

# Comprehensive Plan

Prepared for the City of Chetek

---

## Table of Contents

1.0	Introduction.....	1
1.1	The Setting.....	1
1.2	The Comprehensive Plan.....	1
1.3	The Multi-Jurisdictional Comprehensive Plan Effort.....	2
2.0	Issues and Opportunities.....	3
2.1	Key Issues.....	3
2.2	Conclusion.....	8
3.0	Housing.....	8
3.1	Key Issues.....	9
3.2	Summary and Conclusions.....	14
3.3	Goals, Objectives and Policies.....	14
4.0	Transportation.....	14
4.1	Background Data/Existing Conditions.....	15
4.2	Assessment of Future Needs.....	16
4.3	Goals, Objectives and Policies.....	18
5.0	Utilities and Community Facilities.....	19
5.1	Existing Conditions – Inventory of Utilities and Community Facilities.....	19
5.2	Assessment of Future Needs.....	25
5.3	Goals, Objectives and Policies.....	25
6.0	Agricultural, Natural, and Cultural Resources.....	26
6.1	Existing Conditions.....	26
6.2	Watersheds and Surface Waters.....	28
6.3	Cultural Resources – Existing Conditions.....	32
6.4	Existing Agricultural, Natural, and Cultural Programs.....	32
6.5	Summary and Conclusion.....	32
6.6	Goals, Objectives and Policies.....	34
7.0	Economic Development.....	35
7.1	Chetek’s Strength and Weaknesses.....	35
7.2	Education.....	36
7.3	Labor Force and Labor Market.....	37
7.4	Summary and Conclusion.....	39
7.5	Assessment of Future Needs.....	40
7.6	Goals, Objectives and Policies.....	40
8.0	Land-Use Element.....	41
8.1	Existing Land Use and Land-Use Trends.....	42
8.2	Analysis of Opportunities for Redevelopment and Existing Potential	

	Land Use Conflicts .....	44
	8.3 Goals, Objectives and Policies.....	45
9.0	Inter-governmental Cooperation.....	46
	9.1 Inter-governmental Meeting .....	46
	9.2 Existing Areas of Cooperation.....	48
	9.3 Assessment of Future Needs.....	48
	9.4 Goals, Objectives and Policies.....	48
10.0	Implementation .....	48
	10.1 Implementation Priorities.....	49
	10.2 Plan Update Process.....	51
	10.3 Plan Integration.....	51
	10.4 Mechanism to Measure Progress towards Comprehensive Plan Implementation .....	52

# Comprehensive Plan

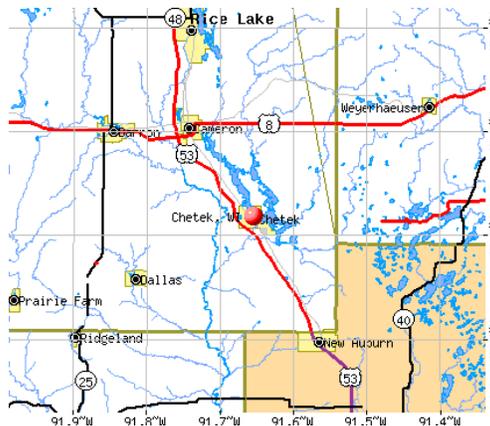
Prepared for the City of Chetek

## 1.0 Introduction

Under Wisconsin law, a municipality's Comprehensive Plan is required to be updated once every ten (10) years. The City of Chetek Comprehensive Plan was first issued in June, 2006. This update to the City of Chetek Comprehensive Plan is made to comply with the requirements set forth in Wis. Stats §66.1001.

## 1.1 The Setting

The City of Chetek is located in the southeast corner of Barron County, at the intersection of USH 53 and CTH I, in the Indianhead region of west central Wisconsin. The City is heavily influenced by Chetek and Prairie Lakes, and indirectly by the entire Chain of lakes, which impacts land use, transportation, and recreation.



Nearby major urban areas include the Minneapolis-St. Paul metropolitan area to the southwest and the Eau Claire-Chippewa Falls area to the southeast. Although Barron County is not adjacent to either urban area, development in the County has been directly influenced by these areas, especially in shoreland areas. While this has not impacted the City directly, development in adjacent towns, especially adjacent to the Chain of Lakes, has.

## **1.2 The Comprehensive Plan**

1999 Wisconsin Act 9 created a new framework in the State of Wisconsin for community planning. In addition, the law created a planning grant program intended to assist local governments with the cost of producing their plans. There are nine (9) elements of a comprehensive plan that must be addressed under the current planning legislation:

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agriculture, Natural, and Cultural Resources
6. Economic Development
7. Inter-governmental Cooperation
8. Land Use
9. Implementation

## **1.3 The Multi-Jurisdictional Comprehensive Planning Effort**

Barron County consists of four cities, seven villages, and 25 towns. A multi-jurisdiction comprehensive planning project, which included 18 Barron County communities, represented a grass-roots effort by local government officials to coordinate local planning efforts and to address cross-jurisdictional issues and concerns. The City of Barron served as the lead community in a process to generate interest among 19 Barron County municipalities, including the three cities, two villages, and fourteen townships to participate in a multi-jurisdiction comprehensive planning project.

A number of communities desired to proceed forward, not wanting to wait until the County made (or did not make) a decision. A series of meetings were organized by the City of Barron, in conjunction with the Cities of Chetek and Cumberland, for all Barron County jurisdictions. The government entities, including the County, were invited to discuss and explore interest in joining to apply for a planning grant. The meetings included discussions of statutory requirements and planning related issues impacting the communities of Barron County. About sixty people attended the meetings, including representatives of nearly all Barron County jurisdictions. Key multi-jurisdiction and cross-jurisdiction issues mentioned, including the significant land use impacts associated with the USH 8 Improvement Project and general growth pressures, including demand for residential development on recreational lakes and growth related to both the Twin Cities area and the Eau Claire/Chippewa Falls area.

In 2003 a comprehensive planning grant was awarded by the Wisconsin Department of Administration to eighteen communities. One community, not being contiguous to any other, was not awarded. The multi-jurisdictional planning

process began with a kick-off meeting in November, 2003 led by the City of Barron's planning and engineering consultant Short Elliott Hendrickson (SEH) and the West Central Wisconsin Regional Planning Commission (WCWRPC).

The following jurisdictions are participating in the development of this comprehensive plan for their respective communities:

Town of Almena	Town of Sioux Creek
Town of Barron	Town of Stanfold
Town of Bear Lake	Town of Stanley
Town of Chetek	Town of Sumner
Town of Crystal Lake	Village of Turtle Lake
Town of Dovre	Village of Almena
Town of Doyle	City of Barron
Town of Maple Plain	City of Cumberland
Town of Prairie Lake	City of Chetek

Since the whole of Barron County did not participate in this planning effort, a unique approach was used where existing conditions for the majority of plan elements (e.g., transportation, land-use, housing, natural resources, etc.) were presented and analyzed for the entire County. Then, in consideration of these existing conditions, each participating municipality developed their individual plans, goals, and policy recommendations. Hence, the communities participating in the Barron Area Comprehensive Planning effort received an Existing Conditions Report that contained background information for all of Barron County, and an individual community plan document containing supplementary background information and goals, objectives, policies, programs, and maps specific to that community. The comprehensive plan for each community then, in total, equaled the Existing Conditions Report and community plan document.

In 2015 and 2016, the Plan Commission held several public hearings and meetings to discuss and receive input. This information helped form the foundation for this updated report.

## **2.0 Issues and Opportunities**

A socio-economic profile provides a demographic context for the development of the City's plan. The purpose of summarizing population shifts over time helps us understand the City's cultural resources, and it provides a basis for identifying and studying trends that influence public administration and investments that impact local quality of life.

Overall comprehensive planning goals and objectives for the City were developed as part of this process. Through a SWOT (Strength, Weakness, Opportunity, and Threats) Analysis, the City developed their individual vision for the community. As part of the planning process, goals and objectives were then developed.

## 2.1 Key Issues

### *Population*

Analyzing population size, growth, density, characteristics, and distribution trends reveals important facts about the most important component of growth and development in the City of Chetek.

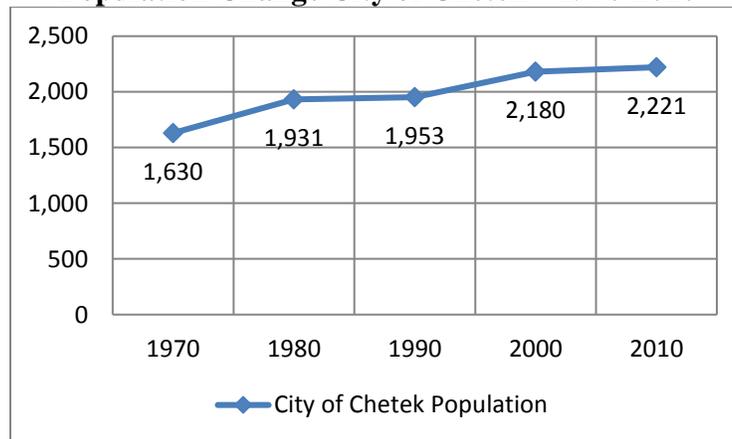
The City of Chetek grew by 1.8% in the early 2000's, which lagged slightly behind the growth of the Towns and Villages in Barron County, as well as the average for the entire County. It exceeded the growth in the cities, which averaged 1.4%. These trends continued through the 2010 reports, except that Village growth significantly exceeded growth in other areas of the County.

**Table 2-1  
Historical Population and Population Change – 1970-2010  
Barron County by Minor Civil Division**

<b>Municipality</b>	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>Percentage Change 2000-2010</b>
City of Chetek	1,630	1,931	1,953	2,180	2,221	1.88%
Towns	17,887	20,998	21,664	24,511	24,922	1.68%
Villages	3,087	2,984	3,532	4,432	4,606	3.93%
Cities	13,084	14,200	15,100	16,020	16,252	1.45%
Barron County	33,955	38,730	40,750	44,963	45,870	2.02%

Source: 2010 US Census

**Figure 2-1  
Population Change City of Chetek – 1970-2010**



Overall, Chetek's population is relatively homogenous, with the majority of the population in the white, non-Hispanic ethnic group.

### *Population Projections*

Population projections have long been used to assess development prospects and community facility needs created by population growth. Small area population forecasts can be used to evaluate potential residential development and economic conditions, and the level of demand for public facilities and services. Businesses, schools, and government frequently use these forecasts to determine the future needs or design of public facilities or services. This estimate of future growth is also valuable information for establishing management techniques in order to provide for orderly growth and development.

**Table 2-2  
Population Projections - 2010 to 2035  
Barron County by Minor Civil Division**

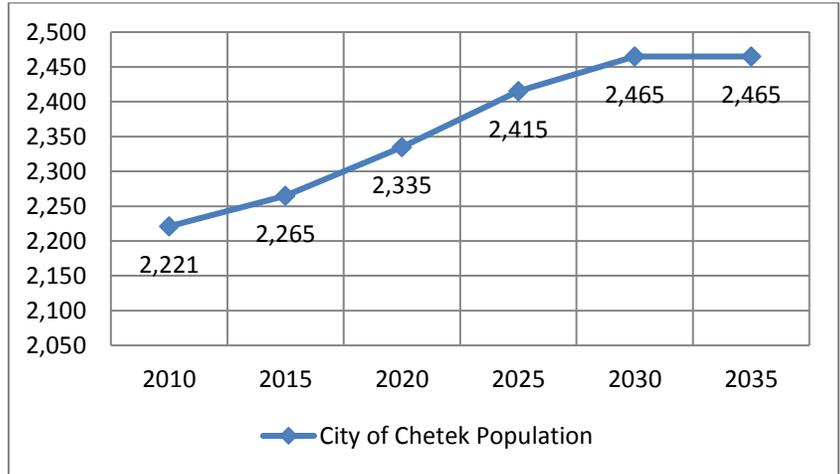
Municipality	Census	Projections					% Change
	2010	2015	2020	2025	2030	2035	2010-2035
Chetek	2,221	2,265	2,335	2,415	2,465	2,465	10.99%
Towns	25,031	25,555	26,425	27,385	28,070	28,075	12.16%
Villages	4,606	4,665	4,810	4,960	5,065	5,055	09.75%
Cities	16,233	16,440	16,820	17,260	17,505	17,360	06.94%
<b>Barron County</b>	45,870	46,660	48,055	49,605	50,640	50,490	10.07%

Source: Wisconsin Department of Administration, Demographic Services Center, 12/10/2013.

The Wisconsin Department of Administration's (DOA) population projections are, by state statute, the official population projections for Wisconsin. Over the next 25 years, the DOA's projections predict a 10.07% increase in the Barron County population. The percentage increases within the cities are anticipated to be substantially lower on average than the villages and towns (see Table 2-2). Specific observations include:

- Chetek will grow 10.99% over the next 25 years - from 2010 to 2035.
- Towns will grow 12.16%, villages 9.75%, cities 6.94%, and the county as a whole by 10.07%.
- There has been a transformation from a largely farm population to a rural non-farm population. Significant rural development can be expected to continue.
- The national trend of an aging population is reflected in Barron County. Large numbers of people will be achieving retirement age over the next twenty years.
- The City of Chetek will continue to be relatively vigorous in terms of population growth.
- Seasonal population has a significant impact on the City. Summer tourists increases demand for emergency services, clog roadways, and use natural resources.

**Figure 2-2  
Chetek Population Growth Projection 2010-2030**



*Employment*

- Between 1990 and 2000, Barron County residents were increasingly employed in construction, and educational, health and social services industries. Manufacturing employment, while increasing in number, remained fairly steady as a percentage of total employment. Perhaps surprising is the steady decrease in County resident’s employment in the retail trade industry found in the census.
- Barron County communities experienced very little change in the occupations residents were employed in, except for farming, forestry and fishing, which decreased by 72% between 1990 and 2000 and sales, administrative support and service occupations, which increased by 38%.

The current growth of the area’s economy is a major contributor to the employment opportunities available to residents of Barron County. The principal economic factors that influence an individual’s quality of life and provide a choice of residential options are employment opportunities and income.

Personal income is derived primarily from employment wages. An individual’s occupation determines the range of that wage scale and influences their personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic effect of the employment opportunities available to area residents and the ability to increase their standard of living.

Barron County residents are experiencing ever longer commutes to work. This is important, in part, because it is one indicator of the use of the existing transportation infrastructure. For example, growing commute times, coupled with a growing population, places an increased demand for road maintenance and expansion.

Of those workers reporting their place of work, the average commuting time of Barron County residents was 19.4 minutes in 2015. While the average commuting time for residents of the City of Chetek is slightly lower at 18.6 minutes.

*Educational Attainment*

The Census provides information on the educational attainment levels, which are summarized in Table 2-3 below. Both the City of Chetek and the entire Barron County population saw a greater percentage of residents 25 years or older with high school or higher education levels in 2015. These indicators certainly demonstrate a well-educated population.

**Table 2-3  
Educational Attainment Levels – City of Chetek - Barron County**

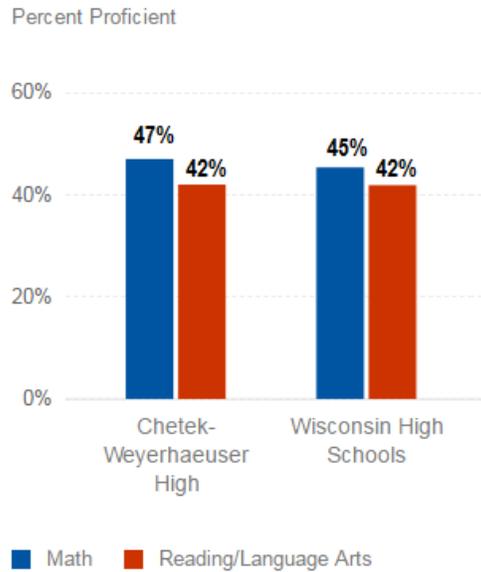
Education Level	City of Chetek		Barron County	
	Number	Percent	Number	Percent
Less than high school	91	5.3%	1,330	4.1%
Some high school, no diploma	129	7.5%	2,230	6.9%
High school graduate (or equivalent)	655	38.2%	13,215	40.8%
Some college, no degree	439	25.6%	6,285	19.4%
Associate degree	161	9.4%	3,967	12.2%
Bachelor’s degree or higher	86	5%	3,391	10.5%
Graduate or professional degree	152	8.9%	1,986	6.1%

Source: U.S. Census

It should be no surprise with the large investments in education, and the increasing requirement for technical or post-secondary degrees for job placement, that people are obtaining higher levels of education than in the past. The City of Chetek, and Barron County as a whole, have roughly the same percentage of residents who pursued an education past high school. Specifically, in 2015, 48.2% of Barron County residents 25 years or older had attended a post-secondary institution, with 28.8% achieving a degree, and 48.9% of City of Chetek residents 25 years or older had attended a post-secondary institution, with 23.3% achieving a degree.

The Chetek-Weyerhaeuser High School students are slightly more proficient in math than the Wisconsin average.

**Figure 2.3**  
**Chetek-Weyerhaeuser High School Proficiency**



*Income*

Incomes for Barron County community residents are increasing faster than inflation.

County median household income continues to be below that of the State of Wisconsin as a whole.

Median household incomes in Chetek continue to be lower than the County and state median household income (City \$35,514, County \$44,709, State \$52,622).

**Table 2·4**  
**Median Household Income - 1999 and 2014 - Barron County**

Cities	1999	2014	Percent Change
Barron	\$33,281	\$39,406	18.63%
Chetek	31,270	\$35,514	13.57%
Cumberland	32,661	\$45,388	13.94%
Rice Lake	32,808	\$35,326	07.67%
Barron County	37,275	\$44,709	19.94%
State of Wisconsin	43,791	\$52,622	20.17%

**2.2 Conclusion**

From reviewing demographic and economic information presented, there are certain trends that become apparent. Since 1970, Chetek has experienced steady yet moderate population growth. However, being further removed from adjacency to

Minnesota, it is clear that the influence of the Minneapolis/St. Paul metropolitan area is not as great as in Polk and St. Croix counties.

Since 1960, the distribution of the population between urban and rural dwellers in Barron County has remained quite constant. However, amongst the rural population, there has been a transformation from a largely farm population to a rural non-farm population. Significant rural development can be expected to continue, and the possibility of a shift occurring in the urban/rural mix with an increasing percentage of the County's inhabitants living in the rural areas. This trend means greater numbers of town residents who "consume" City services such as library services, yet do not always pay the full cost of those services.

It is clear that the national trend of an aging population is reflected in Chetek. Indeed, large numbers of people will be achieving retirement age over the next twenty years. These changes will lead to higher demand for services targeted towards seniors, including parks and rec, senior center, as well as an increase in emergency services and housing. Because of the City's assets, many residents wish to spend their retirement years in Chetek. Barron County residents have become more educated over the past several decades. Without adequate employment opportunities, this can lead to the loss of increasingly well-qualified individuals moving to other areas offering those opportunities. However, Barron County has apparently somewhat stemmed the tide of potential "brain drain" as in-migration rates appear high, local employment is fairly strong, and more jobs can be easily accessed by increasing mobility. Indeed, employment growth indicators and commuting patterns show that to be likely.

The previously analyzed trends, in total, reveal that Chetek, as well as the County as a whole, will continue to be relatively vigorous.

### **3.0 Housing**

Quality housing is an essential component to healthy and vibrant communities, and striving to provide safe and cost-effective housing is an important community development goal. An analysis of housing conditions will help the City gain a better understanding of the changes that have occurred over the past 20-25 years. It will also provide insight into future changes that can be anticipated. This information will create a foundation from which decisions regarding future housing development can be based.

#### **3.1 Key Issues**

Table 3-1 provides the historic and current count of housing units in the City and Barron County from 1990 to 2015. Complete data for all units of government in the County are contained in the Existing Conditions Report.

Key findings include:

- Between 2000 and 2015, 2,691 housing units were added Countywide, and 83 units added from 2000 to 2015 in the City of Chetek.
- In 2015, the City of Chetek’s vacancy rate was 12%, which is a sharp increase from the rates seen in 1990 or 2000 (6% and 5.4% respectively). This high rate may exert a pressure on home prices (downwards), as can be seen in actual costs.

**Table 3-1  
Housing Units - 1990 to 2015**

Municipality	1990	2000	2015	Percent Change	
				1990-2000	2000-2015
Chetek	991	1,052	1,135	6.2%	7.8%
Barron County	19,365	20,969	23,660	8.3%	12.8%

*Seasonal Units*

Seasonal units are units used or intended for use only in certain seasons or for weekend or occasional use throughout the year, and they typically demand less of public services than housing units that are occupied throughout the year. Included in the seasonal unit calculations are units used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units may also include quarters used for seasonal workers such as loggers. While the City of Chetek has a smaller than County average in seasonal units, the Town of Chetek has a very high percentage. The individuals and households that use these units have an impact on needs for transportation and tourism-related commercial.

Historically, the number of seasonal units in the County decreased significantly over recent decades. This is a trend that is being seen throughout northern Wisconsin wherein seasonal homes are being converted to year-round residences in high-amenity areas. Realtors, local officials, and residents have indicated that several things are happening to explain the decreasing number of seasonal units:

- Seasonal units are being purchased by higher income households seeking to live on lake property. The units are then being converted into permanent single family homes. Lakeside seasonal units are also being purchased, torn down, and replaced by permanent single-family homes.
- Higher income households are purchasing seasonal units as future retirement homes. As these households retire, more seasonal housing is becoming permanent single-family homes.
- Fewer traditional “cabins” used only for weekend recreation are present. More units that were previously seasonal are now being used year-round.

**Table 3-2**  
**Housing Characteristics - 1990 to 2015**

<b>City of Chetek</b>	<b>1990</b>	<b>2000</b>	<b>2015</b>
Total Housing Units	991	1,052	1,135
Total Vacant	60	57	140
Total Occupied	836	939	995
Owner Occupied	541	613	601
Renter Occupied	295	326	394
Single-Family Units	761	799	813
Multi-Family Units	160	207	271
Mobile Homes	70	59	51

This explanation is verified by an increasing permanent population base showing up in those areas that have traditionally had a large number of seasonal homes. These areas also have higher median housing values.

The number of seasonal homes in Chetek decreased from 95 in 1990 to 56 in 2000, and increased to 84 in 2010. Based upon these trends, we expect to see a further increase in numbers of seasonal homes, both in the City and in the County as a whole.

There are over 30 resorts in the Chetek area. As development pressure increases, there will be increasing demand for conversion of these resorts to other types of residential units for permanent occupancy.

*Occupancy and Structural Characteristics*

Housing occupancy is a measure of determining whether the housing supply is adequate to meet demand. A stable housing market is one where the availability of new and existing housing units roughly matches the needs of the population. According to the U.S. Department of Housing and Urban Development (HUD), an overall housing vacancy rate of 3% is considered to be optimal. Vacancy rates under the 3% standard may imply a tight housing market where demand exceeds supply causing housing prices to rise. Conversely, a vacancy rate greater than 3% may imply an over-supply of housing units causing stagnation in housing prices.

These decreasing vacancy rates may signify that it is becoming more difficult for households to locate appropriate housing in the County. In other words, people seeking housing in aggregate have fewer choices, and the housing market is slowly swinging towards more of a sellers' market. The majority of housing units in Chetek are owner-occupied. In 2015, 601(60%) occupied housing units were identified as owner-occupied. In 2015, 394 (40%) occupied housing units were identified as rental units. There has been an increase in renter-occupied units due in large part to the number of rental units constructed in the previous two decades.

Table 3-3 displays the number of units per structure for the City of Chetek and Barron County as a whole for 2015. The majority of the housing units in the City (68%) are 1-unit detached structures, commonly referred to as single-family homes. Detached housing units are one-unit structures detached from any other house, with open space on four sides. Structures are considered detached even if they have an attached garage or contain a business unit. Attached housing units are one-unit structures that have one or more walls extending from ground to roof departing them from adjoining structures.

**Table 3-3**  
**Units in Structure – 2014**  
Total Number and Percentage of Total

<b>Municipality</b>	<b>1-Unit Detached</b>	<b>1-Unit Attached</b>	<b>2 Units</b>	<b>3-4 Units</b>	<b>5 or more Units</b>
Chetek	772 (68%)	41 (3.6%)	70 (6.2%)	89 (7.8%)	163 (14.4%)
Barron County	18,309 (77.4%)	520 (2.2%)	863 (3.6%)	836 (3.5%)	3,132 (13.3%)

Source: U.S. Census

*Age Characteristics*

The age of the housing stock is an important element to be analyzed when preparing for the future. If there is a significant amount of older housing units within the housing supply, they will most likely need to be replaced, rehabilitated, or abandoned for new development within the planning period. Allowing for a new housing supply also requires planning regarding infrastructure, land availability, community utilities, transportation routes, and a variety of other public services to address community needs which are affected by new development. As a percentage, the City of Chetek’s housing structures are older than Barron County as a whole. Additionally, as evidenced in Table 3-4, only 5.3% of the housing structures in the City of Chetek were built after the year 2000, compared to 14.9% of Barron County’s housing structures during that same time period.

Table 3-4 depicts age of the structures built in the City of Chetek and Barron County.

**Table 3-4**  
**Year Structure Built- 2014**  
Total Number and Percentage of Total

<b>Municipality</b>	<b>2010 or later</b>	<b>2000 to 2010</b>	<b>1999 to 1990</b>	<b>1989 to 1980</b>	<b>1979 to 1970</b>	<b>1969 to 1960</b>	<b>1959 or earlier</b>
Chetek	3 (0%)	60 (5.3%)	155 (13.7%)	145 (12.8%)	231 (20.4%)	61 (5.4%)	483 (42.5%)
Barron County	153 (0.6%)	3,390 (14.3%)	3,512 (14.8%)	2,545 (10.8%)	3,981 (16.8%)	1,542 (6.5%)	8,537 (36.1%)

Source: U.S. Census

### *Housing Value Characteristics*

Providing affordable housing which meets the needs of current and future City residents is an important element in planning for the future. A lack of quality, affordable housing has impacts on population migration patterns, economic development, and the County tax base.

Table 3-5 provides housing values of specified owner-occupied units for 2015. A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. The U.S. Bureau of the Census determines value by the respondents' estimate of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. The figures presented may differ from assessed housing value as calculated by the City Assessor.

**Table 3-5  
Housing Value of Specified Owner Occupied Units – 2015**

	<b>Less than \$50,000</b>	<b>\$50,000-\$99,999</b>	<b>\$100,000-\$199,999</b>	<b>\$200,000-\$299,999</b>	<b>\$300,000-\$399,999</b>	<b>\$400,000-\$499,999</b>	<b>\$500,000 or more</b>	<b>Median Value</b>
<b>Chetek</b>	14%	25%	49%	11%	1%	1%	1%	\$112,200
<b>Barron County</b>	10%	22%	42%	16%	5%	3%	1%	\$135,000

Source: U.S. Census

The median value of homes in Chetek (\$112,200) is lower than County average (\$135,600) and the State average (\$165,900). Nearby areas with median housing values that exceed the state median include the Towns of Almena (\$170,800) and Maple Plain (\$196,200). It should be noted that many of the areas that have higher median housing values are areas with a high percentage of seasonal or lakeside homes.

### *Housing Affordability*

The U.S. Department of Housing and Urban Development (HUD), defines affordable housing as that housing which does not cost a household more than 30% of their monthly or annual 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% of their household income.

As shown in Table 3-6, a majority (69%) of owner-occupied households in the City pay less than 30% of their household income towards housing costs. A much higher percentage of rental housing are experiencing housing cost burdens. As shown in Table 3-7, 38% of rental households are paying 30% or more of their monthly income for housing costs.

**Table 3-6  
Owner Occupied Housing Costs as a Percentage of Household Income- 2015**

	<b>Less than 20%</b>	<b>20.0- 24.9%</b>	<b>25.0- 29.9%</b>	<b>30.0- 34.9%</b>	<b>35.0% or more</b>
<b>Chetek</b>	43%	13%	13%	4%	27%
<b>Barron County</b>	58%	14%	10%	7%	11%

Source: U.S. Census

**Table 3-7  
Renter Occupied Housing Costs as a Percentage of Household Income – 2015**

	<b>Less than 20%</b>	<b>20.0- 24.9%</b>	<b>25.0- 29.9%</b>	<b>30.0- 34.9%</b>	<b>35.0% or more</b>
<b>Chetek</b>	18%	22%	22%	12%	26%
<b>Barron County</b>	28%	15%	13%	9%	35%

Source: U.S. Census

*Housing Unit and Household Projections*

Based on population and housing growth trends, we estimate that Chetek will have roughly 1,200 housing units by the year 2025. This is an increase of 65 housing units, or 5.7%, from the 2015. This growth may be impacted by several factors, including limited growth areas and the large number of structures built prior to 1959.

- In 2015, homes in the City had an average median value of \$112,200; almost \$24,000 lower than the County average.
- We project that the City will add approximately 65 new housing units by 2025 (to a total of 1,200 units).
- We also estimate that Barron County will have 26,660 housing units by the year 2025. This is an increase of 3,000 housing units, or 12%, from 2015.

**Table 3-8  
Household Projections - 2010 to 2035 – Chetek and Barron County**

	<b>Census</b>	<b>Projections</b>					<b>% Change</b>
	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2010-2035</b>
<b>Chetek</b>	951	992	1,031	1,072	1,099	1,105	16.19%
<b>Barron County</b>	19,173	19,958	20,751	21,604	22,282	22,496	17.33%

Source: Wisconsin Department of Administration, Demographic Center

**3.2 Summary and Conclusions**

- While the City’s population increased by 3.8% between 2000 and 2015, the number of housing units increased by 7.8%.
- Over half of all housing units were built before 1960.
- The City is projected to add 113 housing units in the next 20 years; Barron County, as a whole, is projected to grow at a slightly higher rate.

- Housing costs in the City are lower than that for the County as a whole.

### 3.3 Goals, Objectives and Policies

- A. Goal.** Increase the amount of affordable single family housing.
1. *Objective.* Work with adjoining towns in developing new residential subdivisions.
  2. *Objective.* Work with Barron County and West Central Wisconsin Regional Planning Commission in the implementation of State Programs to assist homeowners.
- B. Goal.** Promote a range of housing choices for residents of the City, meeting the needs of all income levels and of all ages, groups, and persons with special needs.
1. *Objective.* Continue to use the City's Housing Revolving Loan Fund to maintain and rehabilitate housing stock in the City.
  2. *Objective.* Evaluate the potential of using other funding sources to provide for low-income and moderate income housing in the City.
  3. *Objective.* Continue to support and require maintenance of all types of housing through code enforcement by the building inspector.
  4. *Objective.* Continue to promote the availability of land for the development of low-income and moderate income housing in the City and surrounding area.

### 4.0 Transportation

The City of Chetek's transportation system is typical for smaller rural communities in Wisconsin. Largely focused on vehicular modes (cars and trucks), there is little in the way of dedicated pedestrian, bicycle, or transit facilities. The City does have limited rail potential and an active airport. A long proposed additional USH 53 interchange could have significant impact on the City of Chetek, both in a transportation impact, but also in other areas.

There is one principal arterial in the City of Chetek, and that is USH 53. There are several major collectors in the City including CTH D, County I, CTH M and CTH SS. The City of Chetek developed on both sides of CTH SS (locally known as 2nd Street), which serves as its main street. Many area shops and retailers are located on CTH SS with frontage and access to the facility.

As part of a 2002 transportation study, the City identified as a top issue the amount of traffic, particularly trucks that travel on CTH SS through the downtown on their way to and from industrial businesses. The City's industrial park is located on the north side of the City, and the nearest interchange providing access to USH 53 is on the south side. This traffic conflicts with pedestrian traffic (residents and tourists) in the community. The City and Barron County have worked with

WisDOT to fund, design, and construct a new USH 53 interchange at CTH D. The interchange would provide industrial park traffic and emergency vehicles a direct route to USH 53 and obviate the need to travel on CTH SS through the downtown. Due to cost of construction and limited resources, it is unlikely this will be built over the next decade.

#### **4.1 Background Data/Existing Conditions**

##### *Highways*

Roads can be generally classified into three categories known as arterials, collectors, and local roads. A road's classification is determined by the type of service it provides. Typically, arterials provide the least amount of access and highest level of mobility, while local streets provide the most access and lowest level of mobility. Collector roads provide a combination of access and mobility.

##### *Water Transportation*

There is currently no available commercial water transportation in the City of Chetek. The nearest commercial port is in the City of Superior, WI, approximately 120 miles to the north. Recreational boating occurs on Lake Chetek and surrounding waters, more completely described in the Natural Resources Chapter.

In Chetek, USH 53 is classified as a Backbone Route in the Wisconsin Department of Transportation (WisDOT) *Corridors 2020 Plan*. The Backbone System, including USH 53, is a system of multi-lane highways, such as the interstate system, which serve longer, inter-regional trips within the state and between Wisconsin and the nation.

##### *Transit*

There is no currently offered transit service in the City of Chetek.

##### *Bicycles*

In 2011, the City formally adopted a marked bike route. Additionally, there are a number of local and county roads and paths that are suitable for biking.

##### *Pedestrian Facilities*

In Chetek, the downtown is bisected by CTH SS/2nd Street. Shopping and housing is located on both sides of the highway, and during the summer, tourists are present in large numbers. Cumberland is similar to Chetek in that USH 53 bisects the City and tourists are prevalent in the summer. In both instances, safe facilities for crossing the respective highways are important. There are no state or regional trails in the City of Chetek.

##### *Railroads*

Rail service is an important component of the local economic market. Many industries prefer to have direct access to rail service. Rail service in Barron County is provided by two main railroads, Union Pacific and Canadian National. The Union

Pacific line parallels USH 53 and runs from Chetek south where it connects with an east-west rail line near Eau Claire. Progressive Rail operates on this line. Canadian National has rights to operate a north-south line between Chetek and Rice Lake, and an east-west line that parallels USH 8 between Barron and Ladysmith in Rusk County. The two east-west and north-south lines intersect in Cameron. Both rail lines can be classified as minor branches that service local industry. By keeping the rail line in service, future economic development opportunities will not be precluded. Additionally, operation of this short line may also enhance the service and viability of the north/south line operated by Union Pacific, thus enhancing the overall viability of rail service in Barron County.

#### *Air Transportation*

The Chetek airport is a Basic Utility-B (BU-B) airport because of the ability to serve slightly larger aircraft than a BU-A facility. These airports normally have a runway length similar to BU-A facilities, but they are designed to accommodate aircraft of less than 12,500 pounds gross weight with approach speeds of less than 121 knots and wing spans of less than 49 feet.

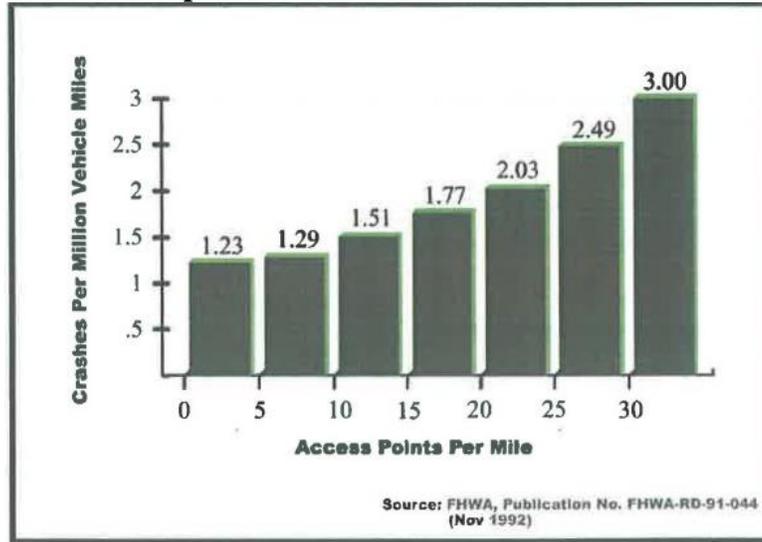
WisDOT's Five-Year Airport Improvement Program documents airport improvement projects scheduled to be completed between 2016 and 2021. There are two projects planned for the Chetek airport, the first being a land acquisition project for future hangar development, the second a wildlife site visit.

## **4.2 Assessment of Future Needs**

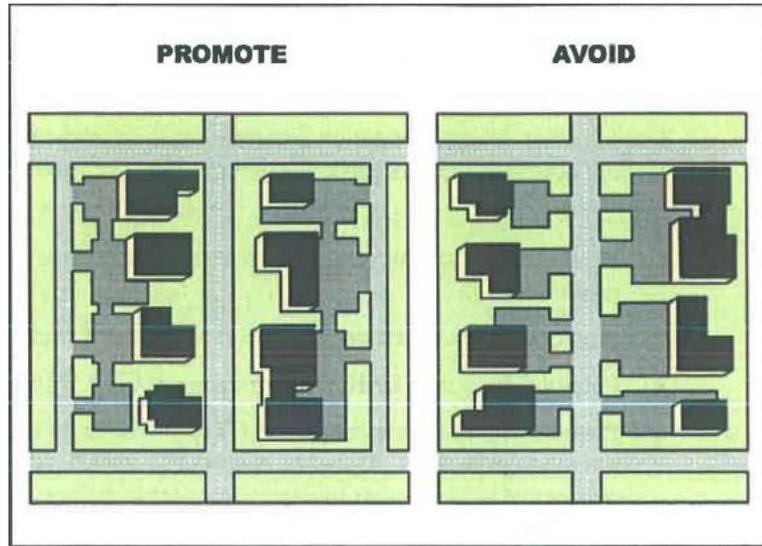
Overall, Chetek's transportation system is well-developed and maintained serving automobile users particularly well. However, there are several issues, including:

- Lack of sufficient dedicated bicycle and pedestrian facilities is a concern for City residents;
- Impact of truck traffic on CTH SS through the downtown; and
- Presentation of access control on CTH D will be an issue should a new interchange be built. As can be seen in Figure 4-1, accidents increase as number of access points increase. In order to reduce access points, the City should evaluate methods of minimizing direct access on CTH D through the subdivision platting process, as seen in Figures 4-2 and 4-3.

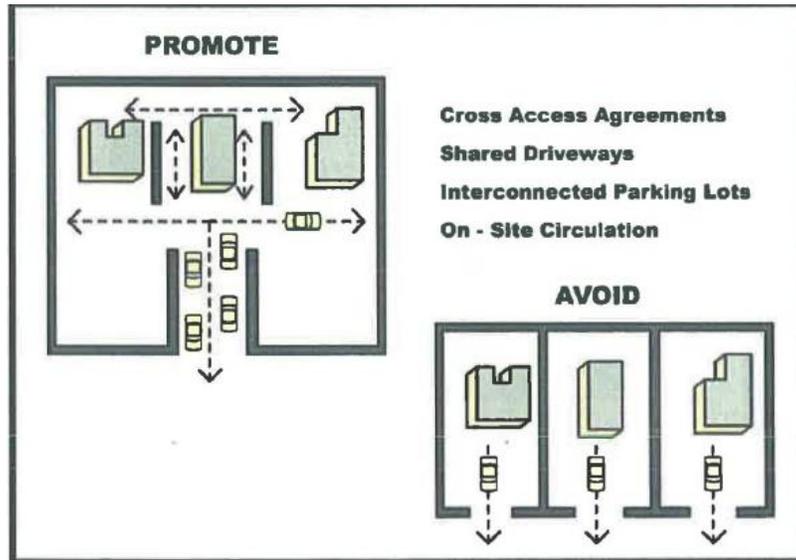
**Figure 4-1**  
**Relationship between Access Points and Crash Rates**



**Figure 4-2**  
**Minimize Direct Access**



**Figure 4-3  
Link Adjacent Land Uses**



- Street lighting could be improved through the downtown.
- Need to coordinate the transportation study with snowmobile/ATV routes.
- Need better signage for cars and pedestrians for way-finding, traffic control, and a focus on tourism.

**4.3 Goals, Objectives and Policies**

Goals, objectives, and policies help frame the vision of the Comprehensive Plan.

- A. **Goal.** Improve pedestrian and bicyclist safety in the downtown area.
  - 1. **Objective.** Improve biking safety.  
**Policy** Develop a new bike safety program.
  - 2. **Objective.** Improve pedestrian safety.  
**Policy** Construct further handicapped accessible sidewalk improvements as part of roadway reconstruction projects.
  - 3. **Objective.** Decrease pedestrian/motorized vehicle interactions.  
**Policy** Evaluate signage improvements for traffic.
- B. **Goal.** Improve access to main industrial areas in the City.
  - 1. **Objective.** Work towards construction of a new interchange at USH 53 and CTH D.  
**Policy.** Work with local legislators and WisDOT to arrange funding and construction.
  - 2. **Objective.** As an alternative, work to construct a bypass of CTH SS for truck traffic.

- C. **Goal.** Preserve future transportation corridors.
  - 1. **Objective.** Limit access to CTH D so as to preserve any corridor to a new interchange located on CTH D and USH 53.
    - Policy.** Use the subdivision code to limit access points and require shared access.
    - Policy.** Use Official Mapping Policy to designate and preserve future highway corridors.

## 5.0 Utilities and Community Facilities

The City of Chetek provides a full range of utilities and community facilities, including police, fire, ambulance, water, wastewater, airport, library, senior center, and parks. In addition, there are a number of private provisions of utilities and community facilities, including gas and electric, and medical. In general, infrastructure in the City is in good shape. Major concerns include impact of a new interchange and storm water management. The goals, policies, and objectives aimed at providing adequate facilities and services for current and future residents and businesses are very important to this element of the Comprehensive Plan. This plan element will take an inventory of existing community facilities and services, identify current needs of residents, and study the need for community facilities and utilities improvements or new facilities over the next 20 years.

### 5.1 Existing Conditions - Inventory of Utilities and Community Facilities

#### *City Facilities*

City Hall is located at 220 Stout Street, immediately off of CTH SS/2nd Street. The building is handicapped accessible, and provides office space for the City Clerk and staff, as well as the mayor. City Council meetings are held in the large meeting room. The Community Center is located at 711 1st Street. The Center provides for a variety of functions within the community, including senior and youth activities. The Public Works Building is fairly recently constructed. The facility is designed to provide support for the Public Works Department and the Building Inspector.

#### *Wastewater Treatment*

Wastewater is treated in Chetek by a municipal wastewater system. The treatment system was constructed in 1985 and updated in 1998. The design flow of the facility is 385,000 gallons per day, and the average daily flow is 330,200 gallons per day. The system is fairly old, and the site has limited area to expand. The City has acquired and owns sufficient land nearby to build a new larger facility, should that become necessary. Planning for a new or expanded facility to offer further treatment and storage options is underway.

#### *Water Supply*

The City of Chetek provides municipal water to over 1,000 customers, including 805 residential, 142 commercial, 12 industrial, and 28 public uses. The City produces water at two facilities. Well #1 was constructed in 1935, with Well #2 constructed in 1960. Water is stored in an elevated reservoir that was built in 1982. Constructed of steel, it holds 500,000 gallons. With an average daily use of 152,100 gallons, the City has sufficient capacity for the near term future. However, in the area identified for future industrial development, there is insufficient water pressure. A second elevated reservoir will need to be constructed.

DNR has identified a number of potential contaminant sources (over 70). Because of the soil types, groundwater source aquifer, and number of potential contaminant sources, there is a significant potential for contamination of the City's wells.

#### *Storm Water Management*

Storm water, and its impacts, has become a significant issue within the City of Chetek. There are certain specific areas where there is fairly regular flooding, and there is an increasing concern about water quality and the impact that run-off has on water bodies in and adjacent to the City.

City storm water drains into two critical water resources: Lake Chetek, ranked "high" on the non-point source rankings, and the Yellow River, which is a Clean Water Act 303d listed, Outstanding and Exceptional Resource water, as well as ranked "high" on the non-point source rankings list. Storm water also drains into Prairie Lake, as well as the Chetek and Red Cedar Rivers.

In response to this issue, the City created a Storm Water Utility in 2005 to develop a funding mechanism. In the spring of 2005, the City submitted and received an Urban Nonpoint Source and Stormwater Grant for the purpose of completing a Storm Water Master Plan. The Plan will incorporate non-point source pollution analysis, hydraulic modeling, and develop standards for future development. Of particular concern is storm water on the southeast and northwest sides of the City. The Stormwater Utility is operated similarly to our Sewer Utility and Water Utility. Revenues from the Stormwater Utility are used to provide outreach and education, detection and elimination of illicit discharges, and construction of water quality treatment systems. The first Stormwater Utility charges were on the monthly utility bills starting in 2006.

#### *Solid Waste Disposal and Recycling Facilities*

The City collects solid waste and recyclables and hauls the materials to the Barron County Waste to Energy site.

#### *Telecommunications Facilities*

CTC provides telephone service in Chetek.

The quality of telecommunication services is very important to public safety, economic development, and quality of life. This plan will help guide decisions for installing and upgrading telecommunication facilities which will be needed to provide contiguous or seamless communication networks and quality services as the County's population increases.

*Electric Utilities*

Xcel Energy serves the City of Chetek.

*Natural Gas Utilities*

We Energies, a subsidiary of Wisconsin Energy Corporation, serves the City of Chetek.

*Education Facilities*

The City of Chetek is served by a wide assortment of educational facilities at the elementary, primary, secondary, Wisconsin Indianhead Technical College, and University of Wisconsin-Barron County located in Rice Lake.

Chetek-Weyerhaeuser High School was ranked as one of Wisconsin's Best High Schools by *US News and World Report* and was one of 64 Wisconsin schools awarded a Silver Medal. According to the annual report, Chetek-Weyerhaeuser High School is ranked #62 of 468 public high schools in Wisconsin, which puts Chetek-Weyerhaeuser High School in the top 14% of all high schools in Wisconsin. Nationally, Chetek-Weyerhaeuser High School ranked 2380 of 28,561 schools, putting it near the top 12 percent of schools in the United States.

Chetek-Weyerhaeuser High School



**Table 5-1  
School District Size - Barron County**

<b>State Rank</b>	<b>District</b>	<b>County</b>	<b>Enrollment</b>
205	Rice Lake Area	Barron	2,277
329	Barron Area	Barron	1,349
311	Cumberland	Barron	989
159	Chetek-Weyerhaeuser Area School District	Barron	950
164	Cameron	Barron	1,101
274	Turtle Lake	Barron	435
171	Prairie Farm	Barron	346

As can be seen, the Chetek-Weyerhaeuser Area School District has a student population (in 2015) of 950 students. This places the District in the bottom half of districts in the County.

**Table 5-2  
Chetek-Weyerhaeuser Area School District Enrollment**

<b>School</b>	<b>Grade</b>	<b>Gr. Cat.</b>	<b>Gr. Sort.</b>
High School	09	S	61
High School	10	S	74
High School	11	S	60
High School	12	S	69
<b>Total High School:</b>			264
Middle School	06	M	61
Middle School	07	M	75
Middle School	08	M	50
<b>Total Middle School:</b>			186
Roselawn El	PK	PK	3
Roselawn El	K4	P	79
Roselawn El	KG	K	63
Roselawn El	01	E	61
Roselawn El	02	E	71
Roselawn El	03	E	71
Roselawn El	04	E	68
Roselawn El	05	E	60
<b>Total Elementary School:</b>			476
<b>Total All Public Schools:</b>			926

Source: Wisconsin Department of Public Instruction

*Libraries*

The City of Chetek is served by the Calhoun Memorial Library. It is open six days per week, and provides internet access, books, magazines, newspapers, videos, books on tape, CD's, and DVD's.



Calhoun Memorial Library

As the below chart indicates, the current library is undersized according to the standards established by the Wisconsin Department of Public Instruction. With a total service population of 4,929, the suggested size for the library would be 4,683 square feet, which is approximately 2,000 square feet under the standard.

**Table 5-3  
Chetek Library Statistics**

<b>Public Library Name</b>	<b>Municipal Population</b>	<b>Additional Service Population</b>	<b>Total Service Population</b>	<b>Square Footage of Library</b>
Calhoun Memorial Library	2,226	3,928	6,154	3,870

*Law Enforcement*

The City of Chetek Police Department is located on Moore Street and provides 24/7 coverage of the City.

*Fire Departments*

The Chetek Area Fire Department provides fire protection to the City of Chetek and surrounding Townships. The Department consists of 30 volunteer firefighters, serving 6,240 permanent residents, and an additional 34,000 seasonal residents. Other participating governments include the Townships of Chetek, Prairie Lake, Rusk, Sioux Creek, and Dovre. To cover the 90 square miles of territory, the Department has five fire engines, one brush truck, and one rescue vehicle. Complicating delivery of services is the chain of lakes that divides and often prevents quick access to all points.

*Ambulance and Rescue*

Ambulance service is provided by the Chetek Ambulance Service. The license level is EMT- Basic, and they provide coverage for the Chetek area.

#### *Chetek Airport*

The Chetek Airport has a terminal, public restrooms, courtesy car, aviation fuel, paved and grassed runways, and a public park area. The airport has automated runway lights for the 3,400 foot length of the paved runway. The 1,100-foot turf runway is not lit.



#### *Medical Facilities*

The City of Chetek has two clinics, one associated with Marshfield Clinic and the other associated with Mayo Clinic. They both provide service Monday through Friday.

Nearest Hospital facilities are in the City of Barron at Barron Hospital, and in Rice Lake at the Lakeview Medical Center.

#### *Senior Care Facilities*

Senior care facilities are becoming increasingly important regional assets to meet the changing needs of our aging population in a manner that permits residents to age with dignity. The City has four senior care facilities and apartments – Atrium Health & Senior Living of Chetek, Pelican Place, Evergreen Apartments, and Lone Oak Apartments.

#### *Child Care Services*

There are four licensed childcare providers in Chetek: Chetek Kids Club, Green Acres Family Childcare, Little Creations Child Care Center, and Little Steps Day Care. As identified through the planning process, there is a felt need for additional daycare space.

#### *Parks and Recreation Facilities*

The City has a variety of public park and recreational facilities. These include:

- L.E. Phillips Memorial Park and public beach - playground, volleyball, shelter, band shell, public restrooms
- Southworth Memorial Airport Park - pavilion, horseshoe pits, playground, public restrooms, grills, adjacent to public airport
- City ballpark
- Lions Memorial Park - the Chetek Dam public fishing area, picnic tables

- Gotham Park - largely undeveloped
- Main Street Park - pavilion, fountain, drinking fountain
- Long Bridge fishing area
- Public boat landing (near airport) - public restroom, bleachers, serves as Hydroflites facility

#### *Chetek Dam*

The Chetek Dam is owned by Barron County; however, maintenance is provided by the City of Chetek. The Dam maintains lake levels on Lake Chetek.



#### *Cemeteries*

The City of Chetek contains one cemetery: Lakeview Cemetery.

## **5.2 Assessment of Future Needs**

Overall, City infrastructure is in good shape. There are several areas of concern, including:

- area of low water pressure close to potential interchange and industrial development;
- maintenance of the WWTP plant is nearing the end of its design life; and
- Wellhead Protection Ordinance Adoption.

## **5.3 Goals, Objectives and Policies**

- A. **Goal.** Preserve Lake Chetek, other Chain of Lakes.
  1. **Objective.** Work with Lake Protection Committee, County.  
**Policy.** Address non-point issues - large concern, possible area to work with Towns and County.  
**Policy.** Lower phosphorus discharges.
  2. **Objective.** Provide for long-term care and improvement of the dam.  
**Policy.** Coordinate with others - County, Lake Protection District, Town.  
**Policy.** Develop funding for operations and maintenance.

- B. **Goal.** Improve City parks.
  - 1. *Objective.* Develop Gotham Park - possibly as an event park like the City Beach.
    - Policy.* Coordinate with adjacent homeowners.
    - Policy.* Possibly improve City Park Drive for vehicle access.
    - Policy.* Deal with parking issues.
    - Policy.* Address water run-off issues.
  - 2. *Objective.* Develop Parks and Recreation Plan for development of park.
    - Policy.* Approve funding for Parks and Recreation Plan.
    - Policy.* Work with other groups to develop funding for park.
- C. **Goal.** Increase lake access.
- D. **Goal.** Develop more equitable funding of the maintenance and operation of the Chetek Dam.
  - 1. *Objective.* Work with other units of government to fund the maintenance and operation of the dam.
    - Policy.* Approach the County, Towns, and Lake Association to discuss findings.
    - Policy.* Achieve equitable funding by 2030.
- E. **Goal.** Adopt Wellhead Protection ordinance.
- F. **Goal.** Extension of sewer and water to the north side of the City beyond the Long Bridge.
- G. **Goal.** Begin planning for a second water reservoir and system improvements to serve future industrial growth.
- H. **Goal.** Continue planning for new WWTP.

## 6.0 Agricultural, Natural, and Cultural Resources

Agriculture is the predominant use of the land in Barron County. There are 309,750 agricultural acres in Barron County, or about 55% of the total land acreage.

Natural resources, particularly water resources, play a key role in the City. The Chain of Lakes provides significant recreational opportunities, as well as significant economic impact, because of tourism. Cultural resources are less significant as there are few known resources in or close to the City.

### 6.1 Existing Conditions

Agriculture in the City of Chetek is important because of the jobs generated by agriculture businesses. UW-Extension estimates that agriculture accounts for 25.9% of all income received by Barron County residents and 28.6% of the jobs in Barron County. UW-Extension estimates that agriculture accounts for 9,076 jobs, or 30 percent of Barron County’s workforce. In total, agriculture generates \$2.0 billion in economic activity in Barron County. The top commodities are milk (\$92M in sales), poultry and eggs (\$124.1M in sales), grains (\$81.7M in sales), cattle and calves (\$25.8M in sales), and vegetables (\$12.4M in sales).

*Local Agricultural Industry Trends*

Although not as dominant an industry as some surrounding counties, agriculture is an important element of the social and economic characteristics of Barron County. Changes in agriculture, due to socio-economic conditions and the development pressures to convert agricultural land to other uses, can have profound impacts in Barron County and surrounding communities. Several indicators point to these changes.

In 2012, there were 1,322 total farms in Barron County; this is a 19.76% decrease (or 325 farms) since 2002. As shown in Table 6-1 below, in 2012, approximately 91% of the farms in Barron County were individual or family farms.

**Table 6-1  
Number of Farms by Farm Ownership - 1987 to 2012**

<b>Ownership</b>	<b>1987</b>	<b>1997</b>	<b>2002</b>	<b>2012</b>
Individual/Family Farms	1,501	1,246	1,514	1,207
Partnership	113	70	67	49
Corporation/Family	42	62	63	56
Corporation/Other	2	4	0	2
Other (Coop, Trust, etc.)	1	2	3	8

Source: Wisconsin Blue Book

In 2012, dairy farms were the most common type of farm in Barron County, with 647 dairy farms comprising nearly 49% of the total farms. However, the number of dairy farms has decreased dramatically over the past two decades. In 1982, Barron County was home to 1,183 dairy farms (64% of the total farms), which was 536 more dairy farms than existed in 1997. This is a 45% decrease in the number of dairy farms in Barron County between 1982 and 1997.

Hay production was the most common crop in 1997, with 1,106 farms producing hay on over 100,000 acres. Corn production, for grain and silage, represents the next common use of these agricultural lands, with approximately 19,000 acres being used for seed and grain production, and an additional 7,000 acres for silage.

*Topography*

The topography of the Chetek area is moderately rolling. Surface features have been formed or modified by two distinct periods of glaciation. Pitted glacial outwash covers portions of the county resulting in many lakes, wetlands, and areas of uneven topography. The Chain of Lakes dominates not only the City of Chetek, but the surrounding towns.

#### *Bedrock Geology*

Barron County is underlain by nearly all Cambrian sediments which overlie 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.

Both of the sandstone and dolomite types of bedrock are porous and have the ability to serve as good natural groundwater aquifers depending on their thickness, degree of fracture, overlying soil characteristics, and proximity to the land surface. However, these types of bedrock are also susceptible to contamination in areas where this fractured rock occurs at or near the land surface, especially where there is little or no soil to attenuate groundwater contaminants.

#### *Surface Geology*

The surface geology of Barron County is primarily the result of glacial deposition over bedrock. The modern landscape was most strongly influenced by the glaciers that invaded the County from about 25,000 to 15,000 years ago and by a glacier that moved into the County from the west about 12,000 years ago. Since the last period of glacial activity, the landscape has been further sculpted by naturally occurring and man-induced erosion and drainage activity.

#### *Soils*

Soils of Barron County were formed principally from thin loess, wind-carried soil material, and glacial drift, except in the southern most portion of the County. Here soils have formed on bedrock of sandstone, siltstone, and shale. Soils in Chetek come from two primary classifications - the Hayriver-Arland Association and the Chetek-Rosholt-Menahga Association.

#### Hayriver Arland Association

Moderately deep, gently sloping to very steep, well drained, loamy and silty soils on uplands underlain by sandstone.

#### Chetek-Rosholt-Menahga Association

Very deep, nearly level to steep, well drained to excessively drained, loamy and sandy soils on collapsed and uncollapsed outwash plains.

Based on the Barron County Soil Survey and the National Resource Conservation Service's (formerly Soil Conservation Service) most recent interpretation of soil limitations, nearly all land area in Barron County (99.6%) has severe limitations

for septic tank absorption fields, with the remaining 0.4% having slight or moderate limitations. Severe limitations can require special design, significant increases in construction costs, increased maintenance, or be unsuited for the installation of private sanitary systems.

#### *Mineral Resources*

There are no metallic mining operations in Barron County. Barron County does have 21 permitted non-metallic mining sites under Chapter NR 135 of the Wisconsin Administrative Code. There are no operating sites within the City.

## **6.2 Watersheds and Surface Waters**

Chetek is split between two watersheds - the Lake Chetek watershed and the Yellow River Watershed. As identified during the SWOT analysis, water resources are a key issue for City residents.

#### *Water Quality*

The 2001 Barron County Land-Use Plan analyzed surface water contamination risks by watershed. In general, the water quality in the Lower Chippewa River and St. Croix River Basins is good. The following is a summary of these findings as it applies to the City:

- The Lake Chetek watershed should be considered a high priority for selection for a priority watershed project. The Chetek Chain of Lakes comprises 82% of the total lake area of the watershed and improvement, and protection of water quality of the Chetek Chain of Lakes should be the number one priority of the watershed.
- The Yellow River watershed contains high quality, warm water fishery streams as well as 39 miles of trout streams. The main priority of the Yellow River watershed is to reduce the phosphorus loading, mainly from upland agricultural fields.

The City has implemented a storm water utility to provide funding for water quality improvements and is in the process of completing a storm water master plan to further improve the water quality of waters in and adjacent to the City.

#### *Impaired Waters*

There are no impaired waters in proximity to the City.

#### *Outstanding and Exceptional Resource Waters*

Through its Wisconsin's Outstanding and Exceptional Resource Waters Program, the Wisconsin Department of Natural Resources is working to maintain the water quality in Wisconsin's cleanest waters. These waters have been classified into outstanding and exceptional waters. An outstanding resource water is defined as a lake or stream which has excellent water quality, high recreational and aesthetic

value, high quality fishing, and is free from point source or non-point source pollution. An exceptional resource water is defined as a stream which exhibits the same high quality resource values as outstanding waters, but which may be impacted by point source pollution or have the potential for future discharge from a small sewer community.

The Yellow River has been classified as an outstanding water resource.

#### *Point Source Discharges*

The City WWTP discharges into the Chetek River.

#### *Groundwater*

Groundwater flows in Chetek generally from the north/northwest to the southeast toward the Chetek River. The DNR believes that the sandstone aquifer that supplies the City's well does not have a clay or other impermeable soil covering. This means that the aquifer and the two City wells are more susceptible to groundwater contamination.

#### *Shorelands*

Shorelands provide valuable habitat for both aquatic and terrestrial animals and vegetation, and also act as buffers and, thus, serve to protect water quality. However, shorelands are also considered prime residential building areas because of their scenic beauty.

Recognizing this conflict, and in order to maintain the environmental, recreational, and economical quality of our water resources, the State of Wisconsin requires counties to adopt and enforce a shoreland ordinance. As required by the State, shorelands are defined as:

- all land within 1,000 feet of the ordinary high water mark of a lake, pond, or flowage; or
- all land within 300 feet of the ordinary high water mark of a river or stream or to the landward side of the floodplain, whichever is greater.

The City of Chetek has a shoreland zoning ordinance.

#### *Floodplains*

One sensitive land feature that most residents are aware of is the floodplain; the flood-prone lands adjacent to water bodies. Floodplains can be desirable development areas due to the proximity to lakes, rivers, and streams, but pose additional problems by possibly putting residents and property at risk. Development in floodplains can also affect the environmental quality of the waterway.

There are limited known floodplains in the City, other than areas directly adjacent to a water body (river or lake). Development within the floodplain is usually

assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by the Federal Emergency Management Agency (FEMA).

It is important to remember that this map is no substitute for site specific analysis. Natural and man-made changes in the landscape, and the age and accuracy of the flood insurance maps has, in some cases, limited their reliability for the identification and designation of floodplains.

#### *Wetlands*

There are a number of wetland areas within the watersheds that can affect water levels of rivers and creeks flowing through Barron County. Wetlands are defined by the State Statute as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.” Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. Wetland plants and soils have the capacity to store and filter pollutants, replenish groundwater supplies, store floodwaters, and maintain stream flows.

#### *Steep Slopes*

It is generally more desirable, both environmentally and economically, to avoid steep slopes and disrupting natural drainage-ways with construction and land development. Problems with erosion and run-off pollution can occur with development on steep slopes, and flooding and wet basements can occur with drainage-way disruptions.

There are few areas of steep slopes in the City of Chetek.

#### *Forests and Woodlands*

Woodlands are an important feature of Barron County. In fact, the forests of Barron County are the second most extensive land use and land cover in the County, after agriculture. The largest concentrations of woodlands occur in the northwest and northeast corners of the County. Other large woodland areas are scattered throughout the County.

There are limited areas in the City of Chetek classified as forests/woodlands.

#### *Grasslands and Prairie*

Much of southern Barron County was originally covered by prairie, most of which does not remain today. Prairie is the term used to describe the grassland type which predominated Wisconsin prior to Euro-American settlement. Prairies are dominated by grasses and sedges, lack trees and tall shrubs, and are home to a rich variety of plants and animals. Within the prairie designation, there are variations due to soils and climate. There are limited prairie areas in Chetek, adjacent to CTH SS and the railroad track.

#### *Wildlife, Wildlife Habitat, and Open Space*

Scattered throughout Barron County are various federal, state, and local wildlife, fishery, and 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 areas 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.

#### *Rare and Endangered Species and Natural Communities*

According to the Wisconsin Department of Natural Resources Natural History Inventory, Barron County is home to 26 animal species, 12 plant species, and 18 natural communities which can be considered rare or endangered (Wisconsin Department of Natural Resources. Natural Heritage Inventory Program. <http://www.dnr.state.wi.us/org/llamJ/er/nhi/nhiims/nlinedb.htm>. January 2004).

There are no known such communities in the City of Chetek.

### **6.3 Cultural Resources - Existing Conditions**

Chetek has many cultural resources and events including a summer long “Fish-O-Rama” and a Fourth of July “Liberty Festival.” The Calhoun Memorial Museum, located at 321 Moore Street, has an extensive collection of antiques and historical items. During the summer, the Hydroflites stage water shows on Lake Chetek through the summer.

While there are no listed historic structures in Chetek, the City does have many Indian burial mounds. It is estimated that at one time, over 120 mounds were located in the Lake Chetek area, as reported in the *Wisconsin Archeologist*. These include a number of sites that have been destroyed by development in the area, as well as those destroyed by agricultural processes.

### **6.4 Existing Agricultural, Natural, and Cultural Programs**

Numerous federal, state, regional, local, and private plans and programs exist which contribute to preservation, conservation, or management of agricultural, natural, and cultural resources in Barron County. No such list can be exhaustive. These programs are listed in the Existing Conditions Report.

#### *Other Programs*

Chetek has zoning and sub-division ordinances, official mapping, shoreland/wetland zoning, floodplain ordinances, a park plan, a Historic Preservation Program, and minimum lot sizes.

### Lake Districts and Associations

The Chetek Lakes Protection Association includes the City of Chetek, Town of Chetek, Town of Prairie Lake, and Town of Dovre. In order to qualify for State Lake Management Planning Grants, the District would have to be incorporated as a Qualified Lake Association (Sec. 281.68(1)(b), Wis. Stats.).

An option would be for the Association to become a lake district. Public Inland Lake Protection and Rehabilitation Districts (lake districts) are incorporated entities with formal structures and powers defined under Wisconsin Statute Ch. 33, subchapter IV. These powers include the right to make contracts, acquire/sell property, contract debt, taxation, maintain a water safety patrol, and do any other acts necessary to carry out a program of lake protection and rehabilitation.

## **6.5 Summary and Conclusion**

This Plan provides an important foundation and vision for City land-use planning and decisions. In addition, numerous programs at the state and county level are available to assist the City in their planning efforts and in the protection of local agricultural, natural, and cultural resources. Protection of such resources needs to be balanced with, and can be complementary to, other community goals as discussed in the Issues & Opportunities, Land Use, and Economic Development existing conditions elements.

### *Agricultural Resources Existing Conditions Summary*

- Agriculture is the predominant use of the land in the towns of Barron County.
- From 1987 to 2012, the number of farms in Barron County decreased by 21% to 1322.

### *Natural Resources - Physical Features Existing Conditions Summary*

- The topography of Barron County is moderately rolling and increasingly more rugged in the northwest, north, and extreme eastern portions of the County.
- Development should be restricted to those areas served by municipal sewer, because, based on general soil types, 99.6% of the County's land areas have severe soil limitations for septic tank absorption fields.
- The entire Chain of Lakes, in particular Lake Chetek, as well as the Red Cedar River, are significant natural resources to the community.
- The principle sources of groundwater in Barron County are the Sandstone Aquifer and the Sand and Gravel Aquifer. The Sandstone Aquifer underlies all of Barron County, while the Sand and Gravel Aquifer underlies only parts of the County.
- Approximately 92% of all the potable water used in Barron County is groundwater, 8% is surface water. The quality of groundwater in Barron County is generally good.

### *Natural Resources - Sensitive Lands Existing Conditions Summary*

- Little of the City of Chetek has steep slopes of 20% or greater, on which development should be limited or discouraged.
- Barron County is home to 26 animal species, 12 plant species, and 18 natural communities which are considered rare or endangered. Two species – the Karner Blue Butterfly and the Bald Eagle - found in Barron County have Federal protection status. There are no known locations of such species in Chetek.
- Sensitive habitats can be encroached upon or degraded by invasive species. Purple Loosestrife, Reed Canary Grass, and Eurasian Watermilfoil are three such invasive plants which have been found in Barron County.
- The City manages several parks, fishing areas, and a public beach.

*Cultural Resources Existing Conditions Summary*

- There are five places in Barron County on the National Register of Historic Places.
- A total of 258 historic places and objects in Barron County have been identified as having historic value and are on the Wisconsin Architecture and History Inventory.
- A comprehensive, up-to-date inventory of all historic places and objects in Barron County is not available.

## 6.6 Goals, Objectives and Policies

*Agricultural Goals*

- A. **Goal.** Increase the agriculturally-related businesses.  
**Policy.** Work with towns in development of agricultural TID's where appropriate

*Natural Resource Goals*

- A. **Goal.** Improve and maintain water resources.  
 B. **Goal.** Preserve Lake Chetek and the other Chain of Lakes.  
 1. **Objective.** Work with Lake Protection Committee and the County.  
**Policy.** Address non-point issues - large concern, possible area to work with Towns and County  
**Policy.** Lower phosphorus use/discharge  
**Policy.** Investigate and potentially fund phosphorus “trades” as may be advisable

*Cultural Resource Goals*

- A. **Goal.** Increase recreational opportunities in the City.  
 1. **Objective.** Increase access to Lake Chetek.  
**Policy.** Provide swimming lessons  
**Policy.** Provide lifeguards  
**Policy.** Reduce bacteria concerns  
**Policy.** Increase City funding for lessons/lifeguards

- Policy.* Evaluate potential for park facility on the lake
  - Policy.* Hydroflites - Water Ski - work with
2. *Objective.* Create new recreational opportunities.
    - Policy.* Create a skate park
    - Policy.* Identify location
    - Policy.* Provide funding
  3. *Objective* Increase youth activities.
    - Policy.* Increase organizational interest
    - Policy.* Increase senior interactions with kids - fishing, crafts
    - Policy.* Evaluate creation of a youth soccer league
- B. **Goal.** Improve recreational facilities.
1. *Objective.* Replace the tennis courts.
    - Policy.* Work with the school district
  2. *Objective.* Develop an outdoor ice rink.
    - Policy.* Find location
    - Policy.* Find funding.
    - Policy.* Locate working lights.
  3. *Objective.* Improve playground equipment.
    - Policy.* Complete a Parks and Recreation Plan.
  4. *Objective* Provide for long term care and improvement of the Dam.
    - Policy.* Coordinate with others - County, Lake Protection District, Towns.
    - Policy.* Develop funding for operations and maintenance.
- C. **Goal.** Improve City Parks.
1. *Objective.* Develop Gotham Park- possibly as an event park like the City Beach.
    - Policy.* Coordinate with adjacent homeowners.
    - Policy.* Possibly improve City Park Drive for vehicle access.
    - Policy.* Deal with parking issues.
  2. *Objective.* Develop Parks and Recreation Plan for development of park.
    - Policy.* Approve funding for Parks and Recreation Plan.
    - Policy.* Work with other groups to develop funding for park.
- D. **Goal.** Build community identity by revitalizing Main Street and enforcing design standards, should the City ever choose to adopt them.
1. *Objective.* Continue to utilize community economic development revolving loan funds to finance downtown improvements.

## 7.0 Economic Development

### 7.1 Chetek's Strength and Weaknesses

Typical site selection criteria are based on several factors. These include:

- Where is the business located now?
- Where are the businesses' customers?
- Where do the new materials come from?
- Cost of doing business (labor, taxes)
- Available transportation facilities (rail, interstate)
- Available infrastructure
- Quality of employees
- Quality of life
- Financial incentives

These common standards have several impacts on what businesses see as the good and bad parts of locating in the City of Chetek. The below chart discusses these issues:

<b>Issues</b>	<b>Positives</b>	<b>Negatives</b>
Where is the business located?	Chetek is within the borders of the Twin Cities metro area, as well as near the Chippewa Valley. Many Wisconsin start-ups are either plant expansions or spin-offs from Twin Cities businesses.	Chetek is on the fringe of the metro area.
Where are the customers?	As above, the Twin cities is a large market to serve.	The Twin Cities is close; most all other major markets are far away. Local customer base is of moderate size.
Where do the raw materials come from?	Chetek is close to agriculture and forests, both of which are high growth areas.	Agriculture and Forest products yes, but not close for other materials.
Cost of doing business	Many positives. Low wage costs, low unemployment compensation rates, low land costs, taxes for businesses lower.	Very few, if any.
Available transportation facilities	US Highway 53 is an excellent connector.	Limited rail service, access to the Cities major industrial areas is constricted by requirements that truck traffic generally be routed through the downtown.
Available infrastructure	Generally good.	Low water pressure in the area north of the existing industrial park.
Quality of employees	Strong work ethic. Good access to training.	Tight labor market.

Financial incentives	Chetek government very willing to work with business.	Limited scope of incentives especially compared to some Midwestern states.
----------------------	-------------------------------------------------------	----------------------------------------------------------------------------

Chetek has, and will continue to coordinate with regional, state, and national actions. Barron County, in conjunction with the West Central Wisconsin Regional Plan Commission, have full time staff to assist local communities.

## 7.2 Education

Excellence in Education is a significant factor in rural economic development. In a recent report by the Economic Research Service (ERS), United States Department of Agriculture, the ERS made several key findings, including:

- Rural counties with high education levels saw more rapid earnings and income growth over the past two decades than counties with lower educational levels.
- There is a positive connection between better schools and positive outcomes in terms of earnings and income growth for rural workers and rural communities.
- Minimizing out-migration is key to impacting the benefit of high education levels.
- A well educated workforce facilitates the adaption of new ways of providing goods or providing services.
- Prospective employers may view a well-educated work force as an asset when choosing among alternate locations for new establishments.
- The higher the level of educational attainment, the faster the growth rates on both per capita income and employment.

## 7.3 Labor Force and Labor Market

The majority of this data is on a County or region-wide basis. Information for communities the size of Chetek is gathered, but it is only released when aggregated on a larger level. According to the University of Wisconsin Extension Office, the Barron County labor market remains tight, with most employers having a difficult time attracting and retaining qualified workers. Most of the people participating in the labor force are between the ages of 25 and 54. About 21% of the population is 65 and older. Combining this population with those that are 24 years of age or younger (roughly 39%), almost two thirds of the population is likely not very interested in participating in the labor force.

Services such as health care, lodging, business and professional services, day care, and family services account for the fourth largest share of jobs in Barron County. Lakeview Medical Center is the County’s largest service employer, and one of the ten largest employers in the County.

Although not as dominant as an industry as some surrounding counties, agriculture is an important element of the economic profile of Barron County, which ranks

ninth among the state's 72 counties in percent of all jobs related to agriculture. The UW-Extension estimates that agriculture has a \$2 billion economic impact in Barron County.

Barron County saw steady job growth of roughly 4.4% (897 jobs) from 2013 to 2014, the second highest percentage in the state. The five-year window from 2009 through 2014 demonstrated even faster growth, at 5.6%, though that only ranked Barron 21<sup>st</sup> in terms of job growth percentages in the state. With the increased job growth came increased wages which grew by 14.9% (vs. the statewide average of 3.8%). However, as of 2014, Barron County's all industry average wage is still only 80% of the statewide level.

Manufacturing, the largest industry in the county, by employment and by total payroll, gained 190 jobs from 2013 to 2014. In fact, manufacturing employment in Barron County has risen every year since 2010, reversing a prior 10-year trend of dropping employment since 2000. Food manufacturing is top of the heap, with almost half the manufacturing jobs in the county. In fact, the Jennie-O Turkey Store is the single largest employer in Barron County. Food manufacturing added jobs, as did the other large manufacturing sub-sectors, fabricated metal products manufacturing, and machinery manufacturing.

Education and health added 617 jobs in 2014. While the education sector added a handful of jobs, the vast majority of the growth was in healthcare, ambulatory health to be specific, adding 615 jobs. This is a direct impact of Marshfield Clinic opening a new clinic and hospital in Rice Lake. In fact, healthcare wages rose by 20.3% to nearly match the statewide average. Sand mines, producing a specific grade of proppant for fracking operations in other areas, have also boosted jobs in the area. Natural resources and mining employment rose by 16% from 2011 to 2012, and another 27% in more recent 2013 data, however, it only added 8 jobs in 2014. Wages in this sector continued to rise, growing by a staggering 52.3% in 2014 to 164.3% of the statewide average in this super-sector. Sand mining has slowed throughout 2015, and, while data is inconclusive as of yet, it is clear that this sector has lost some employment as oil exploration elsewhere has slowed in response to low oil prices.

Employment across all industries is expected to grow by 10% over the ten year period, or almost 18,000 workers. This projection only forecasts levels of filled positions rather than potential demand. This further illustrates the issues associated with the aging population - while growth in the labor force is slowing, and in some counties even declining, job growth is expected to continue. So while businesses are already having difficulty filling the job openings vacated by retirees, increasing difficulty will be felt filling new openings as well. This could constrain job growth. If existing businesses already have positions that cannot be filled, businesses may not find enough employees to fill any newly created positions.

The most significant numerical growth is expected in education and health services (6,090, 18% growth rate), and professional and business services (3,911, 25% growth rate). Another fast growing super-sector of anticipated growth is the construction sector (23%).

While not measured by the Census, tourism has a significant economic impact on the City. With over 30 resorts in the Chetek area, tourism results in the employment of over 1,400 individuals, and over \$140 million in total business sales for all of Barron County.

*Employment Projections*

The Projections Unit of the Office of Economic Advisors, inside the Wisconsin Department of Workforce Development, develops both long and short-term outlooks of employment in Wisconsin's industries and occupations.

**Employment Projections**

**West Central Workforce Development Area Industry Projections, 2012-2022**  
Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix Counties

Industry	2012	Projected	Change (2012-2022)	
	Employment	2022 Employment	Employment	Percent
All Industries	179,507	197,498	17,991	10%
Natural Resources	2,217	2,082	-135	-6%
Construction	6,251	7,672	1,421	23%
Manufacturing	31,604	31,062	-542	-2%
Trade, Transportation, and Utilities	36,849	39,788	2,939	8%
Information	1,730	1,697	-33	-2%
Financial Activities	7,060	7,668	608	9%
Professional and Business Services	15,691	19,602	3,911	25%
Education and Health Services	33,232	39,322	6,090	18%
Leisure and Hospitality	18,240	20,248	2,008	11%
Other Services	4,779	5,301	522	11%
Public Administration	12,122	12,750	628	5%
Self-Employed and Unpaid Family Workers	9,732	10,306	574	6%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015.

**7.4 Summary and Conclusion**

The population of Barron County is stable, and some areas are experiencing noteworthy growth. Even with the current economic slow-down, the labor market remains tight with stable demand for skilled workers. Compared to Barron County's peers, wages are slightly low, with more opportunity for entry-level jobs than skilled or professional jobs. As employers consider expanding their workforce, they are anticipated to invest in technology to enhance efficiency. The primary industries of manufacturing, agriculture, and food production continue to generate significant economic impacts, providing opportunities for further economic clustering. The job sectors with the fastest growth and highest demand are in the service and healthcare sectors. Several of the types of jobs that are in high demand require intermediate or advanced familiarity with various technologies.

There are a variety of economic development tools that are available to municipalities including tax incentives, creative financing and loan guarantees, and business incubator industrial parks. These programs will prove more accessible as municipalities and together with other organizations and jurisdictions to collaborate

and mutually pursue economic development efforts. This collaboration will maximize the municipality's ability to catalyze additional investment.

The use of these tools should focus on existing and potential opportunities to encourage economic growth and diversification. For example, communities typically create economic opportunities by investing in various types of infrastructure to encourage business investment. The Highway 8 corridor is in the process of receiving significant enhancements, improving the vital link that Highway 8 provides between Barron County communities and activity centers throughout the region. The current Highway 8 transportation planning and engineering effort provides an opportunity to strengthen the infrastructure that serves businesses that are located along this highway. This highway project likely provides significant opportunities for other infrastructure investments, such as water, sewer, and communications enhancements. Public and private improvements along the Highway 8 corridor should be encouraged in order to generate investments in adjacent properties and communities because of the links between the businesses directly affected by Highway 8 improvements and the other Barron County establishments that they do business with.

## 7.5 Assessment of Future Needs

The City of Chetek is in a relatively strong position for economic development, compared to most rural communities in the state. Several key needs include:

- Better access to industrial areas in the City. Two options include construction of an interchange at USH 53 and CTH D, or a bypass for truck traffic.
- Water tower construction near the intersection of CTH D and USH 53 to eliminate an area of low pressure.
- Maintaining rail service to the City.
- Identification of appropriate sites for industrial purposes with rail access.
- Maintaining and increasing higher educational opportunities for area residents.
- Maintaining the strong efforts of regional economic development initiatives including Barron County Economic Development Corporation.

## 7.6 Goals, Objectives, and Policies

- A. **Goal.** Increase potential for industrial development.
1. **Objective.** Better rail service needed.  
**Policy.** Work with rail companies and businesses to maintain and increase rail usage.
  2. **Objective.** Increase amount of industrial land.  
**Policy.** Annex land.  
**Policy.** Develop new industrial park.

3. *Objective.* Develop necessary public infrastructure to support industrial development.
  - Policy.* Need to continue process of evaluating new WWTP both/either for expansion or new.
  - Policy.* Evaluate need for new tower or pressure zone in north section of the city.
  - Policy.* Evaluate locations for new land served by rail.
  
4. *Objective.* Increase skills of labor force.
  - Policy.* Identify means high school/tech/UW-Barron County schools tie in.
  
5. *Objective.* Increase coordination with other economic development agencies.
  - Policy.* Work with Barron County Economic Development Corporation.
  - Policy.* Identify funding incentives-be willing to use TIF creatively.
  - Policy.* Participate in County and regional marketing efforts.
  - Policy.* Participate in Forward Wisconsin and other marketing trips to the Twin City businesses that fall within Chetek's target clusters.
  - Policy.* Work with other Barron County communities on at least an annual basis to foster economic development.
  - Policy.* Target prospective companies in the three clusters discussed earlier (manufacturing, agriculture, and food production).
  
- B. **Goal.** Expand tourism in Chetek area.
  
- C. **Goal.** Encourage the historic character of resorts in the City of Chetek.
  1. *Objective.* The City will work with resort and land owners in zoning and subdivision issues.

## 8.0 Land-Use Element

The City of Chetek has about half of its land assessed as residential, 7% as commercial, 12% as manufacturing, 1% as agricultural, and 31% of the City is undeveloped. Chetek has a larger percentage of land in manufacturing uses compared to communities across the County. Development of a second interchange would likely increase this percentage. This element builds upon population data and trends identified in the Issues and Opportunities element and the discussion of the physical environment in the Agricultural, Natural, and Cultural Resources element.

### 8.1 Existing Land Use and Land-Use Trends

The land-use/land coverage acreage statistics were taken from the most recent assessment data collected by the Wisconsin Department of Revenue. This is the only consistent data on land-use/land coverage acreage for all communities involved in the Comprehensive Plan and also allows for trend analysis. These classifications are: residential, commercial, industrial (manufacturing), agricultural, forest, undeveloped lands (vacant), and other.

**Table 8-1**  
**Assessed Land Uses in Acres – 2008 – Barron County**

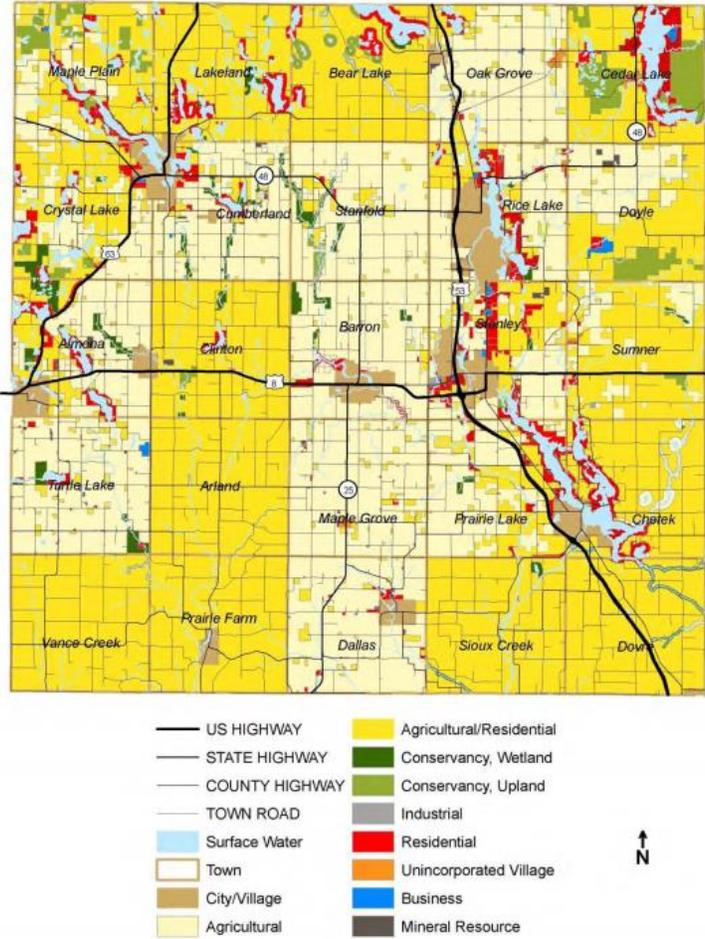
	<b>Agriculture</b>	<b>Residential</b>	<b>Commercial</b>	<b>Industrial</b>	<b>Undev.</b>	<b>Other</b>	<b>Forest</b>
<b>Towns</b>	258,133	24,595	2,681	900	59,037	4,379	167,172
<b>Villages</b>	1,595	688	173	125	654	43	451
<b>Cities</b>	781	2,248	1,151	463	312	12	271
<b>Totals:</b>	260,509	27,531	4,005	1,488	60,003	4,335	167,894

Source: 2008 Barron County Real Estate Valuation Summary

The predominant land use in the rural areas of Barron County is agriculture.

The existing land uses in Barron County and other cities and villages are depicted in Figure 8-1 and discussed in the remainder of this element.

**Figure 8-1**  
**Existing Land Use**



While Barron County is experiencing significant residential growth in its unincorporated areas, growth in the City of Chetek has been more limited.

Land-use projections are an important part of a Comprehensive Plan. They are a “best guess” of the amount of land that will be needed for future development, and are based on population and household projections, community development standards (accepted density or intensity of various land uses), and community desires. Each community will prepare their 25-year land-use projections in five-year increments for their individual community's Comprehensive Plan land-use element. These projections will be reflected in the individual communities' future land-use maps which will show the general locations of different land uses for the next 25 years. It is from these projections and the future land-use map that each community will communicate how land-use change is likely to occur, influenced by how they would like it to occur.

### *Projected Growth*

Based largely upon the impacts of development pushing from the Twin Cities metro area, we anticipate development of approximately 120 residential dwelling units, 5 acres of commercial, and 30 acres of industrial, and the loss of all agricultural land occurring over the next 20 years. Map 4 shows projected growth over that time.

#### 5 years

Over the first five years, we project 40-50 new residences, 2-3 new commercial entities, and 2 industrial start-ups. We also anticipate the conversion of the 5 acres of land assessed (but not used) as agricultural to be converted to another use in this period.

#### 10 years

Within 10 years, we project 100-110 new residences, 4-6 new commercial operations, and 4 industrial start-ups. All agricultural land will have been converted to other land uses.

#### 20 years

By 2023, we project 220 new residential units, 7-10 commercial businesses, and 6 new industries. All agricultural land will have been converted to other land uses.

## **8.2 Analysis of Opportunities for Redevelopment and Existing/Potential Land Use Conflicts**

Based upon growth projections, it is reasonable to expect growth in the City in several areas.

1. There will be a continued conversion of seasonal homes to permanent occupancy. Because of the lack of available lakeside lots, the City, as a whole, will be subject to pressure to convert seasonal homes to full-time occupancy. In addition, there will be increasing interest in sub-dividing existing lots, as well as converting campgrounds and resorts into additional permanent housing.

2. There will be in-fill development in areas currently in the City, in particular, to the north/northwest of the existing CTH SS and USH 53 interchange. This development will be largely residential in nature.
3. To the south/southeast of the City, adjacent to CTH SS, there are several large parcels of land available for future development that would be relatively easy to serve with public utilities. A key issue with this area is an old landfill located north of USH 53 and south of CTH I.
4. North along CTH D, to USH 53, will be an area of future development, in particular, if an interchange is built at this intersection. While there will be significant pressure for commercial development, there will also be interest in additional industrial development.

Should the City desire to retain land available for industrial purposes, two specific actions need to be implemented.

First, the City will need to exercise extra-territorial plat review so as to prevent development from occurring in the townships in this area. If subdivision platting and development occurs, in particular residential, the City will lose a key opportunity to allow for future industrial development. This will hurt the entire area, as the City of Chetek is the key driver for business and industry for the immediate area.

Second, for areas in the City, either now or annexed in the future, industrial zoning will need to be in place and enforced. There will be interest and demand for commercial zoning. If allowed, this will reduce the potential for industrial development and the resulting job growth and property tax base that will benefit the entire area, not just the City.

5. Across Lake Chetek, north of Pine Grove Street, and next to Sumner Avenue, is an area that, should sewer and water be extended across Lake Chetek, would result in significant residential development. There are large areas of undeveloped and under-developed land with lake access that would be very attractive for residential development.

### **8.3 Goals, Objectives, and Policies**

- A. **Goal.** Improve the downtown.
  1. *Objective.* Maintain mix of commercial and public uses.
  2. *Objective.* Continue to evaluate the use of Revolving Loan Funds in developing downtown businesses.
  3. *Objective.* Improve parking, signage, traffic control, and public facilities.

- B. **Goal.** Improve residential development.
  - 1. *Objective.* Expand residential areas in the City that are close to existing City infrastructure.
  - 2. *Objective.* Consider means for assisting adjacent townships in developing affordable single-family housing.
  
- C. **Goal.** Improve Industrial Development.
  - 1. *Objective.* Develop a second interchange with USH 53 and CTH D.
  
- D. **Goal.** Identify Areas for Industrial Development that have rail access.
  - 1. *Objective.* Encourage commercial development along CTH SS.
  - 2. *Objective.* Limit commercial development in area adjacent to new interchange.
  
- E. **Goal.** Work with Towns and the County to preserve agriculture in the County.
  
- F. **Goal.** Plan for the orderly expansion and growth of the City.
  - 1. *Objective.* Preserve future growth corridors.
  - Policy.* Implement extra-territorial plat control in all future growth areas.
  - Policy.* Implement access control on CTH D from CTH SS to extra-territorial limits.

## 9.0 Inter-governmental Cooperation

There are two significant areas of inter-governmental cooperation between the City and adjacent Towns. This includes the Chetek Area Volunteer Fire Department and the Chetek Lake Protection Association.

Other than these two areas, historically, the City has had limited interactions with the adjacent Towns.

There are a number of other significant interactions that are not formalized in operating agreements, including the City Library, for which over half of the users are non-residents.

The library has been significantly impacted by non-resident usage. While the City is compensated for Barron County residents, all construction costs are borne by City residents, even though they compose only 20% to 31% of library users.

## 9.1 Inter-governmental Meeting

For many years, the surrounding communities, including the City of Chetek and the Towns of Chetek, Dovre, Sioux Creek, and Prairie Lake, have cooperatively

worked on addressing shared key issues that related to other communities. These included:

### **City of Chetek**

- 1) Improve lake usage
  - i. Reduce bacteria and phosphorus concerns
  - ii. Improve/create park on lake (increase lake access)
  - iii. Work with Hydroflites
- 2) Consider creating trail system
- 3) Increase potential for industrial development
  - i. Rail access and reliability are key
- 4) Industrial land - need to increase amount
  - i. Develop a second interchange
- 5) Preserve Lake Chetek
  - i. Improve efforts with the Lake Protection Committee
  - ii. Address non-point issues
  - iii. Lower phosphorus use
- 6) Provide for long-term care and improvement of dam
  - i. Coordinate with Towns, Lake Protection District, County
  - ii. Develop funding opportunities for operations and management
- 7) Increase the number of families living in the area
- 8) WWTP - determine future location
- 9) Water tower - plan to serve new industrial areas

### **Town of Dovre**

- 1) Limited recreational areas on the water
- 2) Not adjacent to the City
- 3) Concerned about extra-territorial zoning/subdivision controls by the City.

### **Town of Sioux Creek**

- 1) Vision
  - i. Rural qualities
  - ii. Prime ag
  - iii. Wildlife habitat
  - iv. Dark skies (limiting exterior lighting that degrades star gazing)
  - v. Affordable single-family homes
- 2) Surface Water Quality
  - i. Lake Chetek and Red Cedar River
  - ii. Chain of Lakes
  - iii. Impact of WWTP
- 3) Annexation/extra-territorial sub-division/zoning
- 4) Interchange development
- 5) Affordable housing - higher density/smaller lots

- 6) Possible "I" corridor - with municipal sewer and water
- 7) Trails - possible snowmobile connection

**Prairie Lake**

- 1) Trails
- 2) Preserve rural landscape - character
  - i. Possibly clustering
- 3) Concerned about City expansion
- 4) Joint efforts on development

**Town of Chetek**

- 1) Trails – bike/pedestrian

Then areas of existing cooperation were identified, including the school district and the joint fire/ambulance services.

**9.2 Existing • Areas of Cooperation**

- 1) School District
- 2) Joint Fire/Ambulance Services

Finally, future areas of cooperation were identified and ranked by members voting. The number of votes received follows each area.

**9.3 Assessment of Future Needs**

Inter-governmental relations with adjacent towns will likely not progress further until Town residents decide such actions are of benefit to their community. However, as part of the inter-governmental meeting, a number of areas of joint interest were identified. They generally fell into two areas: growth and development related, and natural resource related.

**9.4 Goals, Objectives and Policies**

- A. **Goal.** Preserve Lake Chetek and the other Chain of Lakes.
  - 1. **Objective.** Work with Lake Protection Committee, County.
    - Policy.** Address non-point issues - large concern: possible area to work with Towns and County.
    - Policy.** Lower phosphorus use.
  - 2. **Objective.** Provide for long-term care and improvement of the dam.
    - Policy.** Coordinate with others - County, Lake Protection District, Town.
    - Policy.** Develop funding for operations and maintenance.

- 3. *Objective.* Increase coordination with other economic development agencies.
- Policy.* Work with Barron County Economic Development Corporation.
- Policy.* Identify funding incentives - be willing to use TIF creatively.

## 10.0 Implementation

The implementation of the Plan is the most crucial element in order for the Plan to meet the desired outcomes of the principles, goals, and policies which provide the compass to achieving the desired outcomes. The implementation program provides the blueprint for action.

### 10.1 Implementation Priorities

**Key Issue Number One - Our Kids Matter.** Key strengths include that Chetek is a safe community, it is a great place to raise kids, and we have a great school system. A perceived weakness is a lack of youth and family activities, and a related opportunity is that the City can develop recreational opportunities for kids and families.

- A. **Goal.** Increase activities in the community for youth and families.
  - 1. *Objective.* Create a skate park.
    - Policy.* Identify location.
    - Policy.* Provide funding.
  - 2. *Objective.* Improve the lake usage.
    - Policy.* Provide swimming lessons.
    - Policy.* Provide lifeguards.
    - Policy.* Reduce bacteria and phosphorus concerns.
    - Policy.* Increase City funding for lessons/lifeguards.
    - Policy.* Evaluate potential for park facility on the lake.
    - Policy.* Hydroflites - water ski- work with.
  - 3. *Objective.* Improve biking safety.
    - Policy.** Develop a new bike safety program
  - 4. *Objective.* Increase youth activities.
    - Policy.* Increase organizational interest.
    - Policy.* Increase senior actions with kids - fishing, crafts.
    - Policy.* Evaluate creation of a youth soccer league.

- B. **Goal.** Improve recreational facilities.
  - 1. *Objective.* Replace the tennis courts.  
*Policy.* Work with the school district.
  - 2. *Objective.* Develop an outdoor ice rink.  
*Policy.* Find location.  
*Policy.* Find funding.  
*Policy.* Locate working lights.
  - 3. *Objective.* Improve playground equipment.  
*Policy.* Complete a Parks and Recreation plan.

**Key Issue Number Two - Our Jobs Matter.** That Chetek is a great place to live was widely identified, but a recurring concern was the lack of good-paying job opportunities. Also, that there was the opportunity for the City to seek out new businesses, to take advantage of the new freeway access, and working with our neighbors to develop growth.

- A. **Goal.** Increase potential for industrial development.
  - 1. *Objective.* New rail service needed.  
*Policy.* Evaluate locations for new land served by rail.
  - 2. *Objective.* Increase amount of industrial land.  
*Policy.* Annex land.  
*Policy.* Develop new industrial park.  
*Policy.* Develop new interchange.
  - 3. *Objective.* Develop necessary public infrastructure to support industrial development.  
*Policy.* Need to begin process of evaluating new WWTP both/either for expansion or new.  
*Policy.* Evaluate need for new tower or pressure zone in north section of the City.
  - 4. *Objective.* Increase skills of labor force.  
*Policy.* High school/tech school tie in.
  - 5. *Objective.* Increase coordination with other economic development agencies.  
*Policy.* Work with Barron County Economic Development Corporation.  
*Policy.* Identify funding incentives - be willing to use TIF creatively.

- B. **Goal.** The City will continue to use the Transportation Plan developed in 2003/2004 as a valuable guide to future decision making.

**Key Issue Number Three - Our Natural Resources Matter.** Both a strength and threat was lake quality. Chetek and the surrounding communities are blessed by outstanding water resources. This is clearly an issue to be proud of and to work to protect.

- A. **Goal.** Preserve Lake Chetek and Chain of Lakes.
  - 1. **Objective.** Work with Lake Protection Committee, County.  
**Policy.** Address non-point issues: large concern, possible area to work with Towns and County.  
**Policy.** Lower phosphorus use.
  - 2. **Objective.** Provide for the long-term care and improvement of the dam.  
**Policy.** Coordinate with others - County, Lake Protection District, and Town.  
**Policy.** Develop funding for operations and maintenance.
- B. **Goal.** Improve City parks.
  - 1. **Objective.** Develop Gotham Park - possibly as an event park like the City Beach.  
**Policy.** Coordinate with adjacent homeowners.  
**Policy.** Possibly improve City Park Drive for vehicle access.  
**Policy.** Deal with parking issues.
  - 2. **Objective.** Develop Parks and Recreation Plan for development of park.  
**Policy.** Approve funding for Parks and Recreation Plan.  
**Policy.** Work with other groups to develop funding for park.
- C. **Goal.** Increase lake access.
- D. **Goal.** Encourage the historic character of resorts in the City of Chetek
  - 1. **Objective.** The City will work with resort and land owners in zoning and sub-division issues.

## 10.2 Plan Update Process

The City Council will direct the Plan Commission to begin the next Plan Update Process promptly so as to comply with Wisconsin Statute. The time of the next revised plan adoption shall occur no more than ten years after the adoption of this plan.

The City Council may direct the Plan Commission to update the Plan earlier than required by State Law, should, at the sole opinion of the City Council, the Council chose to.

This First Update is an update to the August 2007 Comprehensive Plan prepared for the City of Chetek by Short Elliott Hendrickson, Inc.

### **10.3 Plan Integration**

The Plan Commission is the key committee in the City to insure the integration of the plan elements as well as consistency between the elements. During the plan creation process, the Plan Commission reviewed the elements and the goals, objectives, and policies so as to insure this integration.

During implementation, the Plan Commission shall be the city entity responsible for the annual review of implementation priorities, as well as making recommendations to the City Council for changes to the Plan and other implementation options.

This implementation section groups overall goals, objectives, and policies by the three key issues identified during the planning process.

### **10.4 Mechanism to Measure Progress Towards Comprehensive Plan Implementation**

The Plan Commission, on an annual basis, will review the Comprehensive Plan goals, objectives, and policies so as to determine which have been accomplished and which have not. The Plan Commission will then make recommendations to the City Council as to the priority of implementation, including policy and ordinance changes, as well as future planning efforts.

The Plan Commission will also review, on an annual basis, the specific implementation efforts listed above so as to achieve all aspects of the Comprehensive Plan.

**Figure 10-4 City of Chetek Facilities**

