

Village of New Auburn 2022-2042 Comprehensive Plan

Adopted September 8, 2022



Village of New Auburn 2022-2042 Comprehensive Plan

**prepared by the Village of New Auburn Plan Commission
with assistance from West Central Wisconsin Regional Planning Commission**



**VILLAGE OF NEW AUBURN
RESOLUTION 2022-18 / PC**

**A RESOLUTION OF THE VILLAGE BOARD TO ADOPT THE VILLAGE OF NEW AUBURN
COMPREHENSIVE PLAN 2022 - 2042**

WHEREAS, the Village of New Auburn has determined the need and propriety for an updated comprehensive plan with the general purpose of guiding, directing, and accomplishing a coordinated, adjusted, and harmonious development of the Village, which will, in accordance with existing and future needs, best promote public health, safety, order, convenience, prosperity, and the general welfare, as well as, efficiency and economy in the process of development; and

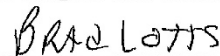
WHEREAS, the Village of New Auburn Plan Commission has prepared the *Village of New Auburn Comprehensive Plan 2022-2042* pursuant to §66.1001, §61.35, and §62.23, Wisconsin Statutes, which contains plan documents, maps and other materials in the nine comprehensive plan elements required by §66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village of New Auburn Plan Commission, pursuant to § 66.1001(4)(b) of the Wisconsin Statutes, may recommend to the Village Board the adoption of the updated comprehensive plan by adoption of a resolution to that effect by a majority of the entire Planning Commission.

WHEREAS, a properly noticed public hearing has been conducted by the Plan Commission on the proposed approval and adoption of the updated comprehensive plan, pursuant to § 66.1001(4)(d) of the Wisconsin Statutes

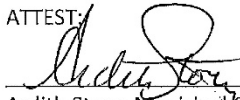
NOW THEREFORE BE IT RESOLVED, the Village of New Auburn Plan Commission officially recommends adoption of the *Village of New Auburn Comprehensive Plan 2020-2040*, as drafted in the *Public Hearing Draft*, by the Village of New Auburn Village Board.

Adopted this 8th day of September, 2022 by the Plan Commission of the Village of New Auburn.



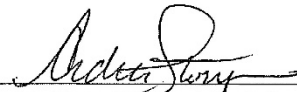
Brad Lotts, Village President

ATTEST:



Ardith Story, Municipal Clerk-Treasurer

I hereby certify that the foregoing Resolution #22-18 was duly adopted by the Plan Commission at a legal meeting on the 8th day of September 2022.



Ardith Story, Municipal Clerk-Treasurer

VILLAGE OF NEW AUBURN
Barron & Chippewa Counties, Wisconsin

ORDINANCE 2022-12

AN ORDINANCE TO ADOPT THE VILLAGE OF NEW AUBURN COMPREHENSIVE PLAN 2022-2042

The Village Board of the Village of New Auburn, Barron and Chippewa Counties, Wisconsin, do ordain as follows:

SECTION ONE: Pursuant to WI Statutes, Sections §61.35, §62.23(2) and §62.23(3), the Village of New Auburn is authorized to prepare, adopt, and amend a comprehensive plan as defined in WI Statute, Sec. §66.1001(1)(a) and §66.1001(2);

SECTION TWO: Pursuant to WI Statute, Sec. §66.1001(2)(i), a comprehensive plan shall be updated no less than once every 10 years;

SECTION THREE: The Village Board of the Village of New Auburn, Wisconsin, has adopted and implemented written procedures designed to foster public participation in every state of the preparation of a comprehensive plan as required by WI Statute, Sec. §66.1001(4)(a), which included a public hearing as required by WI Statute, Sec. §66.1001(4)(d);

SECTION FOUR: The Plan Commission of the Village of New Auburn, by a majority vote of the entire Plan Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of an updated comprehensive plan entitled "VILLAGE OF NEW AUBURN COMPREHENSIVE PLAN 2022-2042";

SECTION FIVE: The Village Board of the Village of New Auburn, Wisconsin, does, by the enactment of this ordinance, formally adopt the "VILLAGE OF NEW AUBURN COMPREHENSIVE PLAN 2022-2042" pursuant to WI Statute, Sec. §66.1001(4)(c);

SECTION SIX: This ordinance shall take effect upon passage and publication as provided by law.

Dated this 8th day of September, 2022.



Brad Lotts,
Village President

ATTEST:



Ardith Story,
Municipal Clerk-Treasurer

Table of Contents

1. Introduction	1
1.1 Planning Authority and Scope.....	1
1.2 Village of New Auburn Comprehensive Plan (adopted 2009)	2
1.3 The Village of New Auburn Plan Update Process & Public Involvement	2
2. Issues and Opportunities	5
2.1 Regional Perspective.....	5
2.2 2021 Community Values Survey.....	7
2.3 Village of New Auburn Issues and Opportunities	8
2.4 Existing Plans, Programs, and Regulations	9
2.5 Village of New Auburn 2042 Vision Statement	10
3. Population and Housing	13
3.1 Population Estimates, Characteristics, and Projections.....	13
3.2 Housing Characteristics, Needs, and Projections.....	17
3.3 Population and Housing Goals, Objectives, and Policies	26
3.4 Housing Programs	30
4. Transportation	33
4.1 Streets and Highways	33
4.2 Additional Modes of Transportation.....	38
4.3 Transportation Needs and Planned Improvements.....	41
4.4 Transportation Goals, Objectives, and Policies	42
4.5 Other Transportation Plans and Programs	44
5. Utilities and Community Facilities	47
5.1 Assessment of Utilities and Community Facilities.....	47
5.2 Utilities and Community Facilities Goals, Objectives, and Policies	61
5.3 Other Utilities and Community Facilities Plans and Programs	62
6. Agricultural, Natural, and Cultural Resources	65
6.1 Agricultural Resources	65
6.2 Natural Resources and Environmentally Sensitive Areas	66
6.3 Cultural Resources	73
6.4 Agricultural, Natural, and Cultural Resources Goals, Objectives, and Policies	74
6.5 Agricultural, Natural, and Cultural Resources Plans and Programs	75
7. Economic Development	77

7.1 Economic Conditions, Strengths, and Weaknesses	77
7.2 Current Economic Plans and Designated Sites	78
7.3 Desired Business and Industries	79
7.4 Opportunities for the Use of Environmentally Contaminated Sites.....	80
7.5 Community Marketing and Branding	80
7.6 Economic Development Goals, Objectives, and Policies.....	83
7.7 Economic Development Partners and Programs	84
8. Intergovernmental Cooperation.....	87
8.1 Existing Conditions and Context	88
8.2 Existing Partnerships, Agreements, and Intergovernmental Plans	88
8.3 Intergovernmental Issues and Opportunities.....	91
8.4 Intergovernmental Cooperation Goals, Objectives, and Policies.....	91
8.5 Intergovernmental Plans and Programs	93
9. Land Use.....	97
9.1 Existing Land Use	97
9.2 Supply, Demand, and Price Trends of Land	103
9.3 Barriers to Development and Land Use Conflicts.....	104
9.4 Opportunities for Infill or Redevelopment	105
9.5 Projected Land Use Supply and Demand	105
9.6 Preferred Future Land Use Plan.....	109
9.7 Land Use Goals, Objectives, and Policies.....	116
9.8 Current Land Use Plans, Programs, and Regulations	118
10. Implementation	121
10.1 Action Plan	121
10.2 Plan Integration and Consistency	122
10.3 Plan Monitoring and Evaluation	122
10.4 Plan Amendments and Updates.....	123
10.5 Implementation Goals, Policies, and Objectives	124
Appendix A: Public Participation Plan.....	126
Appendix B: Background Information and Data	129
Appendix C: Housing Data.....	136
Appendix D: Economic Data	141
Appendix E: Plans and Programs	151
HOUSING PLANS & PROGRAMS	151

TRANSPORTATION PLANS & PROGRAMS	155
UTILITIES AND COMMUNITY FACILITIES PLANS & PROGRAMS	160
AGRICULTURAL AND NATURAL RESOURCES PLANS & PROGRAMS.....	162
HISTORIC AND CULTURAL RESOURCES PLANS & PROGRAMS	163
ECONOMIC DEVELOPMENT PLANS & PROGRAMS.....	166
INTERGOVERNMENTAL COOPERATION	171
LAND USE PLANS & PROGRAMS.....	174
Appendix F: Village of New Auburn 2021 Community Values Survey Results	176

1. INTRODUCTION

1. Introduction

1.1 Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9.

Beginning on January 1, 2010, any program or action of a local government which regulates land use (e.g., zoning, subdivision regulations, agricultural preservation programs) must be consistent with that government's comprehensive plan. According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must address nine key elements:

- 1) Issues & Opportunities
- 2) Housing
- 3) Transportation
- 4) Utilities & Community Facilities
- 5) Agricultural, Natural, & Cultural Resources
- 6) Economic Development
- 7) Intergovernmental Cooperation
- 8) Land Use
- 9) Implementation

The *Village of New Auburn Year 2022 - 2042 Comprehensive Plan Update* fully addresses the requirements of all nine elements within Wisconsin Statutes §66.1001. Given that this Plan update was not funded with a State grant specifically earmarked for comprehensive planning, the fourteen State of Wisconsin Comprehensive Planning Goals identified in Wisconsin Statutes §16.965 are considered advisory.

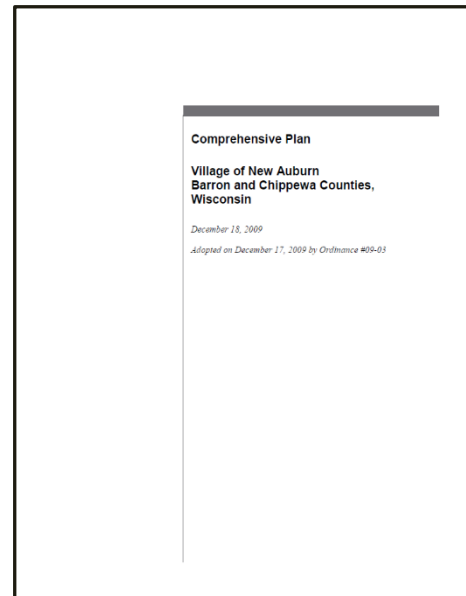
AB608, Wisconsin Act 233
Clarification on the Consistency
Requirement

This bill was signed into law in April 2004. This law reduced the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions that must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that a regional planning commission's comprehensive plan is only advisory to a political subdivision (a city, village, town or county) and a political subdivision's comprehensive plan.

Introduction

1.2 Village of New Auburn Comprehensive Plan (adopted 2009)

This document is an update of the *Village of New Auburn Comprehensive Plan* which was adopted on December 17, 2009 (Ordinance No. 09-03). The issues, goals, objectives, and policies from the 2009 Plan were reviewed and updated as part of this document. The maps, data, and a review of existing programs and plans were also updated, with much of this information incorporated into the appendix.



1.3 The Village of New Auburn Plan Update Process & Public Involvement

In 2021, the Village of New Auburn contracted with West Central Wisconsin Regional Planning Commission to assist with the update of the Village's Comprehensive Plan adopted in 2009. This update process was interactive with some restructuring of the plan to clearly address the element requirements within the Wisconsin Comprehensive Planning Law. In accordance with the State comprehensive planning law, most plan elements include goals, objectives, policies, and programs, which are generally defined as:

Goals – Broad, general, and long-term expressions of the community's aspirations for towards which the planned effort is directed. Goals tend to be ends rather than means.

Objectives – More specific targets derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals. Objectives should also be achievable within the 20-year planning horizon.

Policies & Recommendations – Policies is a term applied broadly in the comprehensive planning law. For purposes of this plan, *policies* are largely decision-making guidance or suggested rules, while *recommendations* are action-oriented strategies. Both policies and recommendations are courses of action to achieve the goals and objectives they are derived from. As described in Section 12, some recommendations are identified as short-term priorities for which action within the next five years is suggested; some elements (e.g., Sections 5 & 6) have more detailed implementation recommendations or schedules.

Programs – A system of projects, services or other resources which can help the community achieve its plan goals, objectives, and policies. Programs are not always administered by the community and may include other service providers, agencies, and their plans. Existing plans and programs that may be relevant to the Village are summarized in Appendix E.

The plan update was under the guidance of the Village of New Auburn Plan Commission, which conducted four meetings between January and July 2022 with the WCWRPC as facilitator.

The Village of New Auburn has complied with all public participation requirements as detailed in Wisconsin Statutes §66.1001, including the adoption of a written public participation plan (see Appendix A). The Village implemented the public participation plan as part of this plan update which included opportunities for public input such as:

- all meetings were properly noticed and open to the public;
- draft copies of the Plan update were available for public review prior to the public hearing;

Introduction

- a properly noticed public hearing was conducted by the Plan Commission on the draft plan; and,
- the Village invited, considered, and responded to written comments on the draft plan.

The above public participation activities were completed by the Village prior to the adoption of the amended plan. The Plan Commission and Village Board held a joint public hearing inviting public comment on the draft plan on September 8, 2022. Following the public hearing, the New Auburn Plan Commission recommended adoption of the updated plan by resolution and the New Auburn Village Board adopted the plan update by ordinance on September 8, 2022.

2. ISSUES & OPPORTUNITIES

2. Issues and Opportunities

2.1 Regional Perspective

The Village of New Auburn is primarily located in northwest Chippewa County with a portion of the Village straddling the county line and crossing into Barron County. The Village is approximately 30 miles north of the City of Chippewa Falls, which serves as the governmental center of Chippewa County, and about 22 miles southwest of the City of Barron, the government center of Barron County. The Village had a population of 548 persons according to the 2010 census, which was a 2.5% population decrease from the 2000 census. The 2021 Wisconsin Department of Administration official population estimates showed 553 residents in the Village. Residential development is primarily characterized by single family homes. The Village is bordered by the Town of Auburn to the southwest, Town of Bloomer to the southeast, Town of Sampson to the northeast and Town of Dovre to the northwest.

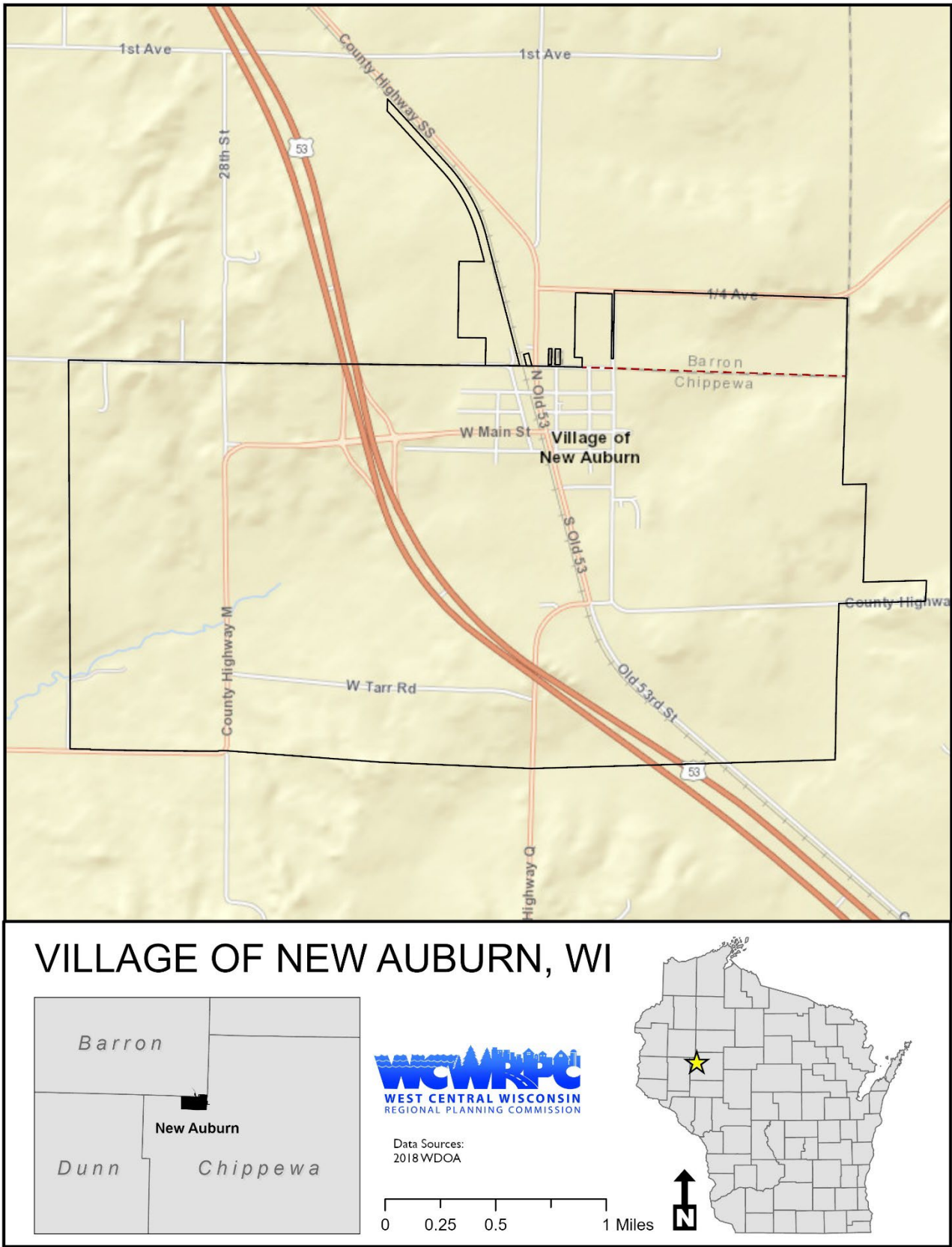
Chippewa County, Wisconsin is located in West Central Wisconsin. The County encompasses about 666,000 acres of land and is host to 32 local units of government that include five (5) cities, four (4) villages and 23 towns. The County is predominantly a rural county which revolves around the agriculture and manufacturing industries. Parts of northern Chippewa County are covered with choppy hills scattered by kettle lakes and bogs. The Ice Age Trail weaves through the northern portion of the county, providing public access to this unique resource and unusual landforms.

The area where the Village of New Auburn now stands was first discovered by David W. Cartwright. Cartwright and his son found a spot for a mill on one of their hunting trips in the Town of Auburn. The mill, known as Cartwright Mills, began operation in 1875. The surrounding area became known as Cartwright, but was later changed to New Auburn.

The land use in the Village of New Auburn is primarily agricultural. There is also a substantial amount of undeveloped land in the Village. Nearby urban areas include the Eau Claire – Chippewa Falls area to the south, and the Minneapolis – St. Paul metropolitan area to the west.

U.S. Highway 53, a regional transportation corridor, runs north and south through the Village, connecting the Village to the Duluth-Superior area, and the Eau Claire – Chippewa Falls area, and Interstate 94.

Map 1 Context and Location



2.2 2021 Community Values Survey

In fall of 2021, the Village of New Auburn Clerk's Department prepared a *Village of New Auburn Community Values Survey*. As noted on the survey, "the Village is committed to providing you with the best community possible, so we welcome your comments." The survey was distributed with utility bills to all residential households. A total of 38 surveys were returned, which is about 17.2% of the households within the Village.

A summary of the survey results is provided in **Appendix F**, with some selected findings highlighted below:

1. The majority (60%) of respondents agree or somewhat agree that people are neighborly.
2. 66% of respondents are neutral, somewhat disagree, or disagree that there is adequate housing within the community.
3. Nearly all respondents responded that the police are courteous, informative, prompt & efficient.
4. 74% of respondents agree or somewhat agree that trash and junk are handled well by the Village.
5. 24% of respondents disagree or somewhat disagree that youth are involved in improving the community.
6. 57% of respondents agree or somewhat agree that building and safety codes are addressed within the community adequately.
7. The majority of respondents (59%) agree or somewhat agree that the Village responds to and meets citizens' needs.
8. As it relates to future recreation and/or entertainment projects:
 - 34% of respondents would like to see a splashpad in the community
 - 24% of respondents would like to see an ice skating rink
 - 15% of respondents would like to see a drive-in theater
 - Other identified interests include a community recreational room, fast food restaurant, walking/biking paths, dog park, skate board park, along with others.

In addition to the specific questions, respondents were provided the opportunity to share other comments or suggestions. A complete listing of the other comments provided is included with the survey results in Appendix F, which include:

- Appreciation for the farmer's market and Jamboree Days
- Need for updating and upkeep of homes, yards, and sidewalks
- Desire to add sidewalks
- Desire for more businesses and housing
- Water/Sewer bills being a burden

It is important to note that this was an opinion survey reflecting only the views of the respondents. No statistical analysis with margins of error, non-response bias testing, or sampling was performed.

2.3 Village of New Auburn Issues and Opportunities

The following issues and opportunities were identified by the Plan Update Committee after review and consideration of the issues and opportunities found in the 2009 Plan as well as the results of the 2021 Community Values Survey. The list is organized by general categories but may be addressed in multiple sections within the Plan. The list provides insight into some of the most important topics that this Plan addresses, but is not exclusive of all such issues and opportunities facing the community.

Population & Housing

- Need for additional housing
- Lack of community programming for youth
- Need for a community center for all ages
- High water/sewer utility bills are driving some to move out of the Village
- Lack of daycare opportunities
- Zoning limitations – no land for multi-family development

Economic Development

- The Village lacks funding for infrastructure
- Franchises avoid small communities, small stores can't compete
- The Village desires to become “development ready” by having land available, zoned, and improved for development opportunities.
- There is a lack of Village-owned land and a lack of land available for development (many private landowners not ready to sell)
- More employment opportunities and amenities are needed to enhance quality of life and attract and/or retain workers, young people, and young families
- The Village lacks resources to provide financial incentives for development

Land Use & Community Design

- Continue to develop, enhance and promote recreational opportunities, including the Village as a gateway to the Ice Age Trail
- Ensure adequate lots to meet housing and economic goals
- Identify and package new growth opportunities
- Update Zoning Ordinance and map: (1) consistency with comp plan update; (2) review zoning districts and modify if needed; and (3) foster administrative capacity & Plan Commission role

Intergovernmental

- Maintain relationships with surrounding Towns near the Village's border

Implementation

- Continue to ensure available economic development resources, grant funding, and local resources being used and maximized
- Encourage greater community engagement and transparency of government

The Village has several strengths that position it well for future growth and development. Some of the top strengths identified by the Plan Commission include:

- Infrastructure availability: electrical, superb broadband and fiber availability, close cell phone tower, high pressure gas main
- Transportation access: Railroad access and prime access to US Highway 53
- Good school system
- Gateway to lakes and resorts as well as a community park that is well-used and hosts events such as the farmers market and Jamboree Days
- Dollar General has filled a need within the Community and has created jobs for residents
- The Village has extended Tax Increment District (TID) 1 to allow improvements to the Wastewater Treatment Plant (WWTP) to increase sewer/water capacity

2.4 Existing Plans, Programs, and Regulations

Section 1.2 briefly discussed the Village's existing Comprehensive Plan adopted in 2009. Under Wisconsin Statutes §66.1001, many of the plan elements require a description of the existing plans and programs related to each element.

The Village's Code of Ordinances is available online with a link at <https://www.newauburn-wi.com/government/> and include Village regulations on subjects such as:

- public safety, finance, and government
- streets and sidewalks
- public utilities, including municipal sewer and water
- various offenses and public nuisances
- building code, minimum housing code, and fair housing code
- parks and recreation
- zoning code, including floodplain zoning and shoreland-wetland zoning
- land subdivision regulations

The primary existing plans and programs adopted by the Village of New Auburn or other organizations within the community that are most pertinent to this Plan are discussed within the different Plan elements. Appendix E highlights potential programs and resources which are available to help address the issues and opportunities identified within this section. A few additional, multi-disciplinary programs are noted here as possible resources to assist with Village planning and implementation efforts.

Barron County and Chippewa County UW-Extension

Barron and Chippewa County governments have various offices and programs which are available to the Village residents, officials, and government offices. For instance, the Cooperative Extension provides a variety of practical education programs tailored to local needs, including agricultural, family living, nutrition, 4-H, and youth development, and can tap into additional resources through the University of Wisconsin system.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a voluntary nonprofit and nonpartisan association of cities and villages that acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities.

Wisconsin Department of Administration

The Wisconsin Department of Administration maintains a comprehensive planning website with element guides and other useful resource links. The Department also manages the State's Demographics Services Center with official population and housing estimates and projections.

West Central Wisconsin Regional Planning Commission (WCWRPC)

WCWRPC conducts areawide planning and provides technical assistance to local governments, including planning support, data analysis, mapping, small business revolving loan fund management, grantsmanship, and project administration. As noted previously, WCWRPC completed an *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin* in October 2008 which references and describes the most prominent and applicable programs pertinent to comprehensive planning efforts at that time. WCWRPC also produced a *Plan Implementation Guide for West Central Wisconsin* in June 2010 which includes example best practices from throughout the region on a variety of issues and opportunities commonplace within West Central Wisconsin.

2.5 Village of New Auburn 2042 Vision Statement

The following vision statement is a statement of overall goals, objectives, policies, and programs of the Village of New Auburn to guide the future development and redevelopment of the community over a 20-year planning period. This vision statement is further expressed and defined through the goals and objectives found later in each subsequent plan element.

The Village of New Auburn continues to grow to accommodate a balance of new residential areas and business opportunities. The Village is known for its high quality of living for residents of all ages, a variety of housing and employment opportunities, parks and recreation amenities, community programming for all ages, a strong school system, and community pride. As the 'Gateway to Your Destination' including the many resort areas in Northern Wisconsin such as the historically known Blue Diamond Resort, the Village attracts numerous visitors year-round that enjoy the local community activities such as the well-known annual 'Jamboree Days' and the surrounding recreational opportunities including ATVing, cross country skiing, hiking on the infamous Ice Age Trail, fishing, and hunting. Through effective planning, the Village has maintained the integrity and quality of life characterized by small-town living, open space, and agricultural land uses.

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3. POPULATION & HOUSING

3. Population and Housing

This element identifies specific policies and programs that promote the development and redevelopment of housing for residents and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and maintain or rehabilitate the existing housing stock. The element assesses the age, structural value, and occupancy characteristics of the existing housing stock and includes a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand. While comprehensive plans must describe programs that are available to provide an adequate supply that meets existing and projected demand, it is not assumed that the Village is solely responsible for managing and providing these programs. In fact, housing tools and programs are available from a variety of public and non-profit sources as will be discussed in sub-section 3.4 and Appendix E.

3.1 Population Estimates, Characteristics, and Projections

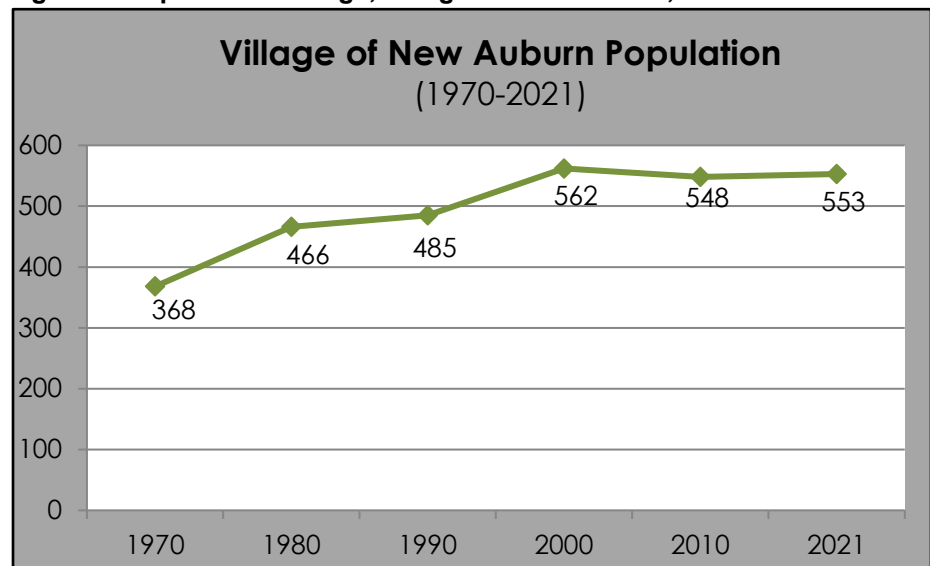
To properly plan for New Auburn's future requires an understanding of the community's population, demographic trends, and housing base. Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. Housing trends are directly related to demands of the population. Appendix B provides a variety of population and demographic data for the Village of New Auburn while Appendix C provides a variety of housing data for the Village.

Population Estimates

As of January 1, 2021, the Village of New Auburn had 553 residents according to the official state of Wisconsin population estimates. As shown in Figure 1, this is a very slight increase from the 2010 U.S. Census population.

According to the 2010 census, the Village of New Auburn had a 2010 population of 548, a 2.5% decrease from the 2000 population count of 562. In general, the population in the Village has remained relatively stable with very little increase or decrease over the last 20 years.

Figure 1 Population Change, Village of New Auburn, 1970 - 2021



Source: U.S. Bureau of the Census 1970 – 2010; Wisconsin DOA Estimate for 2021

Population Characteristics

Between 2000 and 2019, the median age in the Village decreased from 34.6 years to 32.3 years. The Village's median age is significantly lower than Chippewa County's median age of 41.2 years. In 2019,

Population & Housing

approximately 14.0 percent of the Village's population was 65 years or older, while 31.6 percent was under the age of 20. In terms of race, the majority of the population of the Village of New Auburn is predominantly White. In 2019, New Auburn's White alone population was 99.6 percent.

The national trend of a shifting age structure is evident across Wisconsin; Barron and Chippewa Counties are no exception. This is largely due to the baby-boomer generation, which is a large segment of the overall population, nearing retirement age. As this age group gets older the demand for services such as health care will increase, as well as employment opportunities in certain industries and the demand for certain housing types. It will become increasingly important for municipalities to recognize these trends and also to plan for the new demands that will need to be met.

Table 1 shows the population distribution by age in New Auburn from 2000 to 2019. Looking at the cohorts, the group with the highest population in 2010 was the 20-44 age group. Between 2000 and 2010, the Village of New Auburn experienced the largest increase (17 persons) in the number of residents that were under 5 years of age. The 65+ age group experienced a slight increase of 4 persons. From 2000 to 2019, the Village saw a 20.8% decrease in the 45 to 64 age group as well as 15.6% decrease in the 5-to-19-year age cohort.

Table 1 Population by Age, Village of New Auburn, 2000, 2010, & 2019

Age (years)	2000		2010		2019		% Change 2000-2019
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	50	8.9	29	5.3	65	11.5	30.0
5 to 19	135	24.1	147	26.8	114	20.1	-15.6
20 to 44	178	31.7	179	32.1	203	36.0	14.0
45 to 64	130	23.1	123	22.4	103	18.2	-20.8
65+	69	12.3	73	13.3	79	14.0	14.5
Total	562		548		564		0.4
Median Age	34.9 (Chippewa Co – 37.6)		34.6 (Chippewa Co – 40.1)		32.3 (Chippewa Co – 41.2)		-2.6 years

Source: U.S. Bureau of the Census 2000 & 2010, American Community Survey 2015-2019

Population Projections

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of these past growth trends. Projections should be considered as one of many tools used to help anticipate and predict future needs within the Village. Population levels are subject to physical conditions, environmental concerns, land use, zoning restrictions, taxation, annexation, and other political policies that influence business and personal location decisions.

It should be noted that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, and other methods use births, deaths, and migration to estimate the population. While certain factors (such as demographic, economic and geographic) influence growth, each community has an opportunity to shape its growth using tools or policies to promote or limit development.

Population & Housing

In 2013, the Wisconsin Department of Administration (WDOA) Demographic Services Center released their population projections to the year 2040 for the communities and counties of Wisconsin. The WDOA utilized a projection formula that calculates the annual population change over three varying time spans. From this formula, the average annual numerical population change is calculated, which was used to give communities preliminary population projections for a future date. Table 2 below includes the official population estimates and projections for the Village of New Auburn. The official population projections, prepared by WDOA, anticipate a slight decrease in population over time. The Village found these projections to be acceptable given the relatively stable population over the past 20 years, the aging population, and the low nationwide birth rates.

That said, the Village has development and redevelopment opportunities that could increase employment opportunities, has created desired community amenities such as a farmer's market, and has filled a long need of a basic grocery/retail store through the development of Dollar General. The opportunity exists to grow the community if there is housing available that matches the desires of the market and a good quality of life is offered. Given these factors, an alternative population projection was created; these projections will be used for housing and land use planning for the Plan update. This alternative calculation projects that from 2021 to 2045 (24 years), the Village's population will increase by 12 residents, or an annual average increase of 2 residents per year. This alternative is a straight-line projection based on the following assumptions:

- From 2021 to 2030, the Village population will increase by 0.2% per year or 1.8% over the nine-year period. From 2030 to 2040, the Village population will increase by 0.1% per year or 1% over the ten-year period. From 2040 to 2045 the population will remain stable.
- Assumes the Village of New Auburn achieves its Comprehensive Plan goals and objectives, such as increasing housing availability and continues to provide a high quality of life.

The Village Plan Commission believes that the alternative straight-line projection is reasonable, achievable, and is a good estimate to use when planning for the Village's future.

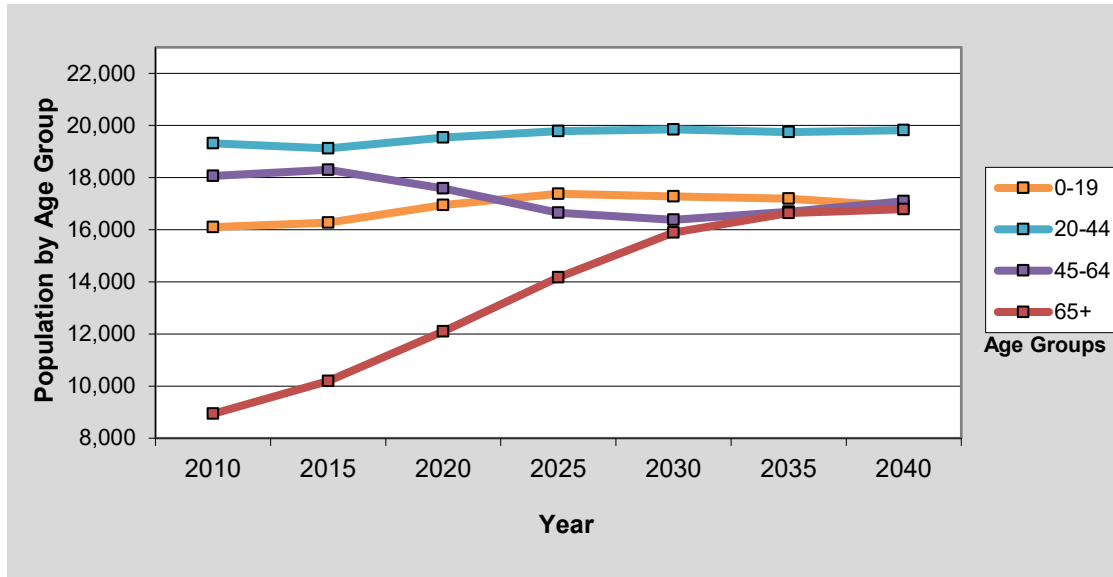
Table 2 Population Estimates & Projections for the Village of New Auburn, 2000-2045

	2000 Census	2010 Census	2015 Proj.	2020 Proj.	2021 Est.	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	2045 Proj.	2020 Est. -2040 change
WisDOA Population Projections (2015-2040)											
Total Population	562	548	550	550	553	550	550	540	525		
Population Change		-14	2	0	3	-3	0	-10	-15		-28
% Population Change		-2.5%	0.4%	0.0%	0.5%	-0.5%	0.0%	-1.8%	-2.8%		-5.1%
Alternative Low-Growth Population Projections (2025-2045)											
Total Population					553	557	563	566	569	569	2020 Est - 2045 change
Population Change						4	6	3	3	0	+12
% Population Change						0.8%	1.0%	0.5%	0.5%	0.0%	2.8%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections

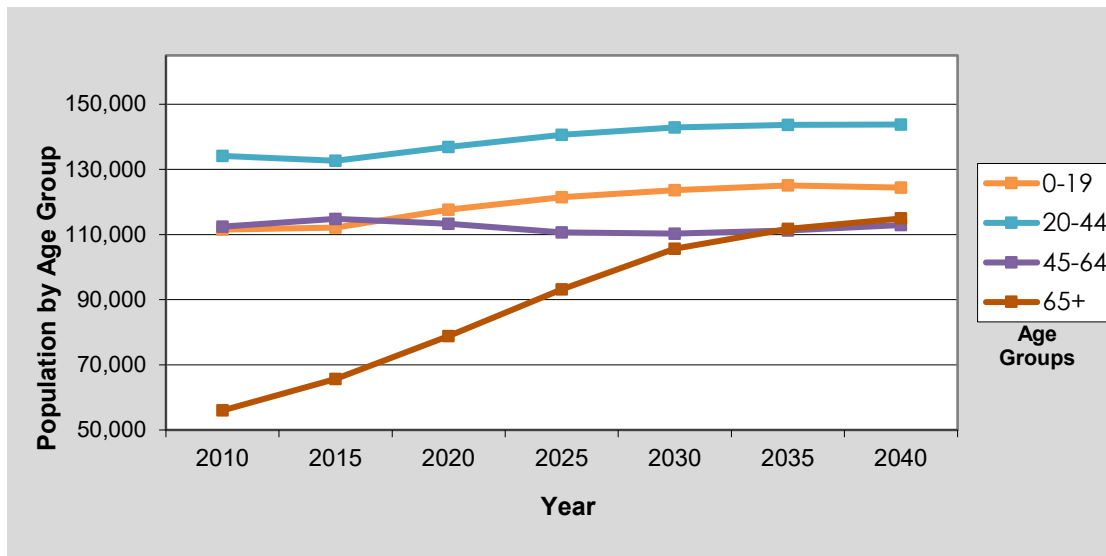
Population & Housing

Figure 2 Population Projections, Chippewa County, 2010-2040



Source: Wisconsin Department of Administration, 2014

Figure 3 Population Projections, West Central Wisconsin, 2010-2040



Source: Wisconsin Department of Administration, 2014

People consider many factors for why they move or stay in a location. Nationally, renters tend to be more mobile than homeowners. In a national survey, 37% of renters are specifically renting temporarily, with the remaining renting for reasons of affordability (or inability to afford a home), convenience, and

amenities offered by their place of residence.¹ Consider the following from a 2008 Pew Research Center survey entitled “*American Mobility: Who Moves? Who Stays Put? Where’s Home?*”:

1. 63% of adults have moved to a new community at least once in their lives, while 37% have never left their hometowns.
2. In the Midwest, 46% of adult residents have spent their life in one community.
3. Rural residents are the most rooted Americans, with 48% of Americans living in rural areas spending their entire lives in the same place.
4. 77% of college graduates have changed communities at least once, compared with 56% of those with a high school diploma or less.
5. Major reasons why residents stay in their hometowns are: family ties (74%), desire to remain where they grew up (69%), and a belief that their communities are good places to raise children (59%). Fewer than half (40%) say a major reason for staying put is a job or business opportunities.
6. The most frequently cited major reason for moving is a job or business opportunity (44%).
7. Levels of community satisfaction do not appear to be correlated with people’s past mobility patterns.
8. Just 10% of movers say that cultural activities were a major reason they chose their current community.

The Pew Survey shows that in a rural area, such as the New Auburn area, residents are fairly rooted. Jobs and business opportunities are likely the largest sources of potential new residents. But when deciding upon two locations, other factors will contribute to the decision-making (e.g., schools, retail opportunities, broadband availability, sense-of-place, crime, aesthetics, recreation, amenities).

3.2 Housing Characteristics, Needs, and Projections

Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies. The housing in a community may be its largest asset. The construction industry and other occupations that support housing are a major portion of the economy. Residential development is also a major source of revenue for local communities in the form of property taxes. Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

Planning for the provision of housing may be new to many local units of government. Nonetheless, the programs and actions of local governments can influence the housing market. The comprehensive

¹ National Multifamily Housing Council. 2017. 2017 NMHC/Kingsley Renter Preferences Report.

Population & Housing

planning process necessitates that the community analyze the impact of the policies and regulations on the development of various types of housing. The analysis is intended to take into account the current and projected housing needs in the community. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a twenty-year planning horizon.

The following sections further discuss specific information about the Village's existing housing stock, patterns, and future trends.

Village of New Auburn General State of Housing

This section provides some of the key housing data findings for the Village of New Auburn; Appendices B and C provide additional housing data. Some key findings of New Auburn's housing situation include:

- **Housing Supply:** The total number of housing units in the Village, per the Census data, increased by 13 units from 222 in 2000 to 235 in 2010. Per the 2019 ACS data, there were 250 total housing units in the Village, a 6.4% increase from 2010.
- **Age of Structures:** Per the 2019 ACS, 26% of the Village of New Auburn total housing stock was built before 1950. Approximately 19% of housing structures in the Village were built in 1939 or earlier which may suggest a need for rehabilitation or replacement.
- **Structures:** As of 2019 84% of housing units in the Village were single-family detached homes while 8.4% were mobile homes.
- **Housing Mix:** The overall Village housing mix as of 2019 was 33% renter and 67% owner.
- **Rental Units:** About 65% of all renter-occupied units are single-family homes. 64% of renter-occupied units have 1 or 2 bedrooms while.
- **Rental Vacancy Rate:** The 2019 ACS data estimates the rental vacancy rate to be 0.0% with no vacant rental units available in the Village. The Plan Commission identified a strong need for additional rental units.
- **Rental Costs:** The 2019 median household income of rental households was \$52,679, compared to \$56,750 for the overall Village median. The 2019 median gross rent in the Village was \$825. From 2010 to 2019 the median gross rent increased 36% while the median renter income increased close to 209% (\$17,054 in 2010). That said, about 42.5% of renters in the Village of New Auburn spent more than 30% of their income on housing costs (rent, insurance, utilities) in 2019 and are considered cost-burdened.
- **Owner Units:** 90% of owner-occupied units were single-family detached units, while the other 10% were mobile homes. 44% of owner-occupied units have 3 bedrooms while 30% have 4+ bedrooms. 78% of married-couple families were homeowners, while 62% of single-person households owned a home.
- **Owner Vacancy Rate:** The 2019 ACS data estimates the owner vacancy rate to be 3.9% (or 6 vacant owner units). The Plan Commission identified a need for additional owner units as demand remains high as shown through the bidding wars during homes sales.

Population & Housing

- **Owner Costs:** The 2019 median home value in the Village was \$114,800, an increase of 23% from 2010 to 2019. The median owner income increased 25% during that same time period. About 15% of homeowners with mortgages spent more than 30% of their income on housing costs in 2019 and are considered cost-burdened.
- **Owner Preferences:** Generally, homeowners, compared to renters, tend to be older, have larger households, live in homes with more bedrooms, and have higher household incomes. The 2019 median household income for homeowners in the Village was \$60,938.

By parcel count, residential housing is the primary land use within the Village of New Auburn, although agricultural land use far exceeds residential by acreage. Map 2 shows the general distribution of residential parcels with improvements (e.g., single-family homes, duplexes, mobile homes) within the Village.

The Village of New Auburn has the following community living arrangements:

- **Adult Family Homes (AFH):** one facility with four units/rooms/beds

Table 3 Housing Occupancy Characteristics, 2019

Village of New Auburn	2019 Census
Population	564
Population in Rental Units	180
Population in Owner Units	384
Population in Group Quarters	0
Households, excluding group quarters	221
Avg. Household Size	2.55
Renter Avg. Household Size	2.40
Owner Avg. Household Size	2.63
Housing Units, excluding seasonal	227
Rental Units	75
Owner Units	152
Occupied Units	221
Renter-Occupied Units	75
Owner-Occupied Units	146
Vacant Units for Rent, excludes seasonal	0
2019 Rental Vacancy Rate	0.0%
Rental Vacancy Rate Standard ²	5-7%
Vacant Units for Sale, excludes seasonal	6
2019 Homeowner Vacancy Rate	3.9%
Homeowner Vacancy Rate Standard ³	2-2.5%
% of Overcrowded Units – Renter Occup.	.03%
% of Overcrowded Units – Owner Occup.	0.0%
Seasonal & Other Vacant Units ⁴	23

Source: U.S. Census 2015-2019 ACS 5 Year Estimates

² Florida, Richard. 2018 July. *Vacancy: America's Other Housing Crisis*. Accessed at:

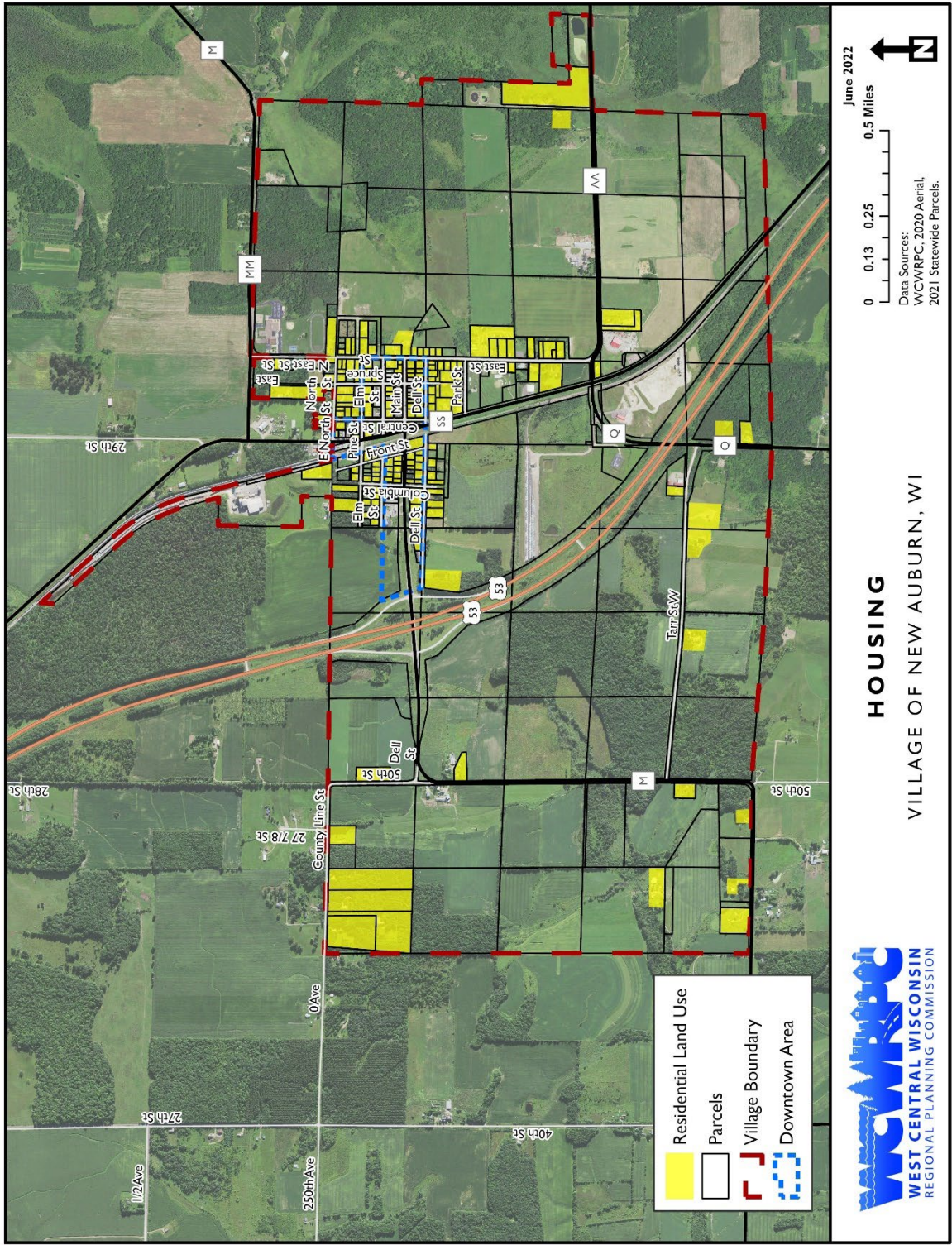
<https://www.citylab.com/equity/2018/07/vacancy-americas-other-housing-crisis/565901/>

³ Ibid. For owner housing, Florida's vacancy rate standard was expanded by WCWRPC from 2% to 2%-2.5% in order to accommodate additional market flexibility given the County's relatively small population size.

⁴ Includes seasonal, recreational, or occasional use as well as sold and rented, but not occupied and other vacant units that are not currently on the market.

Population & Housing

Map 2 New Auburn Housing



Population & Housing

Housing Affordability & Value

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not cost a household more than 30 percent of its household income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing. Households may choose to pay more to get the housing they need or want; however, according to HUD standards, people should have the choice of having decent and safe housing for no more than 30 percent of their household income. A lack of affordable housing has overriding impacts on population migration patterns, economic development, and the tax base.

While the individual financial situation of each household varies, a common analysis to affordability is based on the Federal affordability standard that households should not pay more than 30% of their income (before taxes) on housing costs, regardless of income. In other words, a household that is paying more than 30% of its income on housing costs is considered cost-burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care. This section explores the housing cost situation for Village of New Auburn renter and owner households.

Rental Affordability

To explore the current supply of housing relative to affordability, Table 4 shows the households income range and the number of rental housing units that fall within the corresponding affordable renter range as of 2019. This approach assumes that a healthy rental market mix will have a supply of rental units at certain affordable price points that are near or equal to the number of households within the respective household income ranges.

Table 4 Renter-Occupied Housing Affordability by Cost, 2019

Village of New Auburn Renter Housing Gap Analysis					
Household Income Ranges	# of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than \$10,000	2	3%	\$0-\$199	2	0
\$10,000 to \$14,999	18	24%	\$200-\$299	0	-18
\$15,000 to \$24,999	5	7%	\$300-\$549	29	24
\$25,000 to \$34,999	9	12%	\$550-749	33	24
\$35,000 to \$49,999	3	4%	\$750-\$999	9	6
\$50,000 to \$74,999	30	40%	\$1,000-\$1,499	2	-28
\$75,000 to \$99,999	8	11%	\$1,500-\$1,999	0	-8
\$100,000 to \$149,999	0	0%	\$2,000-\$2,999	0	0
\$150,000 or more	0	0%	\$3,000 to \$3,499	0	0
Source: U.S. Census 2015-2019 ACS 5 Year Estimates and WCWRPC calculations					
NOTES: (i) The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the commonly used 30% Federal standard for gross rent. The additional 5% in the Federal standards allows for the payment of all other housing costs. (ii) The above includes some rental units with zero cash rent. (iii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by 0.25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.					

Population & Housing

When considering Table 4, it is important to understand that the balance does not necessarily represent a rental market surplus or deficit. The balance is simply the difference between the number of households and the number of rental units within each income range or price point. The balance suggests how the Village's existing rental units might be better distributed based on household income and monthly contract rent price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing. These households may be interested in housing at their price point should it become available.

Table 4 provides the following insights:

- The Village of New Auburn's primary pool of rental housing is at the \$300 - \$749 price point and is being relied upon by many renters from other income ranges. Per the 2019 ACS data, about 83% of all rental units in the Village fall within the \$300 - \$749 price range. Several income ranges are relying on this supply for housing.
- The balance is negative for household income ranges of \$10,000 - \$14,999 and \$50,000 or more. While 24% of all rental households fall into the \$10,000 - \$14,999 income category, there are no rental units within the Village that fall within the corresponding affordability range. The same is true for the income categories of \$50,000 or more. While 51% (38) of rental households within the Village have an income of \$50,000 or more, there are only two rental units in the Village with rental values within the corresponding price range. This creates challenges and opportunities:
 - Many of the rental households with the lowest incomes are having to pay more in rent than what they likely can afford. This places constraints on these households and suggests there may be a need for some additional rental units to meet the needs of lower-income households within the Village.
 - While the Village may have some renter households that could potentially afford to pay more for their housing, the actual market rates are not solely based on income. Numerous factors influence rental rates and what an individual can afford, such as location, quality and characteristics of the rental units, local cost of living, property maintenance costs, and unit demand.
 - Many of these "higher-income" households may be interested in purchasing a home. These higher-income renters have income ranges whereby they could possibly afford to purchase a house but there may be a lack of houses available in their affordability range or lack of homes for sale with the characteristics they desire (e.g., size, style, location). In the interim, some of these households may be residing in rental housing below their price point as a cost-saving measure, possibly in anticipation of buying a home in the future.
 - The Village identified a need for some new multi-family rental housing. Providing new rental units could potentially free up entry-level, more affordable, rental units for some of the income-constrained households.

Population & Housing

Owner Affordability

Similar to the rental analysis, an analysis was conducted to more fully explore the current supply of owner-occupied housing in the Village relative to affordability. Table 5 shows the Village of New Auburn's owner households by income range and the number of owner housing units that fall within that range. This approach assumes that a healthy homeownership market mix will have a supply of owner units at certain affordable cost ranges (or price points) that are near or equal to the number of households within the respective housing income ranges.

Similar to the rental affordability analysis, the balance in Table 5 does not necessarily represent a home sales market surplus or deficit. The balance is simply the difference between the number of households and the number of owner units for each income range and affordable price point range. The balance suggests how the Village's existing owner units might better be distributed based on household income and the corresponding affordability price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing.

Table 5 Owner-Occupied Housing Affordability by Cost, 2019

Village of New Auburn Owner Housing Gap Analysis					
Household Income Ranges	# of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than \$25,000	26	18%	\$0-\$59,999	13	-13
\$25,000 to \$34,999	7	5%	\$60,000-\$89,999	37	30
\$35,000 to \$49,999	15	10%	\$90,000-\$124,999	34	19
\$50,000 to \$74,999	41	28%	\$125,000-\$199,999	47	6
\$75,000 to \$99,999	44	30%	\$200,000-\$249,999	11	-33
\$100,000 to \$149,999	13	9%	\$250,000-\$399,999	1	-12
\$150,000 or more	0	0%	\$400,000 +	3	3
Source: U.S. Census 2015-2019 ACS 5 Year Estimates and WCWRPC calculations					
NOTES: (i) The above affordable price points are calculated based on 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the more commonly used 30% Federal affordability standard. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities. (ii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.					

Table 5 provides the following insights:

- The largest concentration of current owner housing supply is less than \$200,000. While this presents an opportunity, as the price point is generally considered to be "starter" level housing, it also has challenges as houses on the lower end of the price scale may require significant updates.

Population & Housing

- Like the rental analysis, a significant proportion of homeowners are living in owner-occupied units that may be less than what they can afford. Some of these individuals may be interested in a higher-value unit, or a “move-up” home, but they may also be comfortable with the unit they are in.

Housing Needs, Demand & Projections

Traditionally, rural communities, such as the Village of New Auburn, have a high percentage of single-family homes, often with few other housing types available. However, as new residents move in and as the population ages, other types of housing should be considered to provide an assortment of housing types needed to meet the needs and demands of area residents. In such places, there is a desire for these residents to remain in the community during their retirement years.

Approximately 33% of the respondents to the Village of New Auburn 2021 Community Values

Survey disagreed or somewhat disagreed that there is adequate housing within the Village. Some respondents also identified property maintenance and upkeep as a need within the Village; the Plan Commission has noted that property and building maintenance issues are being addressed through enforcement of the public nuisance ordinance. The Plan Commission also identified a need for additional housing, both owner and renter as well as a variety of housing types, within the Village.

Housing projections are helpful in identifying housing program strategies as well as to estimate the amount of land that may be needed for future residential development. Additionally, as the number of households and new housing units grow, there is a resulting need for government to provide additional public facilities and services such as roads, sewer and water extensions, fire and police protection, schools, etc.

The projected demand provides guidance based on recent trends and the best information available. No estimate, model, or projection is perfect. As previously noted, the community and partners have the ability to influence these projections based on other programming and policy decisions. Moreover, the housing market does not stop at municipal boundaries. A municipality's housing supply and demand is influenced by what is occurring around it. Further, many unanticipated social, economic, and policy factors in the larger region or nationally can also influence local growth, housing costs, and market demands.



Population & Housing

Table 6 estimates existing and projected housing demand for Village of New Auburn, with the following assumptions:

- The 2019 estimate is from the U.S. Census.
- Future demand is based on WDOA population and household projections with a small factor added for market flexibility (note: adding additional housing units beyond those identified in Table 6, along with providing a high-quality of life, will likely put the Village on the alternative low-growth trajectory (as discussed in Section 3.1);
- The current owner-to-rental mix (33% renter, 67% owner) is maintained throughout the projection period;
- The additional rental and owner units needed are in addition to the 2019 vacant units shown in Table 3.
- The 2020 estimate does not include any new construction or demolition that has occurred since 2019; adjust these numbers accordingly as needed.
- For this preliminary analysis, the group quarters projection is the difference between the total population and the population in households. There are currently no group quarters within the Village – as such, the projections don't show group quarters population. Given the area's aging population, the demand for group quarters (nursing care) and rental units (downsizing, accessory dwelling units, assisted living) is expected to increase. While the population in Group Quarters is 0, and is projected to remain at 0, this is simply because there are no nursing homes or other Group Quarters living arrangements within the Village. The closest nursing home is in Bloomer, Wisconsin, about 10 miles south of the Village. As the population in and around the Village ages, there may be an increased need for additional nursing home beds.

Table 6 Village of New Auburn Housing Demand Projections (based on DOA projections)

	2019 Est.	2020	2025	2030	2035	2040	Net
Total Population	564	550	550	55	540	525	-39
Total Households, excluding group quarters	221	223	226	229	229	225	4
Change in Total Households	--	2	3	3	0	-4	--
Change in Rental Households (34% Rent)	75	1	1	1	0	-1	1
Change in Owner Households (66% Owner)	146	1	2	2	0	-3	3
Additional Rental Units Needed*	4-5	1	1	1	0	0	7-8
Additional Owner Units Needed**	0	1	2	2	0	0	5-6
Total Additional Housing Units Needed	4-5	2	3	3	0	0	12-13
Population in Group Quarters	0	0	0	0	0	0	0

* In addition to the 0 rental units currently for rent

** In addition to the 6 owner units for sale

Population & Housing

As previously noted in Table 2, the Village Plan Commission believes that the alternative low-growth population projections are reasonable and achievable. It's also recognized that household sizes continue to decrease. To better understand the housing needs and demand based on these alternative projections, an updated demand table was prepared as shown in Table 7.

Table 7 Village of New Auburn Housing Demand Projections (based on Alternative Low-Growth Projections)

	2019 Est.	2021	2025	2030	2035	2040	2045	Net
Total Population	564	553	557	563	566	569	569	5
Total Households, excluding group quarters	221	219	223	228	231	237	237	16
Change in Total Households	--	-2	3	5	3	6	0	--
Change in Rental Households (34% Rent)	75	-1	1	2	1	2	0	5
Change in Owner Households (66% Owner)	146	-1	2	3	2	4	0	11
Additional Rental Units Needed*	4-5	0	1	2	1	2	0	10-22
Additional Owner Units Needed**	0	0	2	3	2	4	0	11
Total Additional Housing Units Needed	4-5	0	3	5	3	6	0	21-22
Population in Group Quarters	0	0	0	0	0	0	0	0

* In addition to the 0 rental units currently for rent

** In addition to the 6 owner units for sale

The Village has identified a few potential future residential development projects that could increase housing supply in the Village. If these projects occur, this could reduce the housing demand projections identified in Tables 6 and 7. As such, the numbers in these tables are not absolutes and are simply provided to help show housing demand scenarios based on potential population and growth projections.

3.3 Population and Housing Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Population & Housing

Goal 1: The Village encourages the development of a variety of housing structures to accommodate varying household sizes and income levels to meet the needs of current and future residents. The Village would like to see a majority of new housing development in the form of single-family homes.

1. Objective - Strive to attract and support the development of rental and owner housing units within the Village and provide a range of housing choices that attract and retain families and individuals of all income levels.
2. Objective - Encourage the development of additional duplexes.
3. Objective - Encourage the development of a senior assisted-living facility in the Village while continually monitoring the housing needs of the aging population.
 - a. Policy – Encourage housing developers to consider issues of accessibility and aging in place standards as part of new home construction.
4. Objective - Additional low-income housing units are desired by the Village, and their development will be encouraged.
5. Objective – Pursue available state or federal housing funding for the development or redevelopment of low to moderate income quality housing.
6. Objective - Support developers who want to develop other forms of housing, such as duplexes or small apartment buildings, as long as they are congruent and consistent with the Village's comprehensive plan.
7. Objective - Maintain an adequate supply of land planned and zoned for multi-family housing and ensure there are adequate lots available to meet the Village's housing needs.

"Aging in Place"

Aging in place (or aging in community) is the ability to live in one's own home and community safely, independently, and comfortably regardless of age, income, or ability level.

This concept is not limited to housing design and construction, but should be expanded to encompass the entire community, includes aspects of other plan elements such as transportation, access to goods and services, social opportunities, recreation, and urban design.

Goal 2: The Village strives to improve the appearance and aesthetic value of the Village.

1. Objective – Promote maintenance and rehabilitation efforts for the existing housing stock.
 - a. Policy - The Village will continue to promote and utilize the local Revolving Loan Fund to enable low-income households to make repairs to their homes.
2. Objective – Pursue development and redevelopment efforts which enhance the character of the community.
 - a. Policy - The Village will consider developing a regularly scheduled community-wide clean-up event.

3. Objective - Consider options to implement stricter enforcement codes, particularly as grandfathered properties lose exemption from complying with existing ordinance.
 - a. Policy - The Village will consider options to require transferred property to comply with current regulations.
 - b. Policy - The Village will encourage voluntary compliance with current ordinances.
 - c. Policy - The Village will continue to review, update, and clarify local ordinances and regulations.
4. Objective – Seek to cooperate with and promote other public agencies in housing rehabilitation and energy conservation programs.
 - a. Policy – The Village will work collaboratively with Barron and Chippewa County Housing Authorities, other housing service providers, developers and other public agencies to meet the Village’s housing goals and objectives.

Goal 3: The Village will strive to maintain the quality of life that residents have indicated they enjoy, such as being a quiet community with a low cost of living.

1. Objective – Maintain quality of life amenities (workforce, housing opportunities, broadband, schools) within the community that retain and attract residents and families.
2. Objective – Maintain an open government and welcome new citizens and business owners to participate in a process that fosters trust, communication, and sense of community.
3. Objective – Build on market and community preferences to create a community that attracts new growth.

Goal 4: The Village will strive to retain the current population and attract new population growth.

1. Objective - Consider operations for developing a senior or community center.
 - a. Policy: The Village will evaluate the feasibility of developing a senior or community center.
 - a. Objective - Strive to attract facilities that provide goods and services necessary for daily needs.
 - b. Objective - Consider the development of regularly held community events to encourage neighborly fellowship and community cohesiveness.
 - i. Policy: The Village will support and promote the ongoing local Farmer’s Market.
 - ii. The Village will consider developing a regularly scheduled community-wide clean-up event.

It is important to note that the previous housing goals, objectives, and policies will require collaboration and partnerships to achieve. There is not an expectation that the Village has the resources to achieve these goals and support new housing programming on its own. Some solutions may be multi-jurisdictional, while non-profit housing partners and the private-sector may also take the lead role.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Review the Village's Zoning and Subdivision Ordinances to ensure that the Village's land use regulations allow for and encourage a range of housing types (forms, sizes, and prices) and subdivision design standards meet the Village's housing goals and objectives. (short-term)
2. Consider amending the Zoning Ordinance to allow for an attached or detached accessory dwelling unit and/or dependency living arrangement on a single residential lot with specific standards (e.g., size limits, one unit must be owner occupied, required an on-site caregiver). (short-term)
3. Rezone property as needed to accommodate new housing development, including multi-family apartments and low-and moderate-income housing, twin home units for aging seniors, and new rental units for young professionals. (on-going/as needed)
4. Review existing Village regulations regarding building maintenance and property upkeep; increase enforcement if necessary. Explore program opportunities that incentivizes or assists homeowners with maintenance and upkeep, such as volunteer assistance, fix-up events, and partnering with local businesses for special rebates on purchases. (short-term)
5. Regarding housing assistance programs:
 - a) Encourage developer/builder participation in local, state, federal, and non-profit housing assistance and initiatives, potentially including public-sector cost-sharing for quality housing projects that provide public benefit. (short-term)
 - b) Explore opportunities to increase advertising and use of the Village's housing revolving loan fund program and pursue grant opportunities to recapitalize the fund if needed. (short-term)
 - c) Increase the promotion of assistance programs and resources available for home renovations and make rehabilitation of existing older homes more appealing and accessible. (short-term)
 - d) Pursue housing rehabilitation grants for low-to-moderate income families and owners. (ongoing/as needed)
 - e) Utilize tax increment financing to partner with developers to provide infrastructure for residential development and make needed housing projects cost feasible, including the use of an affordable housing extension, as appropriate, when such projects support the Village's housing goals. (short-term)
 - f) Work with employers in the area to address housing needs, including exploring an employer-assisted housing program. (ongoing/as needed)
6. Actively identify, plan for, and foster infill and adaptive reuse opportunities for housing that would be compatible with the neighborhood context. (ongoing/as needed)
7. Work with builders and developers to build more housing designed for the senior population. (short-term)

3.4 Housing Programs

The Village of New Auburn has adopted a fair and open housing ordinance (Chapter 6 Housing) which sets forth policy that the Village endorses the concepts of fair and open housing for all persons and prohibition of discrimination. Additionally, the Village has a Residential Revolving Loan Fund (RLF) to assist with funding housing rehabilitation and homebuyer assistance. The RLF is capitalized through a HUD Community Development Block Grant (CDBG). CDBG housing funds are loaned to low-to-moderate-income (LMI) tenants at an affordable rate. CDBG housing funds can only be used for CDBG-eligible activities, such as repairs/rehabilitation, down payment and closing cost assistance, and accessibility improvements. Chippewa County also has a countywide revolving loan fund that has additional housing funds.

To meet local housing needs, a variety of public and non-profit housing programs and services that are available, as identified in Appendix E.

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4. TRANSPORTATION

4. Transportation

A transportation system should safely and efficiently move people and products. Transportation can directly influence a community's growth, or it can be used as a tool to help guide and accommodate the growth which a community envisions. Like the other elements in the plan, transportation is interconnected, especially with land use. Economic, housing, and land use decisions can increase or modify demands on the various modes of transportation (e.g., highways and roads, air, rail, pedestrian, bicycling). Likewise, the transportation decisions, such as the construction of new roadways, changing rail infrastructure, or bike facilities can impact accessibility, land values, and land use. For many smaller communities, maintaining the local transportation system is a very significant part of their budget.

This element includes a compilation of background information, goals, objectives, actions or policies, and programs to guide the future development and maintenance of transportation systems in the Village of New Auburn. This element also compares the Village's transportation policies and programs to other local, state, and regional transportation plans as required under Wisconsin State Statutes §66.1001.

4.1 Streets and Highways

Streets and highways constitute New Auburn's primary mode of transporting people, goods, and services. The primary components of the Village's street and highway network are:

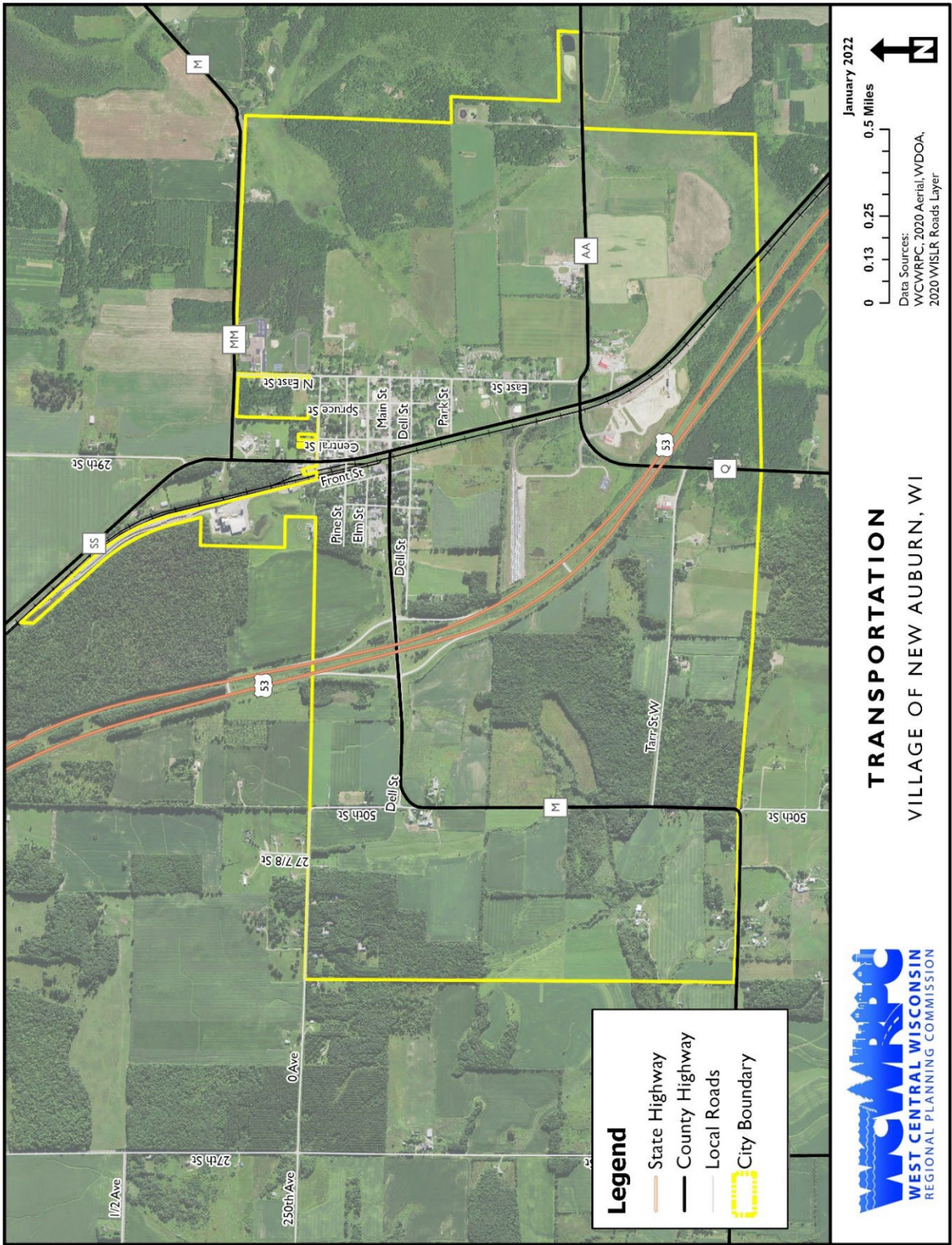
1. USH 53, which travels in a north-south direction through the Village, is a major transportation route providing access south to Chippewa Falls-Eau Claire and Interstate 94 and north to Duluth-Superior.
2. CTH SS (also known as Old US Hwy 53), which travels in a north-south direction through the Village, provides an alternate route to USH 53.
3. County Highway M, Q, and AA provide additional access and function as collector routes.
4. Local Village roads provide access to abutting lands and to the state, county, and federal highway system serving the Village.

Road Functional/Jurisdictional Classification

For planning, transportation funding, and design purposes, public roadways are divided into different functional classes, such as arterials and collectors. Factors influencing function include traffic circulation patterns, land use, the land access needs, and traffic volumes. The transportation system for New Auburn is depicted on Map 3. Map 4 shows the functional classification of roads within the Village. Per the Wisconsin Department of Transportation's Bureau of Planning and Economic Development Department, the breakdown of streets and highways within the Village of New Auburn, by functional classification mileage, is as follows:

Principal Arterial: 1.7 miles
Major Collector: 3.8 miles (1.0 miles are the ramps)
Minor Collector: 2.4 miles
Local Street: 6.8 miles

Map 3 New Auburn Transportation System



Transportation

Traffic Volume Trends

Annual Average Daily Traffic (AADT) counts are produced by the Wisconsin Department of Transportation every three years. The majority of these counts are focused on State highways, County highways and other higher traffic volume roadways. Table 8 shows that the average daily trips entering, and existing US Highway 53 have increased over time.

Table 8 New Auburn Traffic Counts, selected segments

Road Segment	ADT (count year)	ADT (count year)	% change
CTH M Main Street, West Side of USH 53	930 (2011)	N/A	N/A
Off Ramp from USH 53 SB to CTH M	270 (2008)	620 (2017)	130%
On Ramp to USH 53 NB from CTH M	300 (2008)	650 (2017)	117%
On Ramp to USH 53 SB from CTH M	460 (2008)	1,300 (2017)	183%
Off Ramp from USH 53 NB to CTH M	480 (2008)	1,400 (2017)	192%
CTH M Main St Between USH 53 & CTH SS	2,400 (2011)	N/A	N/A
CTH SS Federal Rd North of Main St.	3,800 (2011)	N/A	N/A
CTH SS South of CTH M Main St.	1,200 (2011)	N/A	N/A

source: WisDOT Annual Average Daily Traffic interactive maps

Vehicle Use and Commuting Trends

The automobile is the dominant mode of transportation for the residents of New Auburn. According to the 2019 census estimates, 96% of the households in the Village had one or more vehicles. Only 4% (9 households) were identified as having no vehicle. Additionally, Table 10 clearly reflects this dominance as close to 98% of workers either drove alone or carpooled to work.

Table 9 Vehicle Availability in the Village of New Auburn, 2019

# of Vehicles Available	Percent of Households
No vehicle	4.1
1	23.1
2	45.2
3 or more	27.6

source: U.S. Census Bureau, 2015-2019 American Community Survey

Table 10 Means of Transportation to Work for New Auburn Residents, 2019

Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	82.3
Car, Truck, or Van - Carpooled	15.4
Public Transportation (excluding taxi)	0.0
Walked	1.5
Taxicab, motorcycle, bicycle, or other	0.0
Worked at home	0.8

source: U.S. Census Bureau, 2015-2019 American Community Survey

Transportation

Figure 4 shows that in 2019, 152 (97%) of the total 157 workers in New Auburn lived outside New Auburn. In addition, it also shows that 97% of employed people that live in the Village work outside of New Auburn. It is important to recognize that this data is from 2019; the numbers entering the Village for work are likely less than that estimated in 2019 due to the closing of the Silica and Chippewa sand mines.

Figure 4 New Auburn Employment Inflow/Outflow, 2019 (Primary Job)



source: 2019 Longitudinal Employer-Household Dynamics

Truck Freight Service

According to WisDOT Wisconsin Long Truck Operator's Map, dated August 2017, U.S. Highway 53 is a designated long truck route. These are routes that are safe to operate vehicles and combinations of vehicles with overall lengths that cannot be limited.

Accident Types and Locations

According to data from the Wisconsin Traffic Operations and Safety Laboratory, there were 62 total crashes reported within the Village of New Auburn during the 5-year period of 2016 to 2020; 13 of these crashes occurred in 2020. There were no bicycle or pedestrian crashes during this 5-year period.

4.2 Additional Modes of Transportation

Transit and Specialized Transportation

There are no municipal public transit services available in the Village of New Auburn. A number of transportation providers are available for residents with specialized needs, often coordinated through or in partnership with the Barron and Chippewa Aging & Disability Resource Center (ADRC) offices.

Bicycles and Pedestrians

The surface condition of the roadway, the width of the street and the presence of parked cars and any physical barriers such as high traffic volume street crossings, may impact bicycling conditions in the community. While there are no dedicated bicycle facilities in the Village of New Auburn, the average bicyclist can be accommodated on most of the streets in the Village as they are wide enough to support bicycle traffic on the shoulder areas. County Highway M, Q, SS and AA are classified as having good bicycling conditions by the Wisconsin Department of Transportation.

Similarly, the availability and condition of sidewalks and walkways impact the mobility of pedestrians. Some of the local roads in the Village that have heavier traffic volumes, such as Main Street and portions of Central and Dell Streets, have sidewalks. Map 5 is an inventory of sidewalks within the Village's urban area. As shown, most of the local streets do not have sidewalks and the Village does not currently require sidewalks be provided in the construction of any new development. Some respondents to the 2021 Community Values Survey identified a desire for additional sidewalks as well as the upkeep and maintenance of sidewalks.

The Villages Outdoor Recreation Plan, adopted in June 2022, provides a review of the online *Strava Heat Map, which helps identify the preferred routes of individuals tracking their activity types within the Village. This can be a helpful planning tool when considering new routes or installing signage and wayfinding throughout the Village. As noted in the Outdoor Recreation Plan, an assessment of Strava App users walking or running in the Village shows a mix of use throughout Village streets with the greatest intensity of use along Pine St, East St, and the running track at the High School. A similar review of the Strava Heat Map for cyclists shows the greatest use on County Highway SS running north to south through the Village, west on Main Street and County M, and east of the Village on ¼ Avenue.

The Village does not have a *Bicycle and Pedestrian Plan*, but the Village has partnered with the School District to create a *Safe Routes to School Plan* (2016) that aims to make it safer and easier for students to walk and bike to school. The Plan is essentially a pre-requisite for improvement project grants for implementing the plan's recommendations.

In 2019, Chippewa County adopted a countywide bicycle and pedestrian plan which identified routes and recommended improvements to promote and enhance the regional bicycle and pedestrian network. Barron County recently applied for funding to complete a similar plan in the near future. The Village is encouraged to utilize these plans when planning new routes throughout the Village.

Map 5 Village of New Auburn Urban Area Sidewalk Inventory



Transportation

Freight Rail Service

Progressive Rail, Inc. operates a rail line owned by Barron and Chippewa Counties. The line runs from Chippewa Falls, Wisconsin north to Cameron, Wisconsin, and connects up with both the Canadian National Railway and the Union Pacific Railroad, both lines that are linked throughout North America. While this line has been kept in service, the closing of the Silica and Chippewa sand plants in 2021 has reduced the level of rail activity on these lines. That said, there is an opportunity for the rail to contribute to future area economic development opportunities.

Air Service

Chippewa County has two publicly owned airports. The Cornell airport, approximately 20 miles east of New Auburn, is designed to accommodate small aircrafts of less than 6,000 pounds in gross weight.

The Chippewa Valley Regional Airport, located within the City of Eau Claire, approximately 28 miles south of New Auburn, provides scheduled passenger and freight air transit for New Auburn residents. This airport is rated as an Air Carrier/Cargo (AC/C), meaning it is designed to accommodate virtually all aircraft, up to and including wide body jets and large military transports.

The Chetek airport, located approximately 10 miles from New Auburn, is designed to accommodate aircrafts of less than 12,500 pounds in weight. The Rice Lake Regional Airport – Carl's Field, is about 27 miles north of New Auburn and is rated as being designed to serve corporate jets, small passenger jets and cargo jets used in regional commuter air service.

Horse-Drawn Vehicles

The New Auburn area is known for having a group of Amish residents, so it is not uncommon for horse-drawn vehicles to be present on some Village roadways.

ATV and Snowmobile Routes

ATVs/UTVs are a very popular recreational activity in Barron and Chippewa Counties with strong contributions to the local tourist economy. In February 2022 the Village adopted Ordinance 2022-02, which amended the authority to allow Low Speed Vehicles, All Terrain Vehicles, and Utility Terrain Vehicles. Per the ordinance, unless otherwise posted, all highways that are not part of the national system of interstate and defense highways, located within the territorial boundary of the Village, unless otherwise posted, are designated as All-Terrain Vehicle Routes. The Village shall place signs alerting motorists that all roads under the Village's jurisdiction are designated ATV Routes unless otherwise posted.

The Village is also pursuing additional ATV/UTV routes on County and State Roads throughout the Village to connect with established routes outside of the Village. These proposed routes require formal review and approval by the Wisconsin Department of Transportation and include:

- Highway Q - from S East Street to W Tarr Road
- Highway AA – from Highway SS to the Village's eastern limits
- Highway SS – from northern Village limit to Highway M
- Highway SS (if not approved, could also explore utilizing railroad right-of-way as an alternative)

4.3 Transportation Needs and Planned Improvements

In general, the local and regional transportation system in the Village of New Auburn is presumed to be adequate to serve projected traffic volumes within the Village. Ongoing maintenance and minor safety improvements are expected on local, county, and state roadways. New roads may be needed if new development occurs as envisioned in the land use element of this plan.

State Highway Improvements

As of January 2022, Wisconsin Department of Transportation (WDOT) has no major highway projects planned or under study for US or State Highways within the Village of New Auburn. According to the WDOT's Transportation Improvement Program for 2022-2025, the following projects are identified:

- USH 53 – 2023 resurfacing from New Auburn to Rice Lake
- USH 53 – 2023 pavement replacement from Chippewa Falls to New Auburn

County and Local Improvements

No major County highway improvements impacting the Village are currently planned. Chippewa County's 2022-2026 Capital Improvement Plan identifies the following projects within or near the Village:

- CTH SS from 83rd Street to CTH Q – 2022 reconstruction
- CTH M (W Main Street) from USH 53 East Ramp east for 1,635 feet – 2025 recondition
- CTH M from Barron County line to CTH F North – 2024 recondition

Barron County Highway Commissioner confirmed that the County does not have any major highway improvements planned that will impact the Village. CTH SS was recently paved from New Auburn to Chetek and CTH M (east of CTH SS) is not in the County's 5-year plan.

The Village's Public Works Department has equipment necessary to ensure that adequate street services are provided. Equipment consists of a truck, tractor, end loader, snowplow, and lawn mowers, among others. There is a five-year capital improvement plan in place including line items in the budget for maintenance and purchase of equipment. Planning for local streets and roads is a continual process and improvements may be hastened or delayed due to damage from flooding, winter-related damage, heavy use, or coordination with other infrastructure improvements.

The Village has identified the following planned transportation projects for the future, some of which will occur concurrently with municipal sewer, water, and stormwater improvements.

Table 11 Village of New Auburn Transportation Improvements

Needed or Planned Major Transportation Improvements			Other improvements planned as part of the project		
Road/Street/Trail Name	Description of Needed Improvements or Studies	Planned Year	Sanitary Sewer	Water	Storm Sewer
May Street	Development including main, laterals	2022	x	x	x
Mathias Street	Development including main, laterals	2022	x	x	x
East Street	Resurface including main, valves & hydrants	2022		x	

Needed or Planned Major Transportation Improvements			Other improvements planned as part of the project		
Road/Street/Trail Name	Description of Needed Improvements or Studies	Planned Year	Sanitary Sewer	Water	Storm Sewer
North Columbia Street	Resurface including main, valves, hydrants & storm	2022		x	x
North Street (East Half)	Resurface including main, valves, hydrants & storm	2023		x	x
West Elm Street	Resurface including watermain remodel, stormwater	2023		x	x
E Dell Street	Resurface including watermain rebuild, stormwater	2023		x	x
Tarr Road	Resurface	2024			
County Line Rd (50 th)	Resurface	2024			
South Spruce Street	Resurface, including watermain rebuild, stormwater	2024		x	x
North Spruce Street	Resurface, including watermain rebuild, stormwater	2024		x	x
West Dell Street	Resurface including watermain remodel	2025		x	
East Elm Street	Resurface including watermain rebuild, stormwater	2025		x	x
South Columbia Street	Resurface	2025			
East Pine Street	Resurface including watermain rebuild, stormwater	2026		x	x
North Central Street	Resurface including watermain rebuild, stormwater	2026		x	x

The Village is also exploring options for constructing a pathway from Park Street through the park to provide a safer access to the Dollar General commercial area on the south side of the Village.

4.4 Transportation Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key



Transportation

issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Goal 1: Maintain a safe, efficient transportation system that meets the needs of the Village residents, visitors, and businesses.

1. Objective – Direct future residential, commercial, and industrial development to roadways capable of accommodating resulting traffic.
 - a. Policy – Plan and encourage the location of new major traffic generators to locate along or near arterial or collector streets.
2. Objective – Guide new growth to developed road systems so that new development does not financially burden the community or make inefficient use of public tax dollars.
 - a. Policy - Developers shall bear an equitable share of the costs for new road development, improvements, and extensions. The subdivision code should be used to ensure that new residential developments are provided with adequate streets, curb and gutter, utilities, and sidewalks or other trail linkages, at cost of the development. The Village may make exceptions to this policy to explore cost-sharing and other financial alternatives when partnership with developers to achieve the community goals expressed in this plan.
3. Objective – Pursue the development of street design standards that given priority to and enhance the safety of pedestrians and minimize conflicts with motorists.
4. Objective – Maintain safe access designs onto U.S., State, and County highways.

Goal 2: Enhance opportunities for non-motorized modes of transportation throughout the Village.

1. Objective – Consider options for increased pedestrian mobility throughout the Village (sidewalks, curb and gutter installation, walk lanes, etc.).
 - a. Policy – The Village will coordinate pedestrian mobility improvements with local road and street improvements.
2. Objective – Strive to be connected and accessible to and from recreational trail systems that are developed.

Goal 3: Prioritize and consider options for street and road improvements.

1. Objective – Seek to evaluate options and complete Main Street repair and repaving.
 - a. Policy – The Village will strive to implement local street and road improvements in conjunction with utility improvements.
 - b. Policy – When the Village is considering utility improvements, they will also consider street repair and replacement options.
2. Objective – Consider and evaluate options to build local roads that have been platted, but not yet developed in coordination and anticipation of increased development.

Transportation

- a. Policy – The Village will consider utility installation when planning for these local road improvements.
3. Objective – Ensure new development provides multi-modal transportation facilities.
4. Objective – Coordinate efficient road improvements based on current and future land-use patterns and integrate proposed improvements into a capital improvements plan.

Goal 4: Coordinate with transportation operators of the various modes available to the Village to ensure local needs are met.

1. Objective – Work with the railroad to maintain communication and ensure the Village is included when considering improvements and upgrades to the railroad system.
2. Objective – Work with the railroad and local industry to increase the utilization of, and access to, the railroad.
3. Objective – Work with Chippewa and Barron Counties and surrounding towns to ensure County roads in and around the Village are well-maintained.
 - a. Policy – The Village will consider options for increased traffic control when traffic movement conditions warrant, particularly on the heavily used County highways.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Maintain a capital improvements plan to guide the implementation of the planned transportation improvements identified in this Plan. (ongoing)
2. Partner with the School District to implement the recommendations of the Safe Routes to School Plan to improve pedestrian and biking safety and connectivity. (short-term)
3. Complete and maintain a five-year Outdoor Park and Recreation Plan. (short-term & ongoing)
4. Review and amend ordinance(s) to include facilities for non-motorized transportation to be included in developments. This includes re-evaluating the Village's sidewalk ordinance and ensuring consistency when applying the policy. Consider requiring sidewalks in all new development. (short-term)
5. Continue to take advantage of the transportation assets of the community (e.g. proximity to Highway 53 and active rail line) in pursuit of economic development and other Comprehensive Plan goals. (ongoing)
6. New roadways in the Village should include curb-and-gutter. (ongoing)
7. The Village should prioritize safety and the maintenance of existing streets and sidewalks over new construction or enhancement of the transportation network. (ongoing)

4.5 Other Transportation Plans and Programs

Several state and regional organizations development plans and programs for the management and systematic update of transportation facilities that may include the Village of New Auburn. These other plans were considered during the planning process, as reflected by the text and maps in the previous sub-sections. Based on a review of these plans and programs, no land use or policy conflicts were identified. Appendix E includes a review of these other potentially related transportation plans and programs.

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5. UTILITIES & COMMUNITY FACILITIES

5. Utilities and Community Facilities

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Special services deemed to be vital to a community, such as childcare facilities, may also be included as a community facility though they are not typically publicly owned. Some community services, such as health care, libraries, parks, and schools, also provide services to a population outside the corporate limits.

Utilities and community facilities can also be used to guide growth, encourage development, contribute to quality of life, or help establish community identity. Aside from roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget. The Village of New Auburn maintains a five-year capital improvement plan, as well as line items in the budget, for maintenance and construction of utility and community facility infrastructure projects.

This element contains background information, goals, objectives, actions or policies/programs to guide the future maintenance and development of utilities and community facilities in the Village of New Auburn. Chapter 4 previously discussed transportation-related facilities. For all public utilities, local government services, and community facilities that serve the local governmental unit, the location, use, capacity, and approximate timetable to address short-term needs (1-5 years) and long-term needs (5+ years) are identified if available, including expansion, rehabilitation, or new development.

5.1 Assessment of Utilities and Community Facilities

Village Administrative Facilities and Services

Administrative facilities for the Village of New Auburn are currently located in Village Hall at 130 Elm Street East. The New Auburn Village government consists of the five Board members including the Village President, other Village officers, and various committees, boards, and commissions. The Village's website can be accessed at <https://www.newauburn-wi.com> and details a variety of government related information about the Village.

The Village Public Works Department has office space in Village Hall. The public works equipment is in very good condition allowing members of the department to provide adequate services.



Short-Term Needs:	<ul style="list-style-type: none">• Additional space for equipment• Technology upgrades
Long-Term Needs:	<ul style="list-style-type: none">• Community Event Center for community programming

Sanitary Sewer Service

Utilities and Community Facilities

The Village of New Auburn provides sanitary sewer service to the developed portion of the Village. New Auburn's current wastewater treatment plant was completed in 1984 with an expansion constructed in 2022-2023. The monthly design flow is just over 63,000 gallons per day, while the actual monthly usage is about 30,000 – 50,000 gallons per day. Per the Village Public Works Department, the wastewater system is at 49.0% capacity. The Village currently has a valid permit from the DNR for discharge requirements that expires on December 30, 2022; the Village is currently in the process of updating this permit.

The Village's sewer system, shown on Map 8 is primarily gravity fed. There are a couple of lift stations in the Village – one on the west side of the dense portion of the Village on Dell Street, and one near the intersection of East and Park Streets.

Short-Term Needs:	Continue to review the condition of the wastewater distribution system and wastewater treatment plant for needed maintenance and/or expansion. Integrate any needs into the Village 5-year capital improvements plan that identifies its short-term utility needs. This includes replacement of sewer mains, manholes, lift station maintenance, etc. Specific short-term needs identified include: <ul style="list-style-type: none">• Continue sewer lining
Long-Term Needs:	Continue to review population growth and development and monitor the need for future sewer main replacements.

Private Onsite Wastewater Treatment Systems (POWTS)

The more rural portions of the Village are not serviced by the municipal sanitary sewer system. These properties utilize private on-site sewage treatment systems. As the Village of New Auburn continues to develop, the potential for service lines to be extended may occur or be desirable.

Public Water Supply

The Village of New Auburn provides municipal water via two municipal wells. There are 171 residential meters, 30 commercial customers, 3 industrial customers, 5 public authority customers, and 12 multi-family customers. Municipal water service is available to facilities located in the developed portion of the Village. The average daily use is approximately 25,000 – 30,000 gallons per day; the maximum design flow of the system is 288,000 per day. Well #1 is located at 229 W Main Street and is 170 feet deep and operated using a pump that was installed in 2006. Well #2 is located 1,900 ft southeast of Well #1 in the eastern part of the Village park on the west side of East St. The Village has a water tower with storage capacity of 100,000 gallons, which was constructed in 2006. The water mains are looped, with two longer dead-ends in the Village (one on Dell Street and one on Highway Q).

Short-Term Needs:	<ul style="list-style-type: none">• Replacement of old cast pipe• Replacement of fire hydrants
Long-Term Needs:	<ul style="list-style-type: none">• Continue to update & maintain the system• Complete water main looping

The rural areas of the Village are not served by the municipal water system. Many of the rural Village residents receive their water via private wells. It is important that the Village and residents protect surface and groundwater resources and aquifers from contamination.

Utilities and Community Facilities

New Auburn has a wellhead protection plan in place to help protect water quality. A wellhead-protection overlay district is also included in the Village's Zoning Ordinance to "institute land use regulations and restrictions to protect the Village of New Auburn municipal water supply and wells, and to promote the public health, safety and general welfare of the residents of the Village of New Auburn." Improvements and preventative maintenance are important to maintain functioning infrastructure for the Village's water supply.

Stormwater Management

The goal of stormwater management is to prevent runoff from delivering pollutants or sediment to lakes, rivers, streams, or wetlands. Commonly applied stormwater management tools include: ditches, culverts, grassed waterways, rock chutes, retention basins or settling ponds, curb and gutter, storm sewer, and construction site erosion control.

The Village has a separate storm sewer system providing service to the developed area of the Village. Many ditches and ponds throughout the Village are used to collect stormwater. There has also been some storm sewer installed to aid in the transport of stormwater as well. While there is currently no formal policy, the Village Board is considering a policy that would require new developments to have curb and gutter as well as storm sewer.

Short-Term Needs:	<ul style="list-style-type: none">• Maintain the existing storm sewer system and monitor the need for future expansion, as needed.
Long-Term Needs:	<ul style="list-style-type: none">• As roads are constructed or reconstructed, evaluate the feasibility of adding storm sewer if the need exists.

Solid Waste Management & Recycling

There are no licensed solid waste landfills located within any of the communities in Chippewa or Barron Counties. The closest licensed landfill is Seven Mile Creek Landfill in Eau Claire. According to WDNR's database of self-certified Material Recovery Facilities (MRF) for recycling, there is a Waste to Energy /Recycling Plant in the Village of Almena in Barron County.

The Village has a contract for solid waste collection for New Auburn residents. Village residents can take garbage and sorted recyclables to the Village dumpster site located at 130 E Elm Street during established hours. Residents may also contract on their own for curbside garbage and recycling collection. Working with First Choice Recycling, the Village organizes a yearly appliance & electronic recycling event for village residents. The Village also offers curbside collection for brush.

Short-Term Needs:	<ul style="list-style-type: none">• Educate the public on the need for recycling
Long-Term Needs:	<ul style="list-style-type: none">• Continue to identify efficient and cost-effective waste management & recycling services

Parks and Outdoor Recreation

The Village of New Auburn prepared an Outdoor Recreation Plan concurrent with this comprehensive plan update; the plan was adopted in June 2022. The plan assesses the existing recreation system in the Village, identifies recreation needs based upon public input and recreation standards, sets forth goals and objectives to be used as guidelines in formulating recreation plans, and establishes

Utilities and Community Facilities

recommendations for improving the recreation system over the next five years. The Village will use the Outdoor Recreation Plan to guide future improvements and decisions related to municipal parks and open spaces. Map 11 shows the current park and recreation facilities within the Village.

Communication and Power Facilities

The Village is provided electric service by Xcel Energy and Chippewa Valley Electric. The approximate boundary for these services is along County Highway A. South of CTH A, electricity is provided by Chippewa Valley Electric. North of CTH A, Xcel Energy is the primary provider of electricity. There are no power plants or substations located in New Auburn; however, transmission lines cross through several areas of the Village. WE Energies provides natural gas service to portions of the Village; the rural areas do not have natural gas service.

Telecommunications services is available through Citizen's Telephone Cooperative, Inc., who provides telephone, internet, and cable services. Charter Communications also have services available in the Village. The Village Plan Commission stated that the broadband service within the Village is good and did not identify any issues.

While the siting of new wireless telecommunication towers has been an issue at times in the State of Wisconsin, the Village has not encountered any issues. The need to construct additional towers is being driven by advancements in mobile telephone technology, additional demand for mobile telephone service, and increased numbers of service providers competing to supply that increased demand. The popularity of the handheld digital phone is the primary reason that more towers are needed. These phones require more towers to operate than the older cellular telephone. The expansion of digital service can assist in the ability to access the internet by wireless mobile technologies, though such mobile services can be more costly and slower than many fixed wireless and wired (e.g., DLS, cable modem, fiber) technologies.

Emergency and Protective Services

Police Services

The Village of New Auburn contracts with the Chippewa County Sheriff's Department for police services. Almost all respondents to the 2021 Community Values Survey responded that the police are courteous, informative, as well as prompt and efficient.

Fire Protection & Ambulance Services

The New Auburn Area Volunteer Fire Department serves the Village of New Auburn, as well as the Town of Sampson and portions of the Towns of Auburn and Dovre (Barron County). The Fire Department is a separate entity from the Village.

The New Auburn Fire Station, constructed in 2015-2016 with financial assistance from a Community Development Block Grant – Public Facilities grant, is located at 410 South Old 53 Street in the Village. The equipment the fire department uses is



Utilities and Community Facilities

generally in good condition and allows the volunteer members to provide good service. Equipment includes tankers, engines, a utility truck, a ranger, boat, and communications trailer.

The Village receives EMS service from the Bloomer Community Ambulance and the Chetek Area Ambulance. There are also 12 Emergency Medical Responders (EMRs) within the New Auburn Fire Department.

Continued participation and coordination between the Village and other communities receiving services from the volunteer fire department is necessary to ensure facilities and equipment are able to provide adequate service. It will be important for the Village to coordinate with the Bloomer Community Ambulance and Chetek Area Ambulance for EMS services.

Short-Term Needs:	<ul style="list-style-type: none">Continued maintenance of equipment
Long-Term Needs:	<ul style="list-style-type: none">Evaluate future equipment needs.

9-1-1 Emergency Communications

Chippewa County has a single emergency dispatch for the entire county, including the Village of New Auburn. The County has an enhanced 9-1-1 system. The communications system is much improved compared to when it was originally implemented, though some gaps in service exist, especially for cell phones and in hilly and rural areas.

Hazardous Materials Planning and Response

The Village coordinates with Chippewa County Emergency Management on issues of hazardous materials planning, exercises, and response, including Emergency Planning and Community Right-to-know Act (EPCRA) compliance for hazardous substances.

The Chippewa Falls and Eau Claire Fire Departments have a joint “Type I” hazardous materials response team, giving Chippewa County the highest level of hazardous material coverage available. This “Type I” team can also be requested to respond to the most serious of spills and releases requiring the highest level of skin and respiratory protective gear. This includes all chemical, biological, or radiological emergencies requiring vapor-tight “Level A” gear with self-contained breathing apparatus.

Railroads, pipelines, and some larger industry and businesses (e.g., EHS planning facilities) have their own hazardous materials response teams. These entities often work closely with local responders, dispatch, and emergency management personnel for training, incident command system exercises, and sharing of emergency operational procedures.

Chippewa County Natural Hazards Mitigation Plan

The Village participated in the development of the *Chippewa County Natural Hazard Mitigation Plan* and adopted the plan in November 2021. Adoption of the plan is a prerequisite for certain FEMA mitigation grant programs and is updated every five years. The plan identifies the following highlights for the Village:

- The Village should continue to monitor, plan for, and address critical stormwater and flash flooding issues identified in the plan, including:

Utilities and Community Facilities

- There are relatively serious problems resulting from high groundwater table in the area in the past. Stormwater enters about 75% of basements and into the wastewater system through basements and manholes. While this is managed with sump pumps the stormwater system improvements are needed in the NW neighborhood.
- Stormwater improvements to address flooding concerns should be ongoing, as needed. Important to continue educating the public on actions they can take to prevent flood damage (e.g., gutters, sump pump) to keep stormwater out of the wastewater system.
- The Village should work with Wisconsin Department of Natural Resources to address non-compliance issues with the Village's National Flood Insurance Program status.

Short-Term Needs:	<ul style="list-style-type: none">● Implement those recommendations pertinent to the Village of New Auburn within the <i>Chippewa County Natural Hazard Mitigation Plan</i> as opportunities and resources.
Long-Term Needs:	

Dams

According to the Wisconsin Department of Natural Resources Dam Safety Program, there are no existing or planned dams located in or adjacent to the Village of New Auburn. In the WDNR database, the two closest dams to the Village are within the Town of Dovre. The New Auburn Wildlife Area dam is located north of the Village on 29th Street at Beaver Creek. The Toyce Dam is located west of the Village between 24 ¼ Street and 25 ¼ Street, north of the Barron/Dunn County line. Both of these dams are identified as having low hazard potential.

Schools

New Auburn Public School District

The New Auburn School District serves the Village of New Auburn and portions of surrounding towns. The New Auburn High School, New Auburn Middle School, and New Auburn Elementary School are included within the School District of New Auburn. All schools are located within one facility located at the northern boundary of the Village. Per the 2020-21 Report Card from the WI Department of Public Instruction (DPI), student enrollment in the District during the 2020-21 school year was 315 while enrollment in the 2018-2019 school year was 316. According to the 2009 Plan data, the school district had 358 students enrolled in the District in 2008.



Private Schools

There are two private schools that serve children in New Auburn. Pleasant View Amish School and Twin Lakes Amish School offer kindergarten through eighth grade education.

Utilities and Community Facilities

Higher Education

While there are no high education facilities within the Village, there are several adult education centers in nearby communities. Lakeland University has a center in Chippewa Falls and Eau Claire is home to Chippewa Valley Technical College and the University of Wisconsin – Eau Claire campus. The City of Rice Lake is host to the UW-Eau Claire – Barron County campus and a regional campus for Northwoods Technical College.

Health Care and Senior Housing Facilities

While there are no hospitals, clinics, or health-care facilities in the Village, there are several options for medical care within close proximity to the Village. The closest hospital is the Mayo Clinic Hospital and Clinic in the City of Bloomer. There is a Marshfield Clinic in both Bloomer and Chetek, and Mayo Clinic in Chetek.

There is one nursing home facility in the City of Chetek and two within the City of Bloomer.

Additional information on housing needs and opportunities within the Village can be found in Section 3 of the plan. As the population continues to age, there will likely be an increase demand for senior facilities and associated services.

Day Care Facilities

There are two licensed or certified day care facilities with a New Auburn address identified on the State's registry, though neither are located within the Village limits:

1. Kerrie's Country Daycare (capacity of 8)
2. Piglets Playpen (capacity of 8)

The *America's Child Care Deserts in 2018* report, prepared by the Center for American Progress, notes that "Families in rural areas face the greatest challenges in finding licensed child care, with 3 in 5 rural communities lacking adequate child care supply." The report uses a definition of child care deserts, such that **a ratio of more than three young children for every licensed child care slot constitutes a child care desert**. The definition comes from the U.S. Census Bureau's findings that show approximately one-third of young children are regularly in the care of someone who is not a relative. "When the number of licensed child care slots is insufficient to reach at least one-third of young children under age 5, the likelihood that parents face difficulty finding child care increases. This could affect employment decisions or force families to turn to unlicensed options."

Per the State's registry, the previously mentioned two facilities, neither of which are located within the Village, have an identified capacity can accommodate a maximum of 16 children. The 2015-2019 ACS data shows that there are approximately 65 children under five years old within the Village of New Auburn. Based on the ratio above, a minimum of 22 childcare spaces are needed to avoid becoming a child care desert.

The availability of child care is a quality of life factor that is important when working to attract young families to the area and maintain a sound economy and workforce.

Short-Term Needs:	<ul style="list-style-type: none">• Work to maintain a ratio of at least one child care slot for every three children under age 5 within the community.
Long-Term Needs:	<ul style="list-style-type: none">• Support and encourage the development of new facilities within the community.

Utilities and Community Facilities

Libraries

The Village of New Auburn is served by the Indianhead Federated Library System. There is no public library within the Village, however, residents are served by the G.E. Bleskacek Family Library in the City of Bloomer, Calhoun Memorial Library in the City of Chetek, and the Clarella Hackett Johnson Library in Sand Creek.

The New Auburn School has an on-site library that is also available to the public when the school is open. Village residents may utilize the library's interloan system to get materials from other libraries, as well as borrow materials from the library.



Post Offices

The Village of New Auburn is served by the New Auburn Post Office, 120 E Elm St. No related needs were identified.

Churches

The Village of New Auburn is home to three churches. They are as follows:

1. Freedom Community Church (Seventh Day Baptist Church)
2. United Methodist Church
3. Bethel Lutheran Church

Cemeteries

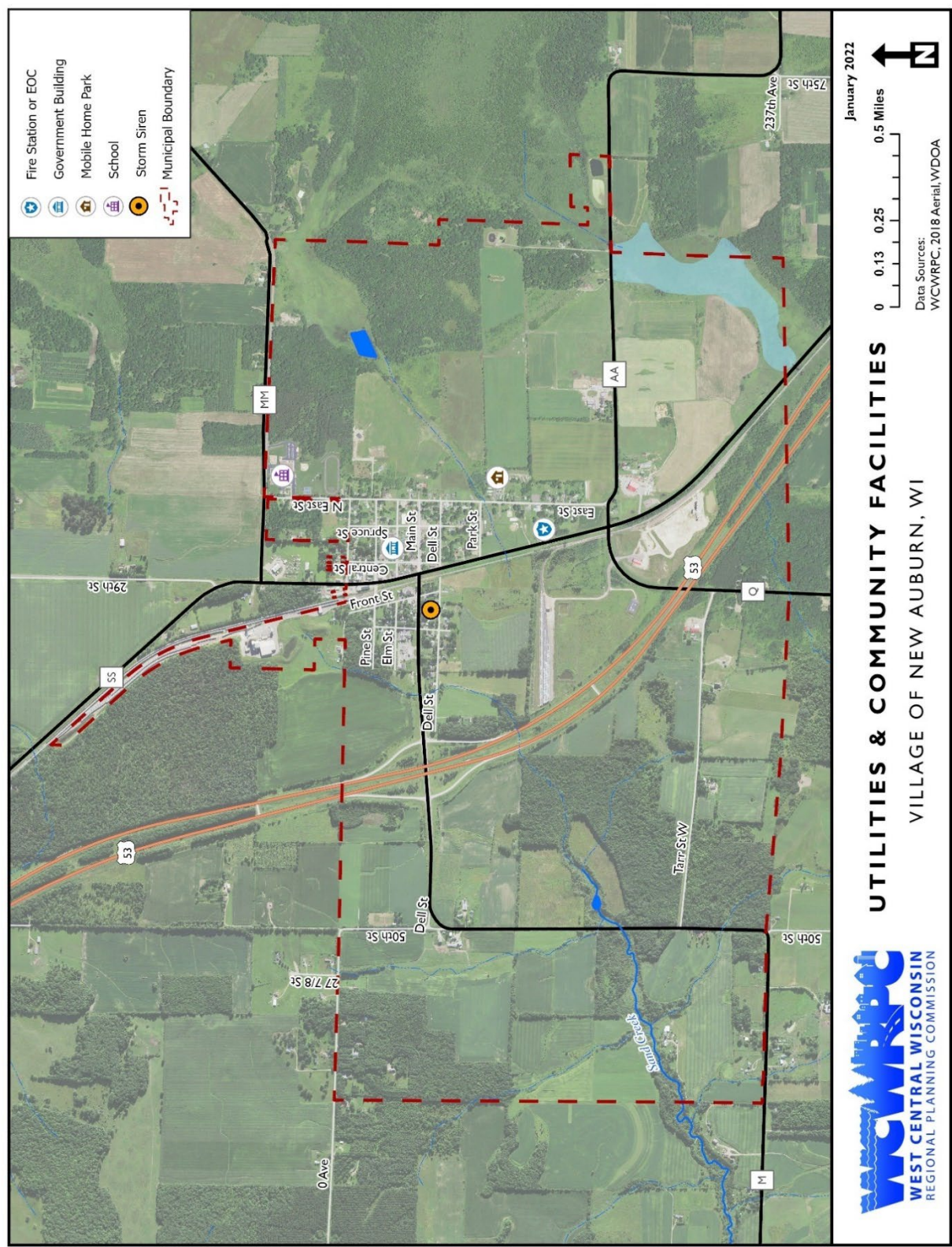
There is a cemetery located south of the park by the Seventh Day Baptist Church. The church deeded the cemetery over to the Village in 1973. The Village re-established a cemetery committee in July 2008 to help manage the cemetery property.

Civic Organizations/Other Clubs

There are a number of civic organizations and other clubs located in Chippewa County such as chambers of commerce, Lions Clubs, 4-H Clubs, conservation groups, etc. Coordination with these groups with regard to planning or implementing programs should be considered and utilized whenever possible because of the guidance, funding, support, and volunteer efforts the groups may provide. Civic organizations provide local governments a cost-effective way to leverage tax dollars for community projects.

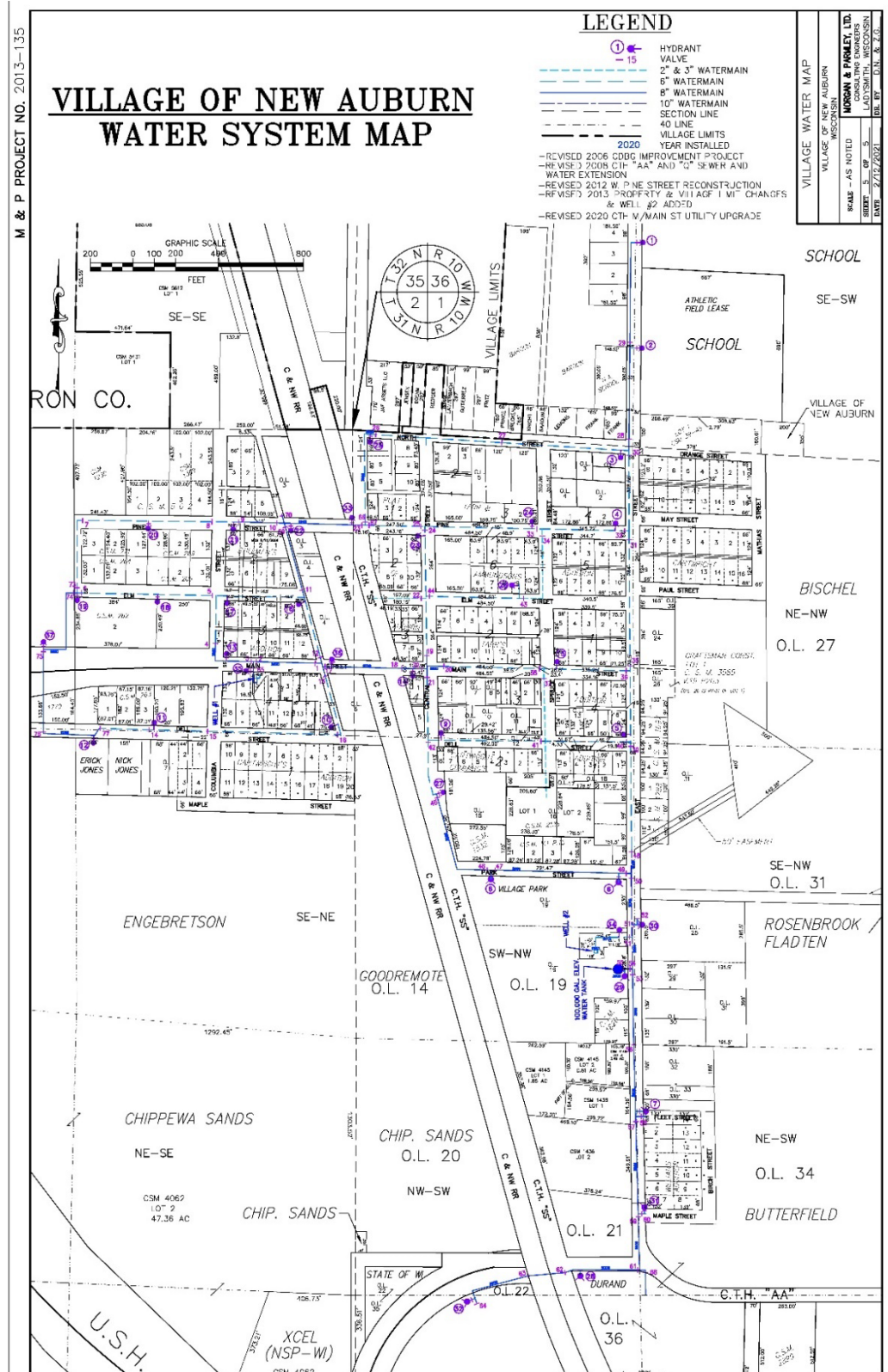
Utilities and Community Facilities

Map 6 Existing Community Facilities and Services



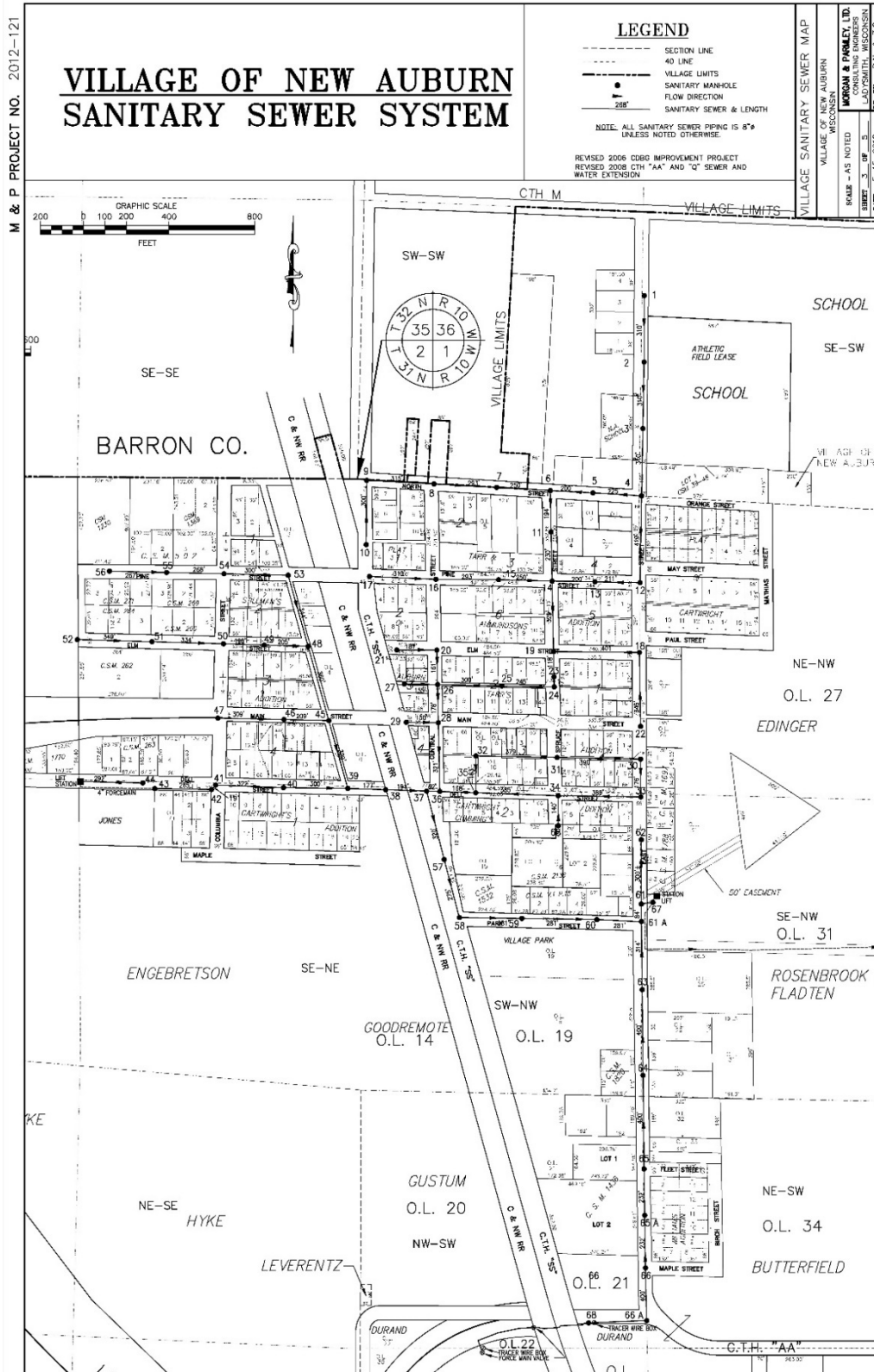
Utilities and Community Facilities

Map 7 Village of New Auburn Municipal Water System



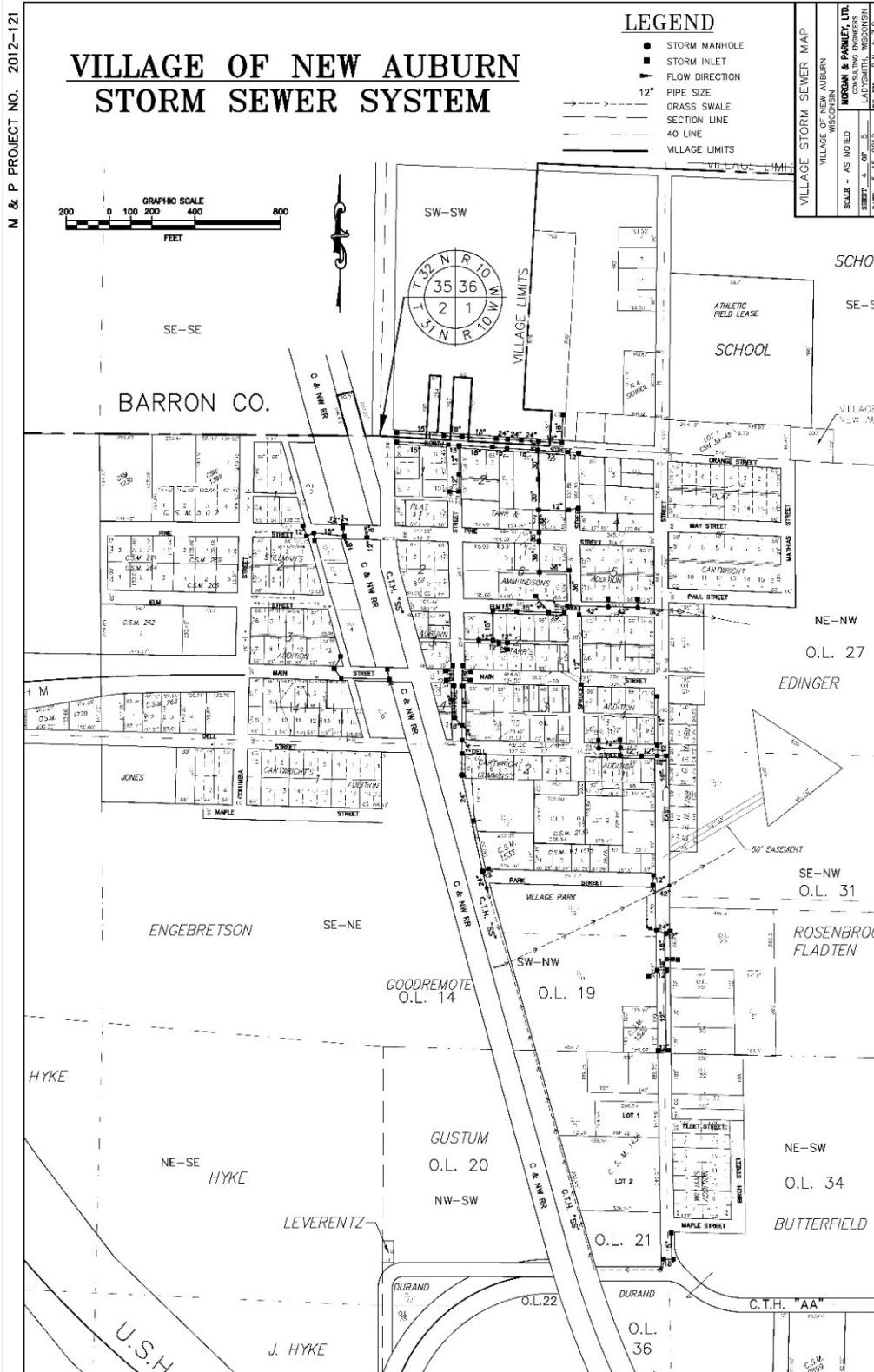
Utilities and Community Facilities

Map 8 Village of New Auburn Municipal Sanitary Sewer System



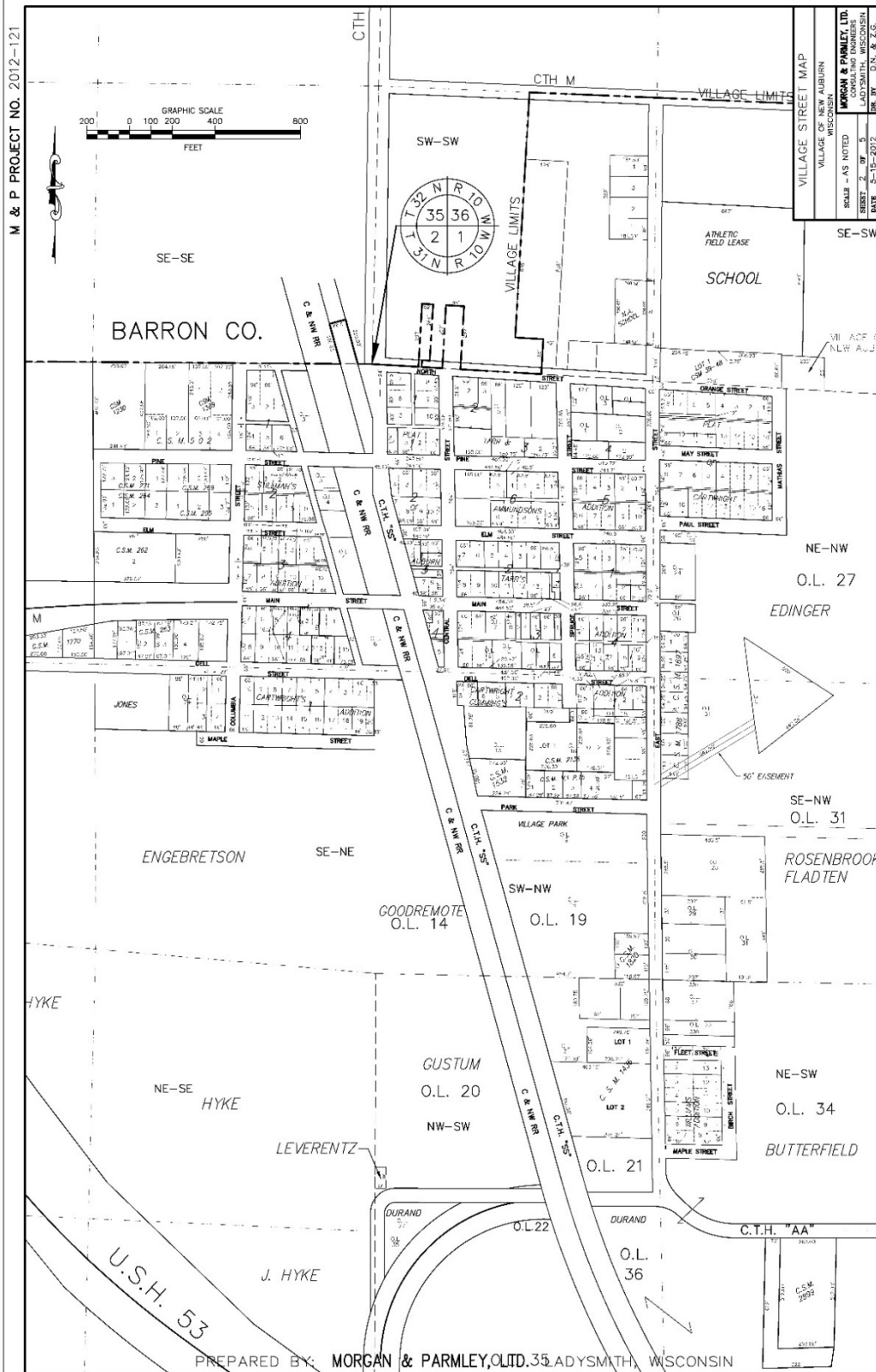
Utilities and Community Facilities

Map 9 Village of New Auburn Municipal Storm Sewer System



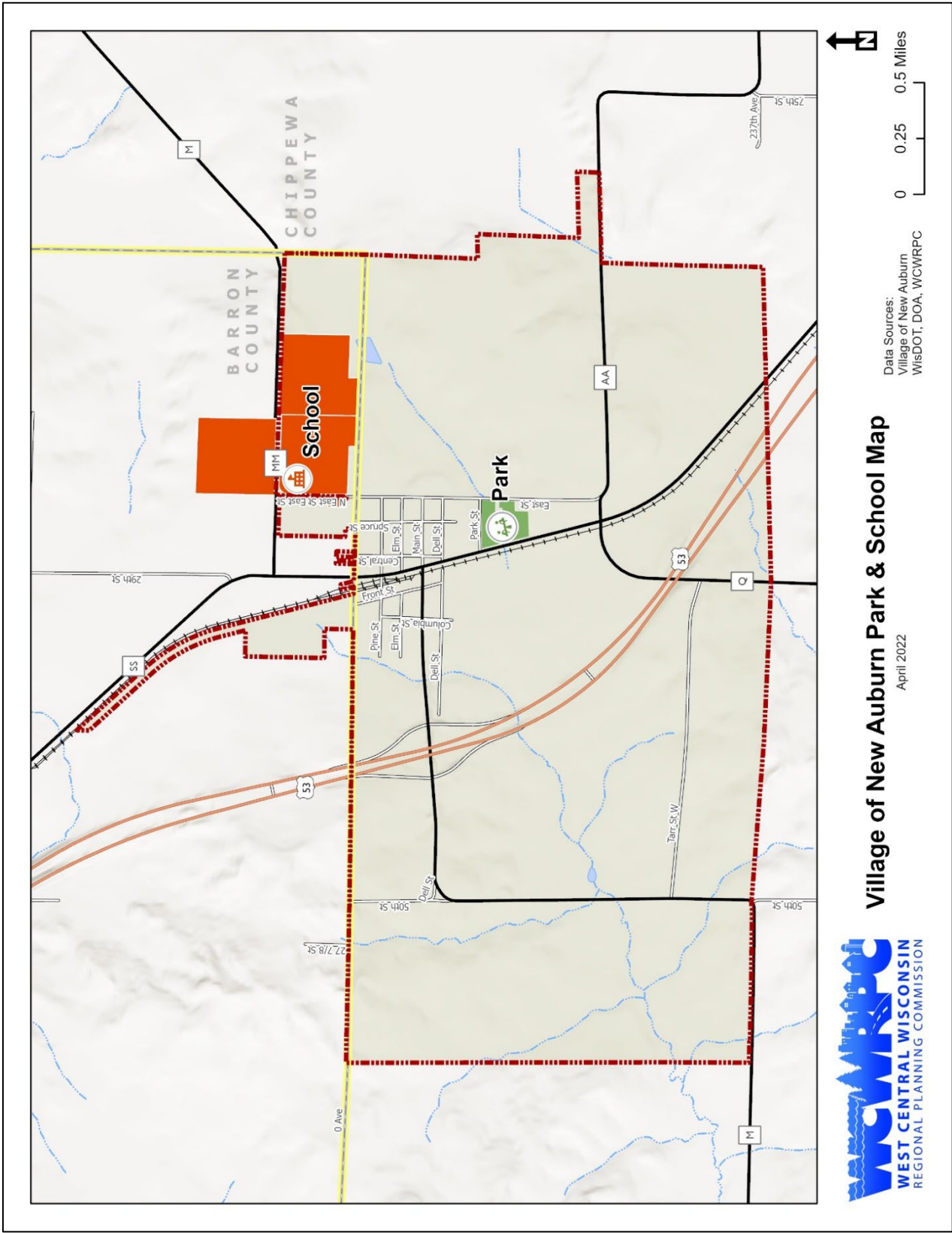
Utilities and Community Facilities

Map 10 Village of New Auburn Streets



Utilities and Community Facilities

Map 11 Village of New Auburn Parks and Recreation Areas



5.2 Utilities and Community Facilities Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Goal 1: Provide reliable and accessible community facilities and services in a safe and cost-effective manner that is consistent with the Village's vision and goals while enhancing quality of life, protecting the environment, and supporting desired growth.

1. Objective – Provide a safe and reliable water supply, wastewater treatment system, and stormwater collection system which meet applicable laws and regulations in a cost-effective manner.
2. Objective - Work cooperatively with community members, local businesses, and other service providers to maintain appropriate levels of quality facilities, services, and other utilities to protect and serve residents and businesses, while supporting the growth of the community and fostering community pride.
3. Objective – Generally, new development should be responsible for corresponding increased in community services and infrastructure when feasible.

Goal 2: Ensure that public facilities meet the needs of the community.

1. Objective – Consider options to repair and upgrade water and wastewater infrastructure.
2. Objective – Consider the installation of stormwater infrastructure in problem areas of the Village that are not connected to the existing system.
3. Objective – Evaluate the need for, and consider options to increase, the amount of usable space for the Fire and Police Departments.
 - a. Policy – The Village will consider developing and utilizing a Capital Improvement Program (CIP) to evaluate, prioritize, and budget for Village capital infrastructure improvements.

Goal 3: Position the Village for future growth and development opportunities. Village service and facility expansion will be considered when an increased need is present.

1. Objective – Work with the New Auburn School to accommodate future expansion needs.

Goal 4: Work with the New Auburn School to promote the available opportunities at the school for New Auburn residents.

1. Objective – Increase partnerships between the Village and School District to provide services to the Village in a cost-efficient manner.

Utilities and Community Facilities

- a. Policy – The Village will promote and encourage use of the public library services available at the library in the New Auburn School.
- b. Policy – The Village will promote and encourage use of the playground equipment at the New Auburn School.
- c. Policy – The Village will explore options to establish an apprenticeship program between the Village and School District.

Goal 5: Provide and maintain quality Village services and facilities.

1. Objective - Consider options for a senior or community/conference/event center.
2. Objective – Consider additional community programming for youth and seniors.
3. Objective – Continually monitor the need for new or expanded local government facilities or services.

Goal 6: Allow residents reasonable access to health care facilities and childcare.

1. Objective - Encourage and support the development of health care and child care facilities.
2. Objective – Allow opportunities for local residents in providing childcare facilities.
3. Objective – Support school districts or local community organizations in their sponsorship of childcare programs and early development programs.

Goal 7: Establish a relationship with an entity to aid in finding funding sources and grant writing/preparation for Village infrastructure and facility improvements.

1. Objective – Identify partners who can assist the Village and coordinate grant writing efforts.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Based on the needs, trends, recommendations, and anticipated growth areas identified in the Comprehensive Plan, including the assessments in Section 5.1 and 5.2, integrate anticipated Village infrastructure, park, and community facilities improvements into a capital improvements plan linked to likely funding and financing sources. (short-term)
2. Generally, require developers to contribute to related Village utility and services costs necessitated by the development, unless part of a negotiated development agreement during which the community considers all costs and benefits, such as providing needed housing. (ongoing)

5.3 Other Utilities and Community Facilities Plans and Programs

Appendix E includes some additional regional, state, and federal programs that may assist the Village of New Auburn in achieving its utilities and community facilities goals and objectives

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6. AGRICULTURAL & NATURAL

6. Agricultural, Natural, and Cultural Resources

This element of the *Village of New Auburn Comprehensive Plan* presents the goals, objectives, and policies for three resources important to any community – agricultural, natural, and cultural resources. These resources provide a firm foundation of all the other elements in the Comprehensive Plan. Understanding the resource base of a community also provides an important context for the development of objectives, policies, and goals for conservation and management of agricultural and natural resources, as required by Wisconsin comprehensive planning legislation (Wis. Stat §66.1001(2)(3)).

Within the following narrative, various components of the community resource base are examined at a broad level or “planning scale” to identify issues and related needs. The purpose of this examination is to provide the Village with the necessary information to make informed decisions and recommendations about future growth and the preservation of these resources.

6.1 Agricultural Resources



Agriculture is a very important part of the Village’s and region’s economy. Chippewa and Barron County agriculture is diverse with a wide variety of products being produced. Most of the soils within the Village of New Auburn can be considered productive, prime farmland soils. The 2021 Wisconsin Department of Revenue data shows the Village contained approximately 859 acres of assessed agricultural farmland, a decrease of 54 acres from 2011. It is anticipated that majority of these agricultural lands will remain in agricultural use over the planning period, although some may transition into other uses depending on the market and willing seller.

Table 12 Chippewa County Farm Data, 2002 & 2017

	2002	2017	% Change 2002-2017
	Number	Number	
Farms	1,621	1,409	-13.1%
Land in Farms (ac)	374,103	356,176	-4.8%
Average size of farm (ac)	231	253	9.5%
Farms by size			
1 to 9 acres	66	106	60.1%
10 to 49 acres	236	335	41.9%
50 to 179 acres	605	469	-22.5%
180 to 499 acres	566	330	-41.7%
500 to 999 acres	114	103	9.6%
1,000 acres or more	34	66	94.1%

source: Census of Agriculture – County Data, 2002 & 2017, USDA,
National Agricultural Statistics Service

As shown in Table 12, Chippewa County has seen a reduction in farms and land in farms over the 15-year period from 2002 to 2017. Additionally, when looking at the number of farms by size, it appears that Chippewa County saw a reduction in mid-size farms while small and large farms increased. Farms with 1,000 acres or more saw a large increase from 34 farms in 2002 to 66 in 2017.

The local Farmers Market in New Auburn is well attended and valued by the community. The market is held in the community park shelter on Friday afternoons.

6.2 Natural Resources and Environmentally Sensitive Areas

Soils

According to the USDA Natural Resources Conservation Service soil survey data, the soil in the New Auburn area consists primarily of the Magnor silt loam of 0 to 4 percent slopes. Freeon and Spencer silt loam are also common, found typically in areas of less than 6 percent slope. These soil types contribute to the success of agriculture in the area as they are considered areas for prime farmland, or prime farmland if drained.

Forest

The Village of New Auburn contains 107 acres of assessed forest lands. As shown on Map 13, most of the forest land in the Village is located on the edges of the Village boundary.

Topography

The topography of the Village of New Auburn is relatively flat; the Village ranges from 1,049 to 1,193 feet above sea level. Chippewa County as a whole ranges from 795 feet to 1,550 feet above sea level.

Map 13 identifies areas of the Village which may have steep slopes. The WDNR considers any area of 12 percent or greater to be steep slopes. Soil erosion on slopes of 12 percent to 20 percent is often manageable with good practices. The WDNR discourages development of slopes greater than 20 percent without more intensive or engineered best management practices and erosion controls.

The Village of New Auburn, much like Chippewa and Barron Counties, is underlain by nearly all Cambrian sediments, which overlay an ancient broad plain of granite bedrock. The formations consist of beds, or strata, of sandstones, siltstones, and shales, which vary considerably in thickness and other characteristics. New Auburn lies in the area classified as the Central Plain, which was dissected by streams prior to glaciation. This type of bedrock serves as a good aquifer depending on its condition, but is also susceptible to contamination if fracturing occurs.

There are no active mining or quarry sites within the Village of New Auburn. Clay mining extraction occurred in 2007 on a property near Highway 53 but the site has since been reclaimed back to farm field.

67

grading and slopes, maintenance, and a variety of other issues. Current and future mining or non-metallic mineral extraction operations must consult this ordinance for applicability and should consult with Chippewa County (or Barron County for those portions of lands within Barron County) for further assistance.

Chippewa Sand Company and Superior Silica Sands both had established dry processing plants in/near the Village of New Auburn for the processing of non-metallic sand. The boom in non-metallic mining extraction, processing, and transload facilities around 2010-2015 has subsided due to the declining demand for silica frac sand. Both companies have closed their New Auburn facilities.

Watersheds and Drainage

A watershed can be defined as an interconnected area of land draining from surrounding ridge tops to a common point such as a lake or stream confluence with a neighboring watershed. All lands and waterways can be found within one watershed or another. There are three watersheds which drain the Village of New Auburn.

1. Lake Chetek
2. Pine Creek and Red Cedar River
3. Duncan Creek

Wetlands

According to the United States Environmental Protection Agency, wetlands are areas where water covers the soil, or is present either at or near the surface of the soil, all year or for varying periods of time during the year, including during the growing season. Wetlands may support both aquatic and terrestrial species. The prolonged presence of water creates conditions that favor the growth of specially adapted plants (hydrophytes) and promote the development of characteristic wetland (hydric) soils.

Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, fens, or bogs. Wetland plants and soils have the capacity to store and filter pollutants ranging from pesticides to animal wastes. Wetlands provide storage of flood waters preventing damage to developed areas. Wetlands can make lakes, rivers, and streams cleaner, and drinking water safer. Wetlands also provide valuable habitat for fish, plants, and animals. In addition, some wetlands can also provide the replenishment of groundwater supplies. Groundwater discharge is common from wetlands and can be important in maintaining stream flows, especially during dry months.

The Wisconsin Department of Natural Resources (WDNR) has inventory maps for wetlands two acres and larger. The wetland inventory map should be consulted in conjunction with this document whenever development proposals are reviewed in order to preserve wetland functions and to ensure regulatory compliance. Approximate wetland locations within the Village are shown on Map 13.

Floodplains and Flooding

For planning and regulatory purposes, a floodplain is normally defined as those areas, excluding the stream channel, that are subject to inundation by the 100-year recurrence interval flood event. This event has a one-percent chance of occurring in any given year. Because of this chance of flooding, development in the floodplain should be discouraged and the development of park and open space in these areas encouraged. The floodplain includes the floodway and flood fringe. The floodway is the portion of the floodplain that carries flood water or flood flows, while the flood fringe is the portion of the

floodplain outside the floodway, which is covered by waters during a flood event. The flood fringe is generally associated with standing water rather than rapidly flowing water.

There is a small area of floodplain in the far southeastern portion of the Village, as shown in Map 13. Development within this area is undevelopable due to the high water table.

The Village has adopted the *Chippewa County 2020-2025 Natural Hazards Mitigation Plan* which makes the Village eligible for FEMA flood mitigation grant funding should it be needed. The Plan identified that the Village of New Auburn is not in good standing in the National Flood Insurance Program (NFIP); the Village is working to address their non-compliance status.

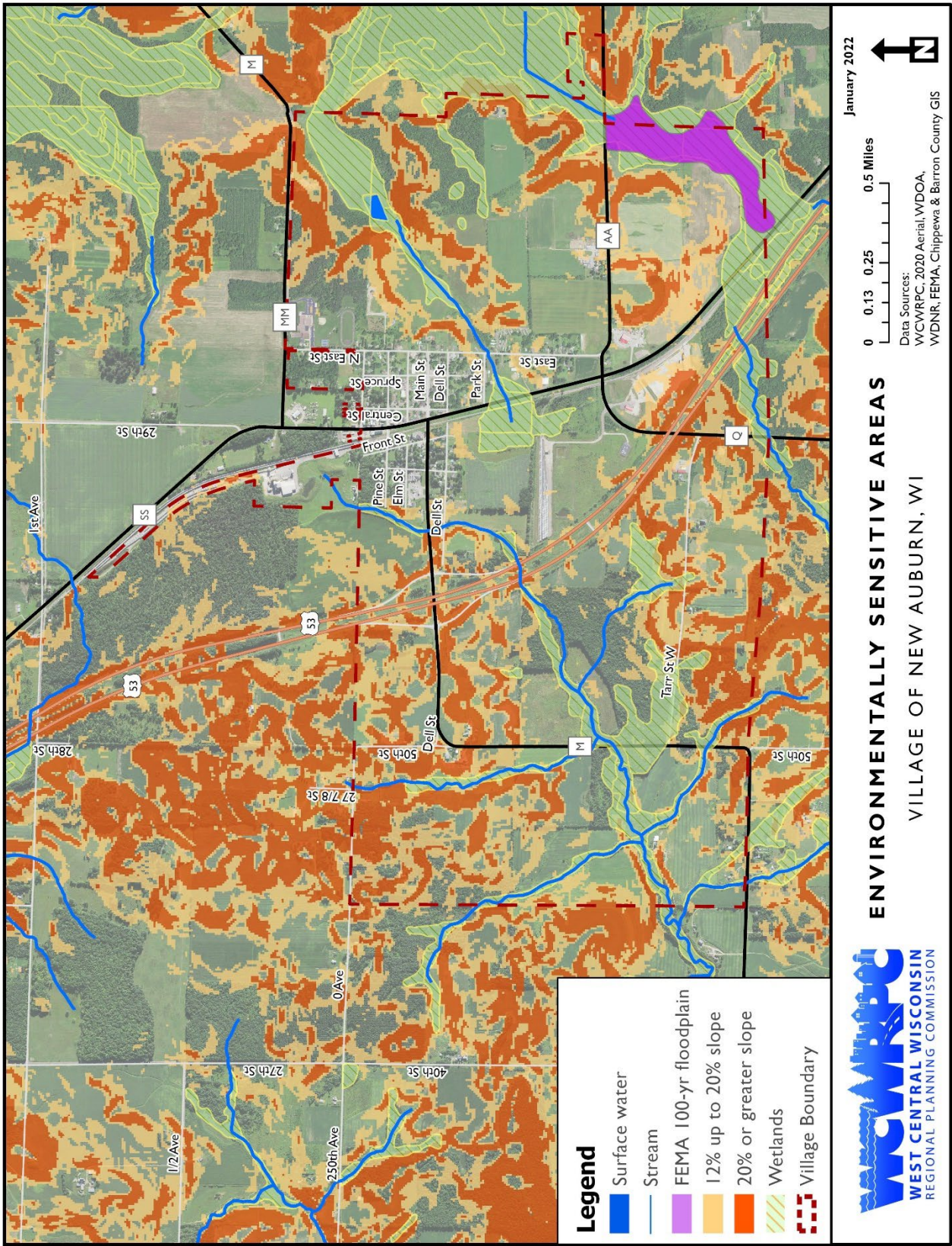
The *Chippewa County Hazard Mitigation Plan* also identified some serious problems with stormwater or flash flooding, resulting from high groundwater table in the area. The plan notes that stormwater enters about 75% of basements and into the wastewater system through basements and manholes and that this issue is primarily managed with sump pumps. The Plan notes that stormwater improvements to address flooding concerns are needed and that the Village should continue to educate the public on actions to prevent flooding (e.g., gutters, sump pumps) and to keep stormwater out of the wastewater system.

Surface Water

Lakes, ponds, rivers, streams, intermittent waterways and natural drainage ways make up the surface waters of Barron and Chippewa Counties. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel overland rainwater or snowmelt runoff. As shown on Map 13, there are not many surface water features within the Village of New Auburn.

Per the Wisconsin DNR, there are no impaired waters within the Village. While the Sand Creek flows through the Village, in most places it is quite shallow. Duncan Creek is southeast of the Village. Both of these are recognized as exceptional water resources and classified as Class 1 trout streams.

Map 13 Natural Resources & Environmentally Sensitive Areas



Groundwater

Groundwater is a limited resource, and both its quality and quantity are important factors. These factors are primarily influenced by local geology and local land use. Precipitation percolates through the soil and bedrock where it eventually reaches a saturated zone known as an aquifer. It is from these aquifers that private wells are used to draw water.

Groundwater contamination is most likely to occur where fractured bedrock is near the ground surface, or where only a thin layer of soil separates the ground surface from the water table. According to a WDNR map, Groundwater Contamination Susceptibility in Wisconsin, 1989, portions of Barron and Chippewa Counties are moderately to highly susceptible to groundwater contamination. In the Village of New Auburn, the groundwater condition is generally good; the Groundwater Contamination Susceptibility analysis shows lands in the Village generally less susceptible to contamination.

Potential sources of groundwater contamination include:

1. Chemical storage
2. Landspreading of animal, sewage, and industrial waste
3. Road salt usage and storage
4. Animal feedlots
5. Use and spillage of fertilizers and pesticides
6. Accidental spills
7. Septic tanks and drainfields
8. Underground storage tanks
9. Underground pipelines and sewers
10. Landfills
11. Mines, pits, and quarries

Wellhead Protection

The goal of wellhead protection is to prevent potential contaminants from reaching the wells that supply municipal water systems. This is accomplished by monitoring and controlling potential pollution sources within the land area that recharges those wells.

Wellhead protection planning is administered by the WDNR as required by the U.S. Environmental Protection Agency (EPA) and the 1986 amendments to the Federal Safe Drinking Water Act. Wellhead planning is encouraged for all communities, but is required when any new municipal well is proposed.

The general process of community-level wellhead protection planning includes:

1. Forming a planning committee.
2. Delineating the wellhead protection area.
3. Inventorying potential groundwater contamination sources.
4. Managing the wellhead protection area.

The Village has wellhead protection measures in place for the existing municipal wells.

Air Quality

The Village of New Auburn, and Chippewa County as a whole, has no major air quality issues. Barron and Chippewa Counties are both considered an attainment area that meets the National Ambient Air Quality Standards as defined in the Clean Air Act.

Environmental Corridors/Sensitive Areas

There are no specifically designated environmental corridors in the Village of New Auburn. However, features of environmental significance in the Village include WDNR designated wetlands and Sand Creek.

Threatened and Endangered Species

The Wisconsin Department of Natural Resources (WDNR) lists species as “endangered” when the continued existence of that species as a viable component of the state’s wild animals or wild plants is determined to be in jeopardy on the basis of scientific evidence. “Threatened” species are listed when it appears likely, based on scientific evidence, that the species may become endangered within the foreseeable future. The WDNR also lists species of “special concern” of which some problem of abundance or distribution is suspected but not yet proven; the intent of this classification is to focus attention on certain species before becoming endangered or threatened.

The WDNR carefully monitors the level of detail provided regarding the locations of threatened and endangered species. Identifying specific locations of species in the Village that are threatened or endangered is currently not provided by the WDNR.

The U.S. Fish and Wildlife Service identifies the following federally-listed Endangered, Threatened, and Proposed species in Chippewa County:

- Northern Long-Eared Bat – threatened
- Karner Blue Butterfly – Endangered
- Monarch Butterfly – Candidate

While it does not identify any critical habitats within the Village, care must be taken and potential effects to critical habitats must be further analyzed as projects are proposed.

Wildlife Habitat and State Natural Areas

Wildlife habitat can simply be defined as the presence of enough food, cover, and water to sustain a species. The New Auburn landscape provides habitat for a variety of plants, birds, mammals, amphibians, reptiles and fish. Scattered throughout Chippewa and Barron Counties are various federal, state and local wildlife, fishery, natural and scientific areas, including private conservancy areas. These often encompass one or more of the sensitive land areas discussed previously (e.g., wetlands, forests, shorelands, prairies). These are managed as open space to provide important feeding, breeding, nesting, cover and other habitat values to a wide variety of plant and animal species. Agricultural lands can also provide important open space and wildlife habitat, while maintaining the rural character of the area.

While there are no state natural areas within the Village, the Chippewa Moraine Lakes are a unique natural resource to the east of the Village. The Ice Age Trail traverses around the unique kettle lakes and many glacial features.

6.3 Cultural Resources

Historical and cultural resources are a valuable way to define local character and distinction. Cultural resource can nurture a “sense of place”, provide an important context for planning, have social or spiritual importance, and help foster community identity and pride. These resources are identified in many manners, including historical buildings, archaeological sites, historic districts, and unique landscapes/viewsheds, but can also include cultural programming and events.

Historical Sites and Structures

There are currently no buildings or sites within the Village of New Auburn that are on the State Historical Society of Wisconsin list of the Wisconsin and National Register of Historic Places. There are also no sites listed on the Wisconsin Architectural and Historical Inventory (AHI), maintained by the Wisconsin Historical Society.

The original primary industry of the area was lumbering. The land that is now the Village of New Auburn was first known as Cartwright Mills, names after the sawmill owner David W. Cartwright. After a while, the village name was changed to Cartwright and the sawmill was called Cartwright Mills. Finally, with a section of the village in the township of Auburn, the name was changed to New Auburn. A historical marker, erected by the Chippewa County Historical Society, recognizes this history and provides information on the history of Cartwright Mill.

Community Celebrations and Other Cultural Resources

Despite having no historically designated properties, the Village is rich with history. Jamboree Days occurs in July and includes a carnival, Little League World Series “New Auburn style,” community thrift sale, pancake breakfast, tractor show, parade, and music. This event was first started by the local Lion’s club in the 1970’s.

New Auburn also has multiple local civic organizations of various sizes. There is an American Legion group with about 45 members, a Fish and Game Club, a Park Committee, a student Future Farmers of America (FFA) club, and other local groups.

The Village of New Auburn has been the subject of multiple books written by bestselling author Michael Perry, who grew up in the Village. “Population: 485 – Meeting Your Neighbors One Siren at a Time” was written about Perry’s childhood and growing up in New Auburn. “Truck: A Love Story” and “Coop: A Year of Poultry, Pigs, and Parenting” are two of Perry’s other popular writings. To follow Perry, you can visit his website at www.sneezingcow.com.

New Auburn is often referred to as the Gateway to the Blue Diamond Recreation Area. This area has an abundance of hiking trails, resorts, lakes, public forests, snowshoe trails, cross-country ski trails, and snowmobile trails. The Chippewa Moraine State Recreation Area is a short seven-mile drive east of the Village and is situated



along the Ice Age National Scenic Trail. The Chippewa Moraine Recreation Area offers over 3,000 acres of land, sprinkled with kettle lakes and glacial features.

The Ice Age Trail is over one-thousand miles long and lies entirely within the State of Wisconsin. This trail connects many park and recreation areas throughout Wisconsin where remnants of the glacial period can be viewed and enjoyed.

6.4 Agricultural, Natural, and Cultural Resources Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Agricultural Resource Goals

Goal 1: Support the community's agricultural community and contribute to the preservation of productive farmlands.

1. Objective – Work with local farmers, businesses and industry to determine the feasibility of developing a local rail spur. If a need or desire is present, the Village will strive to develop a rail spur for the transportation of grains or other agricultural commodity exports.
2. Objective – Encourage continued coordination with local farmers, local businesses, the local Future Farmers of America (FFA) student and alumni chapters and community garden participants.
3. Objective – While farmlands within the Village will continue to be developed over time, work with adjacent towns on addressing shared farmland preservation goals for the larger area.

Goal 2: Seek to balance private property rights and desires with preserving working lands.

Natural Resource Goals

Goal 1: Maintain, preserve, and enhance the local natural resources.

1. Objective – Manage/direct growth to protect natural areas
2. Objective – Seek to limit developments from encroaching on natural resource lands and features.
3. Objective – Encourage the use of construction and maintenance methods that protect natural resources from pollution and degradation.

Goal 2: The Village will encourage promoting and marketing the Village and surrounding area's recreational resources.

1. Objective – Explore opportunities to place promotional materials at the Ice Age Trail Interpretive Center.
2. Objective – Explore options to improve state and local signage for area recreational opportunities.

Cultural Resource Goals

Goal 1: Preserve, maintain, and document local history.

1. Objective – Strive to utilize and build off of the existing local historical resources from New Auburn School documents.
2. Objective – Explore opportunities to create a space dedicated to local history.

Goal 2: The Village will encourage expanded civic organization support and sponsorship of local events.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Continue to work with local businesses, farmers, and FFA student and alumni chapters to maintain a regularly held Farmer's Market event. (ongoing)
2. Support community programs and educational efforts that promote the protection of natural resources and the environment, including conservation techniques and land use practices that reduce water consumption and energy demand while protecting air and water quality. (ongoing)
3. Develop promotional materials, including trying to get signage along U.S. 53 for the Ice Age Trail, and distribute marketing materials at key locations throughout the region and state. (short-term)
4. Consider development of a space dedicated to local history by identifying and evaluating potential locations. (long-term)
5. Continue to monitor and enforce the wellhead protection areas for the Village's municipal wells. (ongoing)

6.5 Agricultural, Natural, and Cultural Resources Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that contribute to preservation, conservation, or management of agricultural and natural resources in Chippewa and Barron Counties, many of which are summarized in Appendix E.

7. ECONOMIC DEVELOPMENT

7. Economic Development

Through planning, a community can anticipate economic change and guide development to the best of its abilities to achieve the economic vision and objectives for the community. Economic development is about working together to maintain a strong economy which provides a good standard of living for individuals and a reliable tax base for the community. A community's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other plan elements.

Use Caution When Using Economic Data

The data in this section should be used for general planning purposes and consideration of trends, but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use differing definitions from one another. Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. In some cases, data may be withheld due to confidentiality.

This plan element provides a variety of economic data and indicators which guide and focus the goals, objectives, and policies. The element shall assess categories or particular types of new businesses and industries desired by the Village, assess 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. Consideration of existing plans and programs is important to the development of strategies in this plan, as well.

7.1 Economic Conditions, Strengths, and Weaknesses

A simple determination of the strengths and weaknesses of the Village of New Auburn and its economy provide the basic planning steps for future economic development (e.g., attraction,

growth, and retention of business and industry). Strengths should continue to be promoted and new development which fits well with these features should be encouraged. Weaknesses should be improved or further analyzed and new development which displays aspects similar to identified weaknesses should be discouraged.

The following strengths and weaknesses were recognized in the Village's 2009 Plan and were reviewed and updated during this plan update.

Strengths

- Tax Increment Financing District established to encourage commercial, residential and industrial development
- Customer base in the Eau Claire/Chippewa Falls metropolitan area of about 125,000 as of the 2020 Census
- Low wage scale, low land costs, and reasonable business and property taxes
- Good transportation facilities – access to a rail line, U.S. 53, and a commercial airport in northern Eau Claire
- Workforce age – New Auburn has a younger median age than Barron and Chippewa Counties
- New Auburn has an available workforce

Economic Development

- Environmental Quality – good recreation areas in close proximity to the Village
- Good Schools – New Auburn students have access to a high-quality Pre-Kindergarten through 12th grade education
- Infrastructure availability including electrical, superb broadband and fiber availability, close cell phone tower and high-pressure gas main

Weaknesses

- Lack of financial resources for development assistance
- Lack of Village-owned land and a lack of land available for development (many private landowners are not ready to sell)
- More employment opportunities and amenities are needed to enhance quality of life and attract and/or retain workers, young people, and young families
- New Auburn residents have a slightly lower percentage of high school graduates and college attendees than Barron and Chippewa Counties and the State of Wisconsin
- Book-ended by the Eau Claire/Chippewa Falls metropolitan area to the south, and Rice Lake to the north
- Infrastructure needs – water, sewer, stormwater, curb and gutter and street upgrades

7.2 Current Economic Plans and Designated Sites

Map 14 identifies parcels within the Village that were assessed or identified by the Plan Commission as commercial or industrial businesses as of January 2021. The highest densities of commercial development can be found in downtown New Auburn. The land use element in Section 9 considers the currently designated commercial and industrial sites and projected future demand within the Village, then provides a future land use map with sites and growth areas for economic development.

Downtown

Downtown New Auburn, as shown on Map 17 is comprised primarily of a mix of residential structures (single-family residential homes and multi-family buildings) along with commercial / service uses with some government / utility buildings. The gateway into the downtown, that is the area along Main Street/County Highway M adjacent to the U.S. 53 interchange, is primarily vacant. With good visibility from U.S. 53, there is potential to pull traffic and customers off of U.S. 53 into the downtown area.

Tax Increment Financing (TIF) District #1

New Auburn Tax Increment Financing District #1 (TID #1) is a 215.53-acre Mixed Use District that was originally created on May 22, 2008. The District was created to fund the extension of sewer and water services for the construction of the Badger State Recovery facility, which was constructed and is located near CTH SS and CTH AA on the south side of the Village. TID #1 was amended in 2013 to provide a funding source for a second municipal well, water, and sanitary sewer services, and wastewater treatment system improvements; the boundary of the district remained as initially approved.

In early 2022, the Village approved another amendment to TID#1 to extend the life of the district for 3 years to allow the ability of TID1 to fund wastewater treatment plant improvements. The TID1 Project Plan notes that while the Village anticipates that the District will generate sufficient tax increment to pay all Project Costs by 2029, to ensure sufficient revenue to fund the proposed project costs, the Village

opted to request the 3-year extension to allow the District to continue receiving increment revenue through 2032, if necessary.

	TID Type	creation date	current max. life	2021 TID Value Increment	2021 Tax Increment
TID #1	Mixed-Use	5/22/2008	5/22/2032 (extended)	\$8,946,500	\$874,700

Important to note is that the Chippewa Sands Company has been a major contributor to the tax base of the District throughout its history. Chippewa Sands closed its operations in 2021 and it is likely that its value will decrease due to disuse of the facility. The February 2022 Project Plan recognizes this and states that “if the District were to lose forty percent of its value due to the closure of Chippewa Sands, the District would end with a deficit of \$13,435 in the final year of the District’s life”. This was a contributing factor to pursuing the 3-year extension to ensure that sufficient funds are available to pay for the wastewater treatment plant upgrades through the TID.

The above table summarizes the dates and increment for the Village’s one existing tax increment financing districts (TID). With the February 2022 amendment, TID1 has a 15-year maximum expenditure period from the creation date during which the project plan could be amended and new project costs incurred. The expenditure period for TID1 ends on 5/22/2023. The value increment reflects new taxable development within the TID since its creation and generates the tax increment. The tax increment is the amount of revenue received from taxable property within the TID in 2021 and is used to pay the TID’s debts. The value increment is also important since a new TID cannot be created or a TID amended if the equalized value of the TID’s taxable property as of January 1 (of the creation or amendment year) and the value increment of all existing TIDs in the Village exceed 12% of the Village’s total equalized value. As of 2021, the value increment of TID #1 represents 18.75% of the Village’s total equalized value, which exceeds the 12% statutory limit. Under current Wisconsin Statutes, the Village would not be allowed to create a new tax increment district.

7.3 Desired Business and Industries

Like most communities, the Village of New Auburn would welcome most economic opportunities that do not sacrifice community character or add a disproportionate level of Village services per taxes gained. A diversified mix of many smaller and some large businesses and industry is desired in order to have a healthy, resilient local economy.

Some specific types of desired business and industry identified during the planning process include those with good pay and benefits, manufacturing, and specialty shops for downtown. The Plan Commission identified a need for a general store or hardware store. They would also like to see a hotel near the interchange in the future. Businesses that use a large amount of water would be considered on a case-by-case basis as water availability allows.

As previously noted, both the Chippewa Sands and Silica Sands sites are no longer in operation. The Silica Sands site at the northern boundary of the Village has been sold and is used for a trucking operation with 35 total trucks. The Chippewa Sands site holds potential for future redevelopment; the Plan Commission would like to see an industrial user or factory locate on the site.

A few additional considerations:

- Regarding retail businesses, the surplus/leakage data in Appendix D may offer some opportunities.
- Other plan elements also reference desired businesses or suggest business opportunities. For example child care services are needed, while there are opportunities to grow local outdoor recreation-base tourism and cultural/heritage tourism.
- In particular, target business investment within the supply chains of existing major employers and industry clusters. Top clusters for the New Auburn zip code include Transportation and Logistics, Plastics, Distribution and Electronic Commerce, Agricultural Inputs and Services, and Local Real Estate, Construction, and Development.⁵

7.4 Opportunities for the Use of Environmentally Contaminated Sites

The Environmental Protection Agency (EPA) and the Wisconsin Department of Natural Resources (WDNR) urge the clean-up of environmentally contaminated commercial or industrial sites to utilize the lands for more productive uses. According to the WDNR's Bureau of Remediation and Redevelopment Tracking System there are three basic types of open environmentally contaminated sites in Chippewa County: Leaking Underground Storage Tanks (LUST), Environment Repair Program (ERP) sites, and Abandoned Container (AC). Open sites in Barron County include ERP and LUST sites.

As of February 2022, there are 5 closed spill sites, one historic spill site, 8 closed leaking underground storage tank sites, and one open abandoned container site identified as being within New Auburn, although not all of these are located in the Village limits. The open site is identified as being located on CTH SS, north of CTH M. These sites should be further evaluated for possible clean-up / remediation and reused for commercial or industrial businesses.

7.5 Community Marketing and Branding

A community brand is not just a logo or tagline, but is a unique story or message that reflects the community's culture and desired image and reputation. A good brand will differentiate New Auburn from other communities. The brand is not only used for marketing but can be a source of community pride that can be reflected in activities, park amenities, wayfinding systems, and other things the community does.



The Village of New Auburn should look for opportunities to set themselves apart from other communities – help people know what to expect when they visit the Village. The Village, as described in the Vision, desires to be the “Gateway to Your Destination” with a strong emphasis on begin the gateway to the many recreational opportunities in the area. The Village should market and promote these strengths.

⁵ EMSI Industry Cluster Identification for New Auburn Zip Code, Q1 2022 data set prepared by WCWRPC.

WHAT IS PLACEMAKING?

Placemaking is turning a neighborhood, downtown, or community from a place you can't wait to get through to one you never want to leave. Placemaking capitalizes on local assets, inspirations, and potential (as defined by those who live, work, and play in a particular place) to create and manage good public spaces. The result is a common vision and strategy, beginning with small-scale doable improvements that can immediately bring benefits to public spaces and the people who use them.

Placemaking is about improving the quality of life of residents. People choose to live in, shop in, and invest in places that offer attractive amenities, social and business networks, and opportunities for a vibrant, thriving lifestyle.

FOUR KEY ATTRIBUTES OF A SUCCESSFUL PLACE

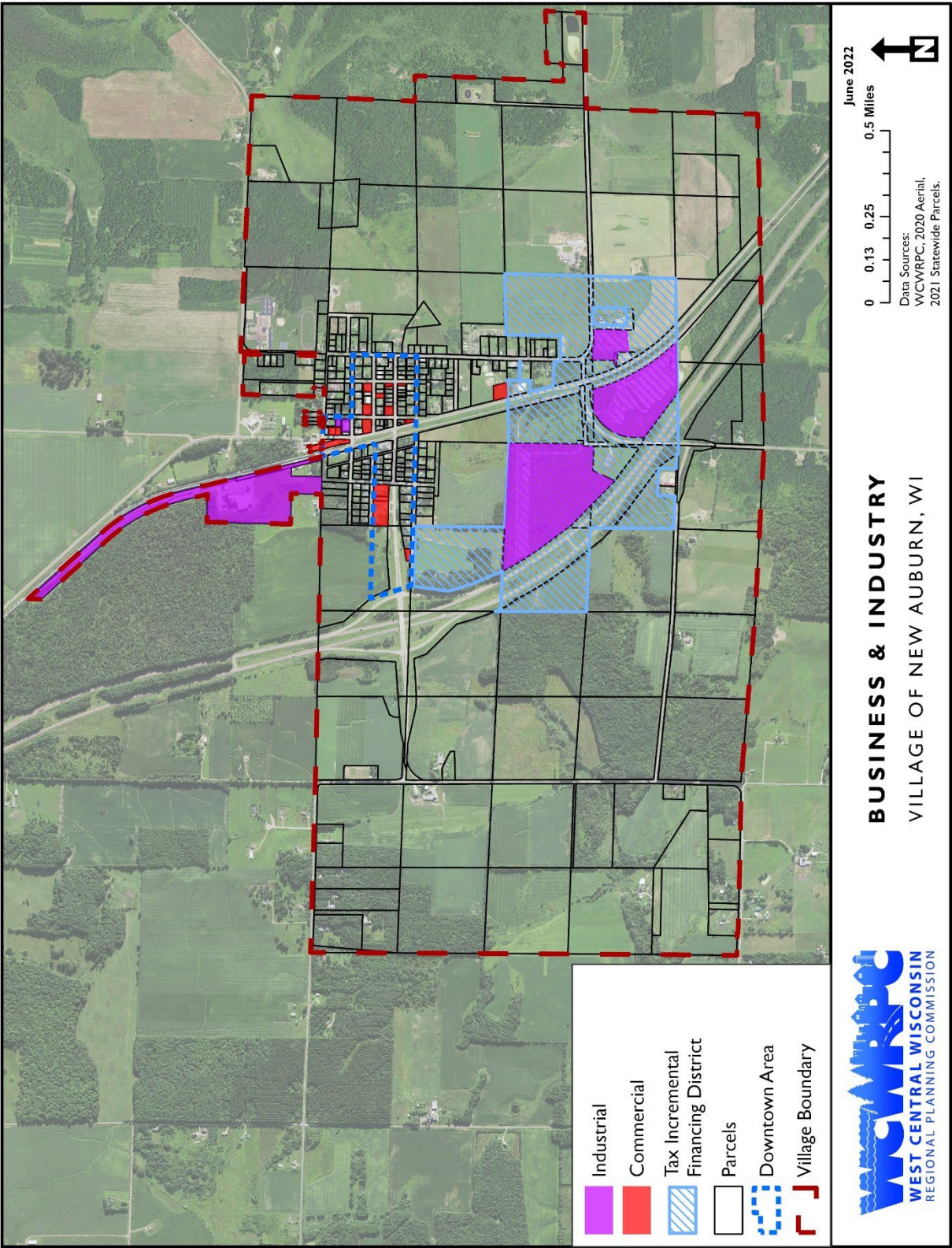
The Project for Public Spaces (PPS) has identified four key attributes that successful places have in common:

1. **Access & Linkages** – They are accessible and have connections to other places.
2. **Uses & Activities** – People use the space and are engaged in activities there.
3. **Comfort & Image** – The space is comfortable and has a good image.
4. **Sociability** – It is a sociable place – one where people meet each other and take people when they come to visit.

PPS developed the following Place Diagram as a tool to help people in judging any place, good or bad, by using the four key attributes of a successful place.



Map 14 New Auburn Industry and Businesses



7.6 Economic Development Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Overall Economic Development Goals, Objectives, Policies, and Recommendations:

Goal 1: The Village of New Auburn has a balance of industry and commerce that provides a wide range of employment opportunities with livable wages.

1. Objective – Strive to promote and market available land, buildings and resources for businesses in New Auburn, including: infrastructure availability; transportation systems; local school system quality; reasonable taxes; and available revolving loan funds.

Goal 2: The Village will seek opportunities to incentivize and facilitate growth and development.

1. Objective – Strive to have the existing Tax Increment Finance District fully occupied by 2030.
2. Objective – Strive to attract at least one manufacturing business to utilize the railroad and U.S. 53 accessibility.
3. Objective – Strive to offer assistance for contaminated site clean-up to the extent possible.
4. Objective – Seek to improve existing infrastructure systems and expand them throughout the Village, including streets, water, sewer and storm sewer facilities.
5. Objective – Seek grant opportunities to facilitate growth and development.

Goal 3: The Village will strive to support the local workforce.

1. Objective – Strive to promote the orderly development of affordable housing for the local workforce.
2. Objective – Encourage higher and continued education.
 - a. Policy – Collaborate with the New Auburn School District and local technical colleges to provide educational and training programs to meet the changing needs of local workers and industry.

Overall Economic Development Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Develop an economic development strategy and master plan. (long-term)
2. Create a master list of land and structures that are available in the Village. (short-term)
3. Create promotional materials such as websites, flyers, and brochures to market available development opportunities within the Village. (ongoing)

4. Identify and utilize available marketing resources, including Chippewa County EDC, Barron County EDC, and the New Auburn Economic Development Corporation. (ongoing)

Downtown New Auburn Economic Development Goals, Objectives, Policies, and Recommendations:

Goal 1: Downtown New Auburn will offer a variety of clean, save, and inviting spaces that attracts a wide range of people to spend time and increase the pride and ownership over the community.

1. Objective – Foster an economically vibrant downtown business district.
 - a. Policy – Revitalize the downtown through placemaking, marketing, and supportive efforts that welcomes visitors and attracts residents and visitors to the area.
 - b. Policy – Update and improve building facades. Maintain communication with downtown landowners to share building maintenance resources and address vacant buildings to prevent deterioration.

Downtown New Auburn Economic Development Recommendations

1. Promote the use of the Regional Business Fund's Façade Loan Program to maintain or renovate downtown facades. (ongoing)
2. The Village should identify potential resources and/or assist property owners and tenants with building improvements through financial, education, incentives, technical assistance, etc. (ongoing; as needed)
3. Attract new businesses that meet the desires of the market. Identify any supply/demand gaps and niche opportunities in the current retail or service market. (ongoing; as needed)
4. Use programming, placemaking, and events to encourage community activity in downtown year-round, even during winter months. (ongoing)

7.7 Economic Development Partners and Programs

There are a variety of local, regional, and statewide economic development programs, partners, and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in startup and expansion. The Village relies greatly on local partners (e.g., Chippewa County Economic Development Corporation & Barron County Economic Development Corporation) to take a lead role in economic development and marketing for the community. Appendix E includes a description of the primary county, regional, State, and Federal resources that can assist the Village of New Auburn with its economic development efforts. This is not intended to be a complete list, but rather the most likely tools to be used by New Auburn. Some past critical partners include:

Chippewa County Economic Development Corporation
Barron County Economic Development Corporation
West Central Wisconsin Regional Planning Commission/Regional Business Fund, Inc.
State & Federal Agencies (WEDC, WDOT, USDA, EDA)
New Auburn School District
Local Businesses, Utilities, Realtors, and Entrepreneurs

In addition to these partners and resources, a variety of programs and tools are available to locally pursue economic development that aligns with these strategies, such as tax increment financing (TIF),

Economic Development

business improvement districts (BID), Main Street programming, tax abatement, low-interest business loans, workforce development programs, and business incubators. Effectively using such tools often requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available from the State, County, WCWRPC, and other organizations.

8. INTERGOVERNMENTAL COOPERATION

8. Intergovernmental Cooperation

Advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, ideas, and other resources across jurisdictions. Likewise, budget constraints are encouraging many municipalities to explore partnerships and collaborative efforts to provide services more efficiently. Many issues cross intergovernmental boundaries, affecting more than one community or governmental unit. And the decisions, plans, and strategies of one community can impact neighboring jurisdictions. Through intergovernmental cooperation, communities can anticipate potential conflicts in plans and policies in order to identify potential solutions to mitigate such conflicts. Governmental units may also identify opportunities for cost-sharing, competitive bidding, and other strategies to leverage available resources to everyone's benefit.

Per the requirements of Wisconsin's comprehensive planning legislation, this element of the Comprehensive Plan includes a compilation of goals, objectives, policies, and programs for joint planning and decision making with other jurisdictions. It will also identify existing and potential conflicts between the Village of New Auburn and other governmental units and should include processes to resolve such conflicts. The Statutes also require the adopted plan to be distributed to adjacent and overlapping jurisdictions. However, these other jurisdictions do not approve a community's plan. There is no requirement that a community's plan must be consistent with the plans or policies of any other governmental unit or regional plan, or vice-versa.

Intergovernmental Cooperation Benefits

There are many reasons intergovernmental cooperation makes sense. The following are some examples:

1. **Cost savings** – Cooperation can save money by increasing efficiency and avoiding unnecessary duplication. Cooperation can enable some communities to provide their residents with services that would otherwise be too costly.
2. **Address regional issues** – By communicating and coordinating their actions, and working with regional and state jurisdictions, local communities are able to address and resolve issues which are regional in nature.
3. **Early identification of issues** – Cooperation enables jurisdictions to identify and resolve potential conflicts at an early stage, before affected interests have established rigid positions, before the political stakes have been raised, and before issues have become conflicts or crises.
4. **Reduced litigation** – Communities that cooperate are able to resolve issues before they become mired in litigation. Reducing the possibility of costly litigation can save a community money, as well as the disappointment and frustration of unwanted outcomes.
5. **Consistency** – Cooperation can lead to consistency of the goals, objectives, plans, policies, and actions of neighboring communities and other jurisdictions.
6. **Predictability** – Jurisdictions that cooperate provide greater predictability to residents, developers, businesses, and others. Lack of predictability can result in lost time, money, and opportunity.
7. **Understanding** – As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another's needs and priorities. They can better anticipate problems and work to avoid them.

8. **Trust** – Cooperation can lead to positive experiences and results that build trust between jurisdictions.
9. **History of success** – When jurisdictions cooperate successfully in one area, the success creates positive feelings and an expectation that other intergovernmental issues can be resolved as well.
10. **Service to citizens** – The biggest beneficiaries of intergovernmental cooperation are citizens for whom government was created for in the first place. They may not understand, or even care about, the intricacies of a particular intergovernmental issue, but all Wisconsin residents can appreciate their benefits, such as costs savings, provision of needed services, a healthy environment, and a strong economy.

This element provides information regarding existing plans or agreements between the community and other jurisdictions, agencies, or groups. In addition, this section identifies existing County plans, plans of neighboring jurisdictions, and intergovernmental statutes and programs.

8.1 Existing Conditions and Context

The number of existing intergovernmental plans, agreements, and relationships involving the Village of New Auburn is limited. The primary intergovernmental agreements and relationships involve schooling and emergency services.

The Village has no cooperative boundary agreements as defined under State Statute 66.0307. Other indirect relationships exist between neighboring jurisdictions, the New Auburn School District, Barron County, Chippewa County, the WCWRPC, WDNR, WisDOT, and several other State agencies/departments. Enhancing the relationship of the Village with all adjoining and overlapping jurisdictions can and will advance dialogue and actions necessary to ready the Village for future changes in land use and growth pressures.

8.2 Existing Partnerships, Agreements, and Intergovernmental Plans

Adjacent Jurisdictions

The Village of New Auburn generally maintains a cooperative relationship with all adjacent municipalities. The Village has not had issues with these communities.

The Village and the Town of Dovre have a mutual understanding agreement for North Street with properties being served by Village water.

The Village also have an extraterritorial plan review area that extends one and one-half miles from the Village boundary into the Town of Auburn, Bloomer, Dovre, and Sampson, as shown in Map 15. When developments are proposed within this area, the Village has the opportunity to review the proposal for compliance with existing regulations.

Fire and Rescue Services

The New Auburn Area Volunteer Fire Department serves the Village of New Auburn, as well as the Town of Sampson and portions of the Towns of Auburn and Dovre (Barron County). The Fire Department is a separate entity from the Village. The Village receives EMS service from the Bloomer

Intergovernmental Cooperation

Community Ambulance and the Chetek Area Ambulance. There are also 12 Emergency Medical Responders (EMRs) within the New Auburn Fire Department.

Schools

Students in the Village of New Auburn attend public school in the New Auburn School District. The Village's relationship with the School can be characterized as very cooperative. The New Auburn School District has been very willing to allow the Village to use the school facility for meetings, as well as making the school's library and playground equipment open for public use.

County and Regional Agencies

The Village of New Auburn is located in both Barron and Chippewa Counties. The Counties have limited jurisdiction within the Village. In particular, Counties have jurisdiction over on-site sanitary systems, and the maintenance and improvements of County Highways in the Village.

The relationship between the Village of New Auburn and Barron and Chippewa County can be characterized as one of cooperation. New Auburn has attempted to maintain open communication with both Counties. Continued coordination and cooperation will be important as it relates to tools to be used that will realize the vision of the Plan.

Regional Coordination

West Central Wisconsin Regional Planning Commission (WCWRPC)

Barron & Chippewa Counties are members of the West Central Wisconsin Regional Planning Commission. There are nine regional planning commissions (RPCs) that represent 67 of 72 Wisconsin counties. RPCs are designed to offer local planning assistance and support to county and municipal governments; WCWRPC's role is advisory, not regulatory. Typical functions of an RPC include, but are not limited to: comprehensive, intergovernmental planning; transportation planning and programming; water quality planning; collecting and analyzing data; conducting studies; sewer service area planning; economic development planning and grant writing; and meeting area wide requirements so local jurisdictions can receive federal grants.



The WCWRPC has assisted the region with numerous housing and public facility infrastructure grants and a variety of planning efforts.

State Agencies

The relationship of the Village with various agencies through planning includes, but is not limited to the following:

Wisconsin Department of Administration (WDOA) – Division of Intergovernmental Relations

As per its webpage, "the Division of Intergovernmental Relations provides a broad array of services to the public and state, local and tribal governments. It supports counties, municipalities, citizens and businesses by providing support services in land use planning, land information and records modernization, municipal boundary review, plat review, demography and coastal management programs."

Intergovernmental Cooperation

The Division administers the state's comprehensive planning grant program and includes a library of completed comprehensive plans throughout Wisconsin at its website. The Division also includes the State's Municipal Boundary Review agency which regulates the transition of unincorporated lands to city or village status through municipal annexation, incorporation, consolidation, or cooperative boundary agreement. State review of subdivision plats also occurs within the Division. The Division's Demographic Services Center also provides population and demographic estimates and projections for planning purposes.

To increase the efficiency and effectiveness of services through greater intergovernmental cooperation, the Wisconsin Partnership initiative is also administered through the Division. State government can offer its public sector partners access to procurement contracts, technologies, grants and other resources that can either reduce costs or expand the range of available options.

Wisconsin Department of Transportation (WDOT)

The Wisconsin Department of Transportation maintains several plans with statewide policies and recommendations regarding various aspects of transportation. Plan recommendations were consulted and incorporated into the comprehensive plan where applicable. WDOT plans and programs are discussed previously in the Transportation element.

Wisconsin Department of Natural Resources (WDNR)

The Wisconsin Department of Natural Resources is responsible for implementing the laws of the state and, where applicable, the laws of the federal government that protect and enhance the natural resources of the state. It is the one agency charged with full responsibility for coordinating the many



disciplines and programs necessary to provide a clean environment and a full range of outdoor recreation opportunities for Wisconsin citizens and visitors.

Opportunities to work collaboratively with the WDNR are numerous as the department maintains programs for shoreland management, stormwater, public water supply, solid waste management, recycling, dam permitting, outdoor recreation, natural resource protection, forestry, and much more.

Other State Agencies

In addition to the above, many of State departments and agencies provide services and data important to the Village, including but not limited to:

1. Wisconsin Department of Public Instruction
2. Wisconsin Economic Development Corporation
3. Wisconsin Public Service Commission
4. Wisconsin Department of Revenue
5. Wisconsin Department of Health Services
6. Wisconsin Historical Society

Village staff and officials also participate in groups, such as the League of Wisconsin Municipalities, to stay informed.

8.3 Intergovernmental Issues and Opportunities

Opportunities

In addition to the previously described partnerships, opportunities for service or program administration exist for cooperation with other units of government. For example, the Village could look to reduce costs for providing services through working with neighboring communities and the Counties. The Village currently contracts with Chippewa County Sheriff's Department for policing of the Village. Additional partnerships could be established for other Village services.

An additional opportunity is the use of tax increment financing to support needed housing, commercial, and industrial development that benefits all taxing jurisdictions. As detailed in the Economic Development Section, the Village already utilizes tax increment financing.

The policies and recommendations within the other plan elements mention additional intergovernmental opportunities to coordinate with State, County, and area towns to achieve the Village's goals, such as the advertising of housing programs, joint marketing of the area's outdoor recreational amenities, and strengthening the area's economy.

Potential Conflicts and Resolutions

Potential conflicts may develop through the course of the planning period. Potential conflicts can be most effectively addressed in a "pro-active" fashion. In other words, pursuing opportunities will often avoid future conflicts.

The Village of New Auburn generally maintains a cooperative relationship with adjacent municipalities. The Village has not had issues with these communities. A potential conflict in the future is land use compatibility and planning concerns regarding properties adjacent to or near the Village's boundary. The Village has extraterritorial plat review area that extends one and one-half miles from the Village boundary into the Towns of Auburn, Bloomer, Dovre, and Sampson. When developments are proposed within this area, the Village has the opportunity to review the proposal for compliance with existing regulations. The Town should also meet with surrounding Town officials to encourage local land use planning in a coordinated and cooperative manner as well as review and provide comments on any draft comprehensive plans developed by surrounding Towns as well as Barron and Chippewa Counties.

The Village recognizes the importance of coordinating with neighboring communities. If conflicts arise, initial attempts to resolve such conflicts could involve written or face-to-face communication between elected or appointed officials, as suggested above. If these efforts do not result in a mutually satisfactory agreement, more formal conflict resolution methods should be explored, such as mediation or arbitration. Additional conflict resolution techniques are available in Wisconsin State Statutes 802.12.

8.4 Intergovernmental Cooperation Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Intergovernmental Cooperation

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Goal 1: Establish and maintain mutually beneficial intergovernmental relations with other units of government.

1. Objective - Identify alternative solutions to existing or potential land use, administration or policy conflicts that may hinder intergovernmental cooperation.
2. Objective - Maintain efforts to continue working relationships with neighboring communities and the County to provide efficient and cost-effective emergency services, street maintenance, and other services when appropriate.
3. Objective - Maintain efforts to continue cooperation and coordination with adjacent municipalities with respect to long-range planning and land use controls.
 - a. Policy - The Village of New Auburn will have intergovernmental coordination with appropriate governmental entities in its future planning.
 - b. Policy - Maintain regular, open communications with surrounding towns to identify and address potential conflicts.
4. Objective - Maintain efforts to continue communication to the public regarding the announcement of meetings, activities, development projects, programs, and issues.
5. Objective - Maintain efforts to continue communication with the Chippewa and Barron County Boards of Supervisors regarding local issues, concerns, desires, and successes.

Goal 2: Coordinate and communicate planning activities with other communities in the County, as well as state and federal agencies to ensure efficient use of resources; and to provide for increased certainty between all levels of government, developers and landowners.

1. Objective - Maintain participation with the League of Municipalities and other municipal organizations.
2. Objective - Maintain constructive relationships with the various levels of government and private organizations which have a vested interest in the protection and conservation of land and water resources.
3. Objective - Pursue cooperative agreements regarding boundary agreements, annexation, and growth management, as needed, between neighboring communities.

Goal 3: Seek opportunities to enhance the provision of coordinated public services and facilities such as police, fire, emergency rescue, waste management, transportation systems (e.g., roads, bike/pedestrian routes, transit, etc...), parks and recreation with other units of government.

1. Objective - Utilize opportunities for joint equipment ownership with neighboring communities for road maintenance and emergency rescue equipment.

Intergovernmental Cooperation

2. Objective - Utilize the use of bulk purchasing arrangements with neighboring local governments for the purchase of such things as road salt, fuel, road work supplies and machinery to lower the unit cost of materials and supplies.

Recommendations

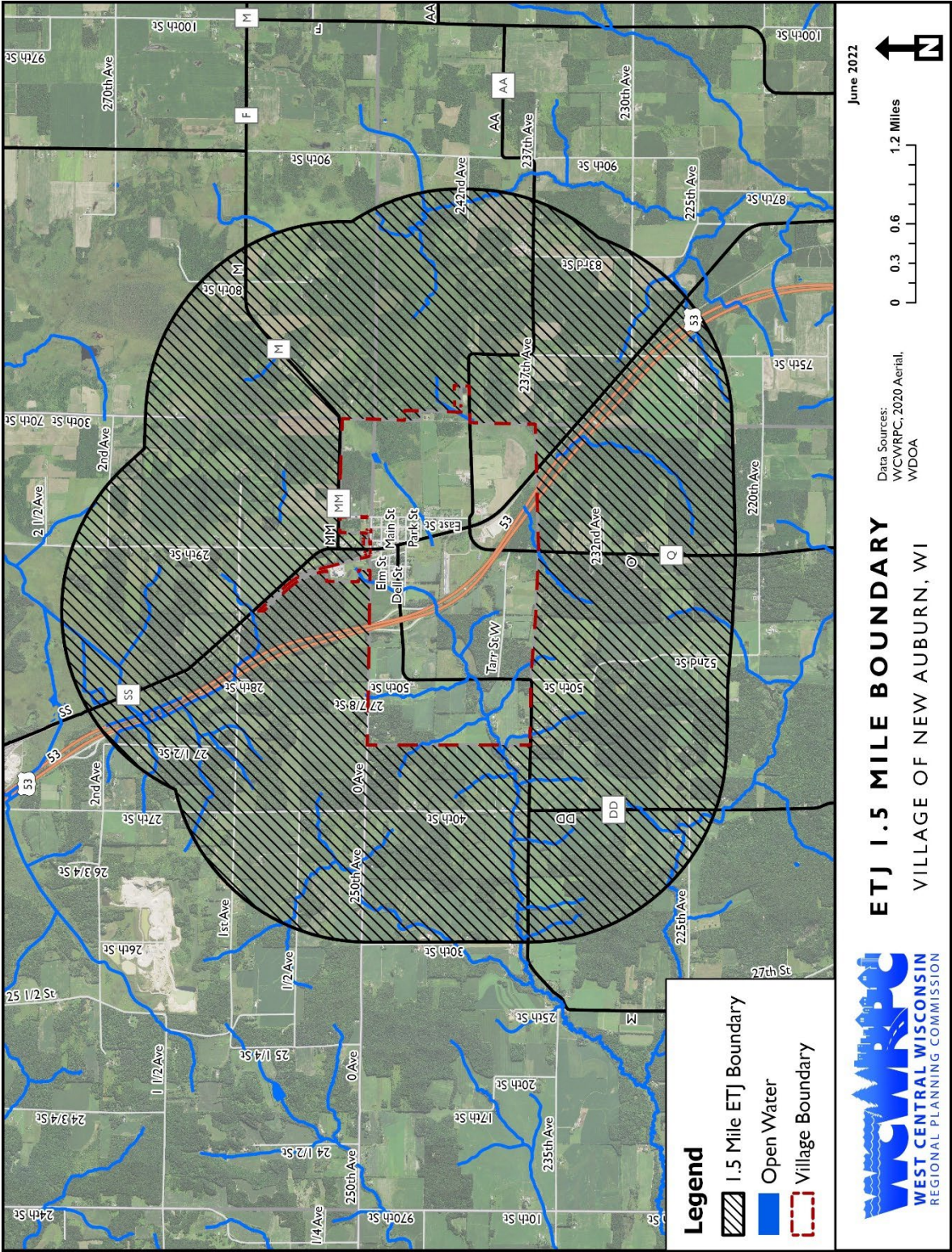
Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Implement the recommendations involving intergovernmental cooperation found in the other elements of this plan. (on-going/as needed)
2. Participate in opportunities, such as public forums and workshops, to exchange information and increase public understanding and acceptance of innovative planning tools, programs and regulatory procedures. (on-going/as needed)
3. Meet with Barron and Chippewa County Department staff and neighboring community officials to explore opportunities for the cooperative administration of services and programs. (on-going/as needed)
4. Work with Barron and Chippewa County Housing Authorities, local financial institutions, and other partners to achieve the housing goals and objectives in the Housing and Demographics element. (on-going)
5. Work with the Wisconsin Department of Transportation and the Barron and Chippewa county Highway Departments to implement the policy recommendations in the Transportation element. (on-going)
6. Work with economic development partners, including Wisconsin Economic Development Corporation (WEDC), Chippewa and Barron County Economic Development Corporations, West Central Wisconsin Regional Planning Commission (WCWRPC) and others, to implement the policy recommendations in the Economic Development element and undertake economic development projects within the Village. (on-going)
7. Approach surrounding Town officials to discuss and explore:
 - a) Any needs, cooperative opportunities, or agreements regarding services, such as road maintenance, emergency services, utilities, trail networks, and other programming. (short-term)
 - b) Land use and growth, including the Village's extra-territorial jurisdiction. (short-term)

8.5 Intergovernmental Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that assist with intergovernmental cooperation, many of which are summarized in Appendix E.

Map 15 Village of New Auburn ETJ 1.5 Mile Boundary



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9. LAND USE

9. Land Use

This element provides important background data and defines future needs related to land use. This element must be utilized in conjunction with the other plan elements to guide to future growth and development within the Village of New Auburn.

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny. Many rural Wisconsin communities are facing problems due to unplanned growth: degradation of the natural environment, a loss of community character, traffic congestion, inefficient sprawling development, and increasing infrastructure and maintenance costs. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of such concerns can be avoided or mitigated.

As required, this element contains a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for redevelopment within the Village. This section will analyze existing trends in the supply, demand, and price of land and contains a future land use map that identifies the community’s vision for future land uses.

9.1 Existing Land Use

Table 13 summarizes the existing land use within the Village of New Auburn.

Table 13 Village of New Auburn Land Use

Existing Land Use	# of Tax Parcels	% Tax Parcels	Total Land Use Acres	% Acres
Residential	179	51.0%	173.0	8.9%
Residential (3+ Dwellings)	7	2.0%	7.5	0.4%
Commercial	18	5.1%	8.9	0.5%
Industrial	5	1.4%	113.7	5.9%
Institutional & Government	31	8.8%	148.7	7.6%
Forest	11	3.1%	216.9	11.2%
Agriculture	46	13.1%	1,011.0	52.0%
Park, Recreation, & Open Space	7	2.0%	139.3	7.2%
Undeveloped or Vacant	47	13.4%	124.8	6.4%
TOTAL	351	100.0%	1,943.8	100.0%

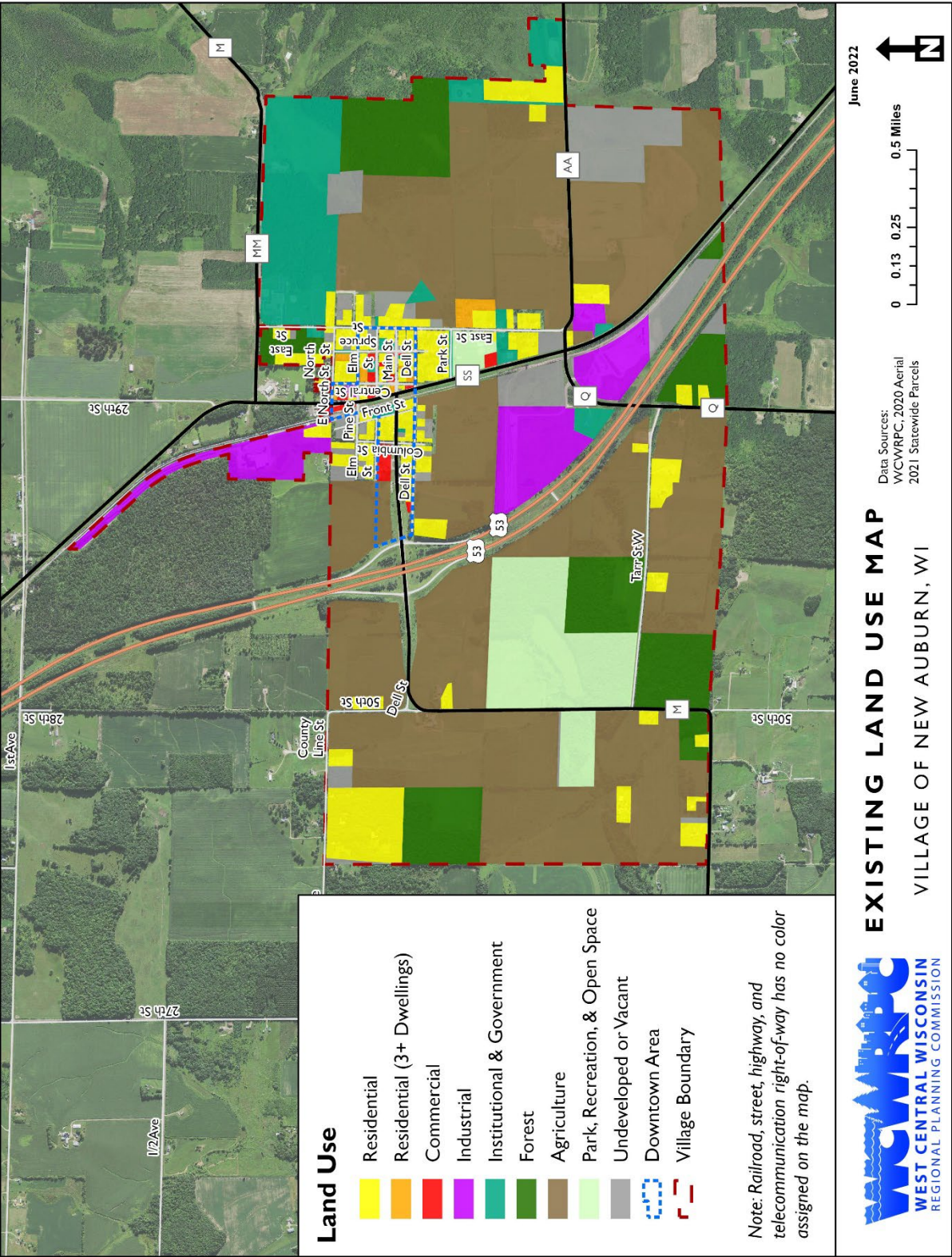
source: WI State Cartographer’s Office, Wisconsin Land Info. Program, Village of New Auburn and WCWRPC

Map 16 shows existing Land Use in the Village while Map 17 focuses in on Downtown New Auburn. The table and maps were based on 2021 assessment and parcel GIS data, aerial imagery, and modifications by the Village Staff and Plan Commission due to local knowledge of the land uses.

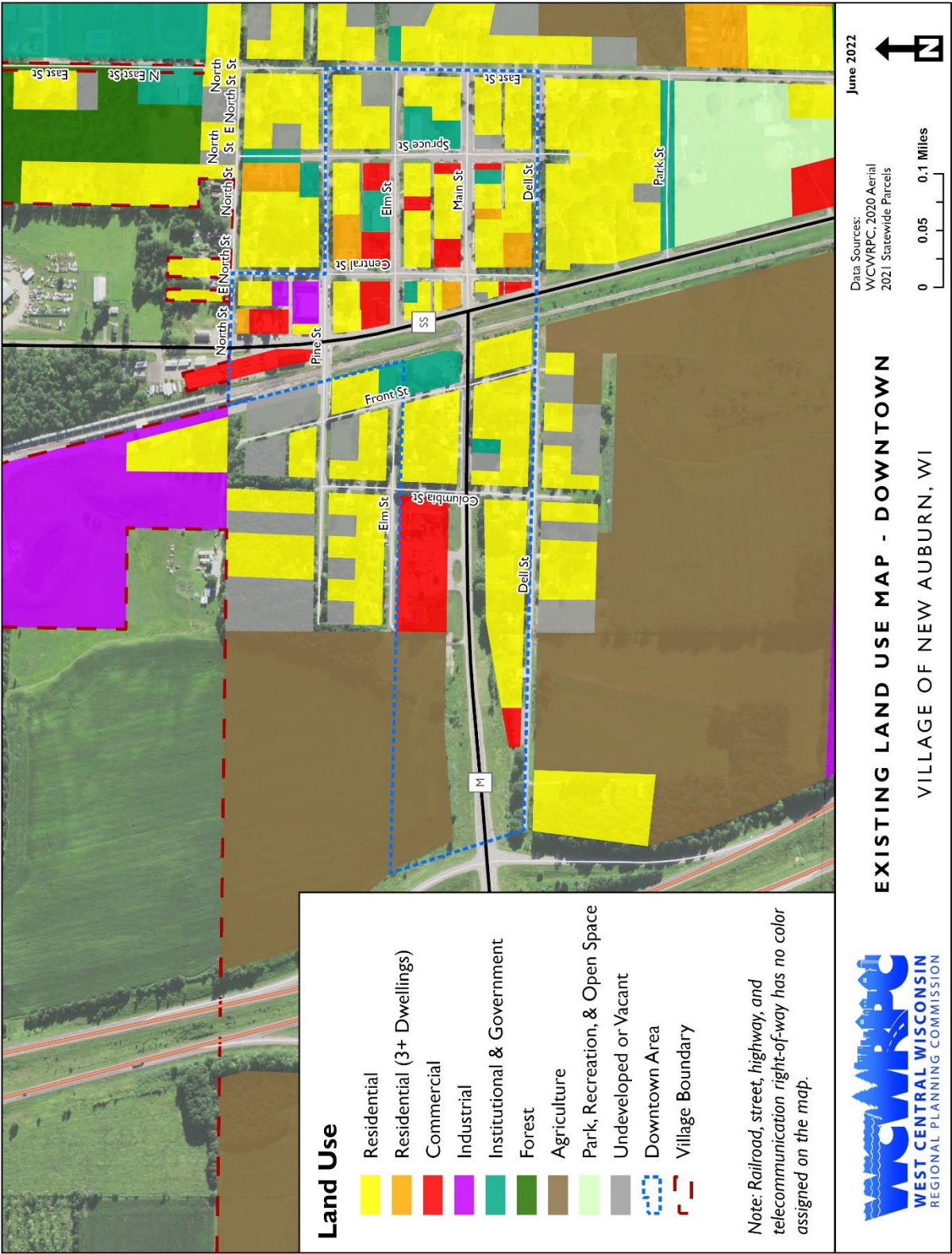
For the land uses in Table 13, Map 14, and Map 15:

- Existing use was determined on a tax parcel basis. At the request of the Village, some tax parcels, primarily those in the rural area of the Village, were assigned multiple land use types, primarily to recognize residential uses on agricultural farmsteads.
- The existing land uses within the Village are based on the predominant assessed land use by parcel from GIS data obtained from the State of Wisconsin parcel database, aerial imagery review, and comments of the draft map by the Village Plan Commission and Village staff.
- Generally, for parcels less than five acres with multiple assessment classifications, the most intensive land use is shown as the predominant use. For example, a commercial parcel may largely be undeveloped.
- Generally, for parcels greater than five acres with multiple assessment classifications, the assessed use with the most acreage is shown as the predominant use. Although, as previously noted, some agricultural parcels were split to identify the residential land use within the tax parcel.

Map 16 Village of New Auburn Existing Land Use



Map 17 Downtown New Auburn Existing Land Use



Land Use

Table 14 provides a comparison of the assessed land use in the Village in 2011 and 2021 from the Wisconsin Department of Revenue based on land use tax categories. This table does not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.

Table 14 Land Use Acreage and Assessed Value Per Acre, Village of New Auburn 2011 and 2021

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2011									
# Parcels	44	12	15	51	228	22	1	5	368
# Improved	0	0	0	0	189	17	1	5	212
Acres	913	112	129	273	96	15	1	14	1,553
Land Value per Acre	\$189	\$1,865	\$926	\$619	\$22,988	\$25,100	\$16,900	\$3,750	\$2,139
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$71,255	\$94,471	\$122,300	\$102,400	\$74,092
2021									
# Parcels	47	13	14	45	224	33	1	4	381
# Improved	0	0	0	0	195	23	1	4	223
Acres	859	107	123	240	139	153	1	13	1,653
Land Value per Acre	\$142	\$1,878	\$911	\$625	\$16,062	\$9,041	\$22,000	\$3,577	\$2,611
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$75,383	\$756,848	\$121,900	\$137,000	\$146,983
Difference									
# Parcels	3	1	-1	-6	-4	11	0	-1	13
# Improved	0	0	0	0	6	6	0	-1	11
Acres	-54	-5	-6	-33	43	138	0	-1	82
Land Value per Acre	-\$46	\$12	-\$15	\$5	-\$6,926	-\$16,059	\$5,100	-\$173	\$472
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$4,128	\$662,377	-\$400	\$34,600	\$72,891

Source: Wisconsin Department of Revenue

Notes:

- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.

The Wisconsin Real Estate Class Definitions for each land use classification in the table is summarized below:

- Agricultural – Land exclusive of buildings and improvements that is devoted primarily to agricultural use as defined by rule. Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as “Agricultural.”
- Forest – Land is covered by dense stands of trees or land that is producing or capable of producing commercial forest products. This can include acreage under the Managed Forest Law for which tax credits are provided to a participating landowner.
- Agricultural Forest – This is productive forest land contiguous to assessed agricultural land under the same ownership.
- Undeveloped – defined as bog, marsh, lowland brush, and uncultivated land zoned as shoreland or other nonproductive lands not otherwise classified. Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and “Ag Forest” are typically assessed at 50% of its full value.
- Residential – Any parcel or part of a parcel of untilled land that is not suitable for the production of row crops on which a dwelling or other form of human abode is located.
- Commercial – Properties where the predominant use is the selling of merchandise or a service. This includes rental residential (apartments), though efforts were made to identify and classify rental housing as residential in the existing land use map.
- Manufacturing – Property consists of all property used for manufacturing, assembling, processing, fabricating, and making or milling tangible personal property for profit. It also includes establishments engaged in assembling component parts of manufactured products as well as mineral extraction and sand mining operations. All manufacturing property is assessed by the Wisconsin Department of Revenue.
- Other – Comprised of several land uses including transportation corridors, utility corridors, dwellings and land for the farm operator’s children, parents, or grandparents, etc.

Based on this data, the following are the most notable existing land use conditions and trends in the Village as of January 1, 2021:

- In 2021, about 52% of the acreage within the Village was assessed as agricultural with an additional 14% assessed as forest and agricultural forest.
- In 2021 over 58% of the parcels, but only about 8% of the acreage, in the Village was assessed as residential. These totals do not include additional residential on the second floor of commercial buildings downtown or part of a home-based business on a parcel assessed commercial. Some apartment units and mobile home lots assessed commercial may also be “missing” from the residential numbers.
- Per the 2021 Assessment Report, about 87% of residential-assessed parcels are improved, leaving about 29 unimproved residential parcels, some of which would be available for infill over time. However, some of these parcels have development limitations or the current landowner is maintaining it as open space with no intent to sell.
- Commercial parcels account for approximately 9% of the assessed parcels within the Village, or approximately 9% of the acreage in the Village.

- Manufacturing parcels and acreage has remained stable from 2011 to 2021 with just 1 parcel and 1 acre within the Village assessed as manufacturing. While the Silica and Chippewa Sand Mines are typically viewed as an industrial type of use, they have and continue to be assessed as commercial use.
- Per the WI DOR 2021 assessment report, undeveloped land accounts for 14% of the total acreage of assessed lands within the Village.

9.2 Supply, Demand, and Price Trends of Land

Several factors have influenced the way in which land use change and development has occurred in the Village of New Auburn as well as Barron and Chippewa Counties. These factors are a combination of market/economic forces, public infrastructure, personal desires, and natural amenities (topography, vegetation, water resources). Most notably:

- **Demographic Trends** – As discussed in Section 3, the area's population is aging, which has implications for housing demand. Further, commuting times have been increasing, demonstrating that the workforce is willing to travel further to between their home, place of employment, retailers, and entertainment. Given such mobility, the quality of life offered in a community becomes an increasingly important factor when determining where a household chooses to live.
- **Economic Trends** – As the agricultural economy has changed over the past fifty years and the number of family farms significantly decreased, the economic functions of rural communities have also changed, especially impacting historic downtowns. As a result, the types of services available in small communities have changed, with retail often increasingly replaced by larger chain stores (e.g., Menards, Walmart) in larger communities. Increasing commuter-sheds and the emergence of e-Commerce have also impacted these economic trends. Since the late 1980s, the value of and price paid for land within the region has seen a steady increase. This increase is not expected to slow, except for minor dips related to the national economy.
- **Public Infrastructure** – Public infrastructure, especially transportation and water and sewer utilities network, contributes to the overall development pattern of the Village as the network provides access to buildable land.
- **Proximity** – Growth pressure from urban areas is expected to continue over the next 20 years, though likely at a slower pace compared to the 1990's and early 2000's.
- **Public Facilities** – The presence of certain industries or facilities can shape and influence land use change.
- **Natural Amenities** – There are many outdoor recreational opportunities in and near the Village of New Auburn. Such natural features and open spaces make the community more attractive.

Two indicators of a dynamic economy and potentially changing land use patterns are land sales and prices. These two indicators show a demand to convert undeveloped or under-developed land to more intensive uses such as residential, commercial, or industrial. In turn, additional community services may be needed to support this change.

Table 14 allows a comparison of assessed acreage over time for some insights into land supply and

demand trends. Assessment information can also help indicate land prices; however, this information has certain limitations due to assessment methods, timing, and whether a particular assessor has completely established current fair-market value comparables for a given community. The State of Wisconsin attempts to equalize values so communities whose assessments are in different years will have assessments that are fair. Eventually all assessments are supposed to reflect fully equalized, fair-market value of property.

The Great Recession and housing market collapse during the late 2000s are undoubtedly reflected in these numbers, especially for the residential and commercial parcels, given that Wisconsin generally lagged behind the Nation in its recovery. Throughout the region, many homes were foreclosed upon and some new homes sat empty for extended periods. Today, the housing market appears to be rebounding and is quite strong while affordability of housing is a challenge nationwide. The housing market was previously discussed further in Section 3.

9.3 Barriers to Development and Land Use Conflicts

Section 2.3 and previous elements of this plan identify various conditions and potential land use conflicts that may pose physical, infrastructure, or policy barriers to development within the Village of New Auburn, including:

- As discussed in Section 3, there is unmet housing demand. Related, workforce availability with the skills desired by businesses and industry is an ongoing challenge in the region and a barrier to economic development.
- Map 13 in Section 6 identifies the environmentally sensitive areas within the Village, including slope, areas of wetland, and 100-year floodplain area, which reduce the acreage within the Village available for development.
- As discussed in Section 10, intergovernmental conflicts regarding annexation and growth have the potential to arise in the future.
- The Village Plan Commission did not identify any specific regulatory or policy barriers that are restricting development within the community. Instead, the Plan Commission recognized that more could be done to market and encourage development opportunities.

The Agricultural, Natural, and Cultural Resources element identifies potential barriers to building site development within the Village, including floodplains, wetlands, and steep slopes. Such limitations do not halt development from occurring but may suggest or require special action or expense for construction or to mitigate potential impacts (e.g., careful siting, no basement, sump pumps).

As discussed previously, most of the Village could be classified as having productive agricultural soils. However, farmland preservation within the Village limits is not a specific goal. No specific cultural features or sites were identified which would pose additional development barriers. The Village reviewed and considered these barriers to building site development when updating this land use element.

Utilities and community facilities can also pose development limitations or be used to guide development. The status of the Village's utilities and community facilities was discussed previously in the Utilities and Community Facilities element and no significant development barriers related to

municipal utilities or services were identified, except that municipal utilities would need to be extended in some areas for development. The Village reviewed and considered public utilities and facilities when updating this land use element.

9.4 Opportunities for Infill or Redevelopment

The Village of New Auburn Plan Commission identified the following primary opportunities for infill, adaptive reuse, or redevelopment:

- Former Chippewa Sands – as previously mentioned, the Chippewa Sands site is available for redevelopment and is actively marketed to potential industrial users.
- Downtown buildings – there are a few buildings downtown that are vacant and available for use
- The former Saint Junes Catholic Church, located near N Front Street and Main Street, has been sold. While the desired use is not yet known there has been discussion on converting the former church building into a multi-family residential use.

These sites, and others available throughout the community, provide opportunities for development on sites that are already serviced with infrastructure.

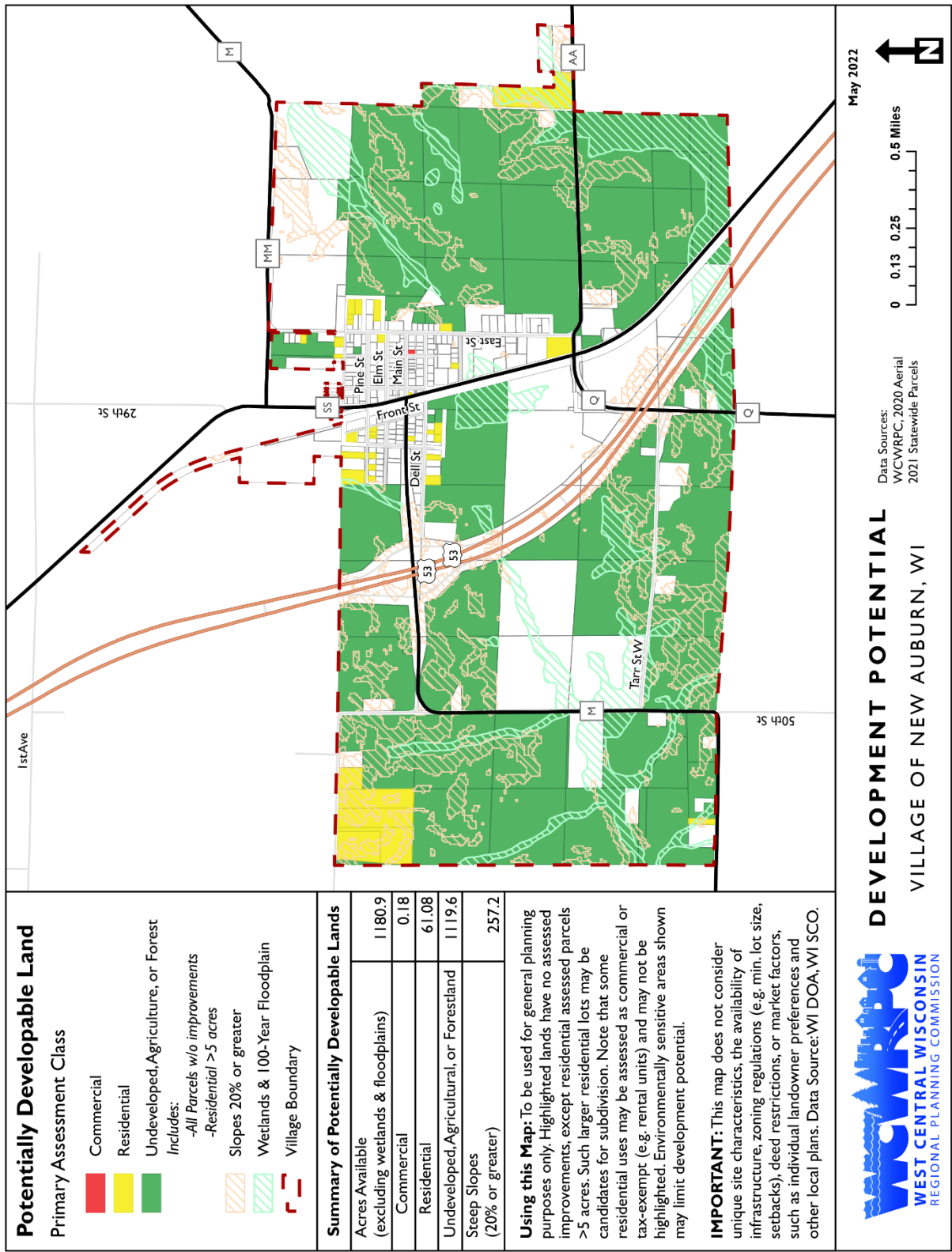
9.5 Projected Land Use Supply and Demand

The use of land is the most important factor in managing the future growth of any community. Land use trends suggest what changes are occurring regarding type, location, and intensity of land uses over time. It is such changes that should be managed in a manner that is beneficial to the community and environment.

Map 18 was prepared to help assess potential development land within the Village, including infill opportunities on residential-assessed parcels more than 5 acres in size. Keep in mind that in some cases a lot could be owned by an adjacent homeowner and used as part of their primary residence making it unavailable for building. Additionally, there may be other constraints, such as environmentally sensitive areas, development restrictions (i.e. conservation easement), landowner willingness to sell, or lack of infrastructure availability, that can make development of these parcels not feasible, at least in the foreseeable future.

That said, the data provides a starting point for the Village to consider its available land supply. Based on this general analysis, there are about 1,181 acres within the Village, excluding wetlands and floodplains, that are potentially developable. The actual available acreage is likely significantly lower due to market factors and environmental constraints.

Map 18 Village of New Auburn Development Potential



Land Use

Wisconsin's comprehensive planning law requires that the land use element of every comprehensive plan include 20-year projections, in 5-year increments of future residential, agricultural, commercial, and industrial land uses for the community. Future land use activities and their resulting change to the landscape over the next 20-year period are difficult to predict. Changes in the local or national economy, natural disasters, and the overall change in year-round residents are some of the factors that can influence how land use activities may change in the future.

Table 15 below provides projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses through the year 2045 for the Village of New Auburn. The population projections in the second column are based on the alternative low-growth projections prepared for the Village in Table 2. The estimated housing units in the third column were taken from the estimates prepared in Table 7; see Section 3.2 for details and qualifiers of these projections. The 2021 acreage estimates in the first row are the same as estimates from the existing land use table and map in Section 9.1.

Table 15 Village of New Auburn Projected Land Use Demand, 2020 - 2045

Year	Population	Renter/Owner Housing Units Needed	Residential (acres)	Commercial (acres)	Industrial (acres)	Agriculture (acres)
2021	553	4-5	173	9	114	1,011
2025	557 (+4)	3	+1.2	+5	+0	-6.2
2030	563 (+6)	5	+1.9	+5	+15	-21.9
2035	566 (+3)	3	+1.2	+5	+15	-21.2
2040	569 (+3)	6	+2.3	+5	+15	-22.3
2045	569 (+0)	0	+0.0	+5	+15	-20.0
Difference	+12	21-22	+6.5	+25	+60	-91.5

The above is one projection of what may occur. The future will largely be determined by population changes and the manner in which the Village guides, attracts, and manages growth. Given this uncertainty, these projections should be used for general planning purposes only.

Opportunities for residential, commercial, and industrial infill and redevelopment exist within the Village. There are some available existing residential lots as well as new residential development being considered. Commercial infill and redevelopment opportunities are available downtown and along Main Street from downtown to Highway 53. The former Chippewa Sands plant provides redevelopment opportunities for other industrial development.

The following spatial assumptions were used to develop the land use projections in Table 15:

Residential: Section 3.2 included projections of needed rental and owner housing units through 2045 based on projected populations growth, projected household size, and other factors. Based on past and anticipated residential densities, the following additional assumptions were used to project residential land use:

- Renter units – projected rental acreage is based on an average of one rental units per .2 acres, plus an additional 15% in acreage demand to accommodate infrastructure, common spaces, and market factors.
- Owner units – based on the housing projections, an additional 11 owner units are needed by 2040 to accommodate additional household growth

in the Village, based on the alternative low-growth projections. It is assumed that these will be developed as standard low-density residential lots of .3 acres. An additional 15% in acreage demand is also included to accommodate infrastructure, common space, and market factors.

Commercial: From 2011 to 2021 the Village saw a significant increase in assessed commercial acreage. Existing average commercial lot size does not offer good insight into future growth since many of the Village's existing commercial parcels are smaller lots (e.g. downtown retail or services), while much of the future commercial demand is expected to be on larger parcels along Main street near the Highway 53 interchange. The COVID-19 pandemic has presented some challenges for commercial users, but overall, it is expected that commercial development will increase over time within the community, especially if the Village markets the community and achieves some of its future development goals.

While there are some commercial vacancies that offer commercial opportunities, it is likely that existing sites may not accommodate the size needed by new commercial users. For the growth assumptions in Table 15, the projections provide for an additional commercial demand of 5 acres every 5 years to accommodate additional commercial growth in the Village. The Dollar General store, one of the newest commercial users to locate in the Village, is located on an approximate 1-acre site.

Industrial: Shown previously on the existing land use map, 5 tax parcels are used as industrial with approximately 114 acres of land. These parcels are primarily associated with the former Chippewa and Silica sand plants. From 2011 to 2021, assessed manufacturing acreage within the Village remained constant, with only one tax parcel assessed as manufacturing.

Projecting industrial development is a challenge since such growth is often slow in smaller, rural communities, and the land needs of different manufacturers can vary significantly. With prime access to rail and Highway 53, the Chippewa Sands site, which is currently vacant, is a prime redevelopment opportunity for an industrial user. While the future land use map suggests commercial and industrial development for specific areas, the Village has flexibility to interchange these uses if deemed compatible and consistent with the overall goals and objectives of the Comprehensive Plan.

Agriculture: Generally, agricultural lands within the Village limits are likely to be developed over time as the private marketplace and development limitations allow. As more development occurs, agricultural acreage within the Village will decrease. Approximately 92 acres of land currently used for agriculture are planned for future development. It is possible that some development can occur on lands that are undeveloped or vacant, not used for agriculture, in which case agriculture land would not be needed to accommodate the development.

9.6 Preferred Future Land Use Plan

The future land use map is one of the primary components of the comprehensive plan that should be used as a guide for local officials when considering future development within the community. Furthermore, developers and residents should understand the future land use map is intended to direct development to certain areas where facilities and services are available and where land uses are compatible with one another. As a decision-making tool, it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the map. The map is long-range and will need to be reevaluated periodically to ensure that it remains consistent with changing trends and conditions. The Village should utilize this map when acting on zoning decisions, amendments to the Village's zoning map, and for other land-use decision making. Concurrent review of Map 17 and the Village's zoning map will ensure consistency between planning and zoning decisions. Zoning decisions must be consistent with the Village's comprehensive plan.

It is important to remember that Map 17 is not a zoning map. The future land use map is a longer-term vision of how the Village may develop, while zoning can be used to guide and phase growth in an incremental and efficient manner. Differences in definitions may also exist and compatible uses may be allowed within a zoning district (e.g., certain commercial may be allowed in industrial areas). In short, some differences between the preferred future land use plan map and the zoning map will exist, though the plan and zoning ordinance may still be deemed consistent.

The preferred future land use map has been developed based on the existing and future land use assumptions, a review of demographic and background data, trends in land use over the past several years, the efficient provision of municipal services, and the community's desires for future development as reflected by the vision, goals, and objectives of this Comprehensive Plan update. The Village does not assume that all areas depicted on the Future Land Use Plan map will develop during the next 20 years.

In comparing the future land use map to the previous land use projections, it must be remembered that areas within the Village may have some development limitations, such as steep slopes and wetlands. Development potential would be further decreased by any needed streets, stormwater management facilities, neighborhood parks, etc. In addition, allowances and flexibility must be made for the market, which greatly influences land availability and demand; some landowners may be unwilling to sell, while available land characteristics may not meet all development needs. For such reasons, the acreages in the future land use map must meet or exceed the previous land use projections for residential, commercial, and industrial uses.

Map 13 in section 6.2 shows the environmentally sensitive areas (ESAs) in the Village. Functionally, the future land use map and ESA map should be used in tandem and the ESAs should be considered as an overlay of the future land use map. This approach will serve as a reminder that even though the map indicates an area may be designed for residential, commercial, etc., additional limitations to development can exist. Encroachment on ESAs should be avoided if possible, and development in some areas may require study prior to approval or special mitigation action to prevent of limit undesired impacts.

Land Use Classifications

The following land use classifications are descriptions used to define areas within the Village that are desired to generally be of consistent character, use, and identity as reflected in the preferred future land use map. These are not zoning districts, though potentially related districts are noted. As needs arise,

certain facilities are required to service the community. These facilities are generally streets, utility facilities, storm water management systems, and parks, open space, and recreation, but may include other governmental facilities. It is not the intent of the Future Land Use Map to completely identify each of these facilities; therefore, they may occur in most any land use category described below.

Residential

The RESIDENTIAL classification is designed to include existing and planned residential uses. Low-impact, home-based commercial activities and institutional uses (e.g., churches, schools, group homes, clinics) may be appropriate in these areas.

Planned residential expansions will primarily occur through new individual lots and smaller subdivisions, though opportunities for infill exist. Densities will be regulated by the Village's zoning ordinance and consistent with the densities of the surrounding neighborhoods. Single-family residential neighborhoods should contain some form of buffering between the residences and incompatible land uses such as more intensive commercial or industrial development. Proposed multi-family development should include adequate greenspace, parking, service access, and refuse collection facilities.

Potential Zoning Districts: R1 – Single-Family Residence District, R2 – Single- and Two-Family Residence District, R3 – Multiple Family Residence District, RD – Rural Development

Commercial

The COMMERCIAL classification is designed to include existing and planned general commercial development that is auto-oriented, involves large amounts of shipping, or is marketed to highway travelers. It also is designed to include existing and planned neighborhood commercial development that is more appropriate adjacent to residential areas. In addition, all commercial areas should be designed to be accessible by walking and biking.

Potential Zoning Districts: C1 – Central Business District, C2 – General Commercial District

Industrial

The INDUSTRIAL classification is designed to include existing and planned industrial development. The industrial classification allows uses such as indoor manufacturing, warehousing, assembly, and distribution. Planned industrial areas or parks subject to building and site design, landscaping, signage and outdoor storage provisions are encouraged. New industrial development should occur exclusively in the industrial classification. Industrial development could occur on a variety of lot sizes but should be concentrated whenever possible to minimize land use conflict. Proper access by industries to and from major traffic routes should be provided. Industrial development should also maintain adequate off-road employee parking, loading and unloading facilities. Where necessary, proper screening or buffering should be used to shield from adjacent non-industrial uses. Certain commercial uses may also be appropriate for industrial areas.

Potential Zoning Districts: I1 – Light Industrial District, I2 – Heavy Industrial District

Institutional & Government

The INSTITUTIONAL classification is designed to accommodate public uses such as the school, Village Hall, and other similar uses.

Potential Zoning District: Public and Institutional District

Agriculture, Forest, and Private Open Space

The AGRICULTURAL, FOREST, and PRIVATE OPEN SPACE classification is designed to accommodate agricultural and forest activities as well as private open space that may remain undeveloped due to environmental or other development constraints.

Potential Zoning Districts: RD - Rural Development, Agricultural District, Conservancy District

Park, Open Space & Outdoor Recreation

The PARK, OPEN SPACE & OUTDOOR RECREATION classification is designed to accommodate public park and outdoor recreational spaces.

Potential Zoning District: Conservancy District, RD – Rural Development

Preferred Future Land Use Map

The Village of New Auburn's desired pattern of future land use is depicted by the arrangement of its previously described preferred land use classifications. These classifications have been mapped to identify areas of similar and preferred character, use, and density. The classification arrangement as shown on Map 17 establishes the Village's vision and intent for future land use.

In an attempt to implement the Village of New Auburn Preferred Land Use Map, the Village should utilize Map 19 when acting on zoning decisions, amendments to the Village's zoning map, and for other land-use decision making. The review of

Map 19 and the Village's zoning map concurrently will ensure consistency between planning and zoning decisions. Zoning decisions must be consistent with the Village's comprehensive plan.

Certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alternations that may occur as a result of more detailed planning, as noted above, or mapping errors. The Village has designated the former Saint Judes Catholic Church property, located near N Front St and W Main St, as residential following the residential character of the surrounding area. The site may be considered for other uses that are compatible in scale and nature with the area, with final determination by the Village Board.

Table 16 Village of New Auburn Preferred Future Land Use

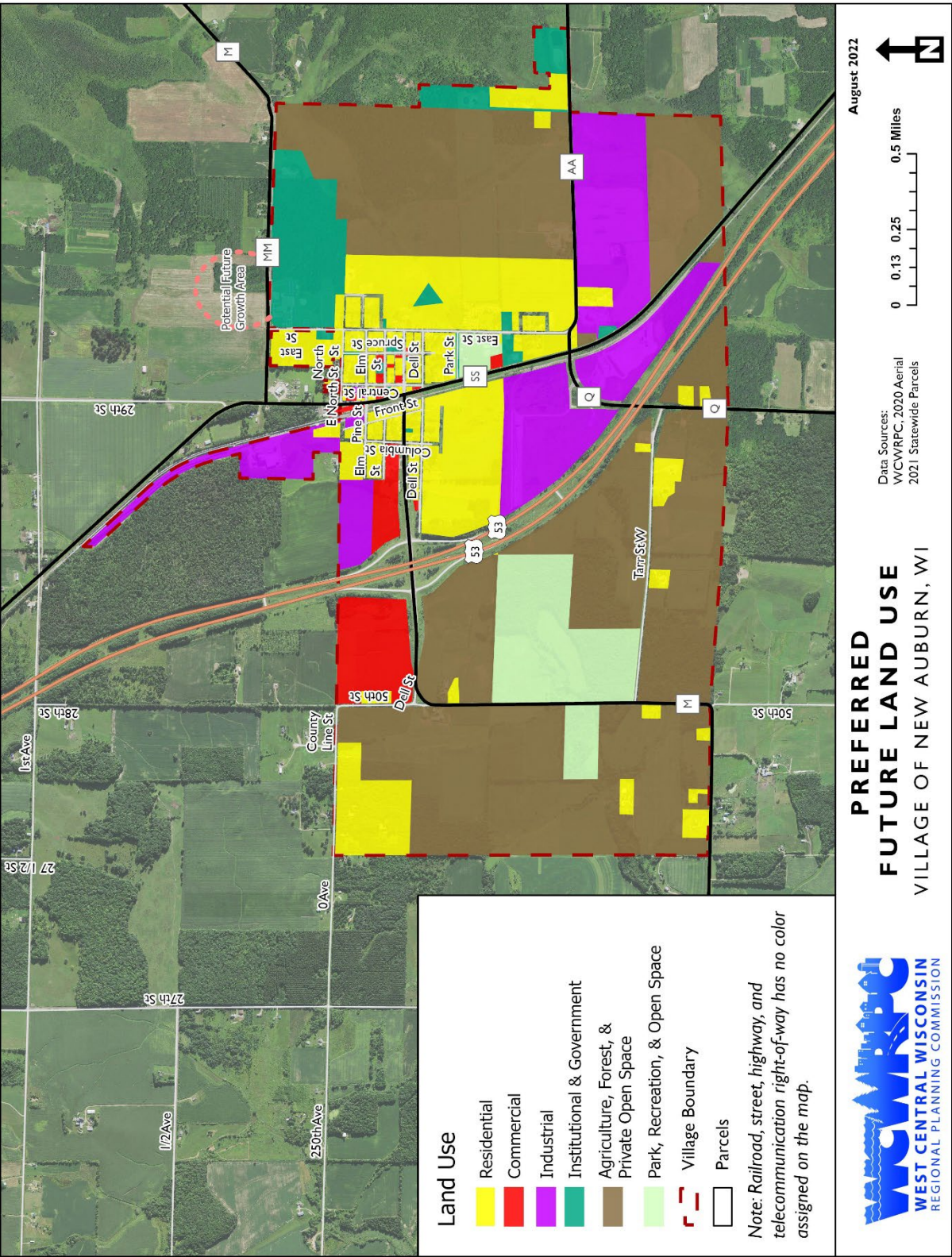
Land Use Classification	Acres
Residential	367.6
Commercial	72.0
Industrial	271.0
Institutional & Government	151.4
Agriculture	732.7
Forest	209.9
Park, Recreation, and Open Space	139.3
Total Acreage	1,943.8

Comparing the acreages to the previous projections in Table 15, it is important to remember that just because land is shown or designated as a preferred land use type, this does not require or guarantee that vacant or undeveloped land will be developed.

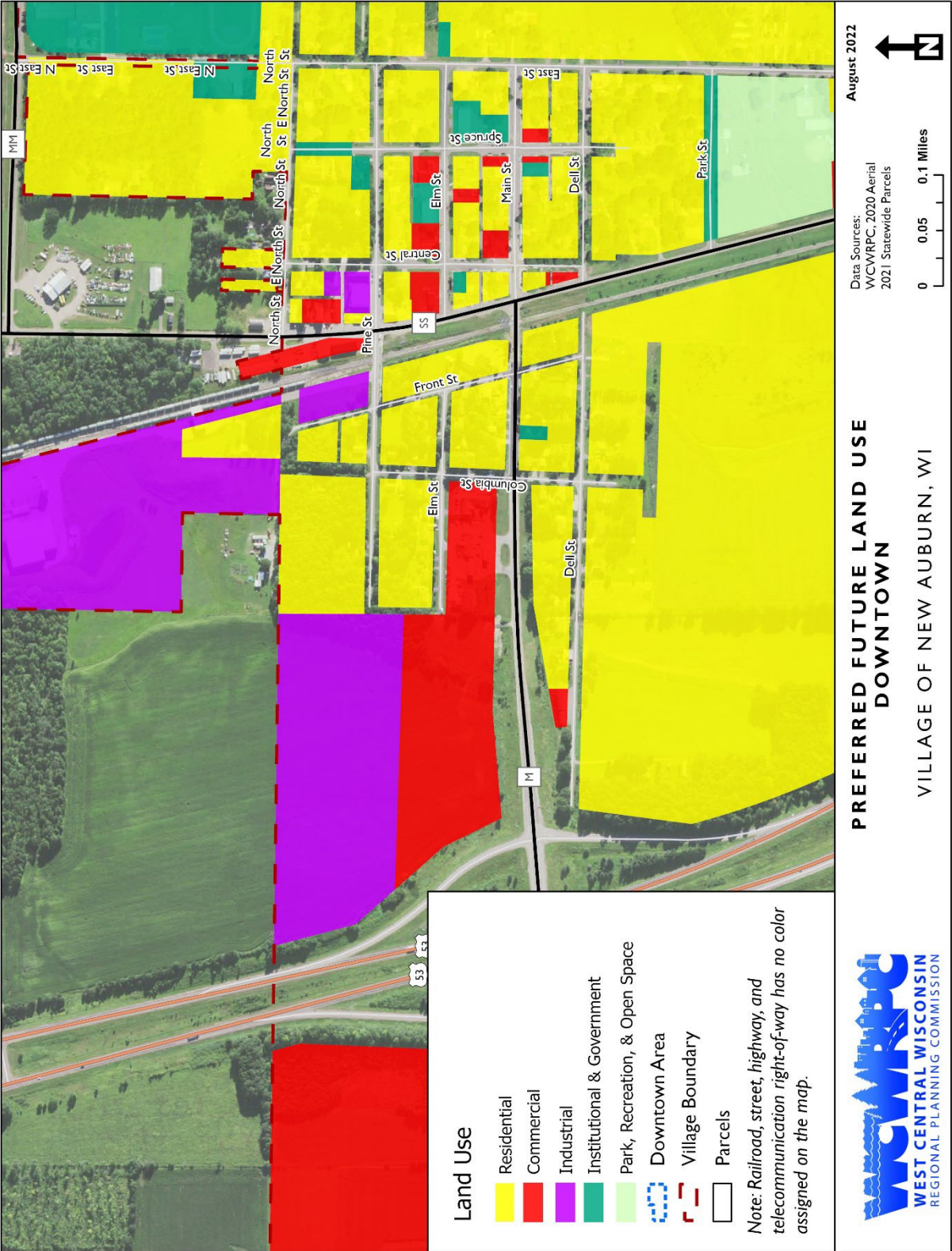
Potential Future Growth Area

The Village has identified a potential future growth area that includes a 36-acre parcel owned by the New Auburn School District on the north side of County Highway M in the Town of Dovre, Barron County. While still very early in discussions, the Village is exploring the concept of purchasing the land, and annexing into the Village, for a future residential development with neighborhood scale commercial use(s), such as a daycare. The Village would then market and select a developer to work with to complete the development.

Map 19 Village of New Auburn Preferred Future Land Use Map



Map 18 Village of New Auburn Preferred Future Land Use Map - Downtown



Downtown Revitalization

Downtowns present a key economic opportunity in economic development. Downtowns provide a head start for many communities planning for sensible growth. They use land efficiently and already have public infrastructure such as streets and utilities. Downtown densities also efficiently utilize infrastructure and improvements. Downtowns are by nature compact developments and provide many infill opportunities. They are “center focused” with a mixture of uses. Downtowns often have existing transportation options in place, such as sidewalks and bicycle access, and are typically pedestrian friendly. Finally, they convey the character and history of the community, celebrating the community’s unique sense of place. Consequently, keeping a downtown economically viable is often an important part of an economic strategy.

The benefits of investing in the downtown:

- People are interested in communities which have a variety of events and entertainment venues that make it a vibrant place.
- The vibrancy of the downtown draws new businesses and can be used by existing businesses to attract employees.
- The downtown can benefit from the economies of scale by providing a variety of businesses and services close to where people work.
- Existing buildings may provide a business incubator space for entrepreneurial businesses.
- Utilization and improvements downtown contribute to community pride and a sense of place.
- An active downtown keeps the money spent at the business circulating in the local economy.
- Utilization of downtown buildings keeps them on the tax rolls.
- Downtown New Auburn is important to the community’s identity and sense-of-place.

Some tools to consider in promoting a vibrant downtown (low administrative costs):

- Generate and maintain a list of available properties.
- Provide a handout that addresses the steps for development (permits needed, etc.).
- Create an overlay zoning district with regulations specific to downtown development. Allow for vertical mixed use and other compatible planned development.
- Use an “A-Street” and “B-Street” approach to focus downtown land uses and streetscape efforts. An A-Street should have a continuous, uninterrupted, and attractive pedestrian appeal; this is your primary walkable, retail and service corridor. A B-Street is typically less intact and more auto-oriented and would include uses such as parking lots, repair shops, large discount retailers, etc. Linkages between A-Streets and B-Streets are still important.
- Create a handout that describes some of the main elements of how to make an infill or new project blend into the community – if enforcement is possible, make an ordinance with these elements.
- Create a handout available with the different resources available (i.e. WEDC, Wisconsin Small Business Development Center, UW-Madison Extension, National Trust for Historic Preservation, State of Wisconsin Historical Society).

- Create an identity or brand for the downtown or development area, then reinforce and market this brand.
- Recruit local volunteers to work on creating or administering tools.
- Partner with the Barron County and Chippewa County Economic Development Corporations to maximize resources.

Additional potential revitalization tools:

- Apply for grants (CDBG) or tax credits (historic, affordable housing, economic development).
- Create a BID (Business Improvement District).
- Utilize a revolving loan fund.

9.7 Land Use Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Goal 1: Strive to be proactive and accommodate well-planned growth and development that provides a mix of land uses within the community in a manner that meets the housing, economic development, cultural and natural resources, and other community goals of this plan.

1. Objective – Strive to promote available land for (re)development in the Village.
 - a. Policy – the Village Zoning Ordinance shall provide for a variety of housing types, including single-family, duplex, multi-family, and manufactured homes.
2. Objective – Seek to use existing and future infrastructure placement to guide development.
 - a. Policy – new development shall have adequate public utilities and improved streets, sidewalks, and curb and gutter.
 - b. Policy – Land development shall occur in an orderly procedure, according to a systematic plan to meet the needs of the Village and its residents in the most economical and efficient manner.
3. Objective – Consider the development of a Village Business Park.
 - a. Policy – If a Village Business Park is desired, the Village will strive to aid in land assemblage.
4. Objective – Seek continued development of their existing Tax Increment District.
 - a. Policy – Encourage development within the Village's tax incremental financial district which is consistent or compatible with the TID's project plan and the Comprehensive Plan.

5. Objective – When appropriate, encourage and support redevelopment of blighted properties.

Goal 2: Support an increased tax base in the Village, including residential parcels and properties served by Village water and sewer systems.

- a. Policy – Support owner-initiated annexation requests, when in the best interests of the Village.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

General Land Use Recommendations

1. Review development proposals based on, among other things, connectivity to existing water, sewer, and storm sewer lines, and using existing local streets. (ongoing)
2. Encourage development proposals to utilize areas that are, or could easily be, connected to Village water, sewer, storm sewer and streets. (ongoing)
3. Coordinate the provision of transportation and utility improvements necessary to develop or redevelop areas for (re)development. (ongoing)
4. Review usage and capacities to ensure existing infrastructure systems do not get over utilized. (ongoing)
5. Plan and coordinate public improvements with private developments and do not allow private actions to result in development that is not adequately supported by public facilities and services. (ongoing)
6. Promote and develop great public places that complement and add to all types of land uses throughout the Village, with an emphasis on downtown. (ongoing)
7. Continue to enhance access between uses within the Village, including the installation of a pathway from Park Street through the park to allow a safer access to the Dollar General commercial area on the south side of the Village. (short-term)

Other Land Use Management and Regulatory Recommendations

1. The Village should review and update its land use regulations to be consistent with this Comprehensive Plan update, including the following additional recommendations: (short-term)
 - a. When considering a development proposal or land use change, the Village may require additional studies, cost-benefit analysis, or other information, at its discretion and potentially at the developer's expense. Such studies or information may be needed to analyze factors such as: land use compatibility, potential impacts (e.g., transportation, fiscal, environment, public health, property values), engineering studies or plans, and whether other standards are sufficiently met.
 - b. Consider modifying Village ordinance to allow for the development of accessory dwelling units with appropriate standards and after careful review.
 - c. As needed, update any sign regulations for consistency with recent case law, most notably *Reed v. Town of Gilbert* (2015).

- d. Develop and administer a basic site plan review process to ensure a uniform image and development quality throughout the community or for certain zoning districts. Include a site plan review checklist or procedural manual consistent with the vision, goals, and objectives of the Comprehensive Plan for land-use decision-making. Such a review should incorporate standards such as safety, accessibility, quality construction, and neighborhood context.
- e. Amend the Official Zoning Map for consistency with the future land-use plan map to include anticipated growth areas, infill, redevelopment, and address any discrepancies with current uses.
 - Review the ordinance for consistency with any State legislative or case law changes, in particular regarding conditional use permit standards/process, substandard parcels, and shoreland/wetland zoning.
 - Amend the official zoning map for consistency with the future land use plan map and address any discrepancies with current uses.
2. Consider adoption of an official map that identifies and preserves likely future right-of-way and needed public lands in anticipated growth areas. Strive for street and multi-modal connectivity. (short-term)
3. Support continued enforcement of Village of New Auburn land-use and building regulations, including the enforcement of building maintenance and increased educational efforts on adopted regulations for residents, community officials, and the business community. Continue to provide opportunities for input into public land use planning and decision-making by community members, local organizations, and the business community. (ongoing)

9.8 Current Land Use Plans, Programs, and Regulations

Wisconsin Statutes §66.1001 states that beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, those ordinances shall be consistent with (i.e., furthers and not contradicts) the objectives, goals, and policies of that local governmental unit's comprehensive plan: official mapping, zoning, subdivision regulations, shoreland zoning or shoreland-wetland zoning.

While the Comprehensive Plan is adopted by ordinance, it provides guidance for decision-making and is not a regulation. Overall, zoning ordinances and other land use regulations should be based on a land use or comprehensive plan in order to be effective and protect the public interest, while encouraging consistent, informed decision-making in a manner that is not arbitrary. The development of a comprehensive plan for the Village of New Auburn provides the Plan Commission with a document upon which the community has provided input and stated desires regarding future land use decisions for the community.

Current Village Zoning Districts

The Village's Zoning Ordinance (see Chapter 22 Zoning), provides for the following districts:

R-1	Single-Family Residential
R-2	Single- and Two-Family Residential
R-3	Multiple Family Residential
C-1	Central Business District
C-2	General Commercial District
PI	Public & Institutional
A	Agricultural
W	Conservancy
WP	Wellhead Protection Overlay

The Village's Code of Ordinances is available online with a link at <https://www.newauburn-wi.com/government/>.

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10. IMPLEMENTATION

10. Implementation

This element provides guidance for implementing and realizing the plan vision, goals, and objectives described in the previous chapters. As change is inevitable, the Comprehensive Plan must also be a “living,” dynamic document that considers or allows for change in the community; the plan may need to be amended to appropriately reflect such changing issues, opportunities, needs, trends, or shared goals.

10.1 Action Plan

The Village of New Auburn’s Comprehensive Plan is intended to help guide land use, policy, and programmatic decisions within the Village. The plan is an expression of the Village’s wishes and desires and provides a series of policies and recommendations for assisting the community in attaining its visions, goals, and objectives. The plan is not an attempt to predict the future, but rather an attempt to document the community’s values and philosophies that citizens of the Village of New Auburn share.

This section does not identify a timeline of programs and specific action to be completed. Instead, suggested timelines for implementation are included with the action-oriented recommendations in Sections 3 through 11. For example, the housing, transportation, and land use elements include recommended actions regarding zoning, subdivision regulations, and official mapping, rather than repeating these recommendations and tools here.

Typically, each recommendation has been assigned one or more of the following suggested timelines:

- **short-term** (1-5 year action)
- **ongoing/as needed** (supports continuing the program or action on an ongoing or as needed basis)
- **unassigned** (no suggested timeline suggests that this may be a long-term action or requires further research)

These timelines suggest potential priorities, but may be subject to available resources. Potential resources or partners are often included in the policy recommendation and may also be identified in Appendix E. Some policies may require exploration or addition

Plan Commission Powers & Duties

- ♦ in general, promote comprehensive planning in the Village
- ♦ prepare and recommend to the Village Board the Comprehensive Plan and ordinances & programs to implement the Plan (and any amendments)
- ♦ hold hearings and make administrative determinations, if delegated by ordinance
- ♦ review referred proposals for recommendation to the Village Board

Referrals to Plan Commission

By statute, the Village Board must refer the following to the Plan Commission for recommendation:

- location and architectural design of any public building
- location of any statue or memorial
- location, alteration, abandonment, sale, acquisition, or lease of land for parks, streets, airports, parking, or other public grounds
- location, extension, abandonment, or authorization for any public utility
- all subdivision plats for which the Village has jurisdiction
- location, character & extent or acquisition, lease, or sale of lands for public or semipublic housing, slum clearance, relief of congestion, or vacation camps for children.
- proposed ordinances, amendments, or appeals of any ordinance pursuant to section 62.23 of State Statutes (e.g., zoning, official mapping) and land divisions
- other matters as specified by State statute (e.g., proposed business improvement districts, group homes)

feasibility study, which may result in additional longer-term actions or ongoing decision-making guidance in the future. Prior to implementation, the Village will consider and reassess each action item to further determine if the plan recommendation is still in the best interests of the community. Changing conditions in the community as well as Federal or State policy may necessitate an addition or modification to the implementation approach or timelines.

The responsibility for implementation of the action plan may be delegated at the discretion of the Village Board. In addition, State statutes require Plan Commission review and recommendation on a range of activities prior to Village Board approval or adoption (*see box on previous page*). Some policy recommendations noted in the plan may also be initiated by Village staff, community members, or other partners; it is a community plan.

The New Auburn Plan Commission, Village Board, and citizens in reviewing all proposals pertaining to development in the Village of New Auburn should utilize the Comprehensive Plan. Proposals should be examined to determine whether they are consistent with community wishes and desires as expressed in the plan as a whole. As part of the review, consideration of the plan is necessary with particular attention given to the goals, objectives, and policies. Where the impact of a proposed development is minimal, the evaluation may simply be a determination of whether or not the plan provides relevant direction and whether the requested action is in conformance with the plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

10.2 Plan Integration and Consistency

The Village of New Auburn Comprehensive Plan has an important role as a guide and determinant for future action and policy decision in the community. All development proposals and capital expenditures should be reviewed against the conclusions, vision, goals, and policies of the Plan for consistency. When the Village is requested to comment on proposed policy changes at a county, regional, State or Federal level, the Plan can provide important guidance to Village officials. To promote consistency across jurisdictional boundaries, the Village of New Auburn encourages early dialog between all adjoining and overlapping jurisdictions (towns and counties) as they develop or revise their comprehensive plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

The elements of this Comprehensive Plan are also internally consistent. As a result of the Comprehensive Plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements. There is much overlap in issues and policies between the elements. A review of all Plan data, analysis and conclusions, and of Plan goals and policies has been performed to ensure consistency. As the Plan developed, major consistent themes emerged which moved the Plan toward consistent conclusions and compatible approaches to solving identified problems among the elements. Any future plan amendments should be evaluated for consistency with the overall Comprehensive Plan.

10.3 Plan Monitoring and Evaluation

Any plan is subject to the passage of time possibly making its policies and recommendations obsolete. The Village of New Auburn Plan Commission is responsible for monitoring changing conditions and

plan implementation to evaluate progress and whether a plan amendment or update is needed. The Plan Commission will conduct a Comprehensive Plan Annual Review as described in the text box on the following page. The Plan Commission will report its findings of each annual review to the Village Board.

10.4 Plan Amendments and Updates

Evaluating the Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the plan requires updating and amendments. Plan amendments are typically relatively minor changes or additions to plan maps or text as deemed necessary and appropriate, often involving a limited geographic area or to address a single issue, policy, or program. Plan amendments can occur without needing to update all data, maps, service descriptions, etc., as long as the Comprehensive Plan remains internally consistent.

Plan updates are typically a more substantial re-write of the text involving major revisions to multiple plan sections, including updating of plan goals, data, tables, services, and maps. A plan amendment can be completed in a matter of months compared to a plan update that often requires a year or more. State Comprehensive Planning Law requires that a comprehensive plan be updated at least every ten years.

The time that elapses between the completion of the plan and the need to amend the plan depend greatly on evolving issues, trends, and land use conditions. Plan amendments are typically triggered by Village Board request, plan monitoring/evaluation by the Plan Commission, or a proposed land use change by a petitioner. Frequent plan amendments and updates should be avoided.

The Comprehensive Plan as an effective management and decision-making tool.

The following plan monitoring process is recommended to encourage implementation of this Plan, track progress, and promote consistency in decision-making.

Each fall, the Plan Commission will perform an annual review of the plan that includes:

- an opportunity for public comment;
- track progress on actionable plan recommendations and identify any related resource needs;
- evaluate consistency of any recent trends or decisions with the plan's vision and goals and the future land use map;
- identify and make recommendations regarding any conflicts or emerging trends that may be inconsistent with the plan vision, goals, policies, and future land use map;
- determine if a plan amendment or update is needed; and,
- provide a brief report on progress, key findings, and any recommended actions to the Village Board for consideration.

The Village may desire to create a tracking form or other reporting format to consistently monitor plan progress over time. This approach could potentially be expanded to include the recommendations of other Village plans.

Prior to a plan amendment, a proposed project should be evaluated for consistency with the Village of New Auburn Comprehensive Plan as a whole as well as other pertinent community plans. The proposal should not contradict the objectives, goals, and policies of the plan, or else additional plan changes

must be considered. There should be a clear public need for the proposed change or that unanticipated circumstances have resulted in a need for the change. The proposed change should also not result in substantial adverse impacts to the community, nearby properties, or the character of the area. The Village may require the petitioner(s) to prepare reports or fund other studies prior to a decision on amending the Comprehensive Plan.

Statutorily, plan amendments and plan updates have the same minimum public participation and adoption requirements, though updates often involve greater opportunities of public input at the discretion of the community. To ensure residents are involved in plan amendments, the following process and protocol should be followed to allow public involvement and comment. The Village of New Auburn Plan Commission shall undertake a review of the plan and shall consider necessary amendment(s) to the plan resulting from property owner requests, changes to social and economic conditions, new opportunities, or unanticipated conflicts. Upon the Plan Commission review, recommended changes to the plan shall be forwarded to the Village Board. The Village of New Auburn Village Board shall call a public hearing to afford property owners time to review and comment on recommended plan changes. A public hearing shall be advertised in accordance with the Village's public meeting notice procedures. Based on public input, Plan Commission recommendations, and other facts, the Village Board will then formally act on the recommended amendment(s).

10.5 Implementation Goals, Policies, and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community.

Objectives are more specific than goals and are measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Policies build on goals and objectives by providing more focused responses to the issues that the Village is concerned about. Policies become the tools that the Village can use to aid in making decisions.

Goal 1: Require consistency between and integration of the comprehensive plan recommendations and local ordinances.

1. Objective - Require that administration, enforcement and implementation of land use regulations are consistent with the Village's comprehensive plan.
 - a. Policy - The Village of New Auburn shall update its zoning and subdivision code to promote appropriate and cost-effective patterns of development that are consistent with this Plan.
2. Objective - Conduct reviews of the comprehensive plan for consistency with the goals, objectives, maps, policies and programs contained within and amend as appropriate.
 - a. Policy - The comprehensive plan shall be updated every 10 years, but may be amended more frequently if needed.
 - b. Policy - The comprehensive plan developed by the Village of New Auburn, unique to the Village of New Auburn, shall be implemented by the Village of New Auburn,

- and may not be amended or removed except by action of the Village of New Auburn.
- c. Policy - Prior to implementation, the policies and recommendations in this plan should be evaluated for consistency and potential conflicts with other Village goals, objectives, policies, and recommendations.
- d. Policy - Use partnerships and planning to leverage resources and maximize grant funding opportunities.
- 3. Objective - The Village Plan Commission shall regularly review the performance of the comprehensive plan and its implementation.
 - a. Policy - Continue to use local media and social media to keep residents informed and actively involved in Village planning and activities. Look for opportunities to involve residents in plan implementation and progress evaluation.

Recommendations

Recommendations are specific actions or projects that the Village should be prepared to complete. The completion of these actions and projects is consistent with the Village's policies, and therefore will help the Village fulfill the comprehensive plan goals and objectives.

1. Implement those policies and recommendations found in the other elements of the Village of New Auburn (2042) Comprehensive Plan as resources and priorities allow. (ongoing)
2. Key Village staff and officials should sign-up for or maintain participation in the e-mail lists, grant announcements, and other informational networks of partner and resource organizations, such as the West Central Wisconsin Regional Planning Commission. (ongoing)
3. The Village Board and Plan Commission supports providing educational opportunities to elected officials, Village staff, community leaders, interested volunteers, and the details of this Comprehensive Plan and progress in its implementation, including the orientation of new Board members to the plan. (ongoing/as needed)
4. The Comprehensive Plan is a plan for the entire community. While the Plan Commission has a certain statutory relationship to the Comprehensive Plan, it is not the expectation that the Plan Commission is responsible for implementing all policies and recommendations in the Plan; plan implementation requires support and partnerships from throughout the community. As such, the Village should find partners to undertake initiatives that work towards plan implementation.

Appendix A: Public Participation Plan

VILLAGE OF NEW AUBURN RESOLUTION #21-14

PUBLIC PARTICIPATION PROCEDURES FOR THE UPDATE OF THE VILLAGE OF NEW AUBURN COMPREHENSIVE PLAN

WHEREAS, the Village of New Auburn has decided to update its comprehensive plan under the authority and procedures of §62.23 (3) and §66.1001, Wisconsin Statutes; and

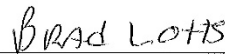
WHEREAS, §66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments; and

WHEREAS, the agreement between the Village of New Auburn and its hired planning consultant is consistent with and furthers the mechanisms identified within the *Public Participation Procedures for the Village of New Auburn Comprehensive Plan Update* to foster public participation, ensure wide distribution of draft plan materials, and provide opportunities for written comments on draft plan materials; and

WHEREAS, the Village of New Auburn believes that regular, meaningful public involvement in the plan development process is important to assure that the resulting plan meets the wishes and expectations of the public.

NOW, THEREFORE BE IT RESOLVED, that the Village of New Auburn hereby ordain and resolve as follows: to approve the written procedures included in *Public Participation Procedures for the Village of New Auburn Comprehensive Plan Update* as its public participation procedures meeting the requirements of §66.1001 (4) (a), Wisconsin Statutes.

Dated this 9th day of December, 2021



Brad Lotts,
Village Board President

ATTEST:



Ardith Story
Deputy Clerk-Treasurer

Village of New Auburn Public Participation Procedures for the Comprehensive Plan Update

INTRODUCTION

§66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments.

The Village of New Auburn Village Board recognizes the need for an open and active public participation process to foster a strong community commitment to the development and implementation of a comprehensive plan to guide the community's future growth and development. To ensure that the public has an opportunity to be involved in every stage of the update of the Comprehensive Plan, the Village identifies the following actions to promote an active public involvement process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing involvement of the public in developing the plan.

PUBLIC PARTICIPATION PROCEDURES

- The Village has a duly appointed Plan Commission pursuant with §66.23 (1) and/or §60.62 (4), Wisconsin Statutes.
- All meetings of the governing body of the local governmental unit (Village Board) are open to the public and are officially posted to notify the public as required by law.
- All Plan Commission meeting will be open to the public and officially posted to notify the public as required by law. Opportunities for public comment will be provided during the plan update meetings.
- As part of the plan update, the results of the 2021 Community Value Survey will be considered and discussed. This survey was completed by the Village Clerk's Department.
- The Village Board will receive periodic reports from the Plan Commission during the update of the Comprehensive Plan.
- Prior to the required public hearing, the governmental units of adjacent or overlapping jurisdiction will be notified of the community's undertaking of the preparation of the Comprehensive Plan and their input sought on intergovernmental issues and cooperation.
- Prior to the Public Hearing, draft copies of the Comprehensive Plan will be available at Village Hall, on the Village website, and at the New Auburn School Library during regular hours for the public to review.
- A joint Plan Commission and Village Board Public Hearing will be conducted on the recommended Comprehensive Plan update prior to Plan Commission recommendation and the governing body enacting the plan by ordinance. The Public Hearing will be preceded by Class 1 notice under

Chapter 985, Wisconsin Statutes, published at least 30 days before the hearing is held. Additional notice will be provided to non-metallic mining interests pursuant to §66.1001 (4) (e), Wisconsin Statutes. The public will be invited to comment and submit written comments.

- The Village Board will consider and respond to written comments regarding the plan update before enacting it by ordinance.
- The adopted Comprehensive Plan update will be distributed to:
 - a) Every governmental body that is located in whole or in part within the boundaries of the local governmental unit.
 - b) The clerk of every local governmental unit that is adjacent to the local governmental unit which is the subject of the plan.
 - c) The Wisconsin Department of Administration on behalf of the Wisconsin Land Council
 - d) The West Central Wisconsin Regional Planning Commission.
 - e) The New Auburn School Library.
- The Village Plan Commission, with Village Board approval, may implement additional public participation activities as deemed appropriate, practicable, and needed.

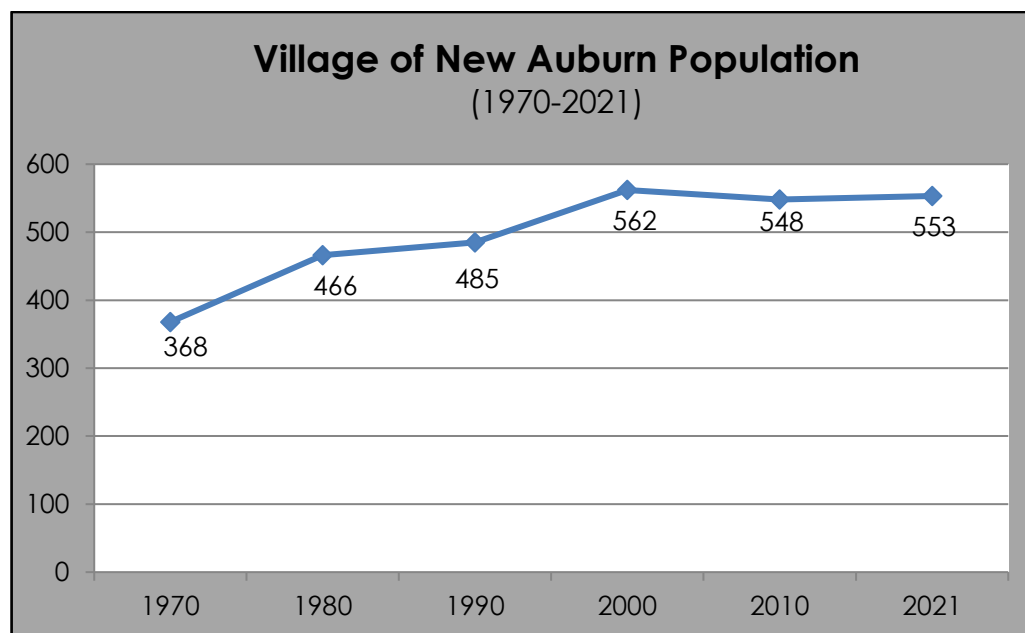
Appendix B: Background Information and Data

This section highlights some of the key background information and data used by the Village of New Auburn Plan Commission during the update of the Village's comprehensive plan. Additional data, forecasts/projections, and related discussion can be found in the plan text.

Population and Demographics

2021 WDOA Official Population Estimate: 553 residents

Village of New Auburn Population Change, 1970 – 2021



Source: U.S. Bureau of the Census 1970 – 2010; Wisconsin DOA Estimate for 2021

Population by Age, Village of New Auburn, 2000, 2010, & 2019

Age (years)	2000		2010		2019		% Change 2000-2019
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	50	8.9	29	5.3	65	11.5	30.0
5 to 19	135	24.1	147	26.8	114	20.1	-15.6
20 to 44	178	31.7	179	32.1	203	36.0	14.0
45 to 64	130	23.1	123	22.4	103	18.2	-20.8
65+	69	12.3	73	13.3	79	14.0	14.5
Total	562		548		564		0.4
Median Age	34.9 (Chippewa Co – 37.6)		34.6 (Chippewa Co – 40.1)		32.3 (Chippewa Co – 41.2)		-2.6 years

Source: U.S. Bureau of the Census 2000 & 2010, American Community Survey 2015-2019

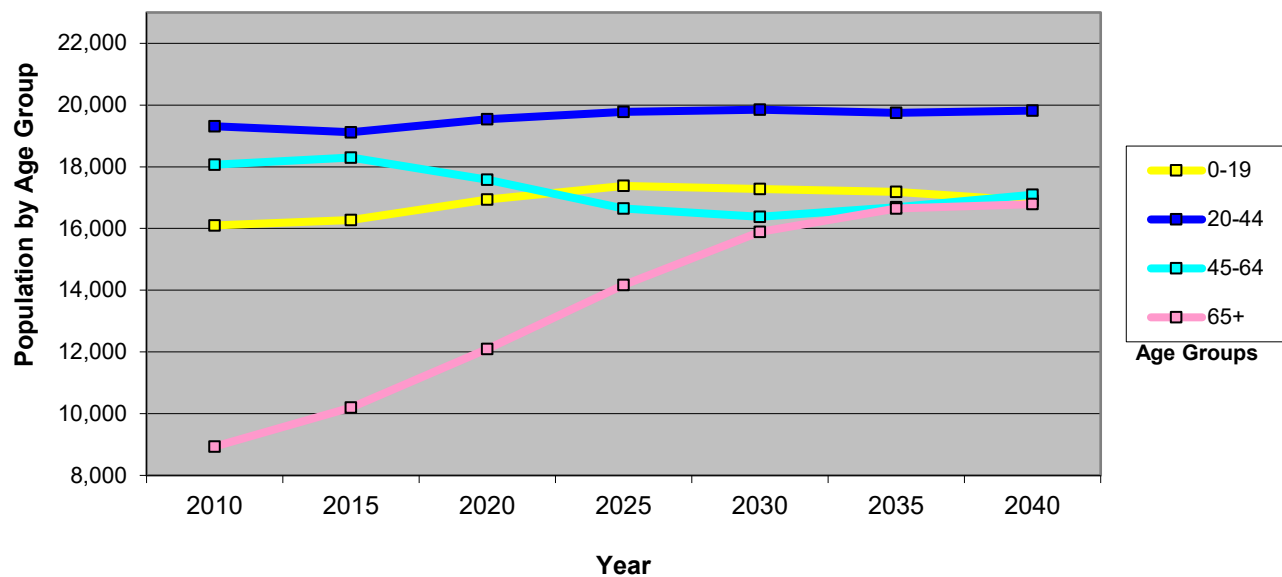
Appendix B

Population Estimates & Projections for the Village of New Auburn, 2000-2045

	2000 Census	2010 Census	2015 Proj.	2020 Proj.	2021 Est.	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	2021 Est. - 2040 change
WisDOA Population Projections (2015-2040)										
Chippewa Co Population	547	528	520	520	520	520	515	505	490	
Barron Co Population	15	20	30	30	33	30	35	35	35	
Total Population	562	548	550	550	553	550	550	540	525	
Population Change		-14	2	0	3	-3	0	-10	-15	-28
% Population Change		-2.5%	0.4%	0.0%	0.5%	-0.5%	0.0%	-1.8%	-2.8%	-5.1%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013,

WisDOA Population Projections, Chippewa County, 2010-2040



Source: Wisconsin Department of Administration, Final Population Projections, 2014

Education, Income, and Employment

Educational Attainment of Persons Age 25 & Older Village of New Auburn, 2019

Attainment Level	Number	Percent of Total
Less than 9 th Grade	3	0.8%
9 th Grade to 12 Grade, No Diploma	19	5.3%
High School Graduate (includes equivalency)	184	51.4%
Some College, No Degree	72	20.1%
Associate Degree	38	10.6%
Bachelor's Degree	33	9.2%
Graduate or Professional Degree	9	2.5%
TOTAL PERSONS 25 AND OVER	358	

Source: U.S. Census Bureau, 2015-2019 American Community Survey

- Educational attainment of Village residents has been improving with 93.9 percent of residents over 25 years of age in 2019 (ACS 5-year estimates⁶) having at least attained a high school diploma as compared to 78.7 percent in 2010 and 75.4 percent in 2000.

Median Household Income, 2010-2019

	2010	2019	% change
Village of New Auburn	\$41,490	\$56,750	36.8%
Barron County	\$42,601	\$52,703	23.7%
Chippewa County	\$48,672	\$59,742	22.7%
Wisconsin	\$49,001	\$64,168	31.0%

Source: U.S. Census Bureau, 2010 & 2015-2019 American Community Survey

- In 2019, 10.3% percent of persons and 9.4% percent of families in the Village of New Auburn were below the poverty level at some time in the previous 12 months. This is compared to 10.3 percent and 6.9 percent, respectively, for Chippewa County as a whole.

Unemployment Rate, 2000 & 2019

	2000		2019	
	Employed	Unemployment Rate	Employed	Unemployment Rate
Village of New Auburn	271	4.6%	272	2.9%
Barron County	22,583	4.7%	22,117	2.6%
Chippewa County	27,582	4.7%	31,847	3.1%

Source: U.S. Bureau of the Census 2000, 2015-2019 American Community Survey

⁶ Many of the 2019 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

Appendix B

Means of Transportation to Work for Village of New Auburn Workers 16 Years & Over, 2019

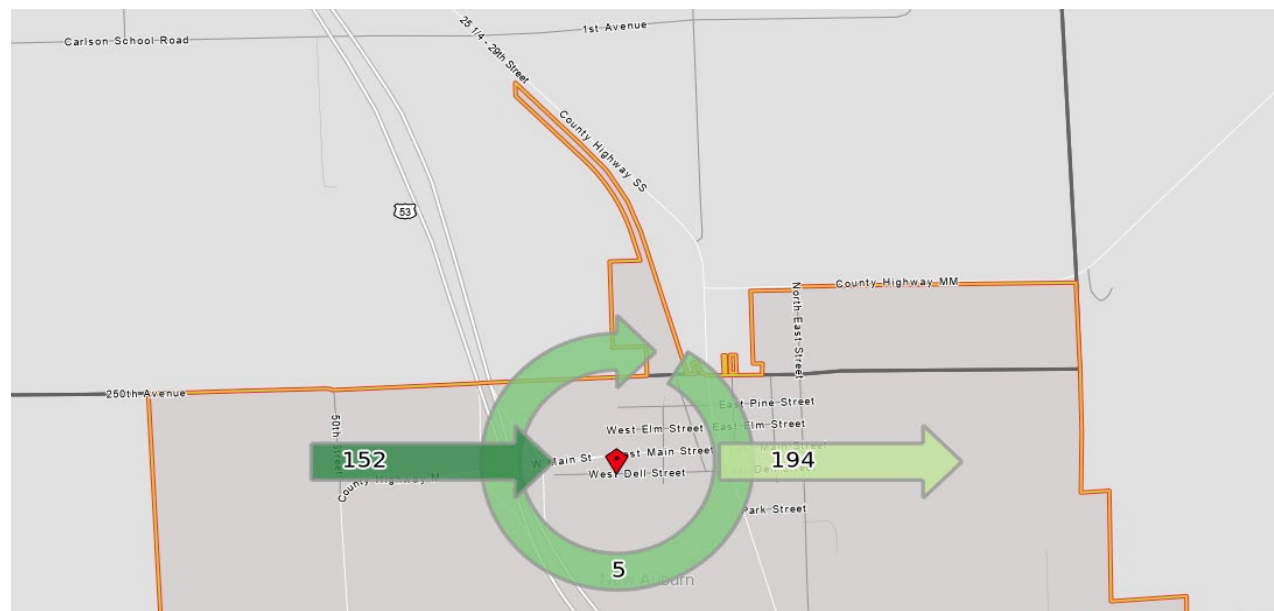
Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	82.3%
Car, Truck, or Van - Carpooled	15.4%
Public Transportation (excluding taxi)	0.0%
Walked	1.5%
Bicycle	0.0%
Taxicab, motorcycle, or other	0.0%
Worked at home	0.8%

Source: U.S. Census Bureau, 2015-2019 American Community Survey

- Of employed residents in the Village of New Auburn, mean travel time to work was 23.9 minutes in 2019.

Inflow / Outflow Analysis, Village of New Auburn Residents, 2019 (Primary Job)

Source: U.S. Census Bureau OnTheMap



Inflow/Outflow Job Counts (Primary Jobs)

	2019	
	Count	Share
Employed in the Selection Area	157	100.0%
Employed in the Selection Area but Living Outside	152	96.8%
Employed and Living in the Selection Area	5	3.2%
Living in the Selection Area	199	100.0%
Living in the Selection Area but Employed Outside	194	97.5%
Living and Employed in the Selection Area	5	2.5%

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Appendix B

Land Use

Land Use Acreage and Assessed Value Per Acre, Village of New Auburn, 2011 and 2021

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2011									
# Parcels	44	12	15	51	228	22	1	5	368
# Improved	0	0	0	0	189	17	1	5	212
Acres	913	112	129	273	96	15	1	14	1,553
Land Value per Acre	\$189	\$1,865	\$926	\$619	\$22,988	\$25,100	\$16,900	\$3,750	\$2,139
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$71,255	\$94,471	\$122,300	\$102,400	\$74,092
2021									
# Parcels	47	13	14	45	224	33	1	4	381
# Improved	0	0	0	0	195	23	1	4	223
Acres	859	107	123	240	139	153	1	13	1,653
Land Value per Acre	\$142	\$1,878	\$911	\$625	\$16,062	\$9,041	\$22,000	\$3,577	\$2,611
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$75,383	\$756,848	\$121,900	\$137,000	\$146,983
Difference									
# Parcels	3	1	-1	-6	-4	11	0	-1	13
# Improved	0	0	0	0	6	6	0	-1	11
Acres	-54	-5	-6	-33	43	138	0	-1	82
Land Value per Acre	-\$46	\$12	-\$15	\$5	-\$6,926	-\$16,059	\$5,100	-\$173	\$472
Improv. Value per Imp. Parcel	N/A	N/A	N/A	N/A	\$4,128	\$662,377	-\$400	\$34,600	\$72,891

Source: Wisconsin Department of Revenue

Notes:

- Between 2011 & 2021, the Village experienced a 100-acre increase in total assessed acres.
- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.

Appendix B



Demographic and Income Profile

New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

Summary	Census 2010		2021	2026
Population	545		587	605
Households	215		235	244
Families	138		168	174
Average Household Size	2.53		2.50	2.48
Owner Occupied Housing Units	160		197	206
Renter Occupied Housing Units	55		38	37
Median Age	34.7		37.9	39.1
Trends: 2021-2026 Annual Rate	Area		State	National
Population	0.61%		0.41%	0.71%
Households	0.75%		0.48%	0.71%
Families	0.70%		0.39%	0.64%
Owner HHs	0.90%		0.69%	0.91%
Median Household Income	1.83%		2.32%	2.41%
Households by Income	Census 2010		2021	2026
	Number	Percent	Number	Percent
<\$15,000	22	9.4%	18	7.3%
\$15,000 - \$24,999	20	8.5%	17	6.9%
\$25,000 - \$34,999	21	8.9%	19	7.8%
\$35,000 - \$49,999	19	8.1%	22	9.0%
\$50,000 - \$74,999	59	25.1%	58	23.7%
\$75,000 - \$99,999	41	17.4%	43	17.6%
\$100,000 - \$149,999	38	16.2%	47	19.2%
\$150,000 - \$199,999	8	3.4%	11	4.5%
\$200,000+	7	3.0%	10	4.1%
Median Household Income	\$62,287		\$68,197	
Average Household Income	\$74,522		\$84,125	
Per Capita Income	\$28,346		\$32,364	
Population by Age	Census 2010		2021	2026
	Number	Percent	Number	Percent
0 - 4	29	5.3%	44	7.3%
5 - 9	49	9.0%	44	7.6%
10 - 14	52	9.5%	43	7.8%
15 - 19	46	8.4%	38	6.8%
20 - 24	24	4.4%	30	5.1%
25 - 34	75	13.8%	71	11.1%
35 - 44	76	13.9%	82	12.1%
45 - 54	70	12.8%	73	12.4%
55 - 64	53	9.7%	73	12.4%
65 - 74	44	8.1%	60	11.3%
75 - 84	17	3.1%	24	5.0%
85+	10	1.8%	6	1.2%
Race and Ethnicity	Census 2010		2021	2026
	Number	Percent	Number	Percent
White Alone	530	97.2%	569	96.5%
Black Alone	1	0.2%	2	0.3%
American Indian Alone	1	0.2%	2	0.3%
Asian Alone	2	0.4%	0	0.2%
Pacific Islander Alone	0	0.0%	0	0.0%
Some Other Race Alone	0	0.0%	2	0.3%
Two or More Races	11	2.0%	11	2.3%
Hispanic Origin (Any Race)	0	0.0%	11	2.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

November 12, 2021

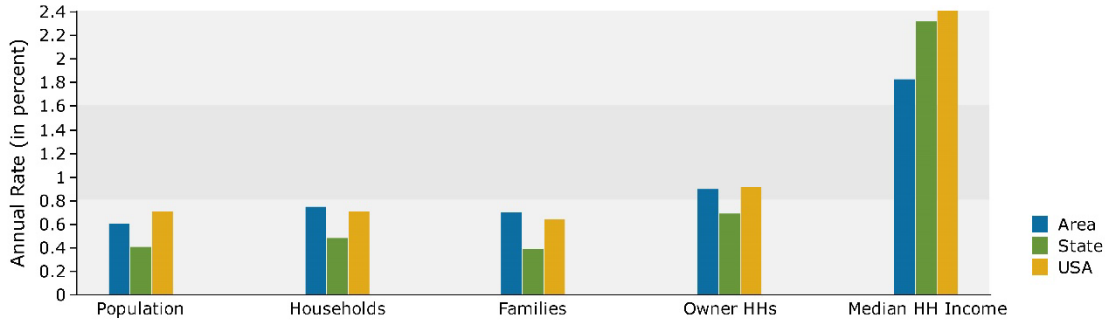


Demographic and Income Profile

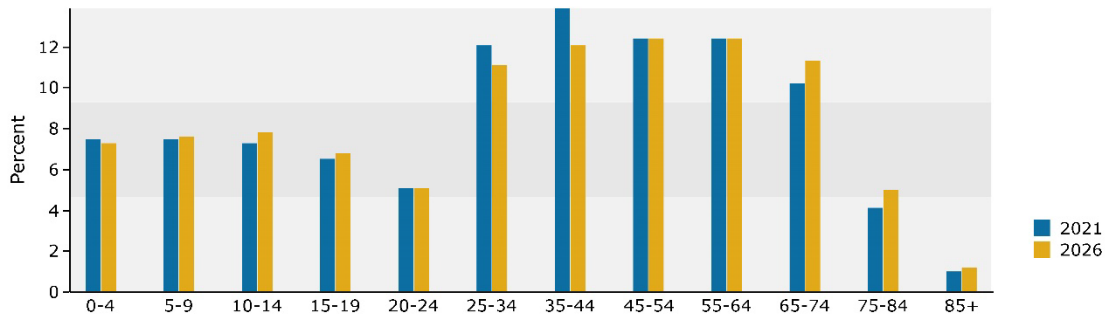
New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

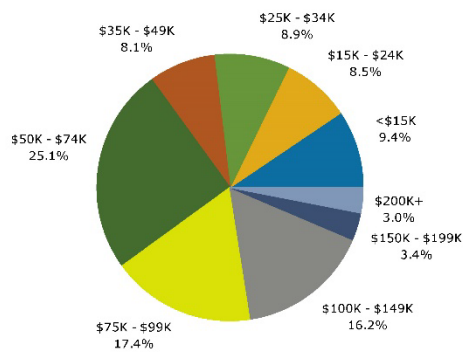
Trends 2021-2026



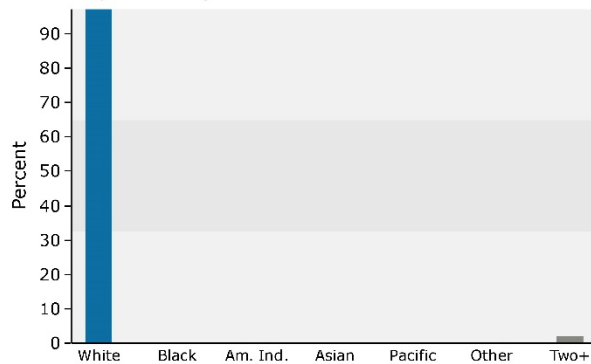
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

November 12, 2021

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Page 2 of 2

Appendix C: Housing Data

The following housing data is a supplement to the housing data provided and conditions described in the main plan document.

Housing

Housing Occupancy and Tenure, Village of New Auburn, 2000 - 2019

	2000	% of Total	2010	% of Total	2019	% of Total	# Change '10-'19	% Change '10-'19
Total Housing Units	222		235		250		28	12.6%
Occupied Housing Units	213	95.9%	217	92.3%	221	88.4%	8	3.8%
Owner-Occupied	161	75.6%	161	74.2%	146	66.1%	-15	-9.3%
Renter-Occupied	52	24.4%	56	25.8%	75	33.9%	23	44.2%
Vacant Housing Units	9	4.1%	18	7.7%	29	11.6%	20	222.0%
Seasonal/Rec/Occasional Use	0	0.0%	1	0.4%	7	2.8%	7	
Average Household Size of owner-occupied unit	2.75		2.74		2.63		-0.12	
Average Household Size of renter-occupied unit	2.15		1.91		2.40		0.25	

Source: U.S. Bureau of the Census 2000 & 2010, 2015-2019 American Community Survey

Units in Structure, Village of New Auburn, 2010 & 2019

	2010	% of Total	2019	% of Total
1-Unit Detached	155	65.4%	210	84.0%
1-Unit Attached	13	5.5%	0	0.0%
2 Units	8	3.4%	0	0.0%
3 or 4 units	0	0.0%	2	0.8%
5 to 9 units	23	9.7%	12	4.8%
10 or more Units	11	4.6%	5	2.0%
20 or More Units	0	0.0%	0	0.0%
Mobile Home	27	11.4%	21	8.4%
Boat, RV, Van, Etc.	0	0.0%	0	0.0%
TOTAL	237		250	

Source: U.S. Bureau of the Census, 2006-2010 & 2015-2019 American Community Survey

1-Unit Attached are housing units separated by a full floor-to-ceiling wall with separate utility meters (e.g., townhouses, duplexes).

2 Units are structures that have living units on separate floors (e.g., a home with a rental unit on the 2nd floor).

Appendix C

Units by Year Built, Village of New Auburn 2019

	Estimate	% of Total
Built 2010 or later	2	0.8%
Built 2000 to 2009	10	4.0%
Built 1990 to 1999	38	15.2%
Built 1980 to 1989	12	4.8%
Built 1970 to 1979	73	29.2%
Built 1960 to 1969	21	8.4%
Built 1950 to 1959	29	11.6%
Built 1940 to 1949	18	7.2%
Built 1939 or earlier	47	18.8%
TOTAL	250	

Source: U.S. Bureau of the Census, 2015-2019 American Community Survey

Housing Value of Owner-Occupied Units, 2019

Less than \$50,000	\$50,000-\$99,999	\$100,000 - \$149,000	\$150,000 - \$199,999	\$200,000 – \$299,999	\$300,000 – \$499,999	\$500,000 or more	Village Median Value	Chippewa County Median Value	State Median Value
8.9% (13)	3.0% (44)	35.6% (52)	15.1% (22)	8.2% (12)	0.0% (0)	2.1% (3)	\$114,800	\$167,400	\$180,600

Source: U.S. Bureau of the Census, 2015-2019 American Community Survey

Owner-Occupied (w/mortgage) Housing Costs as a Percentage of Household Income, 2019

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Village (with mortgages) % not affordable	Chippewa County (with mortgages) % not affordable
22.5%	38.2%	17.6%	6.9%	5.9%	8.8%	14.7%	20.5%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: U.S. Bureau of the Census, 2015-2019 American Community Survey

Contract Rent (Renter Occupied Units), 2019

Less than \$500	\$500 - \$999	\$1,000 - \$1,499	\$1,500 or more	No Cash Rent	Median Contract Rent
36.0%	58.7%	2.7%	0.0%	2.7%	\$588

Source: U.S. Bureau of the Census, 2015-2019 American Community Survey

Gross Rent as a Percentage of Household Income, 2019

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Village % not affordable	Chippewa County % not affordable
11%	35.6%	6.8%	4.1%	19.2%	23.3%	42.5%	44.9%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: U.S. Bureau of the Census, 2015-2019 American Community Survey

Appendix C

Village of New Auburn Owner Housing Gap Analysis					
Household Income Ranges	Number of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than \$25,000	26	18%	\$0-\$59,999	13	-13
\$25,000 to \$34,999	7	5%	\$60,000-\$89,999	37	30
\$35,000 to \$49,999	15	10%	\$90,000-\$124,999	34	19
\$50,000 to \$74,999	41	28%	\$125,000-\$199,999	47	6
\$75,000 to \$99,999	44	30%	\$200,000-\$249,999	11	-33
\$100,000 to \$149,999	13	9%	\$250,000-\$399,999	1	-12
\$150,000 or more	0	0%	\$400,000 +	3	3
Source: 2013-2017 5 Year Estimates					
i. The above affordable price points are calculated based 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the 30% affordability standard discussed previously. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities.					
ii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.					

Village of New Auburn Renter Housing Gap Analysis					
Household Income Ranges	Number of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than \$10,000	2	3%	\$0-\$199	2	0
\$10,000 to \$14,999	18	24%	\$200-\$299	0	-18
\$15,000 to \$24,999	5	7%	\$300-\$549	29	24
\$25,000 to \$34,999	9	12%	\$550-749	33	24
\$35,000 to \$49,999	3	4%	\$750-\$999	9	6
\$50,000 to \$74,999	30	40%	\$1,000-\$1,499	2	-28
\$75,000 to \$99,999	8	11%	\$1,500-\$1,999	0	-8
\$100,000 to \$149,999	0	0%	\$2,000-\$2,999	0	0
\$150,000 or more	0	0%	\$3,000 +	0	0
Source: 2013-2017 5 Year Estimates					
i. The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the 30% standard for gross rent discussed previously. The additional 5% in the Federal standards allows for the payment of all other housing costs.					
ii. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent.					
iii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by .25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.					

Appendix C



Housing Profile

New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	545	2021 Median Household Income	\$62,287
2021 Total Population	587	2026 Median Household Income	\$68,197
2026 Total Population	605	2021-2026 Annual Rate	1.83%
2021-2026 Annual Rate	0.61%		

Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	233	100.0%	253	100.0%	264	100.0%
Occupied	215	92.3%	235	92.9%	243	92.0%
Owner	160	68.7%	197	77.9%	206	78.0%
Renter	55	23.6%	38	15.0%	37	14.0%
Vacant	18	7.7%	18	7.1%	20	7.6%

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	198	100.0%	205	100.0%
<\$50,000	29	14.6%	15	7.3%
\$50,000-\$99,999	24	12.1%	9	4.4%
\$100,000-\$149,999	29	14.6%	15	7.3%
\$150,000-\$199,999	28	14.1%	21	10.2%
\$200,000-\$249,999	21	10.6%	23	11.2%
\$250,000-\$299,999	15	7.6%	20	9.8%
\$300,000-\$399,999	28	14.1%	51	24.9%
\$400,000-\$499,999	3	1.5%	6	2.9%
\$500,000-\$749,999	18	9.1%	41	20.0%
\$750,000-\$999,999	0	0.0%	0	0.0%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	3	1.5%	4	2.0%
Median Value	\$180,357		\$298,750	
Average Value	\$247,727		\$353,415	

Census 2010 Housing Units	Number	Percent
Total	233	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	0	0.0%
Rural Housing Units	233	100.0%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

November 12, 2021



Housing Profile

New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		160	100.0%
Owned with a Mortgage/Loan		114	71.2%
Owned Free and Clear		46	28.8%
Census 2010 Vacant Housing Units by Status		Number	Percent
Total		18	100.0%
For Rent		3	16.7%
Rented- Not Occupied		0	0.0%
For Sale Only		5	27.8%
Sold - Not Occupied		0	0.0%
Seasonal/Recreational/Occasional Use		1	5.6%
For Migrant Workers		0	0.0%
Other Vacant		9	50.0%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	215	160	74.4%
15-24	11	5	45.5%
25-34	40	30	75.0%
35-44	36	28	77.8%
45-54	41	33	80.5%
55-64	39	29	74.4%
65-74	29	21	72.4%
75-84	10	8	80.0%
85+	9	6	66.7%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	215	160	74.4%
White Alone	211	157	74.4%
Black/African American Alone	1	1	100.0%
American Indian/Alaska Native	0	0	0.0%
Asian Alone	1	1	100.0%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	0	0	0.0%
Two or More Races	2	1	50.0%
Hispanic Origin	0	0	0.0%
Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	215	160	74.4%
1-Person	65	34	52.3%
2-Person	62	52	83.9%
3-Person	33	26	78.8%
4-Person	31	28	90.3%
5-Person	17	14	82.4%
6-Person	3	3	100.0%
7+ Person	4	3	75.0%
2021 Housing Affordability			
Housing Affordability Index	214		
Percent of Income for Mortgage	12.2%		

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

November 12, 2021

Appendix D: Economic Data

The following economic profile is a supplement to the economic conditions described in the main plan document.

Civilian Labor Force and Employment

As shown in the table below, the number of Village of New Auburn residents in the labor force remained constant from 2000 to 2019 while unemployment decreased. It should be noted, however, that the 2019 estimate is actually a five-year average. Employment data, especially in rural areas where agriculture, forestry, and extractive industries are a major part of the economy, can have significant seasonal and market-related employment fluctuation.

Unemployment Rate, 2000 & 2019

	2000		2019	
	Employed	Unemployment Rate	Employed	Unemployment Rate
Village of New Auburn	271	4.6%	272	2.9%
Barron County	22,583	4.7%	22,117	2.6%
Chippewa County	27,582	4.7%	31,847	3.1%

Educational Attainment

The table below displays the education attainment level of residents in the Village of New Auburn that were age 25 and older in 2019. The educational attainment level of persons within a community is often an indicator of the overall income, job availability, and well-being of the community. Lower educational attainment levels can also be a hindrance to attracting certain types of businesses, typically those that require high technical skills and upper management types of positions.

Educational Attainment of Persons Age 25 & Older Village of New Auburn, 2019

Attainment Level	Number	Percent of Total
Less than 9 th Grade	3	0.8%
9 th Grade to 12 Grade, No Diploma	19	5.3%
High School Graduate (includes equivalency)	184	51.4%
Some College, No Degree	72	20.1%
Associate Degree	38	10.6%
Bachelor's Degree	33	9.2%
Graduate or Professional Degree	9	2.5%
TOTAL PERSONS 25 AND OVER	358	

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Based on American Community Survey data, educational attainment of Village residents has been improving with 93.9 percent of residents over 25 years of age in 2019 (ACS 5-year estimates⁷) having at least attained a high school diploma as compared to 78.7 percent in 2010 and 75.4 percent in 2000.

Use Caution When Using Economic Data

The data in this section should be used for general planning purposes and consideration of trends, but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use differing definitions from one another. Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. In some cases, data may be withheld due to confidentiality.

Income

The median household income in the Village of New Auburn was \$30,341 in 2000 and in 2010 it was \$41,490 (U.S. Census Bureau, Census 2000 and 2010). In 2019, this number increased to \$56,750 (2015-2019 American Community Survey). Chippewa County median household income increased from \$48,672 in 2010 to \$59,742 in 2019. For additional comparison, see the income discussion in Appendix B.

In 2019, 10.3 percent of persons and 9.4 percent of families in the Village of New Auburn were below the poverty level at some time in the previous 12 months. This is compared to 10.3 percent and 6.9 percent, respectively, for Chippewa County as a whole.

Employment by Industrial Sector

The majority of employed Village residents (97.5%) work outside the Village of New Auburn per 2019 data from the Census longitudinal survey. The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend is partly attributed to the aging of the population.

The table on the following page shows the number of employed residents by industry group in the Village of New Auburn. About half of working Village residents were employed in manufacturing, education, health care, or related social services.

Data is also provided for employment by industry from a different source for 2010 and 2020. The table reflects the economic changes in the past 10 years.

⁷ Many of the 2019 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

Appendix D

Employment by Industry, Village of New Auburn, 2019

Industry	Number	Percent of Total
Agriculture, forestry, fishing and hunting, and mining	32	11.8%
Construction	22	8.1%
Manufacturing	82	30.1%
Wholesale trade	0	0.0%
Retail trade	37	13.6%
Transportation and warehousing, and utilities	8	2.9%
Information	7	2.6%
Finance and insurance, and real estate and rental and leasing	13	4.8%
Professional, scientific, and management, and administrative and waste management services	0	0.0%
Educational services, and health care and social assistance	53	19.5%
Arts, entertainment, and recreation, and accommodation and food services	9	3.3%
Other services, except public administration	7	2.6%
Public administration	2	0.7%
TOTAL CIVILIANS EMPLOYED, 16+ YEARS	272	

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Appendix D

Employment by Industry, New Auburn Zip Code (54757), 2010 and 2021

NAICS Code	Description	2010 Jobs	2021 Jobs	Change	Competitive Effect	2021 L.Q.
11	Agriculture, Forestry, Fishing & Hunting	54	76	41%	22	5.82
21	Mining, Quarrying, and Oil & Gas Extraction	<10	45	Insf. Data	37	12.21
22	Utilities	0	0	0%	0	0.00
23	Construction	111	132	19%	(5)	2.13
31-33	Manufacturing	62	89	43%	23	1.07
42	Wholesale Trade	67	86	28%	17	2.21
44-45	Retail Trade	91	76	(16%)	(15)	0.74
48-49	Transportation and Warehousing	62	87	41%	(2)	1.97
51	Information	<10	12	Insf. Data	12	0.64
52	Finance and Insurance	41	57	39%	11	1.26
53	Real Estate and Rental and Leasing	<10	<10	Insf. Data	(3)	0.34
54	Professional, Scientific, & Technical Services	30	29	(4%)	(9)	0.40
55	Management of Companies and Enterprises	0	0	0%	0	0.00
56	Administrative and Support and Waste Management and Remediation Services	22	102	369%	77	1.58
61	Educational Services (non-public)	0	<10	Insf. Data	4	0.14
62	Health Care and Social Assistance	23	26	16%	(1)	0.19
71	Arts, Entertainment, and Recreation	28	11	(59%)	(15)	0.75
72	Accommodation and Food Services	81	88	8%	7	1.16
81	Other Services (except Public Administration)	33	35	4%	1	0.62
90	Government	104	105	0%	2	0.65
99	Unclassified Industry	0	0	0%	0	5.82
	Total	828	1,069	29%	161	

Source: EMSI Complete Employment, December 2020

Included for reference in the previous table are competitive effect and location quotient numbers. Competitive effect is used as part of shift-share analysis to show the number of jobs gained or lost that cannot be explained by national growth or overall changes in an industry; these numbers attempt to isolate region-specific trends. Location quotient (L.Q.) is a “snapshot in time” of how concentrated or clustered each industry is within the zip code area. In the case of Transportation and Warehousing, the area has 1.97 times more transportation and warehousing jobs compared to the national average. By delving deeper into shift share and L.Q. for different years, trends, competitive advantages, and opportunities can be identified.

Appendix D

Employment Forecast by Industry, New Auburn Zip Code (54757), 2031

NAICS Code	Description	2021 Jobs	2031 Jobs	% Change
11	Agriculture, Forestry, Fishing & Hunting	76	88	15%
21	Mining, Quarrying, and Oil & Gas Extraction	45	13	(72%)
22	Utilities	0	0	0%
23	Construction	132	134	2%
31-33	Manufacturing	89	93	5%
42	Wholesale Trade	86	90	5%
44-45	Retail Trade	76	73	(4%)
48-49	Transportation and Warehousing	87	83	(5%)
51	Information	12	19	55%
52	Finance and Insurance	57	74	29%
53	Real Estate and Rental and Leasing	<10	<10	Insf. Data
54	Professional, Scientific, & Technical Services	29	30	2%
55	Management of Companies and Enterprises	0	0	0%
56	Administrative and Support and Waste Management and Remediation Services	102	106	4%
61	Educational Services	<10	0	Insf. Data
62	Health Care and Social Assistance	26	31	17%
71	Arts, Entertainment, and Recreation	11	<10	Insf. Data
72	Accommodation and Food Services	88	142	61%
81	Other Services (except Public Administration)	35	35	1%
90	Government	105	104	(1%)
99	Unclassified Industry	0	0	0%
	Total	1,069	1,124	5%

The table above shows an employment forecast of the New Auburn zip code. It is important to note that the data at the zip code level are based on samples and the future trends are estimates. Based on the figures, it is estimated that the accommodation and food services and information industries will do well in New Auburn. Industries that are not expected to grow include mining/quarrying, retail trade and transportation/warehousing.

Appendix D

An important feature of determining the economic health and future of Chippewa County and its communities is to determine the amounts and types of jobs currently available as well as making predictions for the future. The Wisconsin Department of Workforce Development (WDWD), Office of Economic Advisors produced employment projections in for West Central Wisconsin, which includes Barron, Clark, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties.

Employment by Industry Projections, West Central Wisconsin, 2018 and 2028

Industry Title	2018 Employment*	2028 Projected Employment	Change (2018-2028)	
			Employment	Percent
Total All Industries	222,885	235,000		5.48%
<i>Goods-Producing</i>				
Natural Resources and Mining	4,738	4,937	199	4.20%
Construction	8,499	9,935	1,436	16.90%
Manufacturing	36,716	37,701	985	2.68%
<i>Services-Providing</i>				
Trade, Transportation, and Utilities	40,223	42,442	2,219	5.52%
Information	1,607	1,558	-49	-3.05%
Financial Activities	7,112	7,360	248	3.49%
Professional and Business Services	15,662	16,725	1,063	6.79%
Education and Health Services	50,932	55,056	4,124	8.10%
Leisure and Hospitality	21,133	22,930	1,797	8.50%
Other Services (except Government)	8,380	8,629	249	2.97%
Government	11,723	11,733	10	0.09%
Self Employed and Unpaid Family Workers, All Jobs	16,160	16,094	-66	-0.41%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2018

WDWD notes that employment is a count of jobs rather than people and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add-up due to rounding and some data for certain industries may be suppressed due to confidentiality. Government employment includes tribal-owned operations, which are part of Local Government employment. Information is derived using a variety of Federal data sources. It is important to note that unanticipated events may affect the accuracy of the projections.

Leakage/Surplus Factor for Retail Businesses

The tables on the following pages display the Leakage/Surplus Factor in the Village of New Auburn by Industry Subsector and Industry Group according to the ESRI Business Analyst Online tool. The Leakage/Surplus Factor presents potential retail opportunity. The factor is a measure of the relationship

between the supply and demand of an industry and ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail, indicating that citizens are likely going outside the Village of New Auburn for these goods or services. A negative value represents a 'surplus' of retail sales, potentially drawing in customers from outside the Village.

Caution and care must be used in interpreting and applying such data; it must be compared against what you know about your community. The leakage/surplus factors are based on sampling from various sources, such as the U.S. Bureau of Labor Statistics and the Census of Retail Trade. In smaller communities, a small number of oversights in the sampling can have dramatic influences in the results. For instance, the exclusion of a single, large retail business in a small community can result in a sizable leakage.

As seen also in the following tables, residents are largely traveling outside of the Village to shop for most retail goods while the Village is attracting customers for gasoline and drinking establishments.

These tables show the importance of a diversified mix of retail and services. Not only does a diverse mix of smaller business make a local economy more resilient to larger changes in the overall economy, but they are also important to attracting residents and families.

Appendix D



Retail MarketPlace Profile

New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	587
2021 Households	235
2021 Median Disposable Income	\$50,681
2021 Per Capita Income	\$28,346

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$7,542,913	\$4,867,306	\$2,675,607	21.6	5
Total Retail Trade	44-45	\$6,869,007	\$4,436,765	\$2,432,242	21.5	2
Total Food & Drink	722	\$673,906	\$430,541	\$243,365	22.0	3
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,569,271	\$0	\$1,569,271	100.0	0
Automobile Dealers	4411	\$1,252,085	\$0	\$1,252,085	100.0	0
Other Motor Vehicle Dealers	4412	\$201,693	\$0	\$201,693	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$115,493	\$0	\$115,493	100.0	0
Furniture & Home Furnishings Stores	442	\$208,982	\$0	\$208,982	100.0	0
Furniture Stores	4421	\$123,535	\$0	\$123,535	100.0	0
Home Furnishings Stores	4422	\$85,447	\$0	\$85,447	100.0	0
Electronics & Appliance Stores	443	\$204,890	\$0	\$204,890	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$510,604	\$0	\$510,604	100.0	0
Bldg Material & Supplies Dealers	4441	\$462,586	\$0	\$462,586	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$48,018	\$0	\$48,018	100.0	0
Food & Beverage Stores	445	\$1,032,261	\$0	\$1,032,261	100.0	0
Grocery Stores	4451	\$904,423	\$0	\$904,423	100.0	0
Specialty Food Stores	4452	\$74,129	\$0	\$74,129	100.0	0
Beer, Wine & Liquor Stores	4453	\$53,709	\$0	\$53,709	100.0	0
Health & Personal Care Stores	446,4461	\$445,064	\$0	\$445,064	100.0	0
Gasoline Stations	447,4471	\$854,491	\$4,191,536	-\$3,337,045	-66.1	1
Clothing & Clothing Accessories Stores	448	\$263,942	\$0	\$263,942	100.0	0
Clothing Stores	4481	\$175,278	\$0	\$175,278	100.0	0
Shoe Stores	4482	\$40,464	\$0	\$40,464	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$48,200	\$0	\$48,200	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$162,516	\$245,229	-\$82,713	-20.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$138,816	\$245,229	-\$106,413	-27.7	1
Book, Periodical & Music Stores	4512	\$23,700	\$0	\$23,700	100.0	0
General Merchandise Stores	452	\$1,160,466	\$0	\$1,160,466	100.0	0
Department Stores Excluding Leased Depts.	4521	\$874,653	\$0	\$874,653	100.0	0
Other General Merchandise Stores	4529	\$285,813	\$0	\$285,813	100.0	0
Miscellaneous Store Retailers	453	\$263,888	\$0	\$263,888	100.0	0
Florists	4531	\$11,300	\$0	\$11,300	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$58,314	\$0	\$58,314	100.0	0
Used Merchandise Stores	4533	\$51,350	\$0	\$51,350	100.0	0
Other Miscellaneous Store Retailers	4539	\$142,924	\$0	\$142,924	100.0	0
Nonstore Retailers	454	\$192,632	\$0	\$192,632	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$155,554	\$0	\$155,554	100.0	0
Vending Machine Operators	4542	\$13,951	\$0	\$13,951	100.0	0
Direct Selling Establishments	4543	\$23,127	\$0	\$23,127	100.0	0
Food Services & Drinking Places	722	\$673,906	\$430,541	\$243,365	22.0	3
Special Food Services	7223	\$16,725	\$0	\$16,725	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$43,811	\$151,663	-\$107,852	-55.2	1
Restaurants/Other Eating Places	7225	\$613,370	\$278,878	\$334,492	37.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 12, 2021

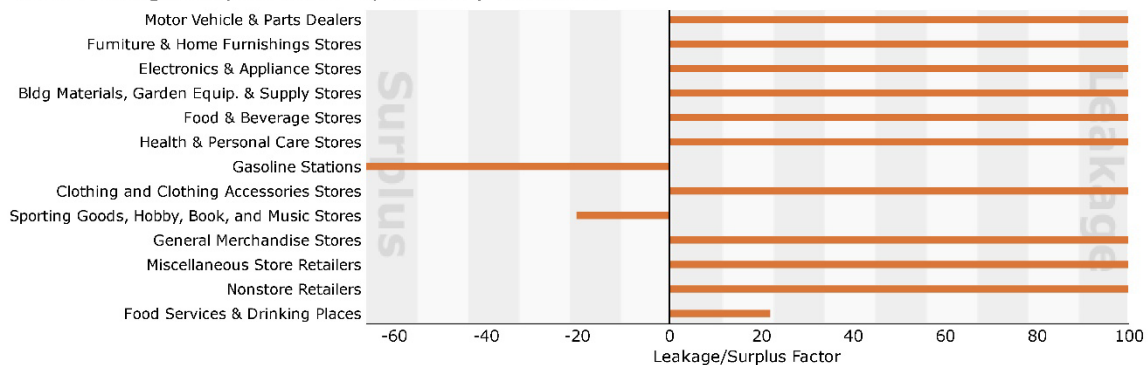


Retail MarketPlace Profile

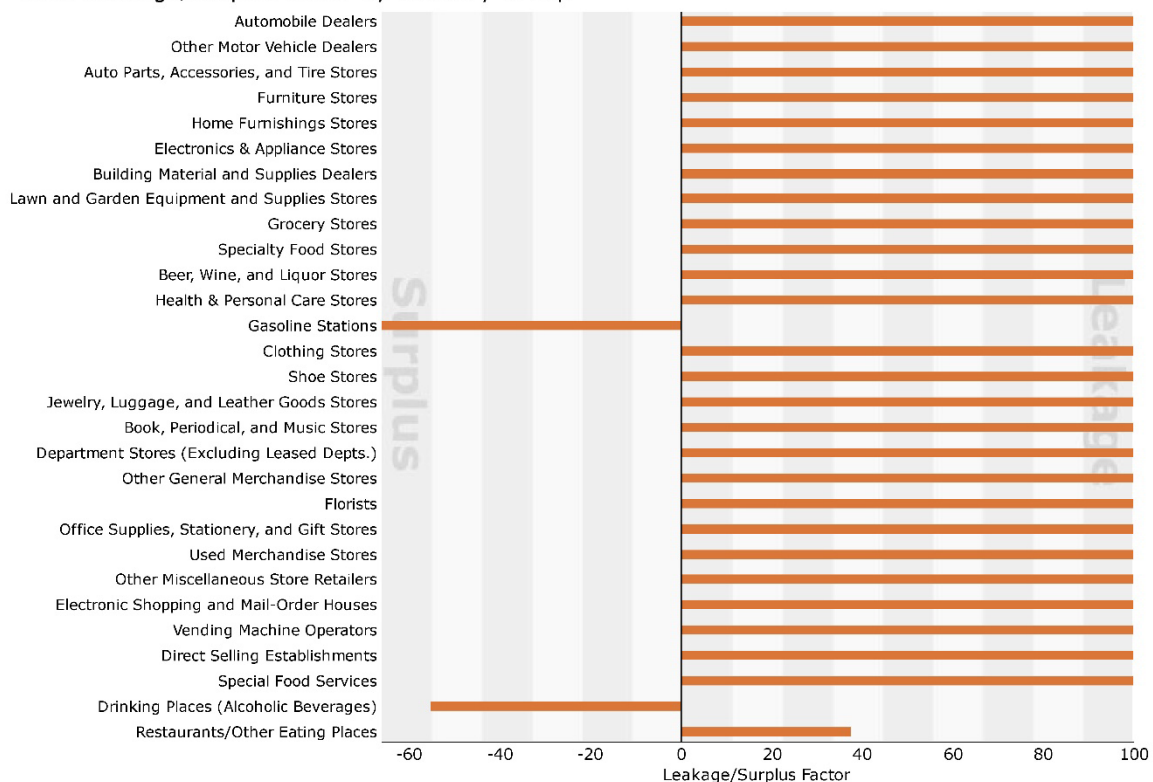
New Auburn Village, WI
New Auburn Village, WI (5556350)
Geography: Place

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 12, 2021

Some additional, more general economic trends include:

- The “new economy” places greater emphasis on regional and global relationships and marketing. Many firms are smaller, leaner, and decentralized. Service-oriented industry is replacing manufacturing in many communities.
- High speed, broadband communication is essential to functioning in the new economy.
- Economic and land use decision-making must consider lifestyle changes and the demands of today’s households. Households are continuing to get smaller, while the area’s population is aging. An active, vibrant community with a strong sense-of-place is desired, especially among younger households.
- A 2008-2010 Gallup poll for the Knight Foundation found that there is a significant correlation between how attached people feel to where they live and the local economy. People spend time and money “where their heart is.” The study concluded that what drives people to love where they live is their perception of their community’s: (1) aesthetics; (2) social offerings; and (3) openness and how welcoming it is. Other polling shows that young talent is increasingly choosing a place to live first, then find a job. Quality of life, vibrant places, and a strong sense-of-place are increasingly important in the new economy as communities compete to attract and retain workers, entrepreneurs, businesses, and growing industries.

Appendix E: Plans and Programs

HOUSING PLANS & PROGRAMS

While comprehensive plans must describe those programs which are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the Village is solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized here.

Federal Housing Programs

Department of Housing and Urban Development (HUD)

HUD is the federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state developed programs through HOME and other initiatives. It also funds the Continuum of Care for Homeless Families initiative, and provides Section 8 vouchers, which assist low-income families in finding affordable housing. The Wisconsin HUD office is located in Milwaukee and can be contacted at (414) 297-3214.

Home Investment Partnership Program (HOME)

HOME is a federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Economic Development Corporation. These programs provide funds to eligible housing development organizations (homeownership and rental) and local governments (homeownership only) for the acquisition, rehabilitation, and new construction of owner-occupied and rental housing for low-income households in non-entitlement areas. In addition, the HOME Owner-Occupied Housing Loan program is administered by WHEDA.

Rural Development, Rural Housing Service - United States Department of Agriculture (USDA-RD)

USDA provides a variety of housing and community development programs for rural areas, generally available in areas with populations of 10,000 or less. It provides support for rental housing development, direct and guaranteed mortgage loans for home buyers, and support for self-help and cooperative housing development. For more information visit its website at rurdev.usda.gov.

State Housing Programs

Community Development Block Grant (CDBG) – Housing Program

The Wisconsin Community Development Block Grant (CDBG) program for housing, administered by the Wisconsin Department of Commerce, provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. The CDBG program is a federally funded program through the Department of Housing and Urban Development's Small Cities CDBG Program. CDBG funds can be used for various housing and neighborhood revitalization activities including housing rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap accessibility improvements. The

maximum grant to an applicant is \$500,000. Approximately 15 communities are awarded funds yearly in Wisconsin. For more information on this program contact the Wisconsin Economic Development Corporation.

Historic Home Owner's Tax Credits

A 25 percent Wisconsin investment tax credit is available for people who rehabilitate historic or non-income-producing personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society.

Homeless Programs

The Division of Housing and Intergovernmental Relations administers programs specifically designed to help homeless people:

- State Shelter Subsidy Grant (SSSG) Program: provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.
- Housing Opportunities for Persons With Aids (HOPWA): This federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.
- HUD Emergency Shelter Grant (ESG) Program: Funds may be used for homelessness prevention, essential services, rehabilitation of shelters, and operating costs.
- Transitional Housing Program (THP): Eligible applicants propose to operate transitional programs for formerly homeless individuals and families. Funds may be used for housing costs, education and vocational training, transportation, day care, or other costs needed to assist participants in sustaining self-sufficiency.
- Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

Home Investment Partnership Program (HOME)

A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance for home buyers, rental rehabilitation, weatherization related repairs, accessibility improvements and rental housing development. Approximately \$13 million is awarded annually. The program is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR).

Home Safety Act

A new Wisconsin law requires the state's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one- and two-family dwellings built since June 1, 1980. The Home Safety Act signed into law by Governor Doyle on December 3, 2003 includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

Housing Cost Reduction Initiative (HCRI)

Local sponsors compete for \$2.6 million in state grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR).

Property Tax Deferred Loan Program (PTDL)

This state program provides loans to low- and moderate-income elderly homeowners to help pay local property taxes so that the elderly can afford to stay in their homes. To be eligible, individuals must be at least 65 years old with a spouse that is at least 60 years old, unless one is disabled.

Wisconsin Department of Administration, Division of Housing and Intergovernmental Relations

The Division of Housing and Intergovernmental Relations provides housing assistance to benefit low- and moderate-income households through the Bureau of Housing. It offers state-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop state housing plans and policies, and provides training and technical assistance. The Division channels federal housing funds to local authorities and organizations and administers federal funds for the homeless.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business and agribusiness.

Wisconsin Rural Development, Rural Housing Service

The mission of the Rural Housing Service is to enhance the quality of life of rural people through the creation of safe, affordable, housing where people can live, work, and prosper as part of a community. The Wisconsin Rural Housing Service offers housing preservation grants, loans and grants for farm labor housing, loans and grants for home improvement and repair, loans for financing housing site development, loans for home purchase or construction, loans on apartment buildings, and self-help technical assistance grants. For further information visit the web-site at: rurdev.usda.gov/wi/index.html.

Wisconsin Weatherization Assistance Programs

The Department of Administration-Division of Energy provides weatherization assistance for units occupied by low-income persons. This service is provided through the three community action programs operating in the region. It is also notable that many residential properties which are being sold for conversion to rental units also have to meet state-minimum energy conservation standards at the time of ownership transfer.

Regional Housing Programs

Regional Community Development Block Grant (CDBG) Housing Program

The Regional Community Development Block Grant (CDBG) Housing Program for West Central Wisconsin (inclusive of Polk County) is administered by the Chippewa County Housing Authority. The funds are used to assist Low-to-Moderate Income (LMI) homeowners in bringing their homes up to safe and sanitary conditions through the provision of no-interest, deferred payment loans. A separate program component provides homebuyers with no-interest, deferred payment loans for

closing costs and downpayments. Repayment is made at the point that the homeowner no longer occupies the property. The 2020 grant funding can also be used for housing acquisition, reconstruction and demolition. Although not currently used in this way, other eligible uses include small neighborhood public facility projects, assistance to developers creating low- and moderate-income rental units, and conversion of buildings into LMI housing. The program is a revolving loan fund with repaid loans being relent to eligible LMI households. New funds for the program are secured through a competitive application process with the Wisconsin Department of Administration (WDOA).

Habitat for Humanity

The goal of this program is to eliminate inadequate housing and poverty housing throughout the world. Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers, identifying project sites, and constructing owner-occupied housing for the benefit of participating low-income families. Visit habitat.org.

West Central Wisconsin Regional Planning Commission (WCWRPC)

The Regional Planning Commission offers technical housing assistance with respect to housing related grants and funding and grant writing. WCWRPC should be contacted for further information. Visit its website at wccwrpc.org.

Wisconsin Fresh Start Program

The Fresh Start Grants are awarded on a competitive basis to agencies that would like to establish programs based on the Operation Fresh Start, Inc. service model. The purpose of the program is to provide at-risk young people with education, employment skills, and career direction leading to economic self-sufficiency. This is accomplished through opportunities for meaningful service in the young people's communities by helping to meet the housing needs of low-income individuals and families. The program is designed to provide on-site housing construction and rehabilitation work experience, off-site academic classes, and supportive services for young people, primarily for ages 16-24. Contact the Wisconsin Division of Housing and Intergovernmental Relations (DHIR) for more information.

County and Local Housing Programs

Chippewa County Housing Authority

The Chippewa County Housing Authority is a public housing authority that provides housing resources and services for low and moderate income (LMI) households on a countywide basis. Through the use of funding from CDBG and a Revolving Loan Fund (RLF), the CCHA offers assistance to LMI homeowners and landlords for repairs and down payment or closing costs.

Village of New Auburn Home Renovation Revolving Loan Fund

The Village maintains a revolving loan fund for income qualified households in need of funds for rehabilitating their owner-occupied homes. The Village uses Community Development Block Grant (CDBG) funds to make direct interest-free loans to families to cover eligible improvements like doors, electrical wiring, furnace replacement, insulation, plumbing repairs, roof repairs, septic systems, siding, wells, windows, and foundation repairs. For more information, contact the New Auburn Village Clerk-Treasurer at 715-237-2223.

Wisconsin Energy Assistance Program

The Wisconsin Energy Assistance Program, administered by West CAP for both Barron and Chippewa Counties, assists low income households with purchasing furnaces when the family's existing furnace is a health hazard or beyond repair. West CAP should be contacted for more information.

TRANSPORTATION PLANS & PROGRAMS

State Plans

Wisconsin State Transportation Plan 2030 (Connections 2030)

The Wisconsin Department of Transportation has a statewide long-range transportation plan through the year 2030, called Connections 2030. The plan addresses all forms of transportation—highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects. WisDOT is in the process of updating this plan to is preparing Connect 2050.



Connections 2030 differs from WisDOT's previous planning efforts. Beginning with the release of Translinks 21 in the mid-1990s, the Department has prepared a series of needs-based plans for various transportation modes. Connections 2030 is a policy-based plan. The policies are tied to "tiers" of potential financing levels. One set of policy recommendations focuses on priorities that can be accomplished under current funding levels. Another identifies policy priorities that can be achieved if funding levels increase. Finally, WisDOT also identifies critical priorities

that must be maintained if funding were to decrease over the planning horizon of the plan. While the final plan includes statewide policy recommendations, some variances exist specific to individual corridors.

In addition to policies related to each transportation mode, Connections 2030 also includes recommendations on cross-cutting issues such as economic development, land use, transportation finance, and the environment. WisDOT's goal is to provide a plan that can aid policymakers in future transportation decisions. Connection 2030 is the statewide blueprint for future transportation.

Connections 2030 identifies a series of multimodal corridors for each part of the state. Each corridor identifies routes and/or services of several modes such as highways, local roads, rail, air, transit, etc. The multimodal corridors build on the idea of the Corridors 2020 network, first established in 1988, which identified a system of two-lane and multi-lane highways. The network is made up of two subsystems:

- Backbone system: 1,550-mile network of multi-lane highways connecting all major population and economic regions of the state.
- Connector system: 2,100-mile network of high-quality two-lane highways directly linking significant economic and tourism centers to the Backbone system.

Access Management

WisDOT employs three types of access control authorized by state statutes. A short summary of the state statutes follows, but it should be noted that the actual content of the statutes is significantly

more detailed, and many special conditions and provisions are not included in this text. The type of access control that is imposed on various highway road segments influences how that segment is managed.

- Wis. Stats. 84.09 (purchase access control) – WisDOT acquires land by gift, devise, purchase or condemnation to establish, extend, or improve transportation facilities.
- Wis. Stats. 84.25 (administrative access control) – WisDOT designates some rural portions of the state trunk highway system as controlled-access highways where studies show that the potential exists for traffic volumes to exceed 2,000 vehicles per 24-hour day.
- Wis. Stats. 84.295 (freeway and expressway access control) – WisDOT designates highways with greater than 4,000 vehicles per day as freeways or expressways when it is determined that the volume and character of traffic warrants the construction or acquisition of right-of-way to accommodate a four-lane highway.

Midwest Regional Rail System

Nine Midwestern states, including Wisconsin, worked together on plans for linking the Midwest into a national passenger rail network, adopting a plan in 2000. Funding was acquired for the implementation of the leg between Milwaukee and Madison, and for the next phase of study, corridor selection, between Milwaukee and Minneapolis. In 2010, Wisconsin abandoned the project, returning the implementation funds to the Federal Rail Administration (FRA) and discontinuing participation in the corridor selection study. MnDOT continued the corridor study without Wisconsin's cooperation, eventually recommending a route through La Crosse over routes through Eau Claire that would have more closely served New Auburn. While environmental study continues on the La Crosse route, the Eau Claire corridor is still shown in local, regional, and state (Minnesota and Wisconsin) transportation plans.

Wisconsin State Airport System Plan 2030

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 (SASP 2030) provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of Wisconsin.

Wisconsin Bicycle Transportation Plan – 2020

This is the state's major plan for developing and integrating bicycles into the transportation system. It was adopted by WisDOT in 1998 and looked at creating a system of bikeways using suitable routes along County and state highways.

State Recreational Trails Network Plan

This plan was adopted in 2001 and updated in 2003 by WDNR as an amendment to the Wisconsin State Trail Strategic Plan to identify a network of trail corridors throughout the state consisting of more than 4,000 miles of trails known as the Trail Interstate System.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

Regional and Local Plans

Chippewa County, Barron County and the Village of New Auburn consider applicable State, regional, and local transportation plans in the development of their own respective transportation plans. All three submit Local Road Improvement Program (LRIP) plans to WDOT in order to receive LRIP funding. The Village of New Auburn manages its local transportation improvements through its five-year capital improvements plan.

Major Planned Transportation Improvements

State of Wisconsin and Chippewa County Highways

No known major improvements, expansions, or realignments are currently planned for any State or County Highways within the Village of New Auburn.

Village of New Auburn Improvements

The Village has several projects that are planned over the course of the next few years as described in the transportation element. Planning for local streets and roads is a continual process and improvements may be hastened or delayed due to damage from flooding, winter-related damage, heavy use, or coordination with other infrastructure improvements.

State Programs

Adopt-A-Highway Program

The Adopt-A-Highway Program is administered by the Wisconsin Department of Transportation (WDOT). The program was initiated to allow groups to volunteer and support the state's antilitter program in a more direct way. Each qualified group takes responsibility for litter control on a segment of state highway. The group picks up litter on a segment at least three times per year between April 1 and November 1. Groups do not work in dangerous areas like medians, bridges, or steep slopes. In addition, a sign announcing a group's litter control sponsorship can be installed. The state Adopt-A-Highway coordinator should be contacted for further information. Applications and forms are available through the WDOT website.

Pavement Surface Evaluation and Rating (PASER)

PASER is a simple method of rating asphalt and concrete roads on a scale of 1 to 10 and gravel roads on a scale of 1 to 5, based on visual inspection. PASER manuals and a video explain how and why roads deteriorate, and describe proper repair and replacement techniques. PASER rating can be put into PASERWARE, an easy to use pavement management software. PASERWARE helps to inventory roads and keep track of their PASER ratings and maintenance histories. It also helps to prioritize road maintenance and improvement needs, calculate project costs, evaluate the consequences of alternative budgets and project selection strategies, and communicate those consequences to the public and local officials. Both PASER and PASERWARE are available from the University of Wisconsin's Transportation Information Center at no charge. The Center also offers free training courses. Call 1-800-442-4615 for more information.

Transportation Economic Assistance (TEA) Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. For more information about this program,

contact: Wisconsin Department of Transportation, Division of Transportation Investment Management, phone (608) 266-3488.

Wisconsin Department of Natural Resources

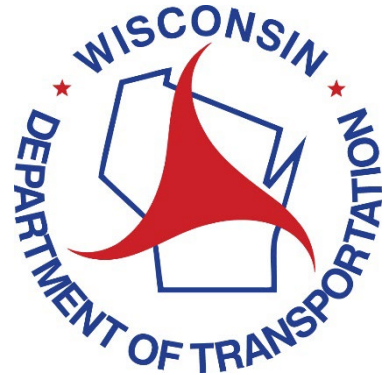
The Wisconsin Department of Natural Resources does provide funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) administers many of the federal HUD Community Development Block Grant programs at the state level. This funding includes the CDBG-Public Facilities program for infrastructure and building projects which may include streets and specialized transportation projects.

Wisconsin Department of Transportation

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars. Many of these key assistance programs for county and local governments are listed below.



- **General Transportation Aids** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs
- **Local Roads and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.
- **Surface Transportation Program** uses allocated federal funds for the improvement of federal-aid-eligible rural and urban roads and streets.
- **Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.
- **Traffic Signing and Marking Enhancement Grants Program** provides funds to local governments for signage improvements to improve visibility for elderly drivers and pedestrians.
- **Rural and Small Urban Area Public Transportation Assistance** and the **Transit Assistance Program** allocate federal funds to support capital, operating, and training expenses for public transportation services.
- **Supplemental Transportation Rural Assistance Program** provides federal funds for the planning, start-up, and expansion of non-urban transit service projects.
- **Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.

- **Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.
- **Local Transportation Enhancement Program** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.
- **Bicycle and Pedestrian Facilities Program** funds projects that construct or plan for bicycle or bicycle/pedestrian facilities. This program shares the same application process as the Local Transportation Enhancement Program.
- **Safe Routes to School Program** is a federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.
- **Airport Improvement Program** combines a variety of resources to fund improvements for the state's public-use airports which are primarily municipally owned. WisDOT is currently encouraging land use planning around airports and a *Wisconsin Airport Land Use Guidebook* is available to assist in these efforts. Additional program and regulatory support is also available through the Federal Aviation Administration.
- **Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** of all highway and transit projects that propose to use federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**. For further information, contact the WDOT at (715) 836-2891.

Regional and Local Programs

New Auburn Public Works Department

The department provides: maintenance and repair of street, alleys, curbs, gutters, sidewalks, street signs, street lights, storm sewers, culverts, drainage areas, Village buildings and structures, and machinery and equipment; and other associated items.

Barron & Chippewa County Highway Departments

The County Highway Departments have responsibilities regarding the maintenance and repair of county highways.

West Central Wisconsin Regional Planning Commission (WCWPRC)

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, and pedestrian/bicycle trail planning guidance. Contact WCWRPC for further information.

Specialized Transportation and Transit Providers

The following programs were discussed previously in Section 4.5 and should be contacted for more information. Information on these programs, including contact information, can be found at the Chippewa County Department of Social Services website or by contacting their office.

Chippewa County Transportation Program
Chippewa County Dept Aging - Volunteer Drive Program
Barron County Office on Aging
Interfaith Caregivers of Barron County
Abby Vans, Inc.
Comfort Care, Inc.

The Jefferson Lines intercity bus service can be contacted at 715-644-3511.

UTILITIES AND COMMUNITY FACILITIES PLANS & PROGRAMS

Assistance to Firefighting Grant Program

This program is administered by the U.S. Fire Administration (USFA), part of the Federal Emergency Management Agency (FEMA). The program assists rural, urban, and suburban fire departments to increase the effectiveness of firefighting operations, expand firefighting health and safety programs, purchase new equipment, and invest in EMS programs. For information regarding the grant contact FEMA Grant Program staff at 1-866-274-0960. For the most current information regarding grant awards and any other USFA projects, visit usfa.fema.gov.

Aids for the Acquisition and Development of Local Parks

Funds are available to assist local communities acquire and develop public outdoor recreation areas as per s. 23.09 (20), Wis. Stats. Counties, towns, cities, villages, and Indian Tribes with an approved Comprehensive Outdoor Recreation Plan are eligible to apply. The program is offered by the WDNR, Bureau of Community Financial Assistance. There is a 50% local match required. Awards are granted on a competitive basis. Acquisition and development of public outdoor recreation areas are eligible projects. Priority is given to the acquisition of land where a scarcity of outdoor recreation land exists.

Brownfields Initiative

The Brownfields Initiative provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs. The Wisconsin Economic Development Corporation should be contacted for further information.

Clean Water Fund Program

Funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems as per s. 281.58 and 281.59, Wis. Stats. Cities, towns, villages, counties, town sanitary districts, public inland lake protection and rehabilitation districts, metropolitan sewerage districts, and federally-recognized tribal governments are eligible to apply. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Projects that are necessary to prevent violation of discharge permits, meet new or changed discharge limits, or correct water quality or human health problems in unsewered areas may receive priority for funding. Low interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm

water runoff projects approved by the Department. The program is offered by the WDNR, Bureau of Community Financial Assistance.

Community Development Block Grant Blight Elimination and Brownfield Redevelopment Program (CDBG-BEBR)

The Blight Elimination and Brownfield Redevelopment Program is designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site in a blighted area, or one that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community. The Wisconsin Economic Development Corporation should be contacted for further information.

Community Development Block Grant for Public Facilities (CDBG-PF)

The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed, smaller communities with public facility improvements. Eligible activities include, but are not limited to, publicly-owned utility system improvements, streets, sidewalks, and community centers. Federal grant funds are available annually. The maximum grant for any single applicant is \$750,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates. For more information on this program contact the Wisconsin Economic Development Corporation.

Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)

The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities. Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. The Wisconsin Economic Development Corporation should be contacted for further information.

Household and Agricultural Hazardous Waste Collection Grant (Clean Sweep)

Funds are available to municipalities to create and operate local “clean sweep” programs for the collection and disposal of hazardous waste. Any type of program for the collection and disposal of hazardous wastes, including permanent collection programs, is eligible. The program is offered from the WDNR, Bureau of Community Financial Assistance. Chippewa County, which currently coordinates a county-wide clean sweep, can also be contacted for further information.

Tax Incremental Financing (TIF)

TIF can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. The Village’s current TIF districts are discussed in more detail within the Economic Development element.

Chippewa County Utility Accommodation Policy

The purpose of the Chippewa County Utility Accommodation Policy is to prescribe the policies and procedures that shall be met by any utility whose facility currently occupies, or will occupy in the future, any highway right-of-way or bridge over which Chippewa County has jurisdiction. The Policy applies to all public and private utilities as defined in 96.01(B) (9) and (15). It also applies to all

existing utility facilities retained, relocated, replaced, or altered, and to new utility facilities installed on Chippewa County right-of-way.

AGRICULTURAL AND NATURAL RESOURCES PLANS & PROGRAMS

There are many agricultural, forestry, and natural resource conservation programs which area residents and communities can access, and a variety of related programs. The *Inventory of Plans, Programs, and Land Use Policies of West Central Wisconsin* prepared by West Central Wisconsin Regional Planning Commission provides an excellent overview of many of these program and plans. The Chippewa and Barron County Land Conservation Departments, the County UW-Extension Office, and the local NRCS and Farm Services Agency are additional excellent resources.

The following is a description of some of the natural and cultural resources programs which may be of particular interest to the Village and its residents.

Natural Resources Programs

Wisconsin Act 307 – Notification to Nonmetallic Resource Owners

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

Historic Building Code

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information.

Environmental Quality Incentives Program (EQIP)

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Five to 10-year contracts are used. Agricultural producers may be eligible for up to 75% cost share on agricultural land. Public access is not required. Contact: USDA Natural Resources Conservation Service or Farm Service Agency, or County Land and Water Conservation Department.

Non-Point Pollution Abatement Program

Funds are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction include priority lakes, are eligible to apply. Eligible projects are watersheds and lakes where: 1) the water quality improvement or protection will be great in relation to funds expended; 2) the installation of best management practices is feasible to abate water pollution caused by non-point source pollution; and 3) the local governmental units and agencies involved are willing to carry out program responsibilities. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Non-rural landowners and land operators can contact their municipal government offices. A watershed or lake project normally has a 10- to 12-year time frame: two years for planning and eight to ten years to implement best management practices. Contact the WDNR Regional Environmental Grant Specialist for further information.

River Management and Planning Grants

River management and planning grants are available from the WDNR for various river protection and conservation efforts.

Stewardship Grants for Non-profit Conservation Organizations

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails including the Ice Age Trail and North Country Trail, and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

Land Recycling Loan Program (LRLP)

Wisconsin's Land Recycling Loan Program (LRLP) provides low cost loans to cities, villages, counties, and towns for the purpose of remediating environmental contamination (brownfields) at landfills, sites, or facilities where contamination has affected or threatens to affect groundwater or surface water. Redevelopment and housing authorities are also eligible. Contact the WDNR for further information.

HISTORIC AND CULTURAL RESOURCES PLANS & PROGRAMS

Historic Building Code

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of

a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information.

Wisconsin's Main Street Program

The Main Street Program is a comprehensive revitalization program designed to promote the historical and economic redevelopment of traditional business districts in Wisconsin. The program was established in 1987 to encourage and support the revitalization of downtowns. Each year, the Wisconsin Economic Development Corporation selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

Wisconsin Historical Preservation Tax Credits

One of the benefits of owning a historic property in Wisconsin is the ability to participate in federal and state income tax incentives programs for rehabilitation of historic properties. There are currently three programs available to owners of properties that are either listed in, or determined to be eligible for listing in, the state or national registers of historic places. The three programs are:

- 1 Federal 20% Historic Rehabilitation Credit.
- 2 Wisconsin 5% Supplement to Federal Historic Rehabilitation Credit.
- 3 Wisconsin 25% Historic Rehabilitation Credit. The State Historical Society of Wisconsin, Division of Historic Preservation should be contacted for further information

Wisconsin Historical Society, Office of Preservation Planning (OPP)

Whether you need information concerning state or federal laws and regulations that may be applicable in your case, whether you need information on grassroots strategies for preserving and protecting historic properties, or whether you need information on how you may protect and preserve your own historic property, the OPP can assist.

Wisconsin's Historical Markers Program

For almost 50 years, Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at wisconsinhistory.org/histbuild/markers/apply.

National Historic Landmarks Program

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

National Trust for Historic Preservation, Preservation Services Fund

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help

stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar. The grant range is from \$500 to \$5,000.

Wisconsin Humanities Council, Historic Preservation Program Grants

The Wisconsin Humanities Council and the Jeffris Family Foundation have formed a partnership pool to support Historic Preservation Program Grants. The Wisconsin Humanities Council (WHC) will award grants with funds from both groups. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. Preference will be given to small town and rural communities with populations under 30,000. For more information contact the WHC, 222 South Bedford Street, Suite F, Madison, WI 53703.

Certified Local Government Program

Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at wisconsinhistory.org/ or the National Park Service's Web site at nps.gov/nr/.

Local Organizations

A wide variety of local organizations are involved in promoting cultural or historical resources, which are important partners in related planning and programming. Key local partners and programs are discussed in the Historic and Cultural Resources element.

ECONOMIC DEVELOPMENT PLANS & PROGRAMS

There are many organizations, programs, grants, and services available to assist with economic development planning and activities. A number of the programs related to infrastructure development were previously discussed in the Utilities and Community Facilities element. The following are some additional commonly referred to economic development plans and programs.

U.S. Department of Commerce, Economic Development Administration (EDA)

The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, grants, and education. The WCWRPC is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see wcwrpc.org.

USDA, Wisconsin Rural Development Programs

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include: community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at rurdev.usda.gov/wi/index.html.

Forward Wisconsin

Forward Wisconsin helps businesses looking for available sites or buildings through its website at forwardwi.com/search/index.html.

Wisconsin Economic Development Association

WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive Council and involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts. For more information see weda.org/.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements. The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility-Economic Development (PF-ED) funding for public infrastructure necessary for business expansions

For more information, see doa.state.wi.us.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. For more information, see inwisconsin.com/.



One program within WEDC is the Main Street Program. The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring. More information on the Wisconsin Main Street Program can be found at: inwisconsin.com/mainstreet/.

Wisconsin Department of Tourism

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: industry.travelwisconsin.com/.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the website at dwd.state.wi.us.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

Agricultural Development and Diversification (ADD) Grant Program

The ADD grant program annually provides funding to projects that have the potential to bolster agricultural profits or productivity. The program funds proposals that are likely to stimulate Wisconsin's farm economy with new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. The Wisconsin Department of Agriculture, Trade and Consumer Protection should be contacted for further information.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create the business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- ◆ Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provide a comprehensive, streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).
- ◆ Business sector support: Sector development specialists are WDNR staff who work with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all DNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance.
- ◆ Improved environmental and economic performance is pursued through various strategies including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- ◆ Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- ◆ DNR SwitchCouncil: The WDNR SwitchCouncil is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

Wisconsin Housing and Economic Development Authority (WHEDA)

The following economic programs are offered by WHEDA.

- ◆ Credit Relief Outreach Program: CROP features 90% guarantees on loans of up to \$30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- ◆ FARM: FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.
- ◆ Small Business Guarantee: A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see dot.wisconsin.gov/localgov/aid/tea.htm.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see momentumwest.org/index.cfm.

West Central Wisconsin Regional Planning Commission

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an economic development district by the Economic Development Administration and produces an annual, regional Comprehensive Economic Development Strategy (CEDS) and is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), grant coordination, writing and administration. For more information, please see wcwrpc.org.

Regional Business Fund, Inc.

All communities in Barron and Chippewa Counties are covered by a business revolving loan fund. The Regional Business Fund, Inc., administered by WCWRPC which has three components—Downtown Façade Loan, Micro Loan Fund, and Technology Enterprise Fund.

Chippewa County Economic Development Corporation

Chippewa County Economic Development Corporation supports all economic growth in Chippewa County and the region. The CCEDC is working with development partners to maintain and growth existing companies and facilitate new ideas for businesses of every kind.

Barron County Economic Development Corporation

Barron County Economic Development Corporation supports all economic growth in Barron County and the region. The BCEDC is a not-for-profit organization that assists individuals to start new businesses, helps existing businesses to grow, and provides training to entrepreneurs and businesses.

Barron & Chippewa Counties, University of Wisconsin-Extension, Cooperative Extension

The University of Wisconsin-Extension has an office in Balsam Lake. Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development.

Extension county-based faculty and staff live and work with the people they serve in communities across the state. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

One program within the Cooperative Extension is the First Impressions program. The First Impressions program offers an inexpensive way of determining what visitors think of your community. Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings. It is somewhat similar to the WCWRPC's placemaking efforts, but provides a visitor's impressions of aesthetics and "welcomingness", rather than an emphasis on function, uses, and activities by those who live, work, and play in a place. The two programs can be complimentary. For more information, visit <http://www.uwex.edu/ces/cced/communities/firstimpressions/> and contact WCWRPC regarding placemaking.

Joint Effort Marketing (JEM) Grant Program

The Joint Effort Marketing (JEM) Grant Program provides partnership funding to help non-profit organizations promote tourism and to maintain a strong tourism industry in Wisconsin. JEM is based on state statutes and administrative rules that govern its administration, and permit the department to conduct a matching grant program with local non-profit organizations on a cooperative basis. The program offers Wisconsin's tourism communities a variety of options to assist in the development of marketing initiatives. Contact the Wisconsin Department of Transportation for further information.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The

Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the web-site at www.dwd.state.wi.us.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

New Auburn Area Development Corporation

The New Auburn Area Development Corporation works to “foster and promote the expansion of existing business and industry within the Village of New Auburn, promote the development of new businesses and industries...” and many other economic development efforts.

INTERGOVERNMENTAL COOPERATION

The following general intergovernmental plans and programs are available to the Village, in addition to those plans and programs mentioned in other sub-sections of this element.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a not-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities. Its membership consists of 378 villages and all of the 190 cities in the state. Barron and Chippewa County cities and villages participate in the League of Wisconsin Municipalities.

Annexation

Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a City or Village. Cities and villages cannot annex property without the consent of landowners as required by the following petition procedures:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.

Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the City or Village when signed by at least 20 percent of the electors in the territory.

Extraterritorial Zoning

Wisconsin Statute, 62.23(7a) allows a City or Village to participate with towns in the zoning of lands outside their incorporate boundaries. For the Village of New Auburn, the extraterritorial area would encompass 1.5 miles. The steps for exercising this power are identified in the Statutes and include working with the Town to create a joint extraterritorial zoning committee with three City and three town members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations.

Extraterritorial Subdivision Review

Wisconsin Statute, 236.10 allows a City or Village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if the City or Village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the City or Village. The City or Village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities influence the development pattern of areas outside their boundaries that will likely be annexed to the City or Village. This helps cities protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the City and Village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the City and Village so that not more than one ordinance will apply.

Office of Land Information Services, Municipal Boundary Review

Municipal Boundary Review regulates the transition of unincorporated areas to City or Village status through municipal annexation, incorporation, consolidation, or by joint City-Village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. Educational programs are delivered through the two-way audio Educational Telecommunications Network (ETN), satellite television, and state-wide and regional workshops. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. For further information visit its website at uwex.edu/lgc/.

Wisconsin Intergovernmental Statute Agreements

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each City, Village, or Town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions

Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members.

State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. Barron and Chippewa Counties are members of the West Central Wisconsin Regional Planning Commission.

LAND USE PLANS & PROGRAMS

The following are some general land use plans and programs. Land use implementation tools are addressed in the Implementation element.

Village of New Auburn Comprehensive Planning Efforts

This document is an update of the *Village of New Auburn Comprehensive* which was adopted in 2009. This plan update reviewed and incorporated issues, data, goals, and strategies from the Plan as deemed appropriate by the Plan Commission.

Additional Land Use Programs

AB608, Wisconsin Act 233 – Clarification of Smart Growth Law

This bill was signed into law in April 2004. This new law reduces the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions which must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that an RPC's comprehensive plan is only advisory in its applicability to a political subdivision (a City, Village, Town or County), and a political subdivision's comprehensive plan.

Main Street Program

The Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Each year, the Wisconsin Economic Development Corporation selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce. Communities interested in applying to the Wisconsin Main Street Program are required to send at least one representative to a workshop. An application is required which must demonstrate the need for the program based on several criteria including a public sector commitment, financial capacity, organizational capability, as well as several other criteria. More information on the Wisconsin Main Street Program can be found at:

<http://inwisconsin.com/mainstreet/>

Wisconsin Land Information Program

The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Council oversees the Program's policies. The Council's statutory authority includes preparing guidelines to coordinate the modernization of land records and land information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.

Division of Intergovernmental Relations, Wisconsin Department of Administration

The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Council. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: www.doa.state.wi.us.

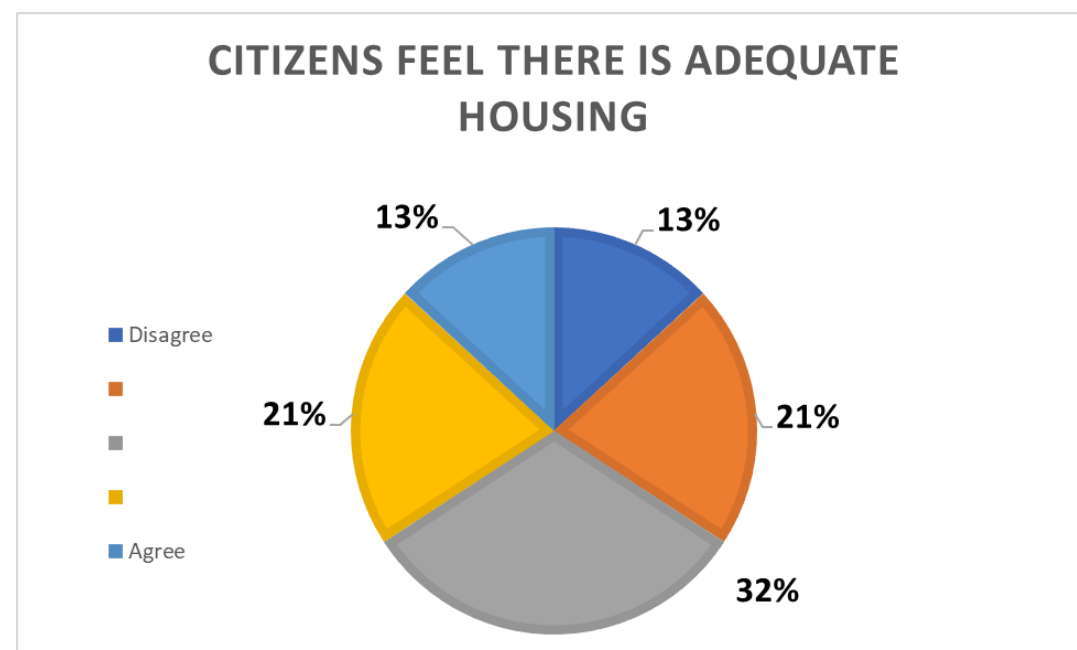
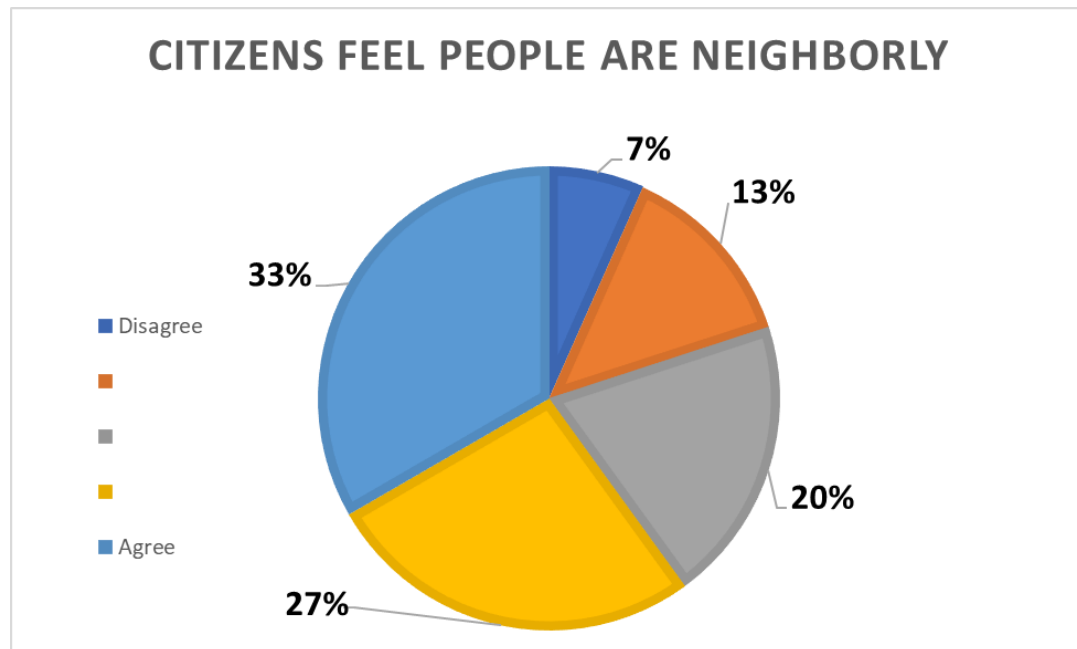
UW-Extension Center for Land Use Education

The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to: land use planning, plan and ordinance administration, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at www.uwsp.edu/cnr/landcenter/.

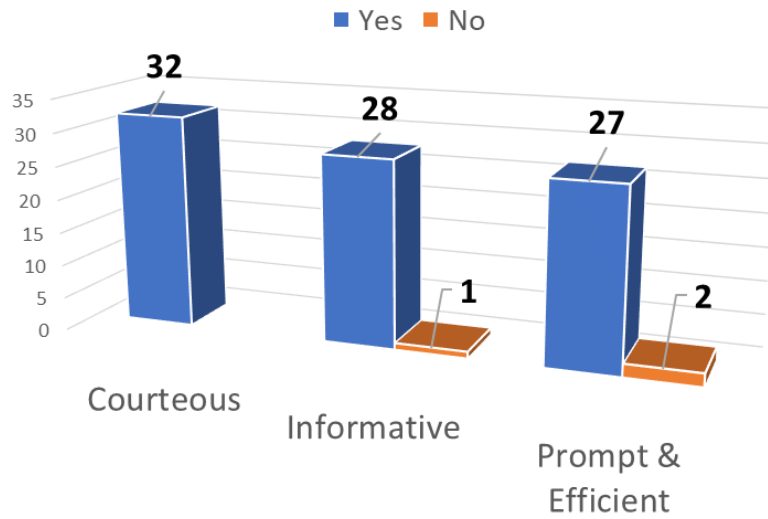
West Central Wisconsin Comprehensive Plan

As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan in September 9, 2010. This advisory document includes all of the nine elements required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.

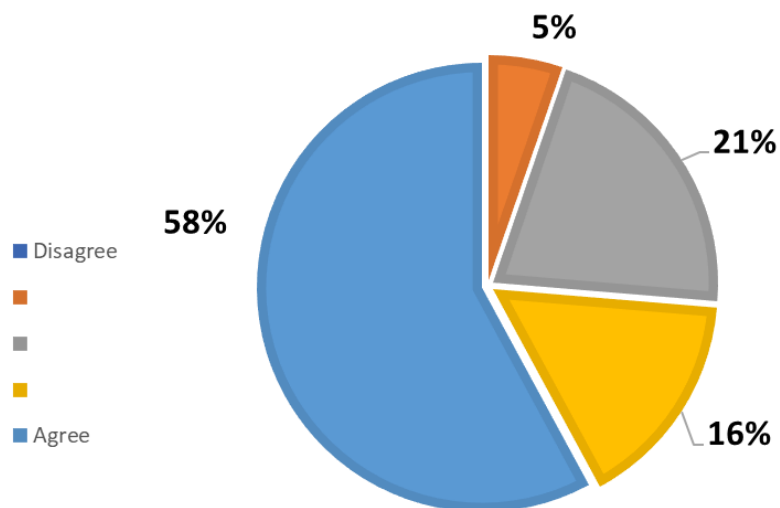
Appendix F: Village of New Auburn 2021 Community Values Survey Results



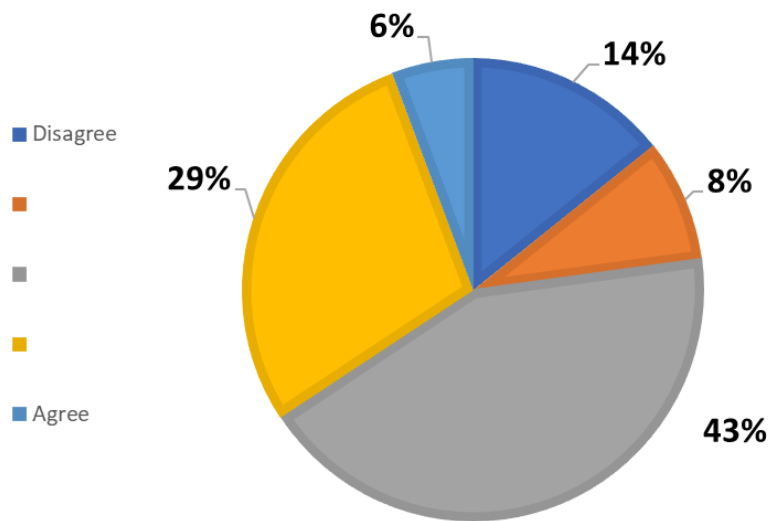
POLICE RESPONSIVENESS



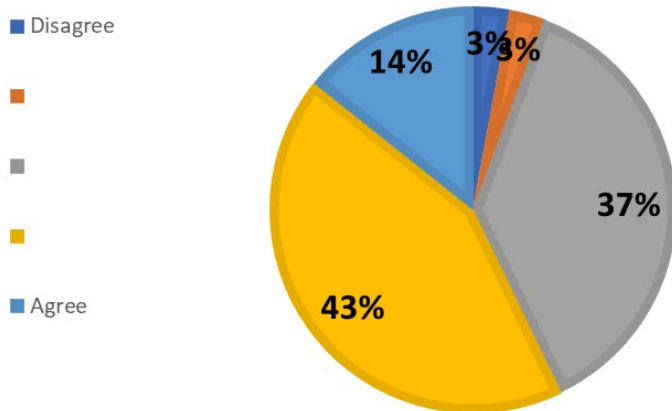
HOW TRASH & JUNK ARE HANDLED



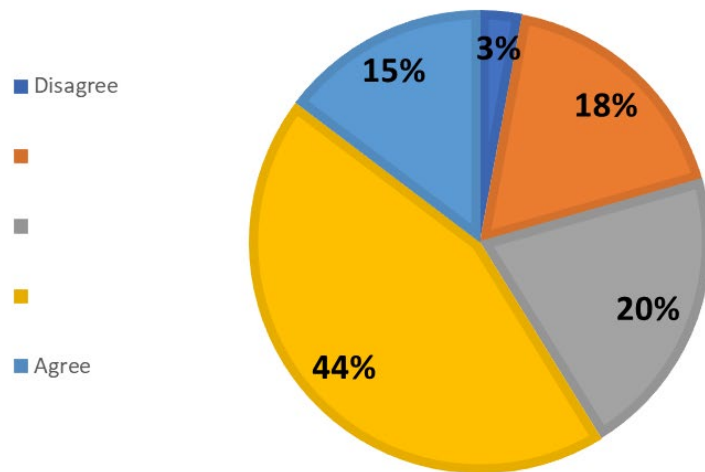
YOUTH INVOLVEMENT



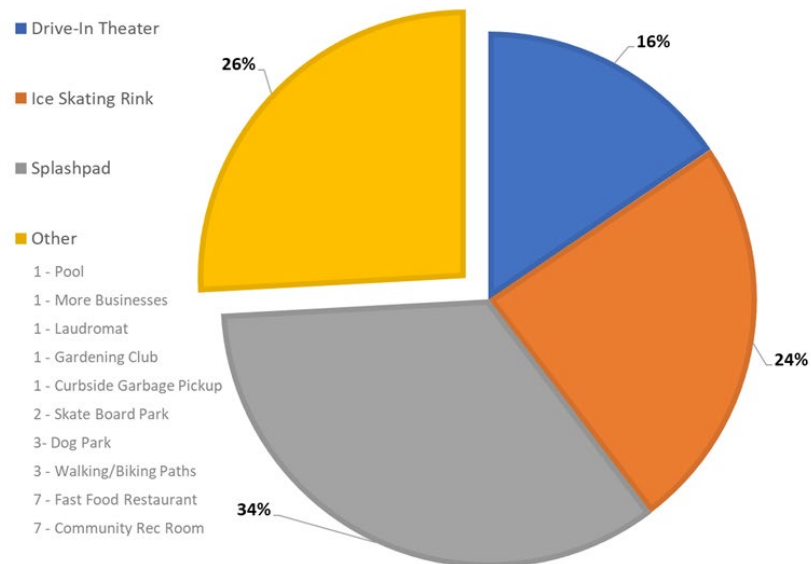
BUILDING CODES ADDRESSED ADEQUATELY

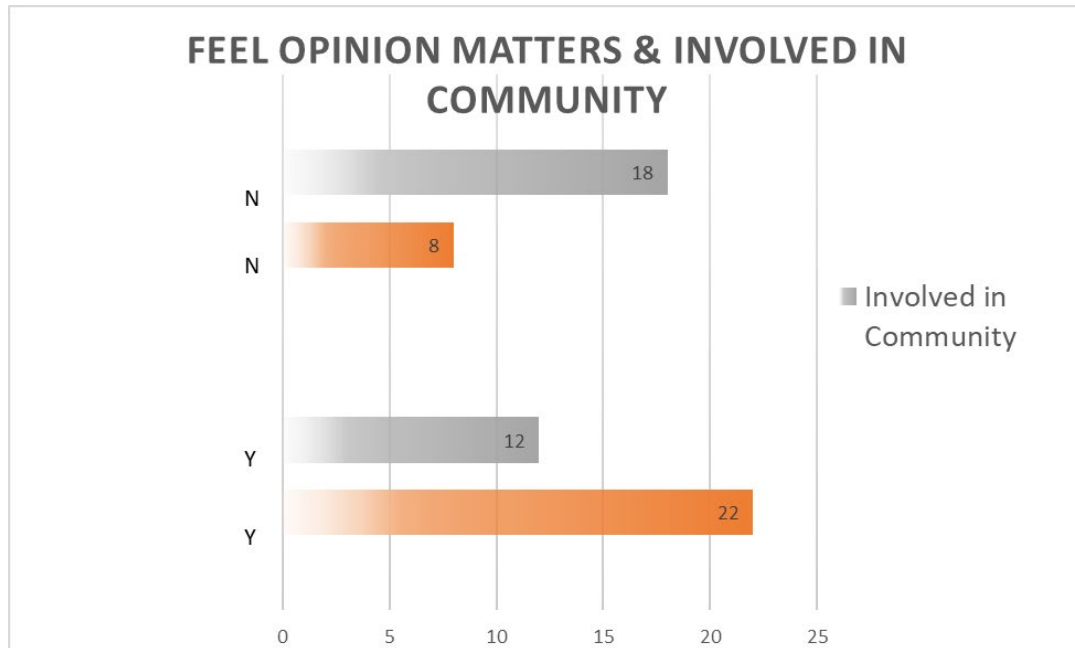


VILLAGE BOARD RESPONSIVENESS



FUTURE RECREATION AND/OR ENTERTAINMENT PROJECTS





ADDITIONAL COMMENTS OR SUGGESTIONS

- ♦ LOVE the Farmer's Market!
- ♦ Homes in town need upkeep!
- ♦ Need to get people to clean up their yards.
- ♦ Clean up peoples yards - looks bad on Main St
- ♦ Would like to see the Community cleaned up, especially on Hwy 55
- ♦ Property care - keep stuff in back to clean up the appearance of homes.
- ♦ Upkeep of sidewalks.
- ♦ Add sidewalks
- ♦ Jamboree Days was great this year.
- ♦ Water/Sewer bills are a burden.
- ♦ Dogs need contained in yard.
- ♦ More jobs, food options, and housing.
- ♦ We should be more aggressive in attracting businesses and housing.