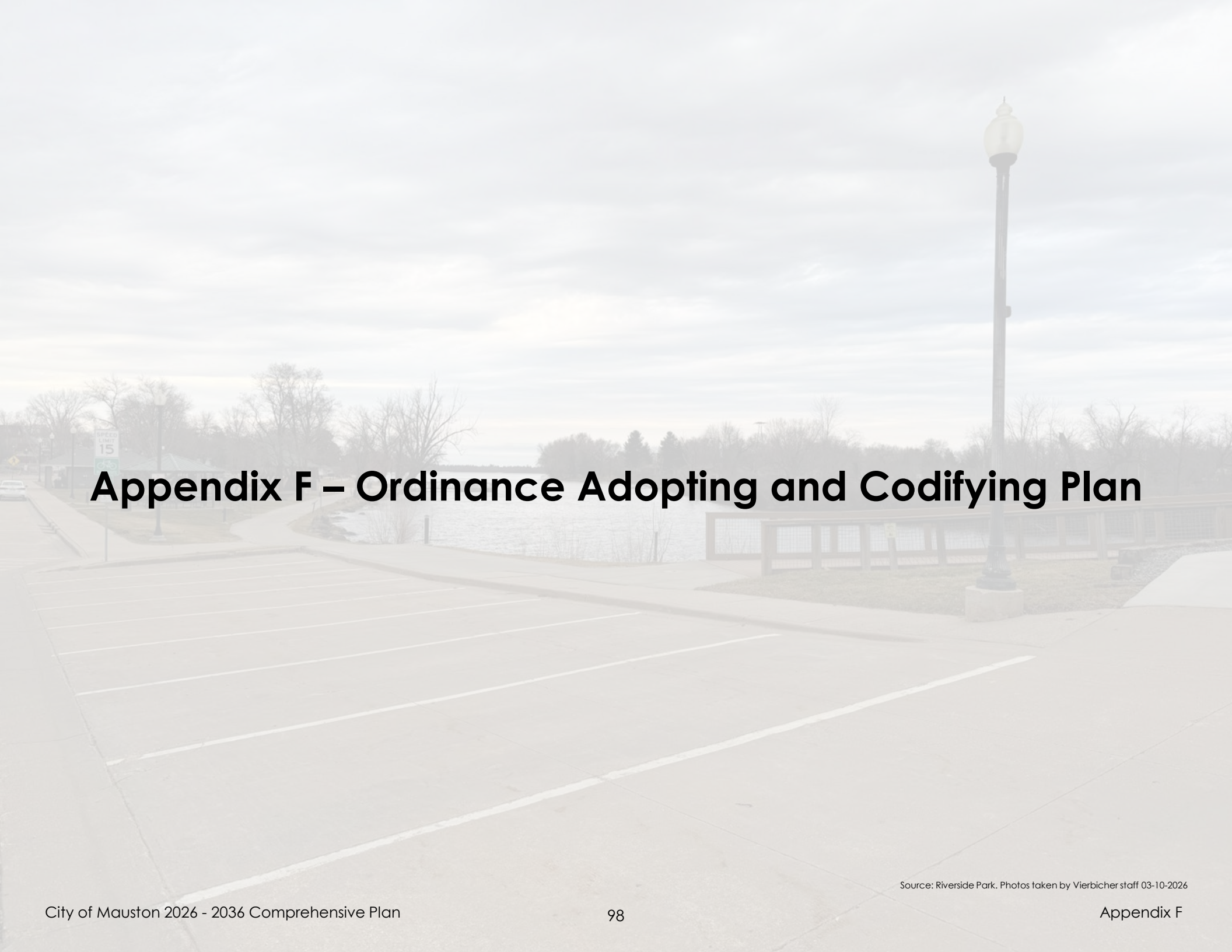
Vote: 7 aye 0 nay 0 abstention 0 absent



Appendix E – Public Hearing Notice

Source: Veteran's Memorial Park. Photos taken by Vierbicher staff 03-10-2026

INSERT Public Notice; delete this
page



Appendix F – Ordinance Adopting and Codifying Plan

ORDINANCE NO. 2026-2086
An Ordinance Adopting the *City of Mauston 2026-2036*
Comprehensive Plan
City of Mauston, Juneau County, Wisconsin

BE IT ORDAINED by the Common Council, City of Mauston, Juneau County, Wisconsin as follows:

WHEREAS, pursuant to Wis. Stats. §§62.23(2) and (3), the City of Mauston is authorized to prepare and adopt a comprehensive plan as defined in Wis. Stats. §§ 66.1001(1)(a) and 66.1001(2); and

WHEREAS, the City Plan Commission fostered public participation in every stage of preparing the comprehensive plan as required by Wis. Stats. § 66.1001(4)(a); and

WHEREAS, on April 23, 2026, the City of Mauston Plan Commission, adopted Resolution 2026-03 recommending to the Common Council the adoption of the Comprehensive Plan, containing all of the elements specified in Wis. Stats. § 66.1001(2); and

WHEREAS, on June 9, 2026, the city held a public hearing on the draft comprehensive plan and this ordinance in compliance with the requirements of Wis. Stats. § 66.1001(4)(d);

NOW, THEREFORE BE IT RESOLVED, on a motion duly made and seconded, the Common Council of the City of Mauston, Juneau County, Wisconsin, does, by enactment of this ordinance, formally adopt the document titled "*CITY OF MAUSTON 2026-2036 COMPREHENSIVE PLAN*," pursuant to Wis. Stats. § 66.1001 (4)(c).

NOW, THEREFORE BE IT FURTHER RESOLVED, that this ordinance shall take effect upon passage by a majority vote of the members of the Common Council and publication as required by law. APPROVED:

ATTEST:

Darryl D.D. Teske, Mayor

Daron Haugh, Administrator

- Date of Plan Commission Recommendation (if applicable): _____
- Date of Public Hearing (if applicable): _____
- Date of Readings: _____
- Date of Adoption: _____
- Votes:
 - Ayes____ Nays____ Absent____ Abstention _____
- Date of Publication: _____