

Town of Menomonie

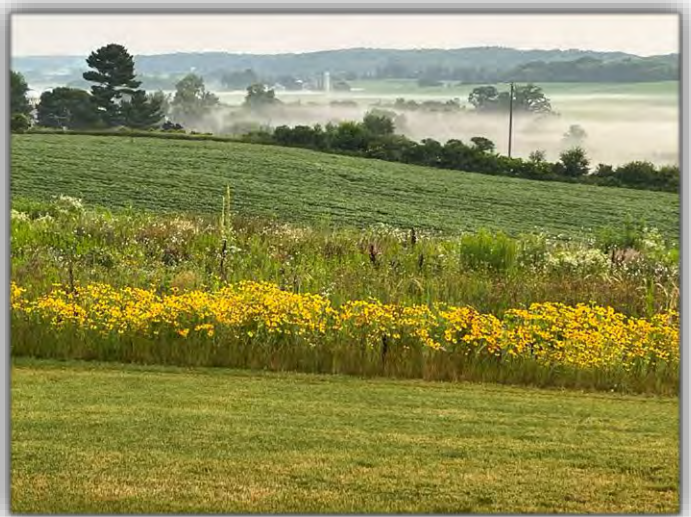
Comprehensive Plan 2026 - 2046



Prepared by:
The Town of Menomonie Plan Commission

May 13, 2026 Draft

Planning Assistance Provided by:
Cedar Corporation



Prepared Under the Direction of:

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0. Introduction

0.1 Executive Summary

The Town of Menomonie 2026-2046 Comprehensive Plan presents a wide range of tables, charts, and narrative across nine chapters. Together, these materials describe both the historical and existing conditions of the Town of Menomonie, addressing economic, demographic, land use, and related topics. In recognition of the Plan’s breadth, this Executive Summary provides a concise overview of its key themes and guiding principles.

At its core, the Plan is guided by the following goals:

- Maintain the rural character and agricultural nature of the Town.
- Preserve the natural environment and the Town’s abundant surface and groundwater resources.
- Recognize the growing need for affordable housing and support its development in areas near the City of Menomonie where higher-density housing is appropriate.
- Support economic development in areas close to the City where commercial and industrial activities are suitable.
- Acknowledge that while the Town’s overall population is expected to slowly decline, the number of households may increase as average household size continues to decrease.
- Support efforts to meet the needs of an aging population that is projected to comprise a significantly larger share of local residents.
- Build upon the strong relationships developed over many years with Dunn County, the City of Menomonie and neighboring townships to enhance intergovernmental cooperation and reduce the cost of municipal services.
- Address transportation needs and safety, including roadway design, traffic flow, and long-term planning for intersections and other infrastructure improvements.

We hope you find this Plan informative and engaging, and we welcome your comments and questions. Feedback may be submitted by email to planningcommission@tn.menomonie.wi.gov or by attending a regularly scheduled Planning Commission meeting, held on the fourth Thursday of each month at 7:00 p.m. at the Town Hall.

Finally, we extend our sincere thanks to Cedar Corporation, and especially Josh Miller, for their professional assistance in preparing this Plan, as well as to the many residents who contributed their time, input, and thoughtful feedback throughout the planning process.

Respectfully submitted,

The Town of Menomonie Planning Commission

The Town of Menomonie Planning Commission



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Kent Jackson, Town Board Chair



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0.2 Location and Geography

The Town of Menomonie is located in central Dunn County in west-central Wisconsin. The Town surrounds the City of Menomonie on three sides and functions as a transition area between the more urbanized city and the surrounding rural landscape of Dunn County. The Town lies approximately 45 miles east of the Minneapolis–St. Paul metropolitan area and approximately 25 miles west of Eau Claire, making it part of the broader Chippewa Valley region.

Major transportation corridors serving or bordering the Town include State Highway 25, State Highway 29, U.S. Highway 12, and I-94 which provide convenient regional connectivity for residents, businesses, and agricultural producers.

The Town of Menomonie encompasses a largely rural land area characterized by agricultural lands, woodland, scattered residential development, and natural resource areas. The Town borders the City of Menomonie, creating a shared boundary that influences land use, service provision, and development patterns along the Town and City interface. Adjacent towns include the Towns of Sherman, Lucas, Red Cedar, Dunn, Stanton, Tainter, and Weston, contributing to intergovernmental relationships within the county.

0.3 Wisconsin’s Comprehensive Planning Law

The Town of Menomonie’s Comprehensive Plan complies with the requirements of Wisconsin State Statute 66.1001. The Statute states that beginning January 1, 2010, if a local governmental unit enacts or amends an official mapping ordinance, subdivision ordinance, zoning ordinance, or shorelands zoning ordinance, the ordinance shall be consistent with that local governmental unit's comprehensive plan.

The Town of Menomonie adopted its first Comprehensive Plan addressing the new State Statute requirements in 2005. This plan was updated most recently in 2015.

A comprehensive plan is designed to act as a community’s main planning document that addresses the long-term growth and physical development of that community. These plans must address nine elements, each focusing on a unique sector of the community. The elements required by the Wisconsin State Statutes are:

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

- Implementation

Each element is addressed in a manner that provides fluidity and consistency with the other elements, existing local and regional plans, and local and regional objectives.

0.4 Benefits to Planning

A comprehensive plan can provide numerous benefits to a community. These include:

- Coordinating community activities
- Understanding the past and present
- Providing a roadmap to the future
- Allowing a community to be proactive rather than reactive
- Preserving local control
- Promoting economic development
- Promoting intergovernmental cooperation
- Protecting cultural, agricultural, and natural resources

The most important benefit of a comprehensive plan is that it provides information so that Town officials can make consistent decisions. It also provides a vision that residents, committees, business owners, and developers can utilize when pursuing their own projects.

0.5 Public Participation

The Comprehensive Planning Law requires public participation at every stage of planning. At a minimum, the law calls for the adoption of a public participation plan to provide for a diverse range of opportunities for the public to help shape their community, making copies of the proposed plan available for the public to review, and holding at least one public hearing prior to adopting the comprehensive plan.

Beginning in January, 2025, the Town of Menomonie held monthly meetings with the Plan Commission to review and discuss each element. Additionally, the Town held a community-wide open house in February, 2026. The open house was well attended provided additional feedback from Town residents. The Plan Commission anticipates holding a public hearing in June, 2026, with anticipated adoption the following month.

0.6 Formulating Goals, Objectives, and Recommendations

Goals, objectives, and recommendations are found at the end of each chapter. These provide guidance and direction for the growth and development of Town and can be used to evaluate the implementation of the plan. A definition of each is provided below.

Goals:

Goals are statements of desired outcomes or achievements. They are general in nature.

Objectives:

Objectives are more specific and are often measurable.

Policies:

Policies are specific actions to be taken to achieve the objectives and meet the goals.

The goals, objectives, and recommendations identify the direction and priorities the Town has identified and will implement over time.

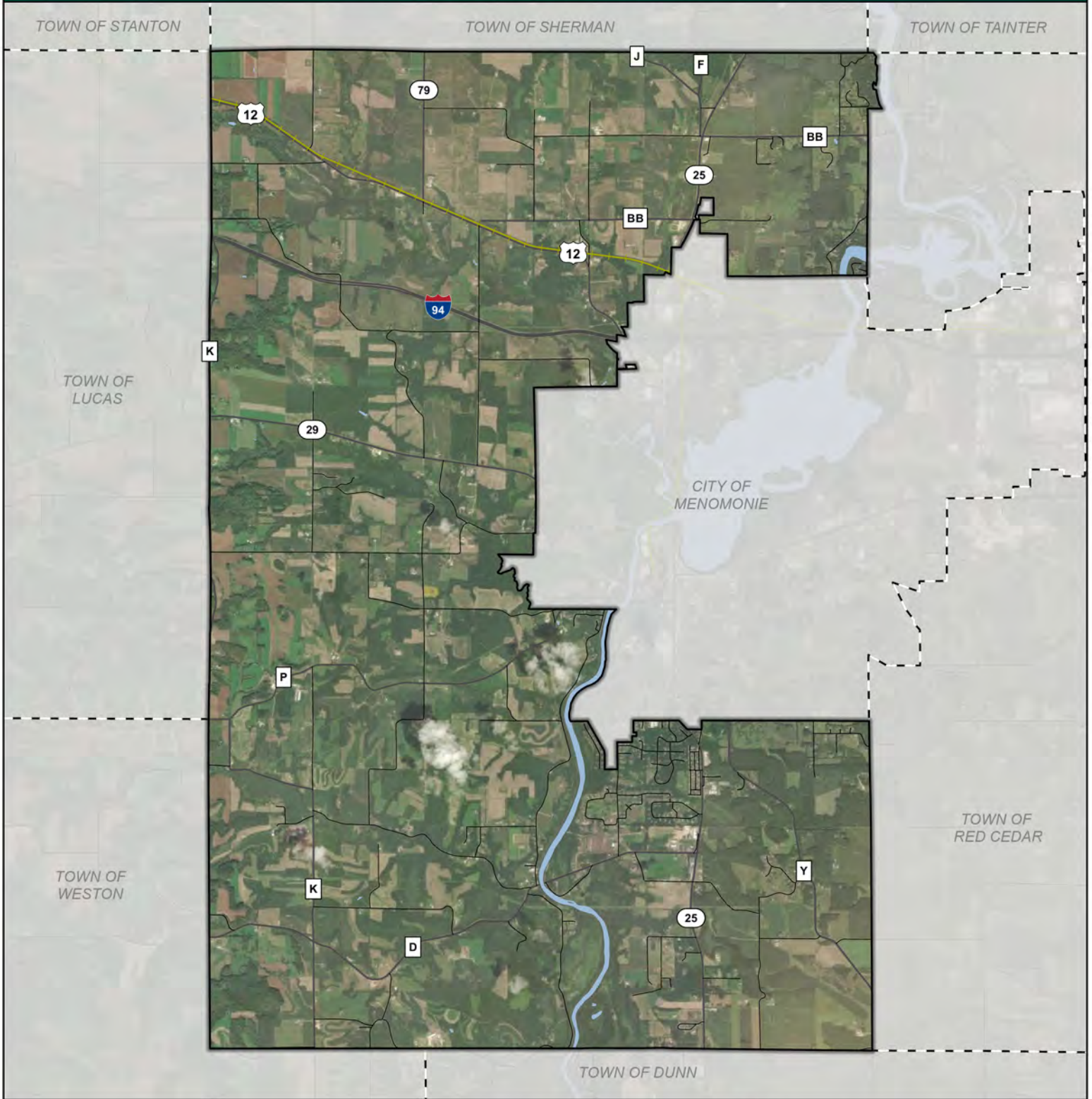
0.7 Note on Comprehensive Plan Limitations

The Comprehensive Plan is intended to act as a guide for the future growth and development of the Town of Menomonie. It should be noted that although the Comprehensive Plan covers a 20-year period, the City should review and revise the Comprehensive Plan on a periodic basis to adjust for deviations from population and other growth forecasts and unforeseen variables. At a minimum, the Comprehensive Plan should be reviewed every ten years.

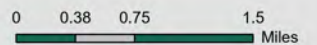
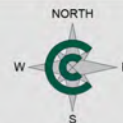
Maps and drawings found within the Comprehensive Plan are a compilation and reproduction of various sources and data. The maps are intended to be used for general reference purposes only and should not be used as a substitute for an accurate site survey. When referring to the Comprehensive Plan during the decision-making process, the intent of the Plan as a whole should be considered.

Regional Setting

Town of Menomonie, Dunn County, Wisconsin



Town of Menomonie
Dunn County, WI



This base map was created with data from Dunn County who assumes no liability for the accuracy of this data and any use or misuse of its content is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of Menomonie. Map Date: April 28, 2026.

1. Issues and Opportunities Chapter

1.1 Introduction

The purpose of this section is to present the existing population, housing, agricultural, and economic conditions that help define the Town of Menomonie. In addition, projections of future population and housing demands have been created. General trends in the agricultural community are also discussed. Understanding these factors is the first step in developing the land use plan for the Town of Menomonie.

Supporting data for the figures in this section can be found in *Appendix A*.

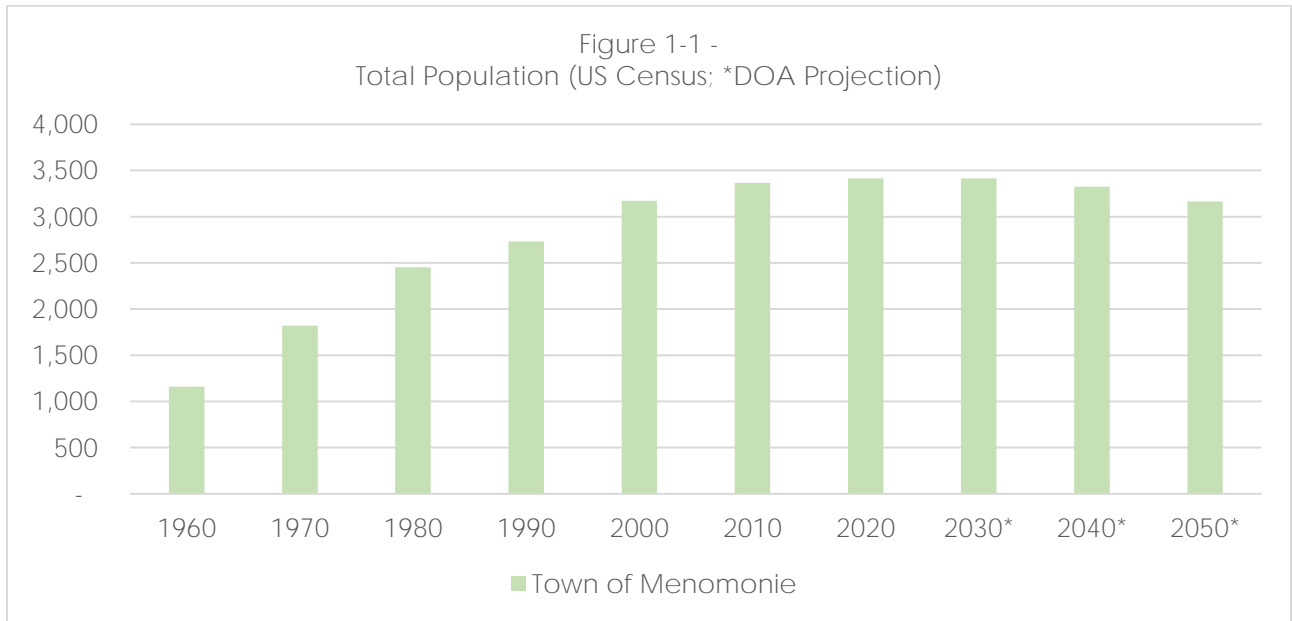
Key Points Summary

- Most Town of Menomonie residents travel at least fifteen (15) minutes to work, meaning that they likely work outside the Town.
- Commutes averaged 14 minutes in 2000 and 22.5 minutes in 2011. That number decreased to 20.7 minutes in 2020.
- The median income for Town of Menomonie residents is about 28.7% higher than Dunn County's.
- A higher median age may partially account for the higher median incomes.
- About one fifth of the owner occupied housing in the Town of Menomonie is considered unaffordable. This is a reflection of the fact that the 2020 median price of a home in the Town (\$197,200) is approximately 15% higher than the county average of \$172,500.
- The Town's proximity to the City of Menomonie is a major factor in the economic status of the Town of Menomonie.
- The housing characteristics of the Town of Menomonie play a significant role in its land use planning, influencing public service costs and reflecting the community's social and economic conditions.
- From 2010 to 2020, the town's housing stock grew at a slower rate compared to Dunn County. Most of the homes are single-family dwellings.
- Housing generally remains affordable, however it is still a concern, as 12.1% of households spent 30% or more of their income on housing costs.
- Despite modest population growth, the Town continues to add new homes, with 111 residential building permits issued since 2014.

1.2 Population Characteristics

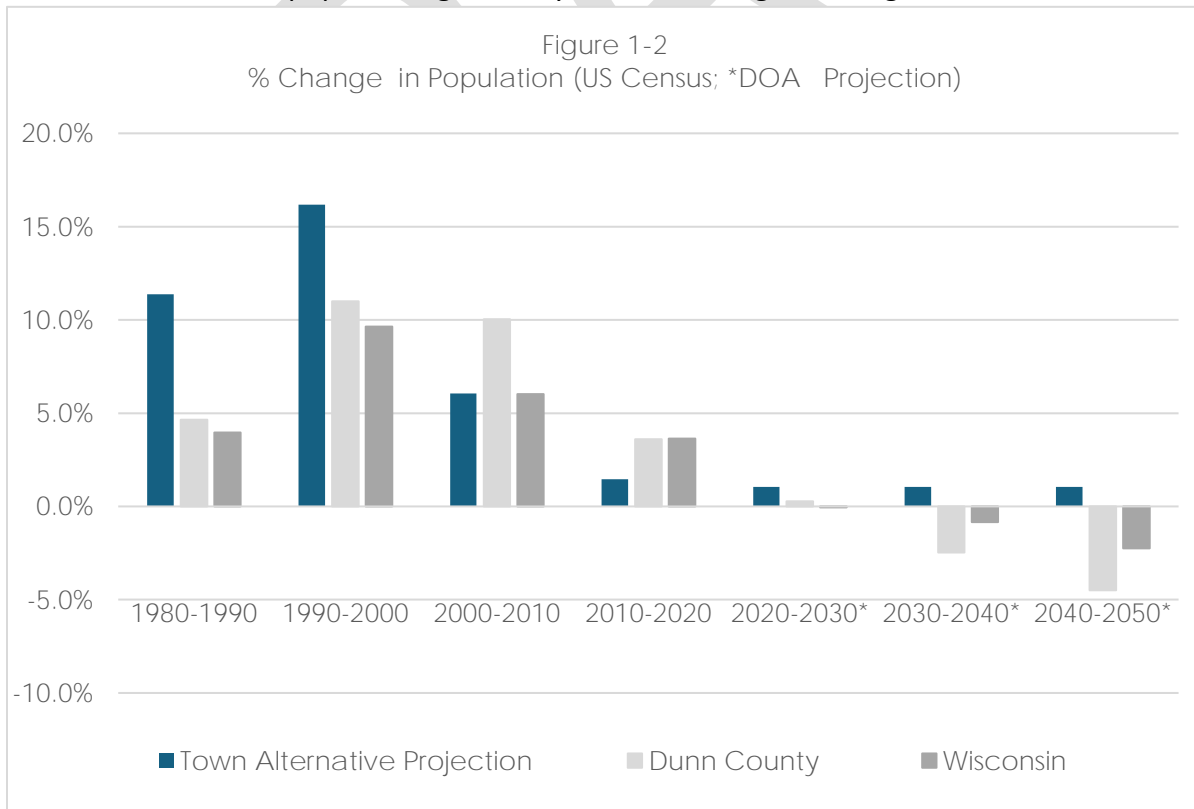
Population change is the primary component in tracking a community's growth and in predicting future trends and needs. Change in population affects all aspects of a community: recreation, transportation, agriculture, housing needs, and all community services.

This section identifies population trends and projections for the Town of Menomonie. Population by the decade for the Town of Menomonie is shown in Figure 1-1.



Trends

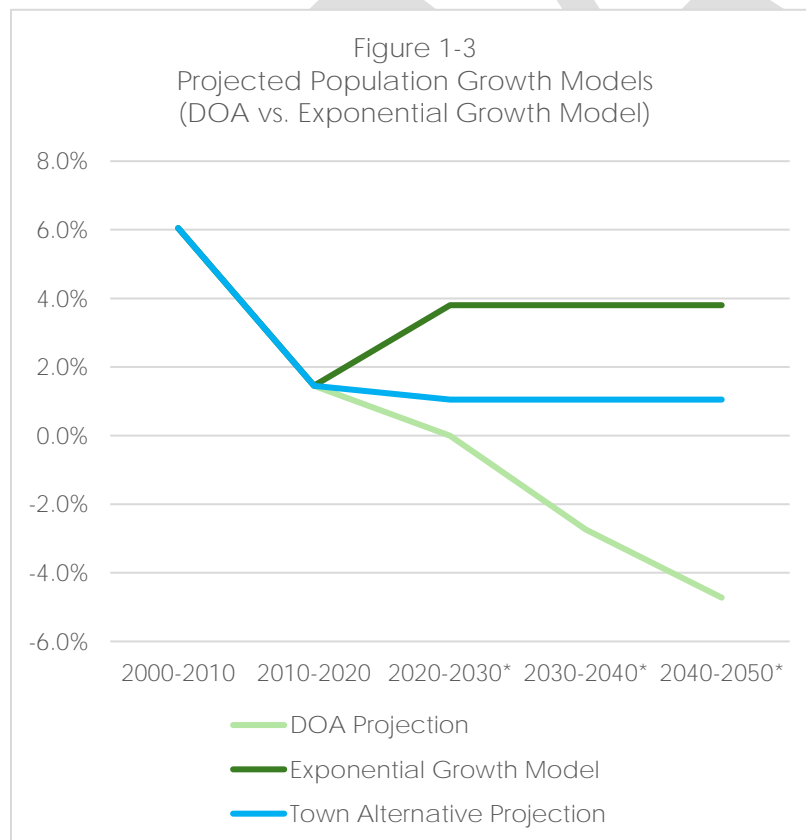
The Town of Menomonie is the most populous political entity in Dunn County, next to the City of Menomonie. Percent population growth by the decade is given in Figure 1-2.



According to the 2020 Census there were 3,415 people living in the Town of Menomonie. The Town’s 1.5% population growth was outpaced by Dunn County and the State overall, which both saw 3.6% growth. The Town’s lower relative growth rate has been an ongoing trend since 2000. According to Department of Administration projections (see Figure 1-3) the Town will not see any population increases for the decade 2020 to 2030 and will lose 2.7% of its population by 2040. The Wisconsin Department of Administration (DOA) population estimate for the Town of Menomonie was 3,503 people, showing the opposite trend from the DOA projections.

The exponential growth model showed a 3.8% growth per decade which seemed too optimistic compared to the current projections. The Town compared the exponential growth model to the DOA projections and found a 1.05% growth rate per decade to be a reasonable alternative. The Town Alternative projection, [Figure 1-3] extrapolated from recent population trends, results in a 1.05% growth rate, which would produce a 2050 population of 3,615 people (see Table 1-1). The Town of Menomonie maintains the highest population density of any town in the county with 81.3 people per square mile. Exponential population growth means the population grows by a certain percentage each time period, and that percentage applies to the new total, not just the original number. So the growth compounds over time.

Note that Wisconsin DOA released population projections in 2025 based on the 2020 Census. These projections show Dunn County losing population between 2020 and 2050. However, they did not account for the observed population growth between 2020 and 2025, and they did not



provide updated household projections. The State’s projections also did not factor the potential for more inbound moves to Wisconsin as other states in the U.S. struggle with cost-of-living and major natural disasters. It is solely based on age groups of existing Wisconsin residents. In summary, the Town has decided that a more balanced population projection is needed that adjusts the projections downward to project a population growth that is below the overly optimistic 2013 projections and above the significantly pessimistic 2025 DOA projections.

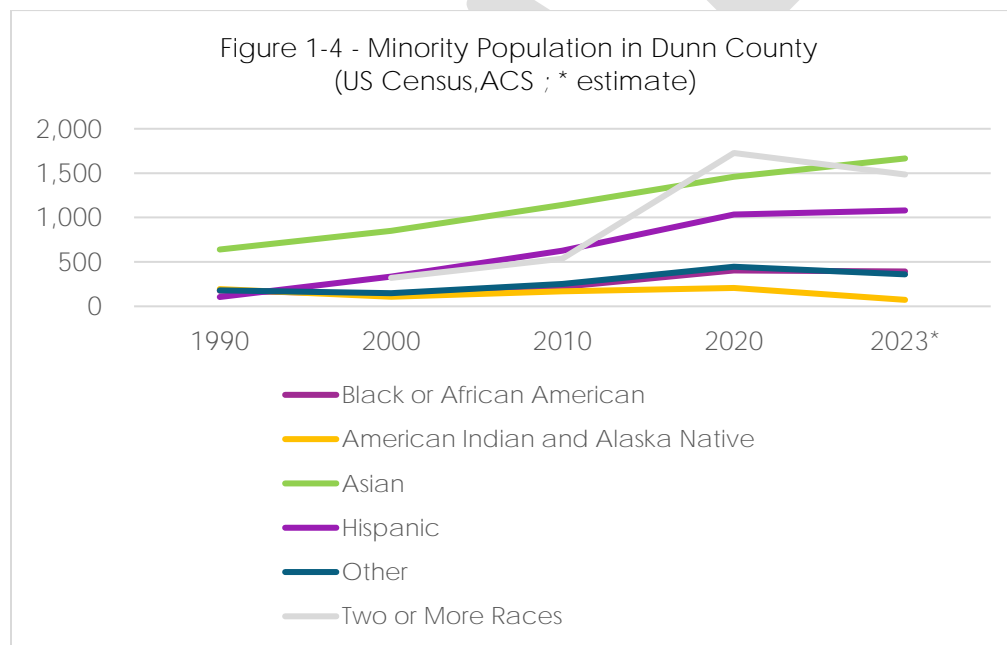
Table 1-1 Population Projections-Town of Menomonie (2020 U.S. Census, 2025 DOA*)					
	2020	2025	Projections		
			2030	2040	2050
DOA Projection 2010 Census	3,625	3,720	3,785	3,865	
DOA Projection 2020 Census	3,415	*3,503	3,415	3,324	3,167
Exponential Growth Model (1.05%)		*3,503	3,540	3,577	3,615

Marital Trends

In 2023 it is estimated that the Town had 833 single (never married), 1,460 married, 305 divorced, and 154 widowed people. In 2011 the Town of Menomonie had 649 single (never married), 1706 married, 232 divorced, and 111 widowed people. From 2000 to 2023, the percentage of single (never married) individuals in the Town increased from 23.0% to 30.3%.

Race and Ethnicity

Trends in Dunn County minority population are shown in Figure 1-4.



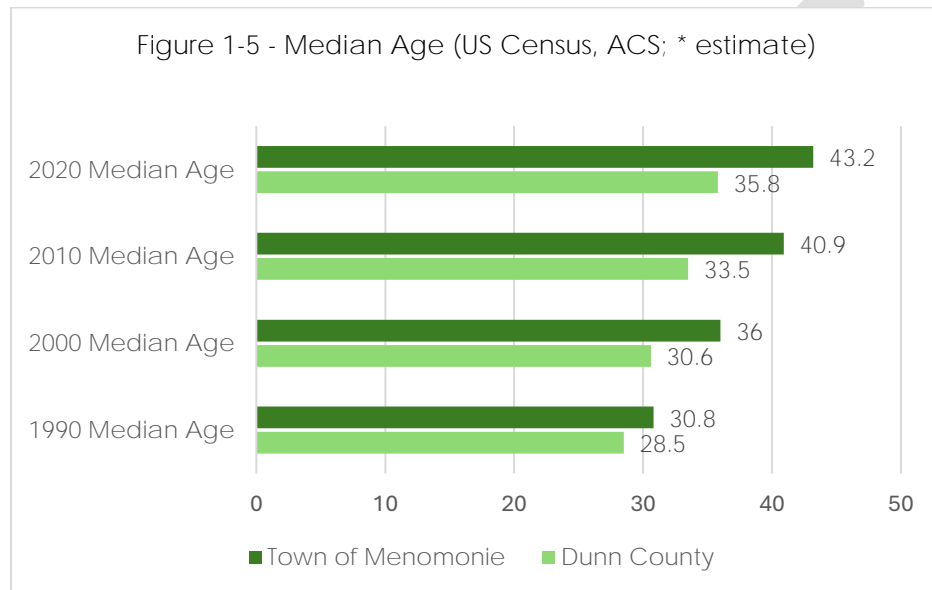
In 2020, the minority population accounted for 9.3% of the overall population. In comparison, the State had a 2020 minority population of 19.6% and the U.S. a 38.4% minority population. For the first time, the “Two or More Races” category contained the highest share of the minority population in Dunn County, accounting for 3.8% of the total population in 2020. This is an 300% increase from 2010. This category was created in 2000, which could account for some of the significant increases. The second largest segment of the Dunn County minority population is the Asian community, which accounts for 3.2% of the county’s population.

The Black or African American population in Dunn County saw the largest percent increase of any single racial or ethnic group, growing 83.6% over the period 2010 to 2020; This was followed by the Hispanic population which grew 65.3% over the same period.

In 2020, minorities comprised 7.7% of the population in the Town. Figure 4, which includes 2023 estimates, clearly shows that the Town’s major minority group is people of Asian heritage.

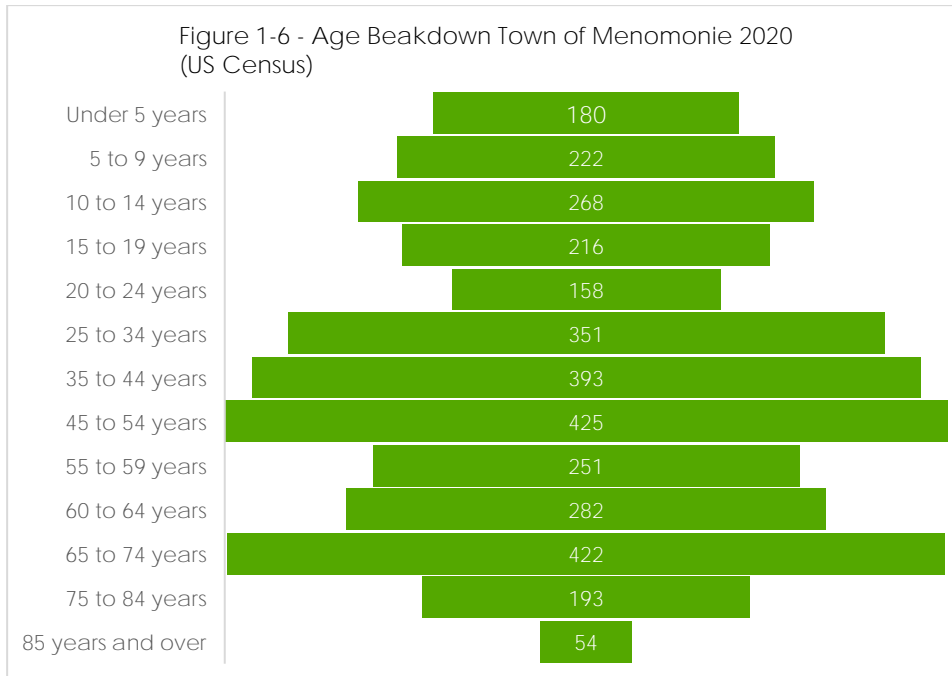
Age

Figure 1-5 shows a comparison of the median age trends in the county and Town.



From 2010 to 2020 the median age in the Town of Menomonie increased from 40.9 to 43.2 years. The 2020 median age within the Town was higher than Dunn County (35.8), the State (40.1) and the US (38.8). Increases in median age have been an ongoing trend in the Town for decades. The 2023 ACS estimates indicate some deceleration of the trend with an estimated 2023 median age of 37.7; However, that estimate has a margin of error of +/- 5.4 years and it is unlikely that the median age dropped that much in three years.

Figure 1-6 illustrates the age distribution within the Town of Menomonie. In 2020, 1,202 people in the Town were over 55, which is 35.2% of the total population. The ages of the population have an impact on the services provided by the Town.



1.3 Housing Characteristics

The housing characteristics of the Town of Menomonie are important elements of the land use plan. The location of housing determines the cost of many public services and facilities. In addition, housing characteristics are related to the social and economic conditions of the community's residents. The need for housing also exerts pressure to convert agricultural land to other uses.

Population growth results in a demand for new housing. Table 1-2 shows that an additional 35 new households are forecasted in the Town of Menomonie by 2050. We can assume that one new household will require one dwelling. The population and household projections in the table below utilize a population projection of 1.05% growth rate per decade. The Wisconsin Department of Administration is still developing the household projections from the 2020 U.S. Census. For the purpose of the household projections, a reduction of 0.04 people per every five years was used to estimate the number of households needed by 2050.

Some of these projected housing needs will be met by vacant rental units or single-family homes for sale but a majority will require new housing. The type of housing residents desire will influence how much land will be needed to meet the housing demand of the growing population. In general, multi-family housing requires less land than single family housing. The Village's zoning code and subdivision ordinance will also influence land needs for housing.

Table 1-2 - Household Projections (2010 Wisconsin DOA, 2020 ACS Survey, Cedar Corporation)					
	2020 Census	2025 Estimate	2030 Projection	2040 Projection	2050 Projection
2010 DOA Household Projections	1,421	1,484	1,534	1,611	-
Current Household Projections	1,274	1,288	1,321	1,355	1,391
Population Exponential Growth	3,415	3,503	3,540	3,577	3,615
People per Household	2.68	2.72	2.68	2.64	2.60

1.4 Economic Characteristics

The planning process must identify the Town of Menomonie’s economic characteristics: the labor force, employment, educational levels, income, unemployment rates, and commuting patterns.

Trends

Reflecting national and regional trends, the fewer and fewer people in the Town are employed in the agricultural sector. In 2020, 3.9% of the work force was employed in the agricultural sector. In 2020, the Educational, Health Care and Social Assistance sector employed the largest number of people living in the Town followed by Manufacturing. The largest overall increase in employment by sector from 2010 to 2020 was the Professional/Scientific Sector (+111) and largest overall decrease was in the Retail Trade Sector (-184). Table 1-3 below lists categories of employment and the estimated number of jobs in each category. It should be noted that the data in this table may have significant margins of error.

According to the 2020 American Community Survey 5 year estimates, there were approximately 1,673 civilian employed persons over 16 in the Town in 2020, a decrease of 174 since 2011.

Table 1-3 Selected Employment Statistics-Town of Menomonie (2011 US Census, 2020 ACS Survey)			
	2011	2020	Net Change
Educational services, health care, and social assistance	439	451	+12
Retail Trade	336	152	(-184)
Manufacturing	290	397	+107
Arts, entertainment, recreation, accommodation, and food services	194	77	(-117)
Construction	133	115	-18
Finance, insurance, real estate, rental, and leasing	92	34	(-58)
Professional, scientific, management, administrative, and waste management services	65	176	+111
Transportation, warehousing, and utilities	57	29	(-28)
Agriculture, forestry, fishing, hunting, and mining	47	35	(-12)
Total Employed	1811	1637	(-174)

Workforce Projections

Employment projections are only available for the region and not the Town, City, or County level. The West Central Workforce Development Area (WDA), which includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties. The Department of Workforce Development produces employment projections for Wisconsin’s 11 WDA every two years. Employment in the West Central WDA is projected to grow by 20,793 (9.4%) between 2022 and 2032, slightly outpacing the state’s overall rate of 7.1%. Industries are categorized as either goods-producing industries (for example, manufacturing, construction, and natural resources and mining) or service-producing industries (trade, transportation, utilities, education, health services, and leisure and hospitality). Goods-producing industries are expected to see growth of 8.3% over the decade, while service-producing industries are projected to grow by 9.5%, reflecting demand for services.

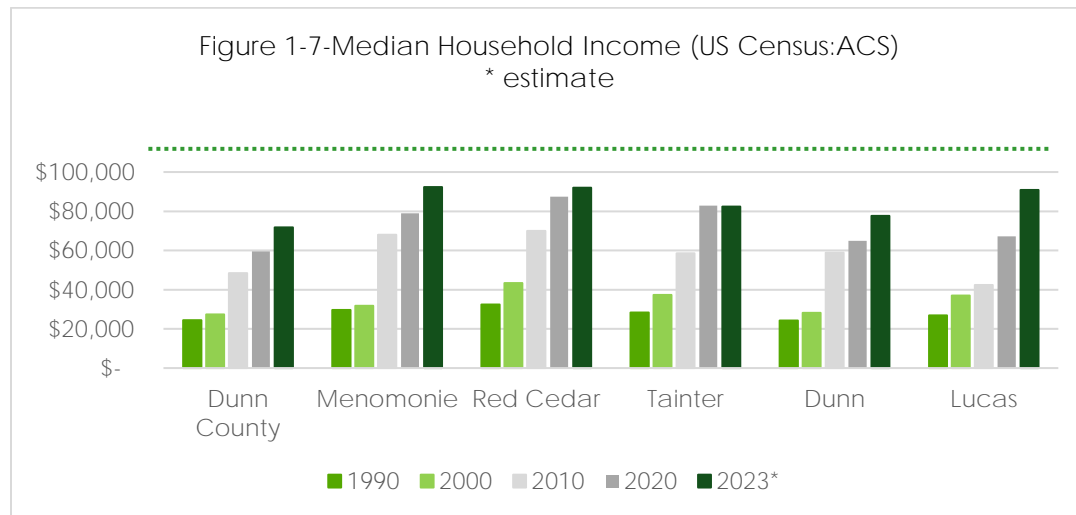
Table 1-4 - Household Projections Wisconsin Department of Workforce Development 2024		
Industry	Ownership	Average Annual Wage (for Annual period selection)
Agriculture, Forestry, Fishing and Hunting	Private	-
Mining, Quarrying, and Oil and Gas Extraction	Private	-
Utilities	Private	-
Construction	Private	\$78,085
Manufacturing	Private	\$63,732 - \$78,085
Wholesale Trade	Private	-
Retail Trade	Private	\$27,339 - \$46,415
Transportation and Warehousing	Private	\$44,177 - \$62,029
Information	Private	\$77,232
Finance and Insurance	Private	\$73,289
Real Estate and Rental and Leasing	Private	\$44,123
Professional, Scientific, and Technical Services	Private	\$84,166
Management of Companies and Enterprises	Private	\$78,857
Administrative and Support and Waste Management and Remediation Services	Private	\$35,081
Educational Services	Private	\$31,905
Health Care and Social Assistance	Private	\$47,621
Arts, Entertainment, and Recreation	Private	\$15,051
Accommodation and Food Services	Private	\$17,580
Other Services (except Public Administration)	Private	\$39,977

The Wisconsin Department of Workforce Development provides a lot of workforce data by county or region. Table 1-4 shows the Average Annual Wages for Dunn County by Industry in 2024. The industries with the top two wages in 2024 were Professional, Scientific, and Management of

Companies and Enterprises. The industries with the lowest wages in that same timeframe are Arts, Entertainment, and Recreation, and Accommodations and Food Service.

Income

Figure 1-7 shows a comparison of the median income in Dunn County to the Towns of Menomonie, Red Cedar, Tainter, Dunn and Lucas.



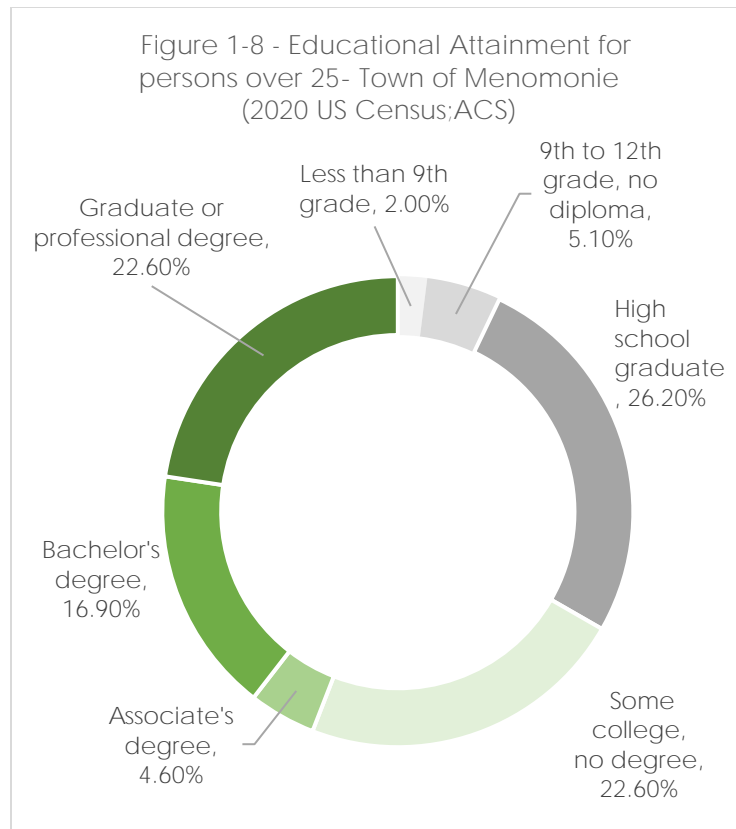
The 2023 estimated median household income for the Town of Menomonie is 28.7% higher than the county overall, 22.1% higher than the state overall and 17.6% higher than the U.S. median household income.

Low and Moderate Income Households

The number of low and moderate-income households is another measure of the relative economic status of a community. By definition this number includes all households earning an amount equal to or less than 80% of the county median income (80% of the 2020 median income of \$64,994 is \$51,995). In 2020, about 43% of Dunn county households and about 30% of Town of Menomonie households fall in this category. These numbers show an increase since 2010 when 39% of County households and 25.2% of Town households were considered low to moderate income.

Education

Figure 1-8 shows that 92% of the people in the Town of Menomonie above the age of 25 have graduated from high school, this is comparable to the State overall. Over 39% of residents over the age of 25 have a bachelor's or higher degree, compared to 31% statewide.



1.5 Overall Goals, Objectives, Policies, and Program Statement

The goal of the plan is to preserve the rural nature/character of the Town while allowing for appropriate growth. To do this we must preserve quality farmland while allowing for moderate expansion of housing. Farming needs to be profitable and sustainable in order to survive for the long haul. The Town should support efforts in this direction. Organic farming seems to be a growing trend that merits support. Three very important tools that are essential in this effort are the Town's current subdivision ordinance, its groundwater ordinance, and the county zoning ordinance. It is important that these three documents are applied carefully, updated regularly, and coordinated with this comprehensive plan.

Over the 20-year planning period, the Town's objective is to guide future development and redevelopment in a manner that preserves its rural character, supports agricultural uses, protects natural and environmentally sensitive resources, and maintains a high quality of life for residents. The Town seeks to remain a desirable place to live, work, and visit by promoting a visually attractive environment, protecting wildlife habitat, encouraging tourism, and supporting farm operations and use value assessment of farmland.

The Town's goals include encouraging development patterns that do not place undue strain on the environment or Town resources, promoting conservation design and cluster housing where appropriate, providing housing opportunities at various levels, and designating suitable locations for future residential development. The Town will maintain adequate transportation systems, provide

recreational opportunities, and ensure that abandoned properties are properly addressed through the disconnection of utilities when necessary.

Town policies emphasize consistent application and enforcement of ordinances, coordination of land use with transportation and community facilities planning, and protection of the natural and visual environment. These objectives, goals, and policies will be implemented through the creation, enforcement, and periodic update of zoning, and land division ordinances; continued monitoring and maintenance of the Town’s comprehensive land use plan; use of the Future Land Use Map to guide decisions; and coordination with neighboring jurisdictions and agencies to ensure orderly, fiscally responsible growth.

DRAFT

2. Agricultural, Natural, and Cultural Resources Chapter

2.1 Introduction

The Town of Menomonie possesses a diverse landscape and retains a strong agricultural sector; however, development demand emanating from the City of Menomonie and the tourism sector, utilizing the region's natural resources, has the potential to rapidly change the landscape of the community. Most new construction in the Town occurs on previously undeveloped agricultural lands and open spaces. Without the need to demolish or rebuild existing structures, and extend water and sewer services, development costs are often much lower in these areas. Before substantial growth occurs, the Town should consider which agricultural, cultural, and natural resources to preserve for the long-term benefit and enjoyment of future generations. The purpose of this chapter is to describe the resources present in the community, identify those most valued by the Town of Menomonie's residents, and prepare a plan for their preservation.

The goal of the plan is to preserve the rural nature/character of the Town while allowing for appropriate growth. To do this we must preserve quality farmland while allowing for moderate expansion of housing. Farming needs to be profitable and sustainable in order to survive for the long haul. The Town should support efforts in this direction. Organic farming seems to be a growing trend that merits support. Other natural resources such as surface waters, wetlands, groundwater, and steep slopes need to be protected.

Key Points Summary

- Nearly 30% of the Town consists of prime farmland.
- Farmland is under pressure from development, especially near the City of Menomonie.
- The number of farms and total farmland acreage is decreasing, while average farm size is increasing.
- Aging farmer population and economic barriers are contributing to farmland loss.
- Population growth has contributed to farmland loss, though growth has slowed in recent years.
- Elevation ranges from 758' to 1198' above sea level.
- 32% of the Town has slopes $\geq 12\%$ (approx. 8,548 acres). These are sensitive areas prone to erosion and sedimentation.
- Key water bodies: Red Cedar River, Wilson Creek, Gilbert Creek, and others.
- 1,027 acres enrolled in the Wisconsin Managed Forest Law Program (2025).
- Approx. 542 acres (2.02%) of the Town are wetlands.
- Environmentally sensitive areas are land and water features that are vulnerable to damage or loss from development and should be protected.

2.2 Agricultural Resources

Agricultural activity is an important part of the Town of Menomonie’s economy. It also plays an important role, directly and indirectly, in the lifestyles of the residents. The changing status of agricultural land will have a huge impact on the nature of the Town of Menomonie over the next twenty years and beyond.

Farmland

Productive agricultural areas include those that are underlain by prime or unique soils that allow the land to successfully produce food, forage, fiber, oilseed, and/or specialty crops. Prime farmland is land which has the best combination of both physical and chemical characteristics, such as soil quality, growing season, and moisture supply, which are needed to produce sustained high yields of crops when treated and managed according to acceptable farming



methods. Farmland of statewide importance is land that does not meet the criteria for prime farmland but is still highly significant for agricultural production within a state. These areas are identified by state agencies and generally have good soil and climate conditions that allow for high crop yields when managed properly. They are nearly as productive as prime farmland and play a vital role in supporting the state’s agricultural economy. Unique farmland is land other than prime farmland that is used for the production of specific, high-value food and fiber crops such as apple orchards, cherry orchards, or cranberry production. Table 2-1 provides the estimated acreage of farmland and the type of farmland in the Town of Menomonie.

Table 2-1 - Prime Farmland-Town of Menomonie (NRCS SSURGO dataset, 2023)		
Category	Acreage	Percent of Town*
All areas are prime farmland	8,046.63	29.96%
Prime farmland if drained	2,068.82	7.70%
Prime farmland if drained and*	131.58	0.49%
Farmland of statewide importance	4,517.53	16.82%
Not prime farmland	11,359.38	42.30%
<i>*Prime farmland if drained and either protected from flooding or not frequently flooded during the growing season.</i>		

The Town of Menomonie has an abundant supply of prime farmland. There are two areas in the Town with exceptionally productive farmland. One area is north of Gilbert Creek and west of Highway 25 to the Town line. Another area is approximately a quarter mile north of Irving Creek and south to the Town line. The western boundary line is County Road K with the eastern boundary extending to the River Road. Nearly 30% of the Town consists of prime farmland. (Prime Farmland Map 2-1).

Soils

According to the UW-Extension Geological and Natural History Survey Preliminary Report on the Irrigation potential of Dunn County, Wisconsin, "The Mt. Simon Sandstone Formation underlies the entire county and is about 250 feet thick. It consists of medium- to coarse-grained sandstone with some fine-grained sandstone. The Formation yields moderate to large amounts of water to wells.

The Eau Claire Sandstone Formation, overlying the Mt. Simon, is present throughout the Dunn County except in some areas along pre-glacial stream valleys where erosion has greatly thinned or entirely removed it. The Eau Claire Sandstone is about 100 to 150 feet thick and consists of medium- to fine-grained sandstone and shale. It generally yields only small quantities of water to wells, but moderate yields may be obtained where shale is absent from the formation.

The Galesville Sandstone Formation ranges in thickness from about 30 to 50 feet. It is present under the southwestern part of the county and probably in the bedrock hills elsewhere in the county. The Galesville Formation generally yields moderate amounts of water to wells, but it is missing in most areas where soils and topography indicate irrigation to be most feasible. The unit consists of coarse- to fine-grained sandstone.

The Franconia Sandstone Formation, Trempealeau Formation, and Prairie du Chien Group consists of sandstone, siltstone, and dolomite. These formations occur in the western and southwestern parts of the county and in highland areas. Moderate to small amounts of water can be obtained from the Franconia Formation, but the Trempealeau Formation, and the Prairie du Chien Group yield only small amounts.

Glacial deposits in highland areas of Dunn County are very thin, generally less than 30 to 50 feet, but they are very thick in the buried bedrock valleys. Apparently, the pre-glacial Chippewa River flowed through a broad, deep channel and was the principal river draining the area. Deep tributary river valleys joining the pre-glacial Chippewa include the present Eau Galle River Valley, the present Red Cedar Valley, approximately from Irvington to Dunnville, and a river valley trending from a point about two miles northeast of Knapp to North Menomonie and then southeastward to the Chippewa River. These pre-glacial stream valleys contain 100 to 200 feet of glacial material over much of their area."

Since 2013 there has been a rapid increase in the number of high-capacity wells used for crop irrigation that tap into this groundwater. In addition, this formation contains highly desirable frac

sand, the mining of which also requires the use of significant amount of groundwater. There has been a rapid development of large industrial mines in the area, bringing with it both opportunities and problems.

Nutrient Management Plan Policy

Nutrient management planning has become as important as conservation planning in regard to resource management. The primary reason for this emphasis is the broader understanding of how excess nutrients in the soil lead to surface and groundwater contamination. Excessive applications of nitrogen fertilizer on cropland can lead to nitrates in groundwater. Chapter 10 of Dunn County's Code of Ordinances (specifies that Nutrient Management Plans (NMPs) are required to be updated annually and that the Nutrient Management Plan Checklist shall be submitted to the Dunn County Land and Water Conservation Division by April 1 of each year. All plans must be developed in accordance with the current NRCS 590 Nutrient Management Standard.

Trends

The amount of farmland in Wisconsin has been decreasing for some time. The number of farms, dairy farms in particular, has been steadily decreasing. Dunn County and the Town of Menomonie have followed this trend. The Town of Menomonie’s increasing population has contributed to the loss of farmland. There was a 21.9% increase in households for the Town of Menomonie from 1990 to 2000. That trend continued with an 11.7% increase from 2000 to 2010 but has since slowed with only a 1% increase from 2010 to 2020 [US Census].

Farm Numbers

The agriculture census definition of a farm is any place from which \$1,000 or more of agricultural products were produced and sold, or normally would have been sold, during the census year. Data for the number of farms for a Township is rather limited. Every five years, the USDA takes a farm census which provides a lot of farm related data for each county. The latest available farm census data is from 2017. For the purposes of the Comprehensive Plan, the best use of the data is to review some of the overall trends for Dunn County from 2012 – 2017. Table 2-2 shows that the trends between 2012 and 2017 show the total number of farms and farmland decreasing while the size of farms are increasing. (Farmland Preservation Map 2-2)

Table 2-2 - Selected Farm Statistics (2017 Census of Agriculture, USDA)		
Dunn County	2012	2017
Farms (number)	1,404	1,288
Land in Farms (acres)	372,259	348,301
Average Size of Farm (acres)	265	270

Age Factor

It is important to consider the ages of the people farming. As farmers reach retirement age it is more likely that their land will be sold. In Dunn County, in 1997, more than 40% of the people farming were over 55 years of age. Only 0.9% were under the age of twenty-five. This is consistent with general age trends in the Town, where as noted earlier, the percentage of the population over age of 55 has increased from 18.6% to 35.2% over the period 2000 to 2020 and the median age increased to 43.2. Because the current economic conditions and costs make it very difficult to enter farming, fewer young people are able to farm. Thus, there is a strong possibility that more land will be taken out of farming.

Summary

Agricultural activity is crucial to the Town of Menomonie's economy and residents' lifestyles. However, the amount of farmland has been decreasing, following a statewide trend. The Town's growing population has contributed to this loss, with household numbers rising significantly from 1990 to 2010, though growth has slowed since.

Farm numbers in Dunn County overall have declined, while the average farm size has increased. The latest USDA farm census data from 2017 shows a decrease in both the number of farms and total farmland from 2012 to 2017.

The aging farming population is another concern. In 1997, over 40% of farmers in Dunn County were over 55, and this trend has continued. With fewer young people entering farming due to economic challenges, more land is likely to be taken out of farming in the future.

2.3 Natural Resources

Topography

Dunn County is characterized predominantly by the topographical features of the western upland geographical province. The province includes narrow, steep-walled valleys and broad ridges. Much of the area has been in a driftless condition for at least the past 500,000 years. The land ranges from approximately 758' above sea level (SW NE Section 15) to 1198' above sea level (SW SE Section 9).

Slopes

Areas of slopes 12% or greater should be considered sensitive areas. Protecting such areas from development maintains high water quality because construction on slopes of 12% or more can result in soil erosion and sedimentation of nearby streams. The slopes, hills, and mounds create much of the Town's rural character and bear undeveloped woodland areas. Approximately 32% of the Town contains slopes of 12% or steeper (approximately 8,548 acres). (Steep Slope Map 2-3).

Groundwater

Groundwater moves by gravity from areas of recharge down the hydraulic gradient to areas of discharge. Recharge occurs over the entire county, and generally the hydraulic gradient is from topographically high to topographically low areas. Therefore, groundwater is moving through the water-bearing rocks from the water divides in the highland areas of Dunn County to the streams and lakes where it discharges.

To determine if the groundwater is being depleted, water levels in wells should be measured once a month and the information should be retained by the Town.

Owners of high-capacity wells should obtain water level measurements monthly from the wells and provide the information to the Town.

To help keep groundwater from being contaminated, seepage landspreading should be discontinued. In major subdivisions central wastewater treatment systems should be used.

It is imperative to maintain high levels of quality in our groundwater and to use it in a sustainable manner. Well water samples from various locations in the Town reveal, for the most part, very good water quality. Nitrate (NO₃) forms when nitrogen from fertilizers or other sources combines with oxygen. Normally, nitrate levels in groundwater are below 2 parts per million where pollution sources are absent. Higher levels suggest contamination from agricultural or turf fertilizers, animal waste, septic systems or wastewater.

The Wisconsin Groundwater Coordinating Council Report in 2024 noted that in a recent analysis between 2014 through 2018, Dunn County has an estimate of 7,501 wells and just over 12% of those wells exceeded the nitrate standard. Dunn County also has a web portal dedicated to tracking well water quality: [Dunn County Well Water Quality Viewer](#). This contains data as far back as 1985 through 2023. The website shows there were 478 samples taken and 4.81 had elevated nitrate levels (>10mg/L).

Surface Water

Surface waters in Wisconsin are vital for environmental health, recreational activities, economic benefits, and public welfare. They support diverse ecosystems, provide drinking water, and help manage flood risks. Effective planning involves grant programs, regulations, and conservation efforts to protect these resources. Integrating these aspects ensures sustainable management and enhances community well-being. The primary surface waters in the Town of Menomonie are: the Red Cedar River, Wilson Creek, and Gilbert Creek. Other named surface waters include Irving Creek, Birch Creek, Annis Creek, and Coon Creek.

The Red Cedar River originates at the Mikana Dam in Barron County and flows south for approximately 90 miles until it reaches the Chippewa River in southern Dunn County. The river is a great recreational resource for fishing and boating. The Red Cedar River Basin drains a 1,893 square-mile area in west-central Wisconsin, and includes parts of Barron, Chippewa, Dunn, Polk,

Rusk, Sawyer, St. Croix and Washburn Counties. Water quality problems related to phosphorus have been documented in the basin. High phosphorus levels cause algal blooms and excessive plant growth in area lakes and contribute to low oxygen levels in streams. Sources of phosphorus include agriculture, construction site erosion, streambank erosion, human and animal waste, fertilizer and organic matter. (Surface Water Map 2-4)

Woodlands

Dunn County contains a rich mix of plant and animal species common to the northern hardwoods province, the northeast half of Wisconsin, and the prairie-forest province, the southwest half. The northern hardwood (or northern mesic) forest and the southern mesic forest contributed sugar maple, hemlock, American beech, basswood, and yellow birch. The southern oak forest, oak savanna, and prairies also appear.

A great white and red pine forest, perhaps owing its origin to Indian burning practices, once covered the north central part of the county. Dunn County offers rocky cliffs, richly thicketed mounds, rivers, creeks, sandbars, marshes, prairies, savannas, and woodlands. (Tree Canopy Map 2-5)

In 2025, the Town had 1027 acres in the Wisconsin Managed Forest Law Program.

Wildlife Habitat

The preservation of wildlife habitat should be one of our primary concerns. Wildlife habitat is generally recognized as any and all native flora and fauna and insects, territorial and aquatic, and the soils, wetlands, streams and lakes on which they depend. Lots to be set aside for development must be inventoried to determine whether their development will have an unfavorable impact on our natural resources.



The entire Town could be considered wildlife habitat.

Of particular importance are the environmentally sensitive areas such as floodplains, wetlands, woodlands, and agricultural land, but even neighborhood green spaces provide niches for many species.

Wetlands

Wetlands recharge groundwater, act as a natural filtering system for nutrients, such as phosphorus and nitrates, serve as a productive wildlife habitat, maintain base flows for streams and creeks, and help control flood damage. Most wetland areas have been identified on the attached surface feature map. These areas contain hydric soils that are clearly indicated on the map (USDA/NCRS Soil Survey.) Shorelands, floodplains, prairies and woodlands are all clearly

defined in the attachments. "Wetlands are defined by 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."

The Town has approximately 542 acres (2.02%) of wetlands. (Wetlands Map 2-6)

Floodplains

Areas susceptible to flooding include Wilson, Gilbert, and Irving creeks, the three main streams emptying into the Red Cedar River, and the portion of the river south of County Highway D. (Flood Hazards Map 2-7)

Environmentally Sensitive Areas

It would be wise to consider the land and water below as absolutely connected to the land and water above. Therefore, we propose that certain elements of the Town be considered as major "environmentally sensitive areas." "Environmentally sensitive areas" are significant bodies of land and water that could be greatly damaged or eliminated by development. Inhabitants often identify such areas as "scenic" or as key elements of their surroundings. For the purposes of this Plan, environmentally sensitive areas include surface waters, wetlands, floodplains, and steep slopes (>12% slope).

Extra caution needs to be considered in our environmentally sensitive areas that are zoned commercial. Businesses in these areas should be aware of their sensitive nature and be up to date in using environmentally safe business practices."

Environmentally sensitive areas that should be protected in the Town include but are not limited to, the Red Cedar River, Wilson Creek, Irving Creek, Birch Creek, Annis Creek, Coon Creek, and Gilbert Creek; the shorelands adjacent to them (75 foot buffer); floodplains; and wetlands. (Environmental Corridors Map 2-8)

Threatened and Endangered Species

The DNR has identified Threatened and Rare species in the Town of Menomonie, especially along the Red Cedar River corridor. No information on species location is being released to the public so that further degradation of the habitat does not occur. An excellent source for anyone developing land is the "National Heritage Inventory (NHI). It is an online mapping application that helps a landowner learn what impacts development may have on their parcel.

See <http://dnr.wi.gov/topic/erreview/publicportal.html>

Unusual Land Formations

The Devil's Punchbowl (also known as Paradise Valley) is an iconic natural landmark just west of the Red Cedar River. Accessible by a wooden staircase, features include a bowl shaped area

surrounded by 30-foot cliffs, a small creek running through the center, and a waterfall on the western end.

2.4 Cultural Resources

Historical/Cultural Resources

In 2015, the Plan Commission developed the following inventory of sites (this is a partial list reviewed again in 2025):

Table 2-3 - Cultural Resources (Town of Menomonie Plan Commission)			
Item	Section	Resources	Status
1	32	Grave of Andrew Bigford	Still Exists
2	32	Ridge Road Cemetery	Still Exists
3	32	Ford Cemetery	Still Exists
4	16	The Pinnacle (High Point)	Still Exists
5	26	Site of First Cemetery	Exists - No Structures
6	26	Fort Pereault	Exists - No Structures
7	15	1840s site of Andrew Tainter Lumber Camp	Exists - No Structures
8	34	Site of Hoflands' Mill	Exists - No Structures
9	9	Site of lower lumber mill run by Andrew Tainter	Exists - No Structures
10	15	First white woman, Fanny Vail, to die in Dunn County	Believe buried
11	34	Grove Hill	Exists - No Structures
12	28	Site of Burkhardt Brewery	Exists - No Structures
13	27	Christian Fuss Brewery	Exists - No Structures
14	32	Hill on Arnold Gerth Property -- Paleo Indian Camp	Exists - No Structures
15	15	Turkey Tail Blades (spearpoints)	Undetermined
16	6,8,9,10,15,23,26,28	Yellowstone Trail route through Menomonie area	Still Exists
17	26	House designed by Gustav Stickley	Still Exists
18	27	"Tramp Jungle"	Exists - No Structures
19	27	Site of Brickyards	Exists - No Structures

20	25	Stout Road	Still Exists
21	25	Bullard Hill	Still Exists
22	24	Evergreen Cemetery	Still Exists
23	15	"Slipper Town" Road	Undetermined
24	22	Hellers Dam	Undetermined
25	25	Farm of Knapp and Stout Co	Exists - No Structures
26	3	Devils Punch Bowl	Still Exists
27	18	Beaver Creek School	Undetermined
28	32	Blodgett School	Undetermined
29	2	Early Dunn County Post Office	Undetermined
30	33	Ford School	Still Exists
31	1	Site of large store	Undetermined
32	34	Froehlich Hatchery	Undetermined
33	23	First Water Tower located on Meadow Hill	Undetermined
34	9	Irvington School	Exists - No Structures
35	11	Ideal School	Undetermined
36	17	St. John's Cemetery	Still Exists
37	20	Hudson Road School	Undetermined
38	30	Mamre Cemetery	Still Exists
39	6	Irvine Creek Cemetery	Still Exists
40	21	Hudson Road Dairy	Exists - No Structures
41	36	Hitz Dairy	Undetermined
42	9	Irvington Store	Still Exists
43	34	Kolkind Dairy	Undetermined
44	33	Hofland Dairy	Undetermined
45	34	Paradise Valley	Still Exists
46	18	Tramway School	Undetermined
47	11	Hilltop Cemetery	Still Exists

2.5 Recreational Resources

See Utilities and Community Facilities Chapter for recreational resources located within the Town. Other recreational resources are found outside of the Town but within the region are discussed below.

State Natural Areas (SNA)

- Dunnville Barrens (SNA #621): This is the closest SNA, located just south of the township within the Dunnville Wildlife Area. It features a unique pine barrens community with jack pine and black oak on sandy terraces.

- Lower Chippewa River (SNA #170): This is a massive, multi-unit natural area. While it follows the Chippewa River south of the township, parts of the management area (like the Dunnville Bottoms) are popular recreational spots for those in Menomonie.

In addition, there are five other SNA's in Dunn County to explore.

2.6 Conservancy Areas

There are a number of conservancy areas identified in the Town. The following areas are identified as Conservancy on the Current and Future Land Use Maps:

1. The Devil's Punchbowl owned by Landmark Conservancy, just west of the Red Cedar River.
2. Keil Birch Creek Reserve is located east of the Red Cedar River and south of the City of Menomonie, owned by the DNR.
3. The Town of Menomonie owns a rectangular parcel of land south of the Keil Birch Creek Reserve.
4. The DNR owns larger tracts of land west of the Red Cedar River as part of the Red Cedar Trail.
5. The Town owns a small tract of land just south of US Highway 12, but north of the City limits. The property is just north of the movie theater for possible future conservancy use.

Recreation - Hiking and Skiing

- Hoffman Hills State Recreation Area: Located northeast of the township, this area offers over 700 acres of restored prairies and wooded hills and maintains hiking and cross country ski trails.

2.7 Community Design

The Town's landscape is defined by its rolling hills, productive agricultural lands, woodlands, streams, and open vistas that together form the foundation of its rural identity. Farming remains a central feature of the community's economy, culture, and visual character, with large agricultural tracts, farmsteads, and supporting natural resources contributing to the Town's sense of place. These landscapes provide not only economic value, but also scenic beauty, wildlife habitat, groundwater recharge, and opportunities for outdoor recreation.

The Town's proximity to the City of Menomonie presents both opportunities and challenges. While access to employment, services, and education strengthens the region, development pressure from urban growth creates the potential for land use conflicts, fragmentation of farmland, and loss of rural character if not carefully managed. Preserving agricultural viability, maintaining natural features, and guiding development that respects the existing landscape are

critical to ensuring that growth does not compromise the Town’s long-term character or environmental resources.

Community design within the Town emphasizes conservation-minded development patterns that protect farmland, scenic viewsheds, wetlands, steep slopes, and environmentally sensitive areas. New development is encouraged to complement the rural landscape through appropriate siting, scale, and design, while supporting active agriculture and minimizing conflicts between farm operations and non-farm uses. By balancing rural preservation with thoughtful growth near developed areas and transportation corridors, the Town seeks to remain a distinct rural community within the greater Menomonie area.

2.8 Programs

The following programs are currently utilized by the community or are available for use by the community to implement the goals, objectives, policies, and recommendations identified.

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

Working Land Initiative. The Wisconsin Working Lands Initiative was signed into law in 2009 and is comprised of the following programs: Farmland Preservation Program, Agricultural Enterprise Program, Purchase of Agricultural Conservation Easement (PACE) Program. More information is available at:

www.datcp.wi.gov/Pages/ProgramsServices/FarmlandPreservation.aspx.

Wisconsin Farmland Preservation Program. The purpose of the farmland preservation program is to help preserve farmland through local planning and zoning, promote soil and water conservation, and provides tax credits to participating farmers. Farmers qualify if their land is zoned or if they sign an agreement to use their land exclusively for agricultural purposes. The

Agricultural Enterprise Area (AEA) Program. AEA’s are part of Wisconsin's Working Lands Initiative. An AEA is an area where the local community has prioritized preservation of farmland and agricultural development. Once an area is officially designated as an AEA, eligible farmers owning land within the area may enter into a farmland preservation agreement with the state. This enables the landowners to receive tax credits in exchange for agreeing to keep their farm in agricultural use for at least 15 years.

Conservation Reserve Program (CRP) and Conservation Reserve Enhancement Program (CREP). These programs protect sensitive land by reducing erosion, increasing wildlife habitat, improving water quality, and increasing forestland. CREP, a partnership between federal and state agencies and county land conservation departments, allows a landowner to enroll agricultural lands into various land conservation management practices. To be eligible under this program, farmland needs to be highly prone to erosion and must have been planted for 4 to 6 years before the enactment of the 2002 law. Marginal pastureland is also eligible. Producers need to develop and

follow a plan for the conversion of cropland to less intensive use and to assist with the cost, establishment, and maintenance of conservation practices. More information is available at:

<https://www.fsa.usda.gov/programs-and-services/conservationprograms/index>.

Wisconsin Department of Natural Resources (WDNR) Programs

Wisconsin Forest Landowner Grant Program. The Wisconsin Forest Landowner Grant Program, administered by the Wisconsin Department of Natural Resources, is designed to assist private landowners in protecting and enhancing their forested lands, prairies, and waters. Qualified landowners can be reimbursed up to 65% of the cost of eligible practices. A practice must be identified in the landowners Forest Stewardship Plan (except if applying for plan development) to be eligible for cost sharing. The minimum grant amount is \$100 per landowner per year, and the maximum grant amount is \$10,000 per landowner per year. Landowners are required to contact their WDNR forester for guidance prior to completing the application and written approval must be obtained before beginning a practice. More information is available at: <http://dnr.wi.gov/aid/forestlandowner.html>.

Managed Forest Law. The Managed Forest Law, administered by the Wisconsin Department of Natural Resources, is a landowner incentive program designed to encourage sustainable forestry on private woodlands in Wisconsin. The law, through a written forest management plan, couples landowner objectives and timber harvesting, wildlife management, water quality and recreation to maintain a healthy and productive forest. Numerous changes were made to this law by the 2015 Wisconsin Act 358. More information is available at: <http://dnr.wi.gov/topic/forestlandowners/mfl/>.

Surface Water Grants. Surface Water Grants include Lake Management Planning, Lake Protection & Classification, River Protection, River Planning and Aquatic Invasive Species Control are available from the WDNR. Deadlines vary from December 1st for Planning Grants, February 1st for Management Grants to year-round for Aquatic Invasive Species (AIS) Prevention and Control Grants. More information is available at: <http://dnr.wi.gov/Aid/SurfaceWater.html>.

Knowles-Nelson Stewardship Local Assistance Grant Programs. The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Four Stewardship grant programs are available: Acquisition and Development of Local Parks (ADLP), Urban Green Space (UGS) grants, Urban Rivers (UR) grants, and Acquisition of Development Rights (ADR). The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.).

There are also the Land and Water Conservation Fund (LWCF) and the Recreational Trails Program (RTP). These are federal programs administered under the Local Assistance Stewardship Grant Program. These programs fund projects that provide outdoor recreation opportunities for the public. More information is available at: <https://dnr.wi.gov/topic/stewardship/grants/>

Cultural Resource Programs

Wisconsin Historical Society. The Wisconsin Historical Society (WHS) Division of Historic Preservation (DHP) provides funds for conducting surveys to identify and evaluate historical, architectural, and archaeological resources, nominating properties and districts to the National Register, and carrying out a program of comprehensive historic preservation planning and education. These are available to local units of government and non-profit organizations. Although funding is limited, the DHP identified target communities during each funding cycle. In recent years the DHP has favored underrepresented communities: unincorporated communities or villages or fourth-tier cities with a population less than 5,000. A set of funds is also designated for use by Certified Local Government (CLG) status communities. In addition, many private funding sources specifically target smaller communities in the more rural parts of the state. Other specific programs are listed below.

Wisconsin Historic Preservation Fund Subgrants. The Wisconsin Historic Preservation Fund Sub-grants provide funds for surveys to identify and evaluate historical, architectural and archaeological resources, nominating properties to the National Register of Historic Places, and for carrying out a program of historic preservation planning and education. More information is available at: <http://www.wisconsinhistory.org>

Historic Homes Tax Credit Program. The Historic Homes Tax Credit Program offers a 25 percent Wisconsin income tax credit for homeowners who rehabilitate historic personal residences. <http://www.wisconsinhistory.org>

Wisconsin Historic Preservation Tax Credit Program. This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a Wisconsin income tax credit. More information is available at: <http://www.wisconsinhistory.org>

Federal Historic Preservation Tax Credit. This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a direct reduction in the federal income taxes. To qualify, buildings must be income producing historic buildings, must be listed on the National Register of Historic Places, or contribute to the character of a National Register Historic District. More information is available at: <http://www.wisconsinhistory.org>

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

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to promote, preserve, and protect the Town's agricultural, natural, and cultural resources.

Goal #1 – Agricultural Resources

Support the preservation and sustainable use of productive farmland by encouraging agricultural activity both independently and in harmony with surrounding development.

Objectives – Agricultural Resources

1. Preserve productive farmland and encourage sustainable farming practices.
2. Promote farming alongside compatible development and housing that uses conservation design.
3. Support farms that minimize environmental impact and strain on Town infrastructure.

Policies – Agricultural Resources

1. Cooperate with utility companies, transportation departments, and governmental units to minimize the impact of utilities, roads, bridges, and other structures on agricultural lands.
2. Designate areas on the Future Land Use map that should be used for future residential, commercial/industrial development, and agricultural business development and review Town Zoning Ordinance, to be consistent with the Future Land Use map.
3. Raise awareness that odors, noise, and dust may be part of residing in an agricultural district.
4. Use “density-based zoning” to guide use of land and development so it best fits the rural atmosphere of the Town and limit the size of major subdivisions.
5. Consider working with Dunn County to develop policies to reduce nutrient loading into surface waters from farmland and other sources and update the Town land division ordinance to help protect agricultural resources.
6. Discourage land divisions on high priority farmland protection parcels and in large contiguous areas of agricultural use.
7. Discourage incompatible uses near farms and large contiguous areas of agricultural use.
8. Continue requiring the following statement on CSMs and plats: In the Town of Menomonie agriculture is one of the major uses of land. Agricultural operations should be consistent with normal farming practices for the region and should comply with local, state and federal laws. If inconveniences such as noise, odors, dust, and disposal of manure arise, they shall not be considered a nuisance. See Wisconsin State Statute 823.08.

Goal #1 – Natural Resources

Protect the Town’s air quality and environmentally sensitive areas such as steep slopes, floodplains, wetlands, surface waters, groundwater, woodlands, and wildlife habitat.

Objectives – Natural Resources

1. Protect and improve groundwater and surface water quality.
2. Maintain a high degree of air quality.

3. Protect and preserve wildlife habitat, native prairies, grasslands, and woodlands.

Policies – Natural Resource

1. Lands for development should be assessed for possible impact on the environment.
2. To determine if the groundwater is being depleted the Town well should be used to measure the water level monthly. These measurements should be retained by the Town.
3. Encourage the discontinuation of septage landspreading.
4. Discourage land divisions and incompatible land uses in environmental corridors, natural areas, critical species habitat sites and on high priority farmland protection parcels and in large contiguous areas of agricultural use.
5. Encourage the protection of environmental corridors, natural areas, and critical habitat sites through public and NGOs fee simple purchase and conservation easements.
6. Review and enforce zoning and land division ordinances; support enforcement of wetlands, shorelands, and floodplain regulations.

Goal #2 – Natural Resources

Preserve the natural beauty of the Town.

Objectives – Natural Resources

1. Reduce the level of light pollution and regulate signage that detracts from the visual beauty of the countryside.
2. Support development projects that enhance the rural character of the countryside.

Policies – Natural Resources

1. Study the use and implementation of techniques that promote land use patterns that are sensitive to natural resource conservation, such as overlay zoning, incentive zoning, planned unit development (PUD), conservation subdivisions, and transfer of development rights (TDR) programs in the Town.
2. Continue to enforce the Town's Nonmetallic Mining Reclamation Ordinance.
3. Encourage the use of central sewage treatment systems in all major subdivisions.
4. Encourage native prairies and grasslands.
5. Develop ordinances that regulate light pollution and signage.

Goal #1 – Cultural Resources

Identify and preserve historic and cultural structures and archaeological sites in the Town.

Objectives – Cultural Resources

1. Ensure historic and cultural structures and archaeological are protected and available for future generations to enjoy.

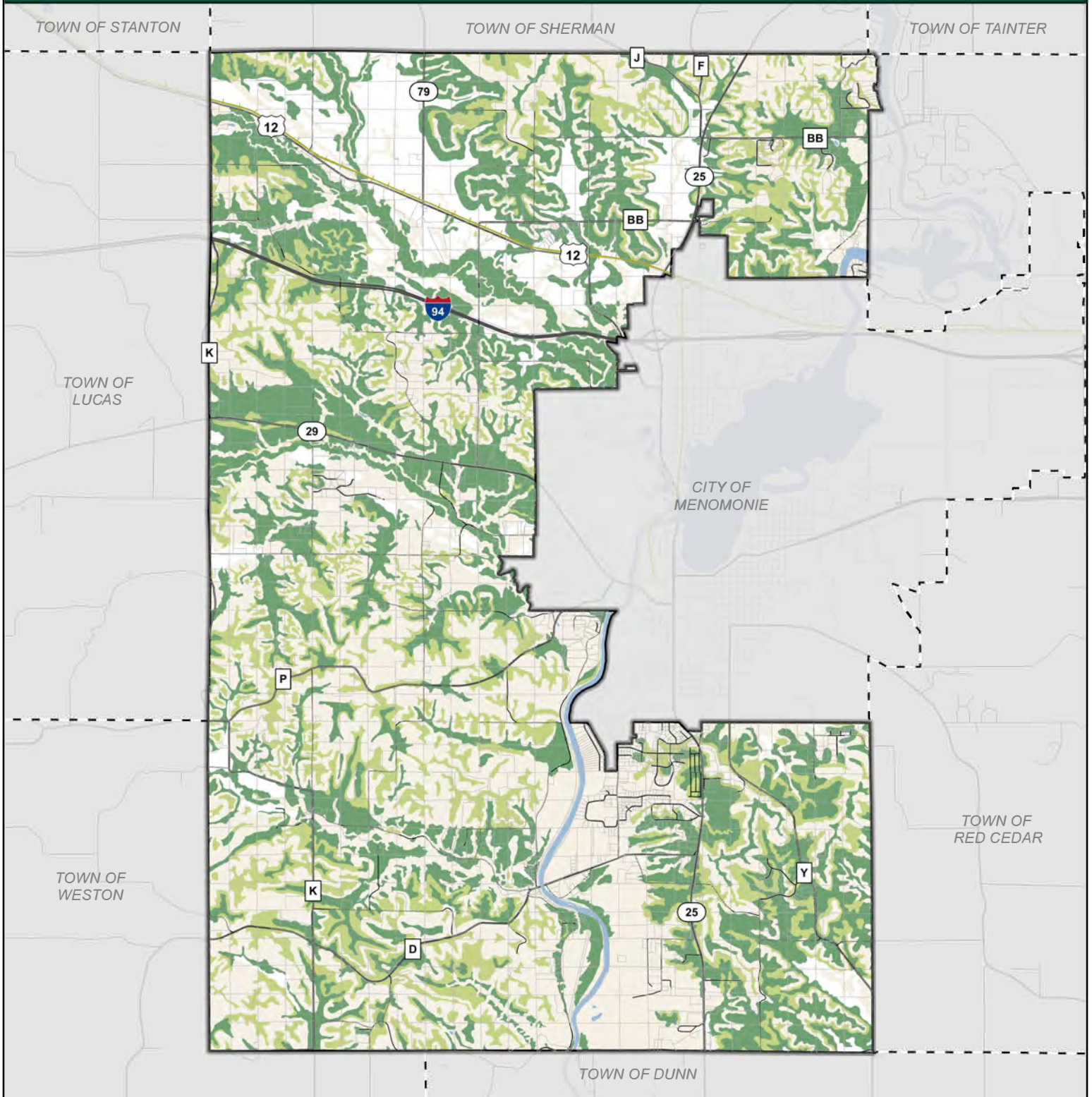
Policies – Cultural Resource

1. Review historic and cultural structures and archaeological when reviewing plans for new development and land divisions and encourage conservation easements when identified as part of a development area.
2. Encourage community design that preserves agricultural lands, protects natural resources, and maintains rural character by guiding development to fit the Town’s rolling landscape and farming context, especially near areas influenced by growth from the City of Menomonie.

DRAFT

Prime Farmland

Town of Menomonie, Dunn County, Wisconsin

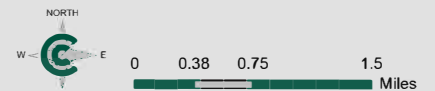


Farmland Class*

- All areas are prime farmland
- Farmland of statewide importance
- Not prime farmland

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

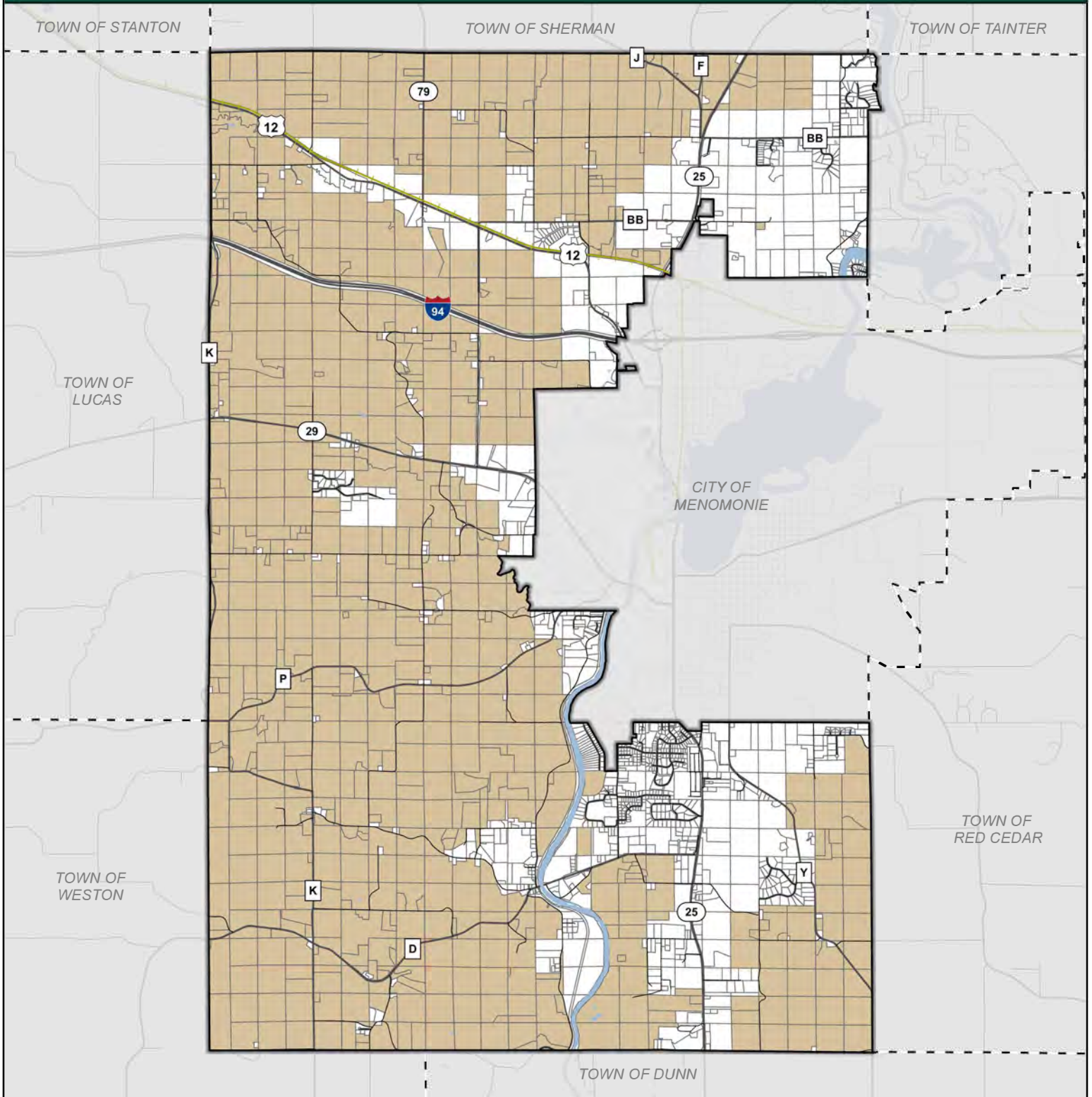


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Sources: NRCS, 2023.

Farmland Preservation Areas

Town of Menomonie, Dunn County, Wisconsin

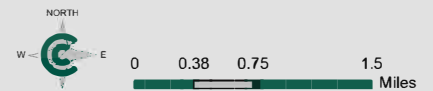


Farmland Preservation Plan*

- Certified
- Not Certified

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

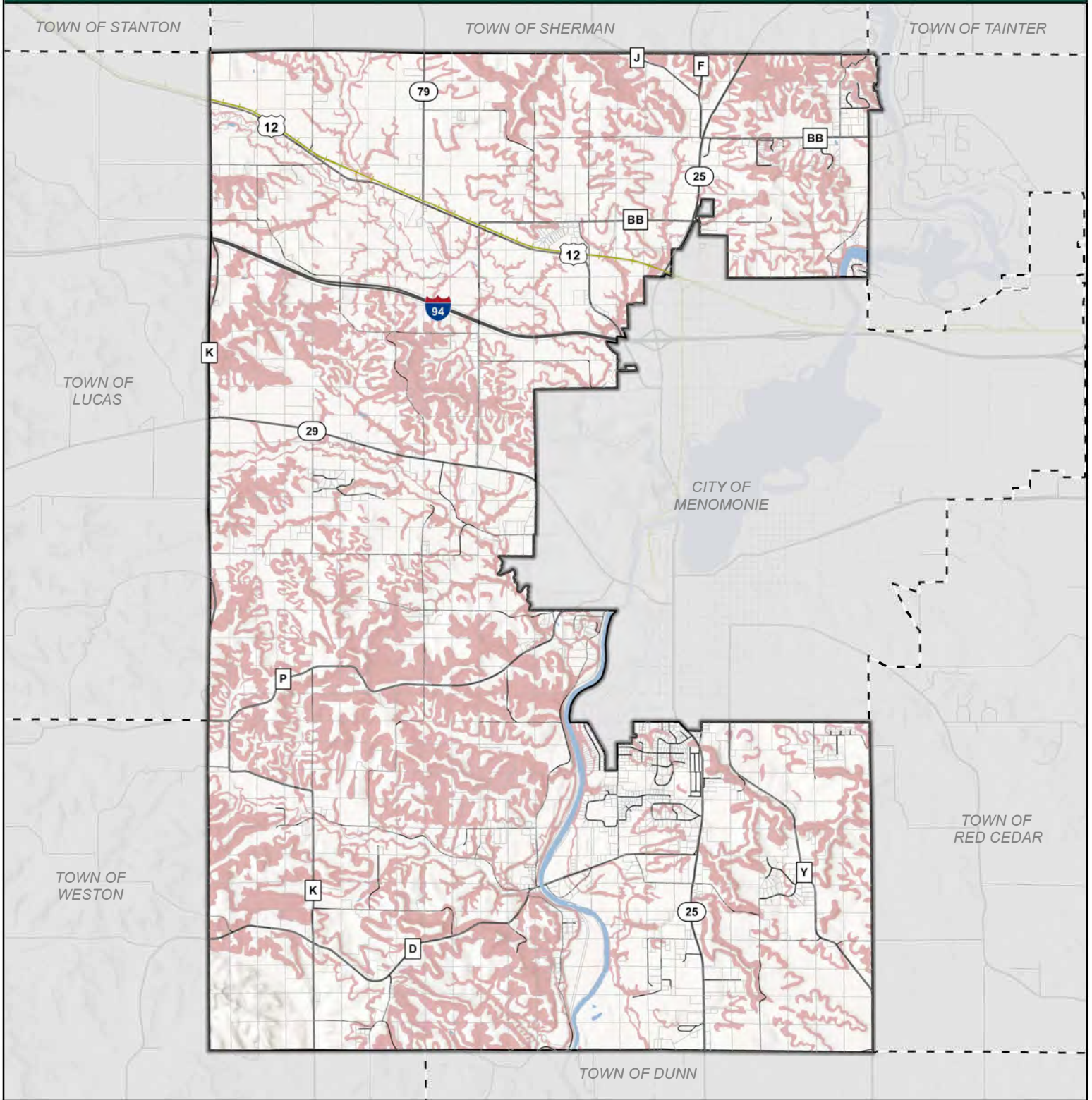


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*Source: Dunn County Farmland Preservation Plan Map, 2016.

Steep Slope

Town of Menomonie, Dunn County, Wisconsin

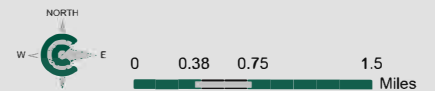


Steep Slope*

Steep Slope (12% or Greater)

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

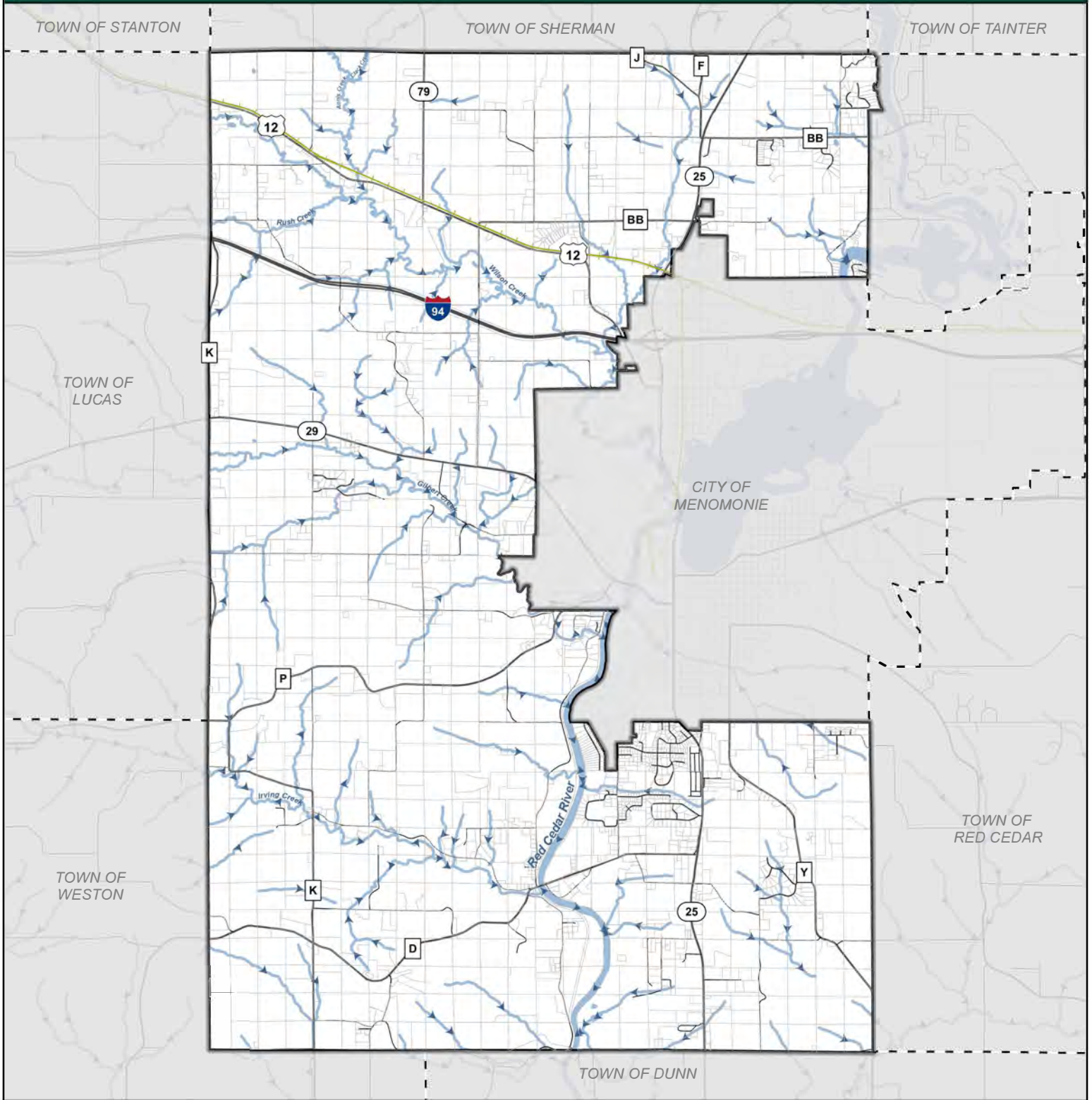


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Sources: NRCS Soil Survey Geographic Database (SSURGO), 2023.

Surface Water

Town of Menomonie, Dunn County, Wisconsin

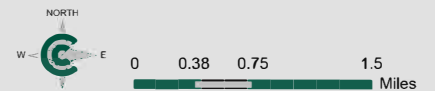


Surface Water*

- Water Body
- Streams/Rivers
- Flow Direction

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

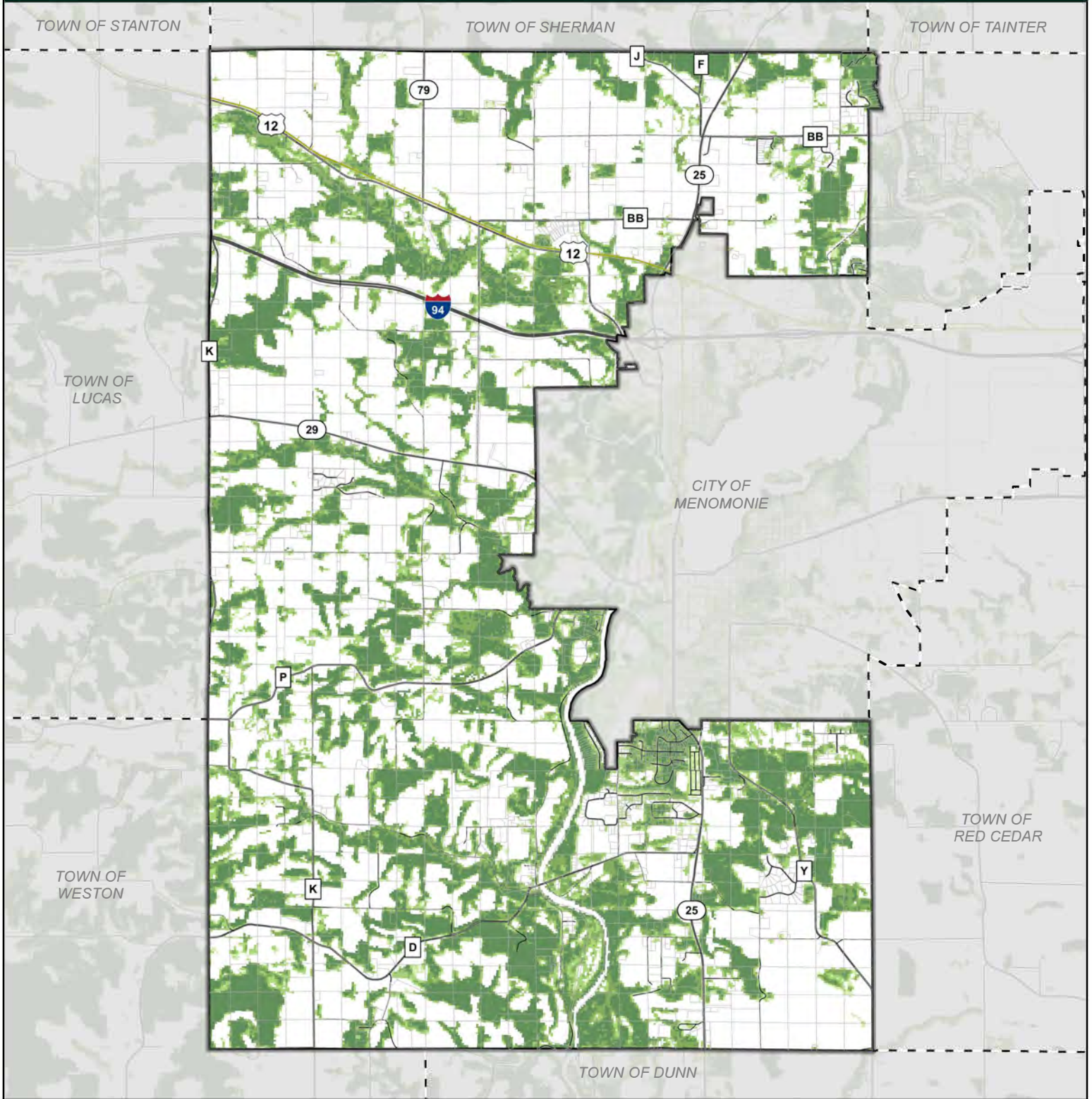


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Sources: WDNR 24K Hydrography Dataset, 2025.

Tree Canopy

Town of Menomonie, Dunn County, Wisconsin

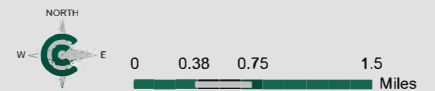


Tree Canopy*

- 1-25%
- 25-50%
- 50-75%
- >75%

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

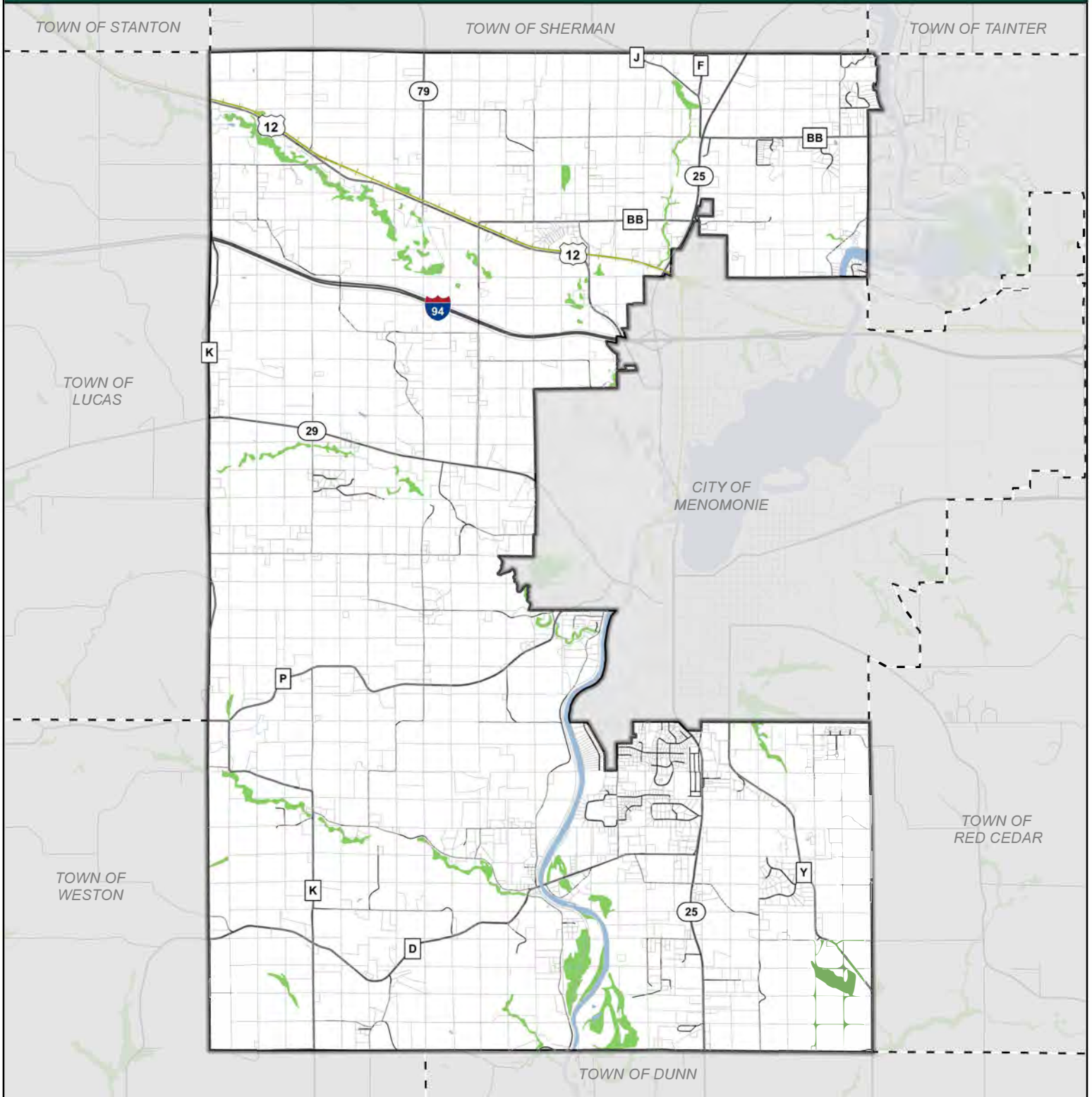


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Sources: Multi-Resolution Land Characteristics Consortium, National Land Cover Database, 2023.

Wetlands

Town of Menomonie, Dunn County, Wisconsin

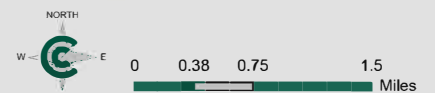


Wetlands

Wetland Area

Base Layers

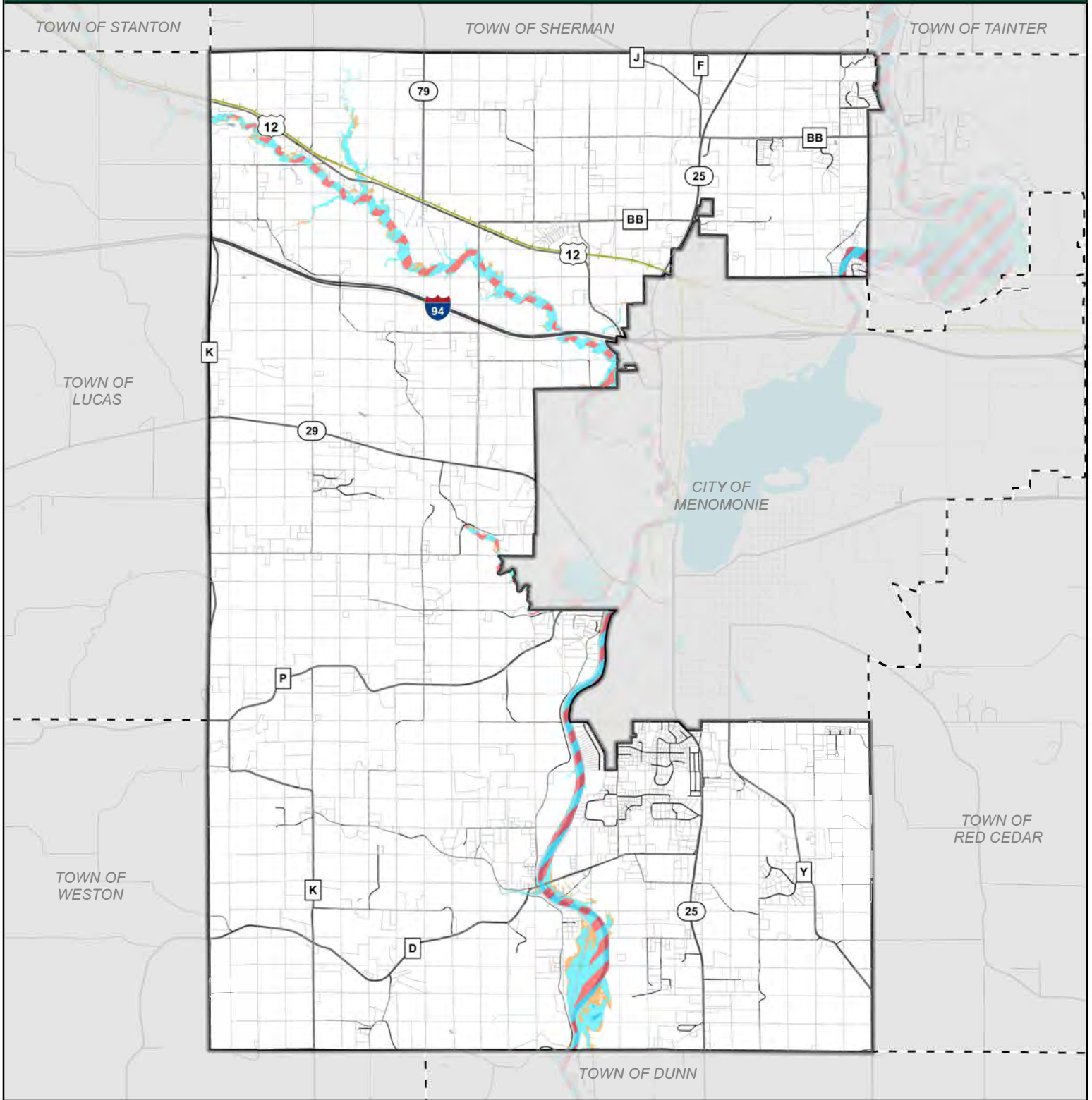
- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water



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Flood Hazards

Town of Menomonie, Dunn County, Wisconsin

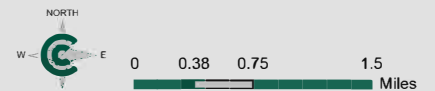


Flood Hazard Zones*

- 1% Annual Chance Flood Hazard
- 0.2% Annual Chance Flood Hazard
- Regulatory Floodway

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

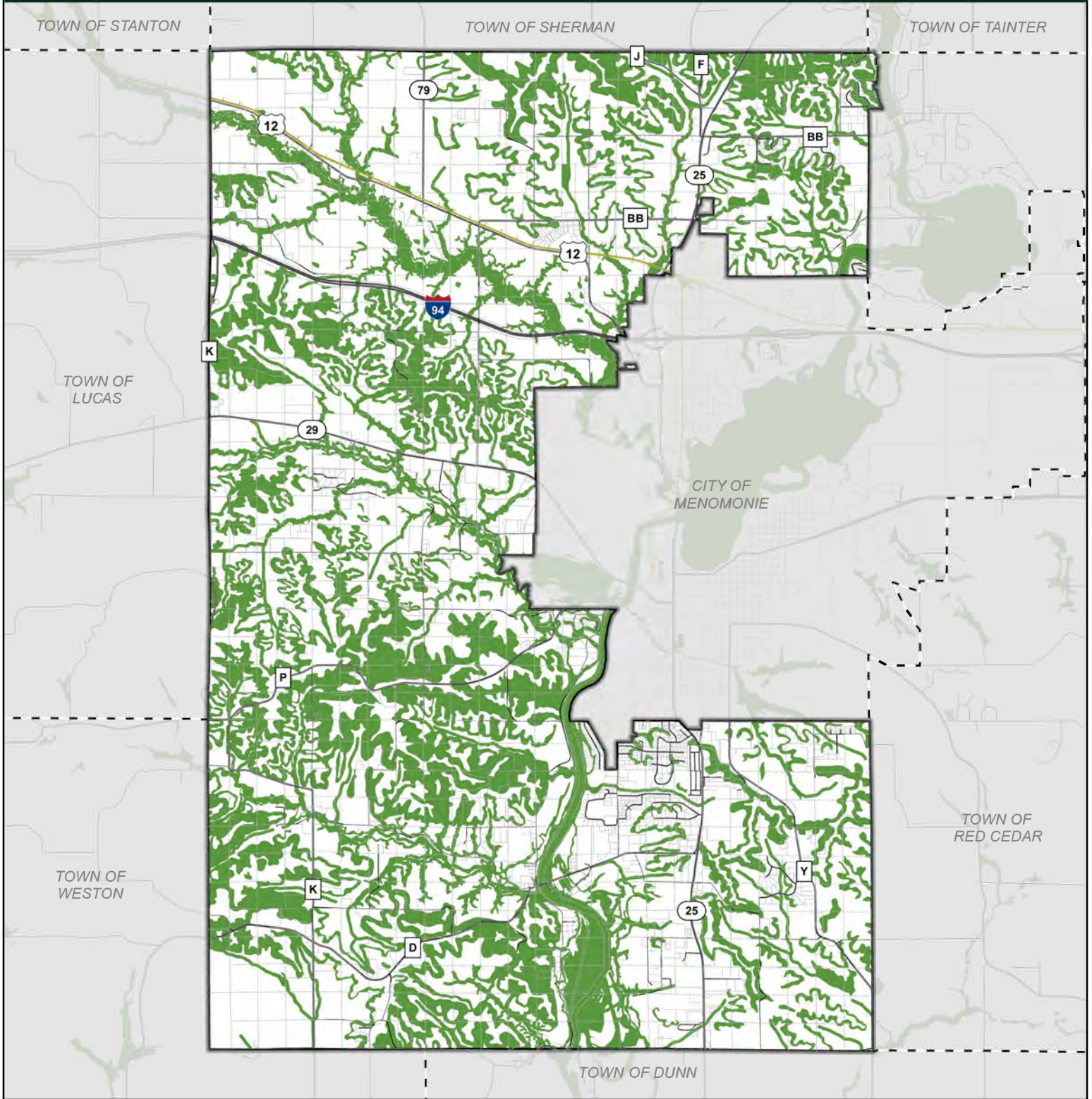


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Sources: FEMA National Flood Hazard Layer (NFHL), 2025.

Environmental Corridors

Town of Menomonie, Dunn County, Wisconsin

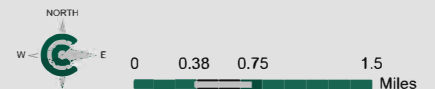


Environmental Corridors*

- Environmental Corridor consisting of:
 - Wetlands
 - Steep Slope (Greater than 12%)
 - Flood Hazard Zones
 - Surface Water with a 75' Buffer

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

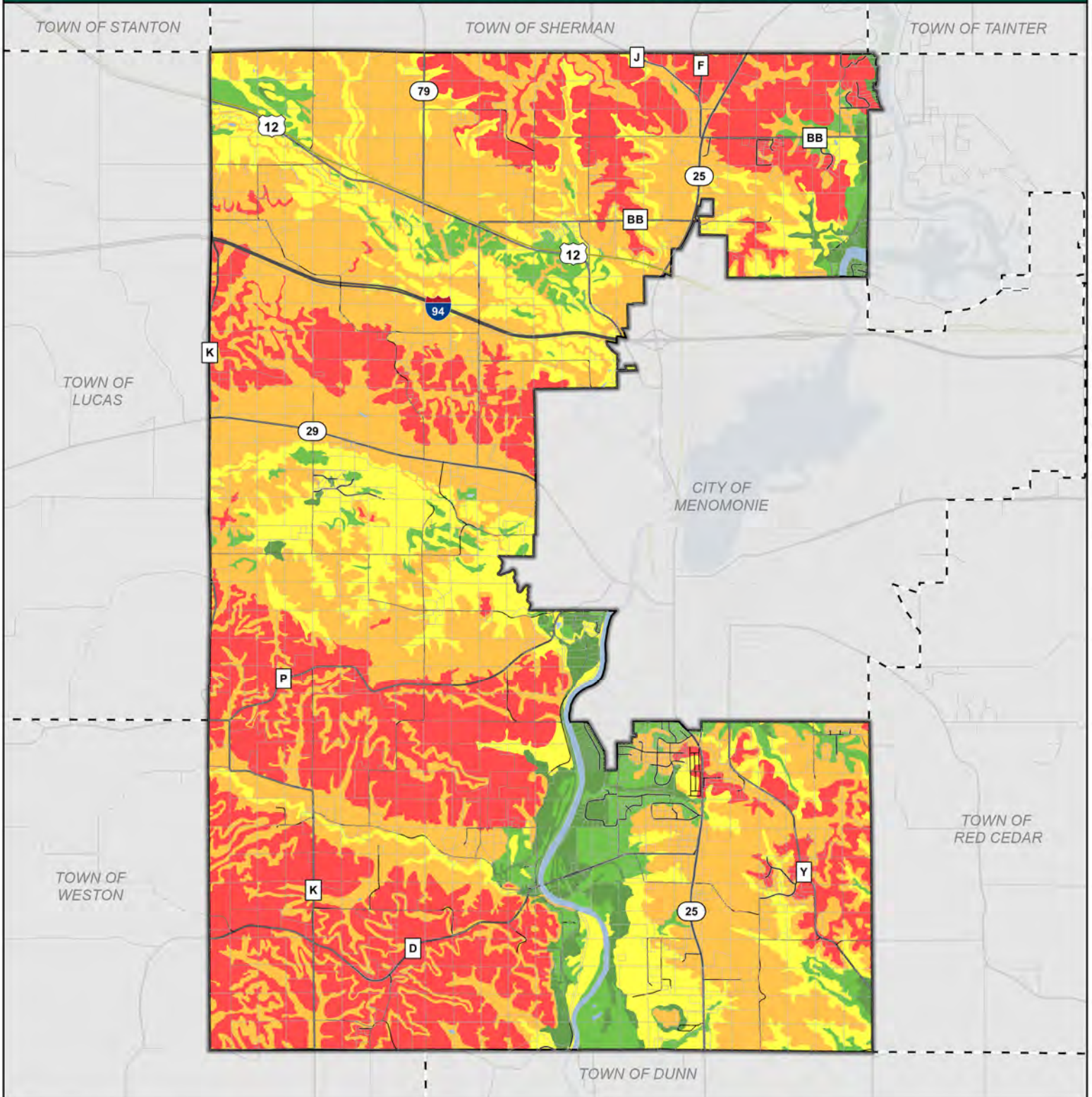


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Sources: WDNR Wetland Inventory Layer, 2025; NRCS Soil Survey Geographic Database (SSURGO), 2023; FEMA National Flood Hazard Layer (NFHL), 2025; WDNR 24k Hydrographic Dataset, 2025.

Recharge to Groundwater

Town of Menomonie, Dunn County, Wisconsin

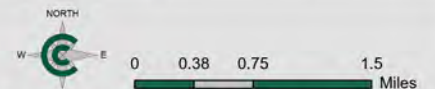


Permeability in Inches Per Hour*

- | | |
|---|--|
| Excellent (10 - 20) | Fair (0.8 - 2) |
| Very Good (5 - 10) | Poor (0.2 - 0.8) |
| Good (2 - 5) | |

Base Layers

- | | |
|----------------|--------------------|
| Interstate | Railroad |
| U.S. Highway | Parcel Boundary |
| State Highway | Municipal Boundary |
| County Highway | Water |

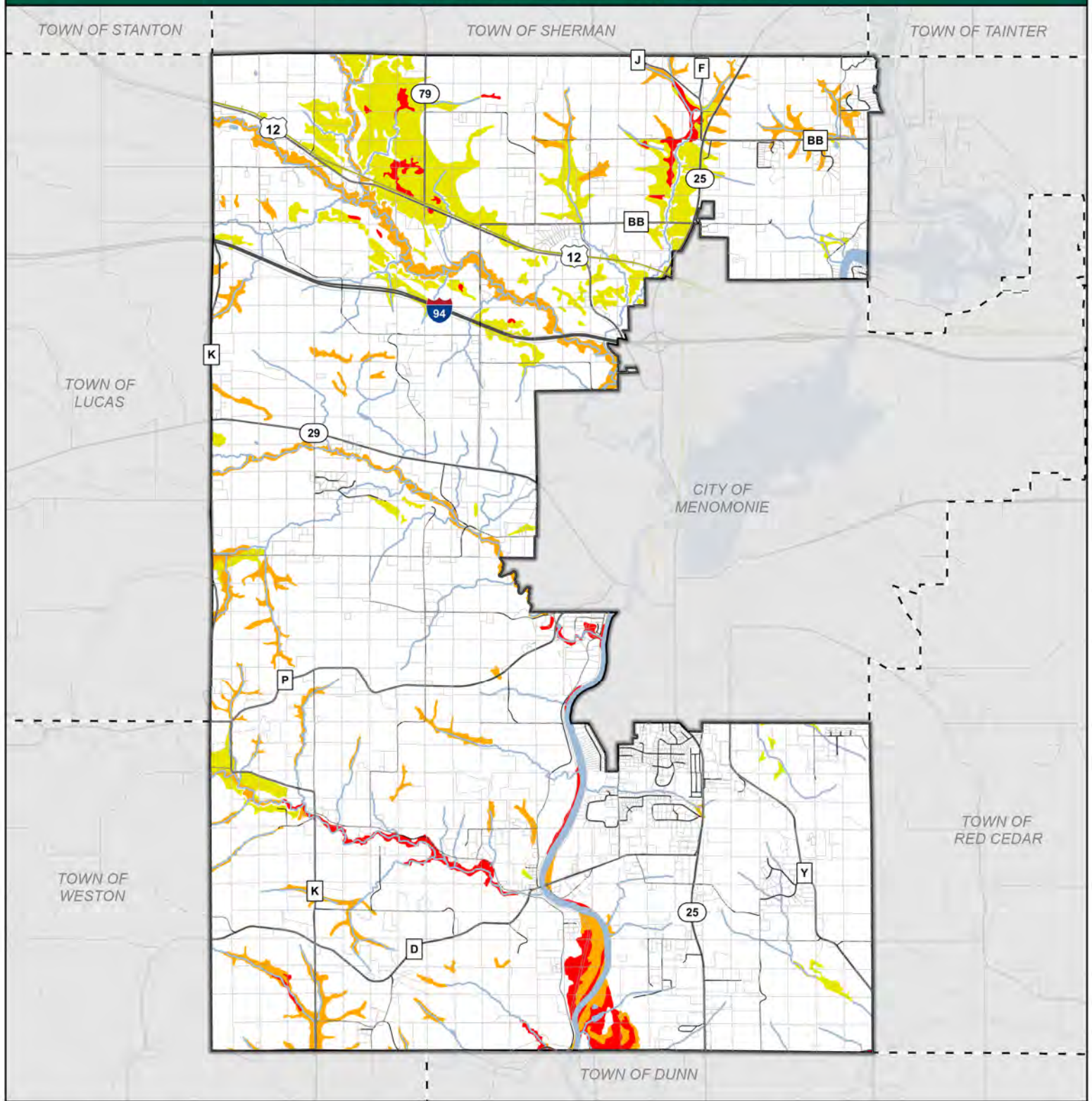


Sources: NRCS, 2024; Location of Recharge Areas to the Sandstone Aquifer in Dunn County, Wisconsin, Neil C. Koch, 2005/2015.

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Flooding Occurrence

Town of Menomonie, Dunn County, Wisconsin

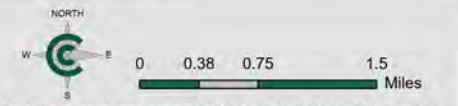


Flooding Occurrence (By Soil Type)*

- Frequently Flooded
- Occasionally Flooded
- Rarely Flooded

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water



This base map was created with data from Dunn County who assumes no liability for the accuracy of this data and any use or misuse of its content is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of Menomonie. Map Date: March 31, 2025.

Sources: NRCS SSURGO Dataset, 2024.

3. Transportation Chapter

3.1 Introduction

The Town has adopted an orderly system of development for roads, including access management, driveway permits, and vision corners at intersections.

Key Points Summary

- The transportation network in the Town appears to be adequate for at least the next ten years.
- Traffic volumes are generally low, but safety improvements are needed at certain intersections and curves. An example would be having 90 degree intersections at railroad crossings.
- Because of heavy use the maintenance and control of 390th Street should be taken over by the County.
- Road maintenance is a priority, especially for gravel roads and areas prone to erosion or flooding.
- There is limited infrastructure for biking and walking. Future planning encourages multi-use trails and safer pedestrian routes.
- No fixed-route transit exists; shared-ride taxi and specialized transport services are available for seniors and individuals with disabilities.
- The nearest airport is Menomonie Municipal Airport, with regional access via Chippewa Valley Regional Airport and Minneapolis-St. Paul International Airport.
- Red Cedar State Trail (14 miles) starts in the City of Menomonie and runs through the Town.
- Many of the goals in the various State plans align with the goals in the Town's Comprehensive Plan.

3.2 Modes of Transportation

The movement of people and goods is accomplished through a variety of transportation modes. These modes include cars, trucks, railroads, public transportation, ships, airplanes, bicycles, and walking. Generally, each mode fits a particular need.

- **Automobiles:** Function as the dominant mode for the movement of people.
- **Trucks:** Allow the rapid movement of goods and products over interstates and highways.
- **Airplanes:** Move people and lightweight products quickly over long distances.
- **Railroad:** Functions primarily for the movement of bulk commodities over long distances.
- **Ships:** Function primarily for the movement of bulk commodities nationally and globally.

- **Bicycles:** Typically move people over shorter distances within a community.
- **Walking:** Provides for the movement of people within a community.
- **ATV/UTV:** Provides movement of materials for farming operations and people for recreational opportunities. ATV/UTV routes are now approved on some roads.
- **Micromobility Options:** Micromobility refers to a range of small, lightweight vehicles, such as E-bikes, operating at speeds typically below 20–25 mph and driven by users personally without the aid of combustion engines.

3.3 Transportation System

Streets and Highways

The Town contains 67.76 miles of town roads. There are 23.6 miles of county roads and 18.1 miles of federal and state roads, including 3.7 miles of Interstate Highway, 4.9 miles of US highway, 9.5 miles of state trunk highway.

The major highways in the Town of Menomonie are US Interstate 94, US Highway 12 West, State Highway 29 West, and State Highway 25 North and South. Highways 12, 29, and 25 serve both local and long-distance traffic. No new access roads to I-94 through the Town are planned.

The DOT Wisconsin Department of Transportation (WisDOT) does not intend to expand and has no plans for expanding Highway 29 west of Menomonie in the near future.

Rudiger Road (390th Street) between State Highways 12 and 29 is the most heavily used Town road. 483rd Avenue is the heavily used entrance to the largest subdivision in the Town (Woodland Terrace). It is also a feeder to the city from other nearby subdivision. Rudiger Road (390th Street) between State Highways 12 and 29 is very heavily used. The Town may want to work toward returning it to a county trunk highway designation. The south portion of Rudiger Road was reconstructed in 2011. The reconstruction of the north portion of Rudiger Road was in 2016.

Beaver Trail Road (370th Avenue) lies on the boundary with the Town of Dunn. It cuts across from County Highway Y to State Highway 25. Bongey Drive (440th Street) runs from the southern part of the City to County Highway D and has heavy local traffic. Midway Road (550th Street) runs all the way to County Highway K. Heller Road (620th Ave.) is a feeder to the City via 390th Street, Stewart Road (650th Avenue), Northline Road (700th Avenue), Paradise Valley Road (410th Street), Elaine Road (4430th Street), and Cedar Falls Road (530th Street), are all main Town roads with moderate to heavy traffic.

The main Town roads need to have major repairs every twenty years on average. With the increased use of larger farm machinery and possible industrial sand truck traffic this time frame may become shorter. Because the entrance to Woodland Terrace (483rd Avenue) is so heavily used, the Town should promote adding bike lanes and/or sidewalks in that area. The only new road in the past 10 years has been 667th Avenue in Idella Ridge. That road was .39 miles long.

The Town has designated “alternate routes” which all have eighty foot “rights-of-way.” These roads are: 390th Street (Rudiger Road), County Highway “D” west from State Highway 25 to Irvington, Country Highway “BB” from US Highway 12 to State Highway 25, Country Highway “BB” east from State Highway 25 to the Town of Red Cedar.

Functional Classification of Roads

Arterials

Principal and minor arterials accommodate a high-volume of longer-distance vehicle trips between activity centers. Travel is largely uninterrupted and occurs at a high rate of speed.

- **Principal arterials** include interstates, freeways, and expressways. These controlled-access highways typically have multiple lanes and no at-grade intersections or driveway connections. Interstate 94 is an example of this type of arterial. Principal arterials may also include roadways that offer high-levels of mobility but provide at-grade access to side streets and adjacent land uses. Examples within the Town of Menomonie include State Trunk Highway 25.
- **Minor arterials** connect and support principal arterials and generally accommodate trips of a more moderate length. According to WisDOT, State Trunk Highways 29 and 79, and US Highway 12 are minor arterials that run through the Town of Menomonie.

Collectors

Collectors link local streets with the arterial street system. These facilities collect traffic in local areas, act as local through routes, and directly serve abutting land uses.

- **Major collectors** carry traffic over longer distances than minor collectors and typically have fewer driveways, more travel lanes, and higher speeds. Major collectors in the Town of Menomonie include US Highway 12 west of State Highway 79, 390th Street, County Trunk Highways D (east of County Trunk K), K, and J.
- **Minor collectors** serve much the same function as major collectors, but generally conduct a lower density of traffic over shorter distances at lower speeds. The minor collectors in the Town of Menomonie consist of County Trunk Highways D (west of County Trunk Highway K), P, and BB.

Local Streets

All other public roads in the Town (not classified by WisDOT) are considered local roads. These roads accommodate short trips, typically to homes and businesses within the community. Traffic volumes and speeds are relatively low.

Traffic Volume Trends

Annual average daily traffic (AADT) counts are reported as the number of vehicles expected to pass a given location on an average day of the year. AADT counts are presented in Map 3-1 for selected roadways in the Town of Menomonie. These counts are calculated by multiplying raw hourly traffic counts by seasonal, day-of-week, and axle adjustment factors. The daily hourly

values are then averaged by hour of the day and the values are summed to create the AADT count. The highest-traffic roads (>10,000 AADT) within the Town is Interstate 94 (35,500 AADT). State Highway 25 is also heavily traveled, with an AADT of 7,500 north of the City of Menomonie and 5,900 south of the City of Menomonie. The busiest Town road is 390th Street with an AADT of 2,100.

Traffic Crashes

To further analyze the Town of Menomonie's road system, the frequency of motor vehicle accidents is studied to identify problem areas. The frequency of motor vehicle accidents tends to correlate directly with traffic volumes. Each year, thousands of Wisconsin residents are injured and killed in traffic crashes. To better prevent these tragedies, the legislature has established a Traffic Safety Commission (TSC) in every county. These commissions are charged, per Wisconsin statute 83.013 (1), to maintain a map of traffic crashes within their county and to review those crashes on a quarterly basis for general awareness and to provide recommendations for corrective action, as appropriate.

Map 3-1 presents a review of reported crashes between March 2015 and March 2025 within the Town of Menomonie. Of the 807 total accidents reported in the Town in that reporting period, 597 occurred without injury. While 201 injury-producing or possible injury-producing accidents took place, and 9 fatalities occurred within Town limits during this period. The highest concentration of accidents occurs on the Town's most heavily traveled roads, specifically Interstate 94, State Trunk Highway 25 and US Trunk Highway 12.

Access Control

The closest on-ramps to Interstate 94 is at the State Highway 25 interchange in the City of Menomonie. The interstate is not directly accessible from the Town of Menomonie.

Pavement Condition

The Wisconsin Department of Transportation (WisDOT) maintains a detailed database of county and local street information in the Wisconsin Information System for Local Roads (WISLR). The information in the database is provided by county and local governments and is intended to assist in reporting roadway pavement conditions. Pavement ratings can be used for planning maintenance and budgets for local roadways. Under Section 86.302 of the Wisconsin Statutes, pavement ratings must be submitted to WisDOT by each county and local government every other year. PASER (pavement surface evaluation and rating) is the most commonly used method in Wisconsin.

PASER rates roadways from 1 Failed (needs total reconstruction) to 10 Excellent (no visible stress). PASER allows for better allocation of resources, a better understanding of pavement conditions, and allows for long-term planning.

Recent data from 2023 are shown in Table 3-1. According to the rating, only 8.76 percent of the local road miles within the Town of Menomonie do not need any type of maintenance at this time (rating 9 or 10).

Table 3-1 - PASER Ratings-Town of Menomonie (WisDOT PASER Database and Ratings, 2023/2024)			
	Category	Miles	Percent of Total
PAVED	1 - Failing	0.00	0.00%
	2 - Very Poor	0.34	0.51%
	3 - Poor	3.60	5.37%
	4 - Fair	6.90	10.29%
	5 - Fair	9.71	14.50%
	6 - Good	17.88	26.70%
	7 - Good	14.89	22.23%
	8 - Very Good	4.69	6.99%
	9 - Excellent	2.97	4.43%
	10 - Excellent	2.90	4.33%
Gravel/Sealed Coat	1 - Failing	0.00	0.00%
	2 - Poor	0.86	1.28%
	3 - Fair	0.92	1.37%
	4 - Very Good	0.72	1.08%
	5 - Excellent	0.61	0.92%
Total		66.98	100.00%

Routine maintenance (rating 7 or 8) is needed on 29.22 percent of the road miles, while another 41.2 percent of the roads are in need of preservative treatments (rating 5 or 6). Nearly 15.7 percent of the roads are in poor condition (ratings 3 or 4). Just 0.52 percent of the roads are in failing condition (rating 1 or 2). Of the gravel/seal coat roads, over 42 percent are in Very Good or Excellent condition.

Local Structures 6 – 20 Feet Program

The Local Structures 6 - 20 Feet Program, administered by the Wisconsin Department of Transportation (WisDOT), focuses on assessing and maintaining local bridges and culverts that are between 6 and 20 feet in diameter. The initiative includes phases for inventory collection, inspection, and data management, with local municipalities responsible for gathering and submitting the necessary information. The first phase, inventory, has been completed. The next phase of the program is to inspect the facilities and the Town is actively working on that phase. The locations of the facilities are shown on Map 3-3.

Truck Traffic

Trucking is an integral part of the Wisconsin economy and depends on a safe and efficient highway system as well as adequate local roads and streets. Infrastructure to support trucking is abundant in the Town of Menomonie and the surrounding region.

Interstate 94 is the primary interregional transportation facility serving Dunn County. It is designated by WisDOT as both a Long Truck Route and Oversized / Overweight (OSOW) Truck Route. It serves as the main trucking route for shipping goods to and from Dunn County businesses, connecting them to the rest of the state and nation. The truck operator map identifies the Wisconsin highways for operation of vehicles and combinations of vehicles the overall lengths of which cannot be limited and includes other statutory provisions or federal rules affecting the weight, width, and length of vehicles and combinations of vehicles and the number of vehicles in combination.

While I-94 is the primary truck route through Dunn County, US Trunk Highway 12 and State Trunk Highway 79 are also designated Long Truck Routes.

Rail Transportation

Dunn County contains two active freight railroad lines, both traversing the County from east to west. One line runs through the central portion of the County, traveling directly through the Town of Menomonie. This line's principal user is the Union Pacific Railroad who utilizes the track to transport sand, grain, stone & gravel, wheat & flour, petroleum products, coal, plastics, lumber & building materials, assembled autos, and petcoke. This rail line connects Milwaukee in the southeastern part of the state to the Twin Cities area in the west. The City of Menomonie has multiple rail spurs that serve businesses in the industrial park.

The Canadian National Railroad provides freight service that serves the portion of the County, serving the northeastern part of the Twin Cities to the west to the Fox Valley to the east.

Passenger rail service is not provided within Dunn County.

Public Transit

Residents of Dunn County have access to a Demand Response Door to Door service operated by Dunn County Transit Commission. The Demand Response Service currently operates 7:00 am - 5:00pm, Monday through Friday and serves the elderly and disabled. Other bus services in the City of Menomonie include the Community Bus Route and the Stoutroute.

There are a few private taxi services based out of the City of Menomonie as well.

Dunn County updated transit services in 2025, by adding a new Rural Doorstop Route transportation program. The initiative provides a new rural service program that focuses on accessibility for residents by introducing a structured ride system that operates on a quadrant basis, allowing for more efficient routing based on rider needs.

Air Service

Approximately 10 years ago, Menomonie's Municipal Airport (Score Field) increased the accessibility to the region by air travel. The airport improvement project included the construction of a new primary east/west runway 5040 feet in length by 75 feet in width. The

project also included the upgrading of navigational aids with the installation of new medium intensity runway lights (MIRLS), runway end identifier lights (REILS), and a visual approach decent indicator (VADI/PAPI). The improvements enable the community to better accommodate business travel on corporate owned aircraft, as well as personal travel on privately owned aircraft. However, Menomonie's location in proximity to the general air passenger transportation provided at the Minneapolis-St. Paul International and Chippewa Valley Regional Airports will continue to be an obstacle to attracting a regional common carrier air passenger service.

The Chippewa Valley Regional Airport in Eau Claire is approximately 30 miles away. Its main connection is to the Chicago O'Hare Airport with United Express. They also provide seasonal direct flights to Fort Myers through Sun Country Airlines.

Access to commercial air service is provided through the Minneapolis-St. Paul International Airport (MSP). MSP provides direct access to 175 domestic destinations, as well as many international access points and furnishes the primary air transportation needs for the City of Menomonie. Minneapolis/St. Paul International Airport is approximately 70 miles away.

Water Transportation

Currently, the surface waters in and around the Town of Menomonie do not provide conventional means of transportation. However, they can be used for recreation for boating and fishing. The Town of Menomonie does not have a need to utilize the existing surface waters for conventional transportation.

Pedestrian and Bicycle Facilities

Bicycle and Pedestrian infrastructure in both the Town of Menomonie are presently limited. Nearby, the City of Menomonie is the starting point for a beautiful 14-mile bike ride along the Red Cedar State Trail. This limestone-surfaced trail runs along the Red Cedar River from Menomonie to the Chippewa River, where it connects with the Chippewa River Trail. There are two main entrances onto the trail in the Town of Menomonie, Irvington, at the intersection of County Highway D and Paradise Valley Road, and Downsville, near the intersection of Highway 25 and County Highway C. The Chippewa River State Trail connects to the Red Cedar State Trail in the Dunnville Wildlife Area near the confluence of the Red Cedar and Chippewa rivers. Sandbars in this area offer access to swimming, fishing and picnicking.

No other off-road bike trails run through the Town of Menomonie.

The Town of Menomonie as the area is largely rural with limited infrastructure for pedestrians and bicyclists, however, bike routes have been designated, and whenever possible, Town road shoulders have been widened to accommodate bicycle traffic. Pedestrian traffic has been provided for when possible.

ATVs, UTVs, and NEVs

Over the past decade, the use of All-Terrain Vehicles (ATVs) and Utility Terrain Vehicles (UTVs) has become increasingly commonplace on rural roads. Once solely associated with agricultural use, the popularity of ATVs/UTVs has grown substantially for recreational purposes. The Town has adopted an ordinance which allows these vehicles on Town roads subject to certain conditions. All roads are open to ATV/UTV's except the Southern section of Rudiger Road.

Neighborhood Electric Vehicles, or NEVs, are vehicles that are capable of traveling at speeds of around 25 mph and have an approximately 40-mile driving range between charges. They come with safety features like headlights, turn signals and seat belts. An NEV can be operated on roads where the posted speed limit is 35mph or less. As energy costs rise, more area governments are creating ordinances to allow and regulate the use of NEVs on roads. NEVs can be used for personal transportation and as a utility vehicle. To date, the Town of Menomonie does not address NEVs in its municipal code.

Micromobility Options

Micromobility refers to a range of small, lightweight vehicles operating at speeds typically below 20–25 mph and driven by users personally without the aid of combustion engines. Micromobility devices include bicycles, e-bikes, electric scooters, electric skateboards, shared bicycle fleets, and electric pedal assisted bicycles. While these options are available in larger communities, the Town of Menomonie has not yet attracted the interest of private vendors for these services.

Parking Requirements

Parking is needed or required for most land uses. Often, the minimum parking requirements specified in a community's code are more than enough to meet the daily needs of the land use.

Parking lots create large amounts of impervious surfaces that create runoff and require stormwater management through the construction of storm sewers, ditches, and ponds. By looking at ways of reducing parking lot areas, less infrastructure is needed, and water quality is improved.

Listed below are several examples of tools the Town can utilize to reduce the number of parking spaces required in development.

1. Allow shared parking based on peak hours of existing and proposed businesses.
2. Higher building densities and sidewalks promote walking and reduce the need for parking.
3. Create trade-offs for reduced parking. For example, decrease the number of parking stalls in exchange for bicycle racks.
4. Consider centralized parking versus individual parking lots.
5. Construct a portion of the required parking, so long as the concept shows where parking can be expanded if needed.

6. Use the Town code as a maximum requirement.

3.4 Transportation Plans

Local Plans

The Town of Menomonie does not currently have a Capital Improvement Plan. These plans cover a five-to-ten-year period and serve as the primary transportation planning document for the community, prioritizing transportation projects and necessary expenditures.

Regional Plans

The Northwest Region Highway Projects and Studies include the following efforts that are in the Town of Menomonie:

1. Rehabilitation project: I-94 (Wilson Creek to Red Cedar River), city of Menomonie and towns of Menomonie and Red Cedar - Dunn County. The 3.2-mile project runs along I-94 from 550 feet west of the Wilson Creek Bridge to 2,000 feet east of the Red Cedar River bridges in the city of Menomonie and towns of Menomonie and Red Cedar, all in Dunn County. The project is scheduled for 2027.
2. Roundabout project: WIS 25 (County BB East and West Intersections), town of Menomonie - Dunn County. This project is north of the Dunn County city of Menomonie on WIS 25 at its intersections with County BB West (south junction) and County BB East (north junction). The project is scheduled for 2029.

WisDOT also lists some other projects that are under construction:

1. Preventative Bridge project. US Trunk Highway 12. Completed in 2025.
2. Preventative Bridge project. Interstate 94 (multiple sites). This project was scheduled for 2025.
3. Recondition project: County Trunk Highway D (County Trunk Highway K TO 420th Street). Completed in 2025.
4. Bridge Rehabilitation project. County Trunk Highway D (Red Cedar River Bridge). This project is scheduled for 2026.
5. Patch Repair project. Interstate 94 (Wilson Creek to Red Cedar River). This project is scheduled for 2027.
6. Preventative Bridge project. Interstate 94 (Wilson Creek). This project is scheduled for 2029-2030.

State Plans

The Wisconsin Department of Transportation maintains several plans with statewide policies, recommendations, and strategies regarding various aspects of transportation. These plans should be taken into consideration and utilized when transportation decisions or plans are made in Dunn County. The following are current statewide transportation planning documents

pertaining to Dunn County (although many do not have specific recommendations for the Town of Menomonie):

- Six-Year State Highway Improvement Program
- Connect 2050
- Wisconsin Active Transportation Plan 2050 (In progress)
- Wisconsin Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin State Airport System Plan 2030
- Wisconsin State Freight Plan 2023
- Wisconsin State Rail Plan 2050

State Six-Year Highway Improvement Plan

The Six-Year Highway Improvement Plan covers Wisconsin and has 115,866 miles of public roads, from Interstate freeways to city and village streets. This highway improvement program covers only the 11,746-mile state highway system which is administered and maintained by the Wisconsin Department of Transportation. The other 104,120 miles are improved and maintained by the cities, villages, counties, and villages in which they are located.

The state highway system consists of 879 miles of Interstate freeways and 10,867 miles of state and US-marked highways. While the 11,746 miles of state highways represent only 10.1% of all public road miles in Wisconsin, they carry over 38 billion vehicle miles of travel a year, or about 56.1 % of the total annual statewide public road travel.

Each wisely invested dollar returns benefits in terms of time savings, fewer accidents, and decreased vehicle operating costs. Poor roads mean more accidents and deaths, higher insurance costs, more wear and tear on vehicles, more time on the road, and less efficient and competitive commerce. Please visit the master contract schedule page, which identifies projects for the future and represents WisDOT's best estimate of when projects will be ready for letting.

The improvement projects from the State Six-Year Highway Plan are listed under the Regional Plans section of this chapter.

Connect 2050

Wisconsin's Long-Range Statewide Transportation Plan, Connect 2050, focuses on addressing the state's multimodal transportation needs through the year 2050. The plan was adopted in May 2022. Connect 2050 is a new plan for a new time; a streamlined, user-friendly document that utilizes innovative planning and data visualization techniques to guide Wisconsin's transportation future. Associated technical reports, analysis, and modal-specific plans will exist alongside this plan, allowing Connect 2050 to stand alone as a visionary document that will guide overall transportation decision-making for Wisconsin. This plan does not list any specific projects that pertain to the Town of Menomonie.

A few of the goals in this plan that are consistent with the Town of Menomonie’s goals include:

1. Pursue sustainable long-term transportation funding
2. Focus on partnerships
3. Increase options, connections, and mobility for people and goods
4. Maximize transportation safety
5. Maximize transportation system resiliency and reliability
6. Balance transportation needs with those of the natural environment, socioeconomic, historic, and cultural resources

Wisconsin Bicycle Transportation Plan 2020

The Wisconsin Bicycle Transportation Plan 2020 presents a blueprint for developing and integrating bicycling into the overall transportation system. In an effort to promote bicycling between communities, the plan analyzed the condition of all county trunk and state trunk highways in the state and included maps showing the suitability of these roads for bicycle traffic. Suitability criteria were based primarily on road width and traffic volumes with secondary consideration given to pavement condition, passing opportunities, and percent and volume of truck traffic. WisDOT is in the process of developing their Active Transportation Plan 2050 to replace the Bicycle Transportation Plan. This plan does not list any specific projects that pertain to the Town of Menomonie.

The goals in this plan that are consistent with the Town of Menomonie’s goals include:

1. Increase levels of bicycling throughout Wisconsin, doubling the number of trips made by bicycles by the year 2010.
2. Reduce crashes involving bicyclists and motor vehicles by at least 10% by the year 2010.

Despite being past the target years (this plan will be replaced by the Active Transportation Plan 2050 once completed), these goals are generally consistent with the bicycle and pedestrian goals for the Town of Menomonie.

Wisconsin Pedestrian Policy Plan 2020

Wisconsin Pedestrian Policy Plan outlines statewide and local measures to increase walking and to promote pedestrian comfort and safety. The plan provides a policy framework addressing pedestrian issues and clarified WisDOT’s role in meeting pedestrians’ needs. It establishes actions and policies to better integrate pedestrian facilities into the transportation system over the next twenty years.

This plan establishes goals, objectives, and actions regarding the provision of pedestrian accommodations that are realistic and can be implemented in a reasonable time frame and in a cost-effective manner. This plan does not list any specific future projects that pertain to the Town of Menomonie.

The goals in this plan that are consistent with the Town of Menomonie’s goals include:

1. Increase the number and improve the quality of walking trips in Wisconsin.
2. Reduce the number of pedestrian crashes and fatalities.
3. Increase the availability of pedestrian planning and design guidance and other general information for state and local officials and citizens.

Wisconsin State Airport System Plan 2030

Wisconsin State Airport System Plan 2030 and its accompanying System-Plan Environmental Evaluation (SEE) is the statewide long-range airport transportation plan. The 20-year plan builds off the policies and issues identified in Connections 2030; Wisconsin’s statewide long-range transportation plan adopted in October 2009.

Wisconsin’s State Airport System Plan identifies a system of 98 public-use airports adequate to meet different aviation needs in all parts of the state and is a guide for federal and state investment decisions. The identification of potential projects in this plan is not a commitment for federal or state project funding, nor does it provide project justification. Prior to project implementation all projects must be justified through the local master planning and environmental process and approved by the Wisconsin Department of Transportation and Federal Aviation Administration, when appropriate. The plan includes a statewide vision for aviation, an overview and analysis of the state’s system of airports, a SEE, and an environmental justice analysis.

The Wisconsin Department of Transportation officially adopted Wisconsin State Airport System Plan 2030 on February 19, 2015. It includes nine chapters with supporting materials included as appendices. The proposed recommended improvements shown in the plan for the Menomonie Municipal – Score Field Airport include visual aids and approach light configuration, approach capability, airport layout plan and approach survey, and environmental assessment.

The Town does not have an airport and therefore does not have any goals related to airport transportation.

Wisconsin State Freight Plan 2023

Enhancing freight mobility is a top priority for the Wisconsin Department of Transportation. The State Freight Plan (SFP) provides a vision for multimodal freight transportation and positions the state to remain competitive in the global marketplace. This plan does not list any specific future projects that pertain to the Town of Menomonie, but does show that Interstate 94 that runs through the Town of Menomonie is part of the Primary Highway Freight System.

The goals in this plan that are consistent with the Town of Menomonie’s goals include:

1. Enhance safety, security, and resiliency of the multimodal freight transportation system.

2. Enhance system mobility, operations, reliability, efficiency, and connectivity of the multimodal freight transportation system.
3. Ensure system preservation & enhancement of the multimodal freight transportation system.

Wisconsin State Rail Plan

Wisconsin Rail Plan 2050 identifies rail issues that reflect the views of Wisconsin citizens, businesses and government officials. The plan includes a number of key parts, including a statewide vision for freight, intercity passenger and commuter rail; and an inventory of Wisconsin's rail system, rail service and rail facilities. Wisconsin Rail Plan 2030 serves as a guide for decision-makers through 2050. This plan does not list any specific future projects that pertain to the Town of Menomonie.

The goals in this plan that are consistent with the Town of Menomonie's goals include:

1. Enhance safety, security, and resiliency of the rail system.
2. Ensure system preservation & enhancement of the rail system.
3. Enhance system mobility, operations, reliability, efficiency, and connectivity of the rail system.

Wisconsin Strategic Highway Safety Plan 2023-2027

Wisconsin strives to further reduce the fatality numbers on its highways. The strategic highway plan sets forth initiatives and tasks in an effort to achieve that goal. This plan does not list any specific projects that pertain to the Town of Menomonie.

The points of emphasis in this plan listed below are consistent with the Town of Menomonie's goals include:

1. Improve Non-Motorist Safety
2. Improve Safety of Intersections
3. Reduce Lane Departure Crashes
4. Curb Aggressive Driving/Reduce Speed-Related Crashes

3.5 Programs and Funding

Funding to Help Develop the Town's Transportation System

Due to their high cost, local roadway improvements are funded by the Town using a variety of methods and approaches. Typically, a blend of funding may be used in order to capitalize on interest rates or to leverage other funding that may be available. The following types of funding mechanisms and policies exist within the Town of Menomonie to accomplish this:

Local Bridge Improvement Assistance

The Local Bridge Improvement Assistance program helps rehabilitate and replace, on a cost-shared basis, the most seriously deficient existing local bridges on Wisconsin's local highway systems. Counties, cities, villages, and towns are eligible for rehabilitation funding on bridges with sufficiency ratings less than 80, and replacement funding on bridges with sufficiency ratings less than 50. For further information on the program, WisDOT should be contacted.

Local Roads Improvement Program (LRIP)

Established in 1991, the Local Roads Improvement Program (LRIP) assists local governments in improving seriously deteriorating county highways, village roads, and city and village streets. A reimbursement program, LRIP pays up to 50% of total eligible costs with local governments providing the balance. The program has three basic components: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Three additional discretionary programs (CHIP-D, TRIP-D and MSIP-D) allow municipalities to apply for additional funds for high-cost road projects. For more information, contact WisDOT.

Adopt-A-Highway Program

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

Transportation Economic Assistance (TEA) Program

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

Wisconsin Department of Transportation

The Wisconsin Department of Transportation was officially established in 1967 by combining formerly independent agencies and the Department of Motor Vehicles (which included the State Highway Commission, State Aeronautics Commission and State Patrol).

WisDOT supports all forms of transportation. The department is responsible for planning, building and maintaining Wisconsin's network of state and Interstate highways. The department shares the costs of building and operating county and local transportation systems - from highways to public transit and other modes. WisDOT plans, promotes, and financially supports statewide air, rail, and water transportation.

The department works closely with other state, federal, and local agencies to meet changing and growing travel needs. Transportation impacts everyone, and WisDOT is committed to providing the safest, most efficient, and highest quality transportation services to best serve the needs of the state, its citizens, and many visitors.

A number of statewide transportation planning efforts will affect the transportation facilities and services in the region. Please note that most of the plans referenced in this section are available through the WisDOT website (www.wisconsin.gov) under the "Projects and Studies" tab. These transportation plans were reviewed to ensure consistency with the Town's Comprehensive Plan. Although there are only a couple of projects within these plans that directly impact the Town, the overall goals in these plans are consistent with the Town's overall transportation goals. Also, for future reference, Dunn County is in WisDOT's Northwest (NW) Region. The following plans are statewide transportation plans developed and administered by the WisDOT:

Wisconsin Department of Natural Resources (WDNR)

The WDNR is probably the main source of funds for outdoor recreation transportation facilities. As a prerequisite to the following WDNR funding programs, applicants must first submit a comprehensive outdoor recreation plan or a master plan that has been approved by resolution by a local governing unit, or a plan of a higher unit of government. Applicants submitting qualifying comprehensive outdoor recreation plans (CORP's), or master plans may receive eligibility to apply for funding for up to five years. Outdoor recreation plans and grant programs currently administered by the WDNR which are associated with forms of transportation include:

State Recreational Trails Network Plan

In 2001, the Wisconsin Department of Natural Resources adopted the State Trails Network Plan as an amendment to the Wisconsin State Trail Strategic Plan. This plan identifies a network of trail corridors throughout the state referred to as the "trail interstate system" that potentially could consist of more than 4,000 miles of trails. These potential trails may follow one or more of the following: highway corridors, utility corridors, rail corridors, and linear natural features (e.g., rivers and other topographic features).

All-Terrain Vehicle (ATV) Programs

The ATV program provides funds to accommodate all-terrain vehicles through the acquisition, insurance, development, and maintenance of all-terrain vehicle trails and areas, including routes. The ATV Enforcement Patrol provides grants to county sheriffs for all-terrain vehicle patrols.

Recreational Boating Facilities Program

The Recreational Boating Facilities program provides funds to local units of government and qualified lake associations for the construction of capital improvements to provide safe recreational boating facilities. The program also provides financial assistance for feasibility studies related to the development of safe recreational boating facilities and the purchase of aquatic weed harvesting equipment and trash skimming equipment.

Recreational Trails Program

The Recreation Trails Program provides funds for motorized and non-motorized recreation trail rehabilitation, trail maintenance, trail development, and trail acquisition.

Snowmobile Trail Aids

Snowmobile Trail Aids provide funds to maintain trail systems that provide passage through a county and connections with adjacent counties.

County Snowmobile Enforcement Patrols

County Snowmobile Enforcement Patrols provide funds for county snowmobile patrols functioning as a law enforcement unit for the enforcement of Ch. 350, Wis. Stats.

3.6 Transportation Goals, Objectives, and Policies

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to identify, maintain, and improve the Town's transportation system.

Goal #1

Provide and support adequate transportation systems for the Town residents, businesses, and visitors, while preserving natural resources and preventing undue strain on the environment.

Objectives

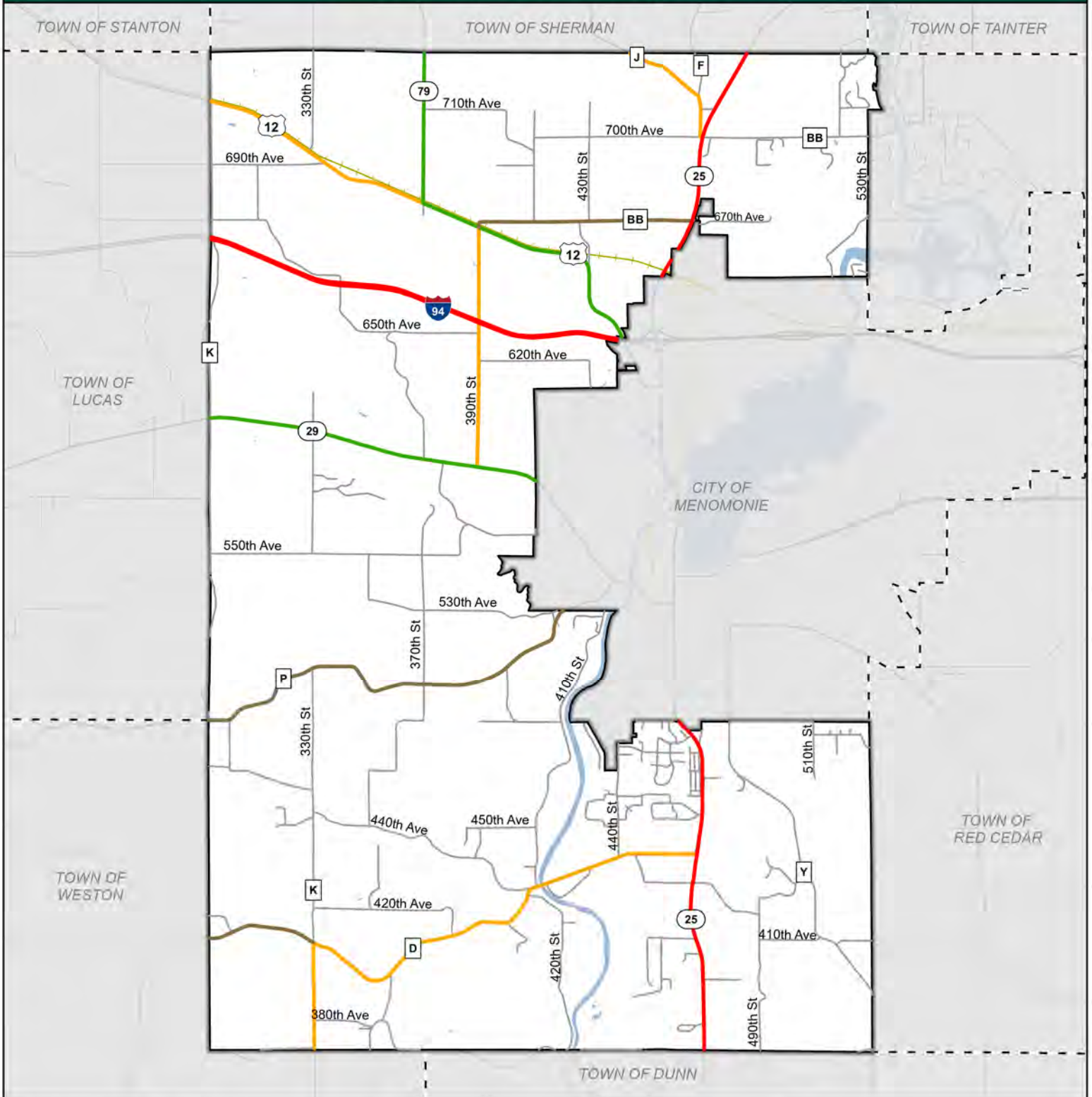
1. Ensure the Town's transportation system is safe, efficient, and well-maintained.
2. Plan for a multimodal system that accommodates vehicles, bicycles, pedestrians, and residents of all mobility levels.
3. Discourage development and non-agricultural operations that can cause undue damage to Town roads.
4. Support local airports and regional connectivity.
5. Improve safety at high-risk intersections and maintain visibility along roadways.

Policies

1. Regularly monitor WisDOT Plans to see where they may impact the Town's transportation system.
2. Update ordinances to require developers provide roads in new developments.
3. Evaluate and construct roads, whenever possible, that safely accommodate bicycle, pedestrian, ATV's, those with disabilities, and other traffic.
4. When road construction projects take place, consider widening the road shoulders to accommodate bicycle and pedestrian traffic.
5. Irving Creek Road, 440th avenue, should be considered as a candidate for "Rustic Roads."
6. Develop a policy for safe intersection and implement the policy when intersections are redesigned or constructed.
7. Work with Dunn County to take over Rudiger Road (390th Street).
8. Discourage dead-end roads, but when necessary, they shall have an appropriate size turn-around at the end.
9. Establish a Capital Improvement Program (CIP), incorporating the results of the inspection phase of the Local Structures 6 – 20 Feet Program.
10. Consider working with WisDOT to add a street light to the intersection of Rudiger Road (390th Street) and State Highway 29 to improve safety.
11. Consider supporting Dunn County's effort to provide additional transit services to the Town.
12. Truck traffic shall be directed, where feasible, to higher-classification roads designed for freight movement.

Functional Classification

Town of Menomonie, Dunn County, Wisconsin

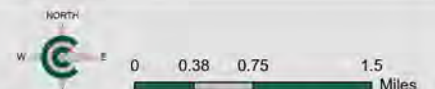


Functional Classification

- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

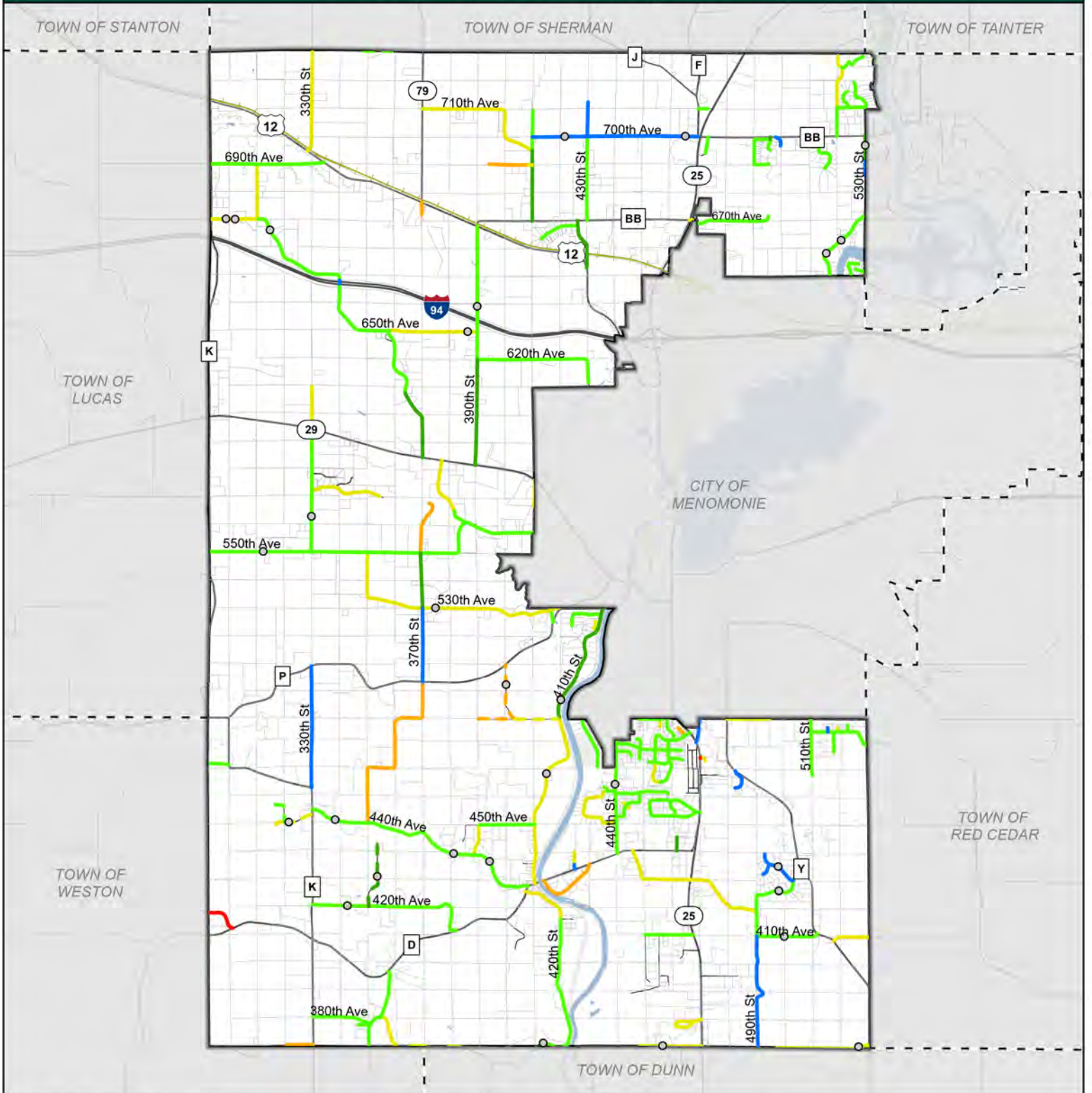


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Sources: Dunn County E911 Centerline Dataset, 2018; WisDOT, 2016.

Future Transportation Projects

Town of Menomonie, Dunn County, Wisconsin



Town Road PASER Ratings*

Paved Road

- 2 - Very Poor
- 3 - Poor
- 4 - Fair
- 5 - Fair
- 6 - Good
- 7 - Good

- 8 - Very Good
- 9 - Excellent
- 10 - Excellent

Gravel/Sealed Coat Road

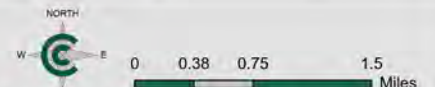
- 2 - Poor
- 3 - Fair
- 4 - Very Good
- 5 - Excellent

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- 6 - 20' Local Structure

- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

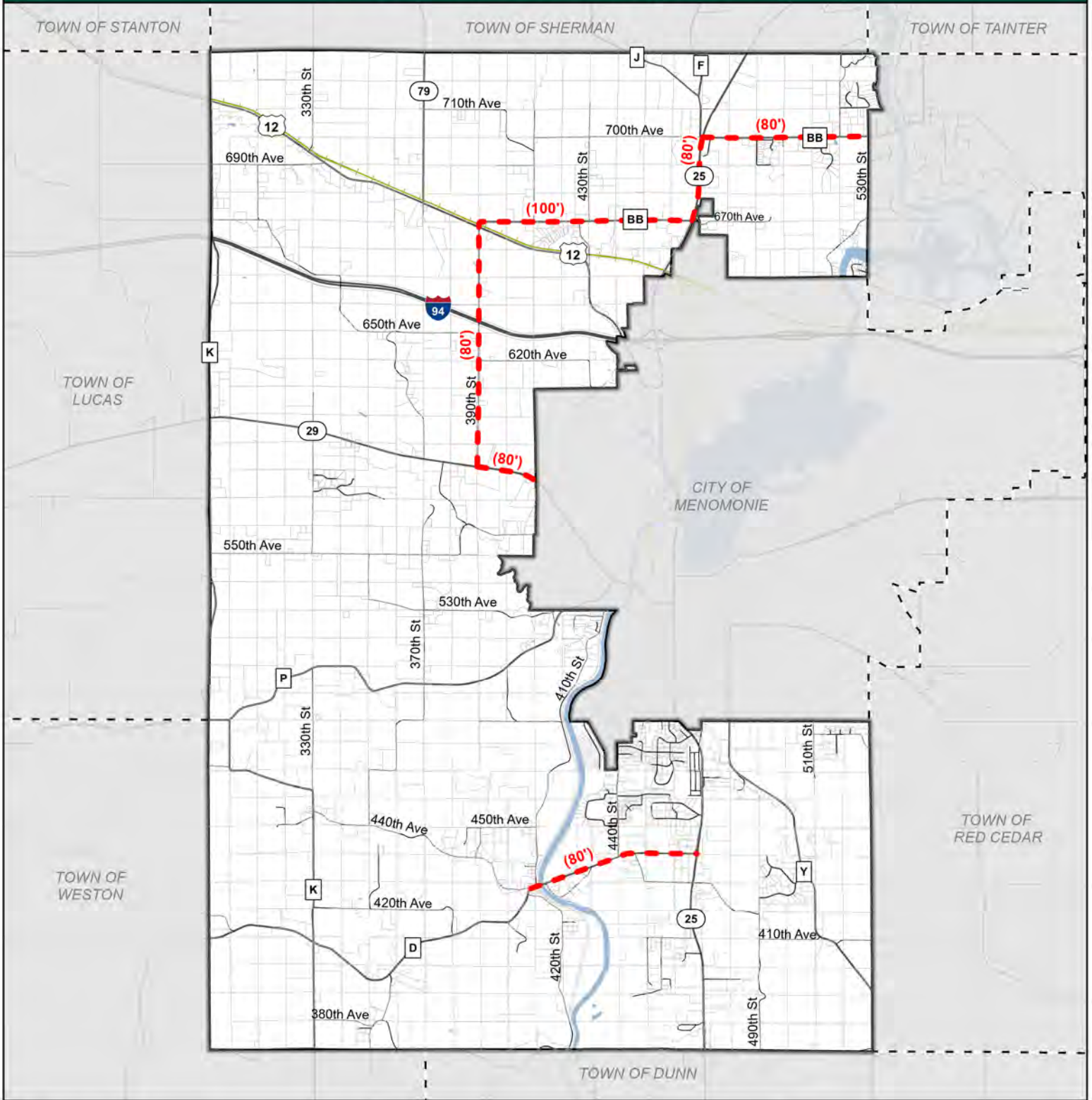
Sources: WISLR, 2023 & 2024 Ratings.



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Alternative Routes

Town of Menomonie, Dunn County, Wisconsin

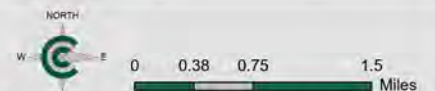


Alternative Routes*

- - - Alternative Route
(Labeled with Road Width)

Base Layers

- - - Interstate
- - - U.S. Highway
- - - State Highway
- - - County Highway
- - - Railroad
- Parcel Boundary
- Municipal Boundary
- Water



This base map was created with data from Dunn County who assumes no liability for the accuracy of this data and any use or misuse of its content is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of Menomonie. Map Date: May 8, 2025.

4. Economic Development Chapter

4.1 Introduction

Economic development planning is the process by which a community organizes, analyzes, plans, and then applies its energies to the tasks of improving the economic well-being and quality of life for those in the community. This can be done by addressing issues ranging from enhancing a community's competitiveness, establishing industrial policy, encouraging sustainable development, creating jobs, increasing wages, enhancing worker training, and improving overall quality of life. All of these issues affect residents within a community and are addressed directly or indirectly in this comprehensive plan.

The reason to plan for economic development is straight-forward - economic development helps pay the bills. It requires working together to maintain a strong economy by creating and retaining desirable jobs which provide a good standard of living for individuals. Increased property values and personal income, as well as an increased tax base allows a community, county, or state to provide the level of services residents expect. A balanced, healthy economy is essential for community well-being.

Please note: Many of the statistics we cite in this chapter are not available at the township level, so out of necessity this Plan will often cite county or regional statistics to provide some context on trends also developing in the township.

Key Points Summary

- Labor force participation declined over the past decade, while unemployment also decreased, suggesting more residents have exited the workforce.
- Educational attainment is strong, with high school and college graduation rates exceeding state averages.
- Household income is significantly higher than county, state, and national medians.
- Poverty levels are low, with only about 3% of residents below the poverty line.
- Commute times are generally short, indicating proximity between home and work for most residents.
- Industry sectors are dominated by education, health care, and manufacturing.
- Occupational categories are led by management, business, science, and arts roles, followed by production and transportation.
- The Town hosts a small mix of businesses, including agriculture, construction, manufacturing, real estate, and recreation.
- Agriculture plays a modest role locally (2.1% of employment), but remains economically significant county-wide, with strong dairy and crop production.
- Farmland is declining, but farm sizes are increasing; dairy and grain sales contribute hundreds of millions to the economy.

- Tourism is a growing economic driver.
- The Town aims to attract low-impact businesses such as service industries, agri-tourism, small commercial enterprises, storage, and childcare.
- A former landfill site exists and may have limited redevelopment potential.

4.2 Analysis of Labor Force and Economic Base

Labor Force

The labor force, according to the Wisconsin Department of Workforce Development definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work. This may include retirees, homemakers, and students. The labor force does not include institutional residents, military personnel, or discouraged job seekers.

Table 4-1 shows that the percentage of Town residents 16 years of age and older who are in the civilian labor force. Between 2010 and 2020 the labor participation rate has dropped and so has the unemployment rate. This likely means more people have retired or left the work force for other reasons.

Population 16 Years and Over		2010	2020
		2,610	2,599
Civilian Labor Force	Number	1,964	1,708
	Percent	75.2%	65.7%
Employed	Number	1,846	1,637
	Percent	70.7%	63.0%
Armed Forces	Number	0	0
	Percent	0.0%	0.0%
Not in Labor Force	Number	646	891
	Percent	24.8%	34.3%
Unemployment Rate		4.5%	2.7%

According to the American Community Survey 2017-2020, the Town’s unemployment rate of 2.7%. However, these figures have undoubtedly changed due to the impacts of regional and national workforce shortages.

Educational Attainment

As discussed in the Issues and Opportunities Chapter, 92% of the people in the Town of Menomonie above the age of 25 have graduated from high school, this is comparable to the State overall. Over 39% of residents over the age of 25 have a bachelor’s or higher degree, compared to 31% statewide

Wages

Table 4-2 shows the average annual wage by occupation in Dunn County in 2024. The occupation with the most employees is Transportation and Material Moving Occupations. The highest paying occupation of those listed are Management Occupations.

Table 4-2 - Dunn County Average Wages Wisconsin DWD, 2024 Wage by Occupation			
Occupation	Employment	Mean Wages	Entry Wages
Management Occupations	630	\$115,550	\$63,130
Business and Financial Operations Occupations	660	\$78,180	\$50,670
Computer and Mathematical Occupations	220	\$81,530	\$52,160
Architecture and Engineering Occupations	320	\$93,570	\$61,970
Life, Physical, and Social Science Occupations	120	\$65,810	\$40,070
Community and Social Service Occupations	320	\$53,170	\$38,520
Legal Occupations	40	\$90,130	\$45,760
Educational Instruction and Library Occupations	1,250	\$55,840	\$35,500
Arts, Design, Entertainment, Sports, and Media Occupations	130	\$50,610	\$35,610
Healthcare Practitioners and Technical Occupations	660	\$101,390	\$48,800
Healthcare Support Occupations	980	\$37,000	\$29,570
Protective Service Occupations	190	\$64,240	\$36,840
Food Preparation and Serving Related Occupations	1,570	\$30,120	\$20,580
Building and Grounds Cleaning and Maintenance Occupations	400	\$39,430	\$29,490
Personal Care and Service Occupations	210	\$39,080	\$27,060
Sales and Related Occupations	1,670	\$45,820	\$26,800
Office and Administrative Support Occupations	1,850	\$49,530	\$35,460
Construction and Extraction Occupations	800	\$66,510	\$43,960
Installation, Maintenance, and Repair Occupations	740	\$60,120	\$40,850
Production Occupations	2,240	\$50,150	\$36,610
Transportation and Material Moving Occupations	2,710	\$46,680	\$30,520

Household Income

As discussed in the Issues and Opportunities Chapter, The 2023 estimated median household income for the Town of Menomonie is 28.7% higher than the county overall, 22.1% higher than the state overall and 17.6% higher than the U.S. median household income.

Poverty Status

According to American Community Survey 2020 data, the approximately 3% of the Town's population living below the poverty level.

Commuting

For most of the general population, the location of their home depends on the location of their work. Knowing the amount of time people are willing to travel to work can serve as an indicator for the future location of housing and economic development. Commuting time to work is also an indicator of what residents are willing to sacrifice for location. Individuals are often willing to allow for longer commute times to live in a particular area.

According to the ACS 2020 data, 46.7% of the Town of Menomonie residents commute less than 15 minutes to work. This is a greater percentage than the County (41.7%), and State (34.0%). Just over 24% of residents in the Town of Menomonie commute 30 minutes or more to work. Workers in Dunn County typically have longer commute times, with 28.1% commuting 30 minutes or more. The number of Wisconsin workers traveling 30 minutes or more to work, is slightly below the County at just 27.7%.

Civilian Employed Population

According to the American Community Survey 2017-2020, the greatest percentage (75.6%) of the civilian employed population in the Town of Menomonie worked for private companies. This is also the case in both Dunn County and the State of Wisconsin. The next largest percentage of workers in the Town were self-employed, accounting for 8.7% of the civilian employed population. This percentage far surpassed that of both Dunn County and the State of Wisconsin, with self-employment numbers of 7.3% and 5.1%, respectively. Of the three jurisdictions, the Town of Menomonie had the greatest percentage (15.7%) of its workforce employed in government.

Employment by Industry

Evaluating employment by industrial sector illustrates the structure of the economy. Historically, the Town of Menomonie and Dunn County have had a high concentration of employment in the education and manufacturing sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in this manufacturing sector, while employment within the services sector is increasing. This trend is partly attributed to improved technology, and the aging of the population.

According to the American Community Survey 2017-2020, the greatest percentage of employment for the Town was in the Educational Services and Health Care and Social Assistance sector (27.6%), followed by Manufacturing (24.3%). Dunn County has a similar breakdown of industry employment with Educational Services and Health Care and Social Assistance sector (23.9%), followed by Manufacturing (17.3%) being the top two sectors. Wisconsin closely mirrored Dunn County with 23.4% in Educational Services, and Health Care and Social Assistance, and 18% in Manufacturing. This is not surprising given the post-secondary educational opportunities as well as the manufacturing jobs in the City of Menomonie.

Employment by Occupation

The previous section, Employment by Industrial Sector, described employment by the type of business or industry. What people do, or what their occupation is within those sectors, can also reveal factors that influence incomes and overall employment.

According to the American Community Survey 2017-2020 the occupation category with the greatest percentage of employment in the Town of Menomonie was Management, Business, Science, and Arts occupations, accounting for 41.4% of total employment. The occupation category with the second highest percentage of employment was Production, Transportation, and Material Moving occupations (26.7%) followed by Sales and Office occupations (13.4%).

For Dunn County, the occupation categories matched the Town of Menomonie with the greatest percentage of employment in Management, Business, Science, and Arts occupations (32%), followed by Production, Transportation, and Material Moving occupations (21.5%). Wisconsin’s top two occupational categories Management, Business, Science, and Arts occupations (37.2%) and Sales and Office occupations (20.3%).

Table 4-3 Selected Employment by Occupation -Town of Menomonie, Dunn County, Wisconsin (2020 ACS Survey)						
	Town of Menomonie	%	Dunn County	%	State of Wisconsin	%
Civilian employed population 16 years and over	1,637	100.00%	23,738	100.00%	2,983,277	100.00%
Management, business, science, and arts occupations	678	41.42%	7,593	31.99%	1,110,652	37.23%
Service occupations	117	7.15%	4,009	16.89%	482,609	16.18%
Sales and office occupations	219	13.38%	4,681	19.72%	604,533	20.26%
Natural resources, construction, and maintenance occupations	186	11.36%	2,346	9.88%	254,428	8.53%
Production, transportation, and material moving occupations	437	26.70%	5,109	21.52%	531,055	17.80%

Employment Projections

Employment projections are not available on a county basis; however, the Wisconsin Department of Workforce Development (DWD) produces employment projections for Wisconsin’s 11 West Central Workforce Development Area (WDA), which includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties every two years. According to the Dunn County 2025 Workforce Profile, employment in the West Central WDA is projected to grow by 20,793 (9.4%) between 2022 and 2032, slightly outpacing the state’s overall rate of 7.1%. This translates to an average annual increase of approximately 2,079 jobs in the region. However, annual growth is just one component of total yearly job openings. The other two components include labor force exits, or retirements, and occupational transfers, or people switching to different roles. Strategies

to address job openings will vary depending on the combination of these factors for each occupation.

Industries are categorized as either goods-producing industries (for example, manufacturing, construction, and natural resources and mining) or service-producing industries (trade, transportation, utilities, education, health services, and leisure and hospitality). Goods-producing industries are expected to see growth of 8.3% over the decade, while service-producing industries are projected to grow by 9.5%, reflecting demand for services.

Existing Businesses

The Town of Menomonie is home to a handful of businesses providing a variety of goods and services in Table 4-3.

Table 4-3 - Primary Employers and Businesses in the Town of Menomonie Town of Menomonie Plan Commission	
Existing Businesses	Industry
Bobolink Nursery	Nursery
Tractor Central	Tractor sales and service
C.R. Crooks Concrete	Concrete
Lee Real Estate & Auction Service	Real Estate and Auction Service
AirTEC Sports	Power Sports Sales and Service
Pember Companies	Construction
American Structures, Inc.	Stainless Steel Tanks
Pinewood Golf Course	Recreation
Twin Springs Camping Resort	Recreation
The Skate Ranch	Recreation
Rassbach Furniture	Retail
Loyal Blue/Olson Crematorium	Funeral Services

According to the 2025 Dunn County Workforce Profile, in the West Central Workforce Development Area (WDA), four of the five most common jobs are related to transportation and material moving. This follows the fact that warehousing is one of the largest subsectors in the county.

Agriculture Industry Analysis

According to the American Community Survey 2017-2020, approximately 2.1% of the employed civilian population in the Town of Menomonie works in the agriculture, forestry, fishing and hunting, and mining sector. This percentage is slightly lower than both Dunn County (3.9%) and Wisconsin (2.2%), representing one of the three industry sectors with the fewest employees.

Consideration of the agricultural industry is of particular importance when completing a comprehensive plan because land is a major requirement for its continued success. According to the Census of Agriculture, the amount of land in farms in Dunn County in 2017 was 348,301 acres

compared to 382,545 acres in 2007, a decrease of 9.8%. For the same period, the average size of farms grew from 226 acres in 2012 to 270 acres in 2017, an increase of 19.5%. The number of farms decreased from 1,690 farms in 2007 to 1,288 farms in 2017, a decrease of 23.8%. The Wisconsin Agricultural Statistics Service defines a farm as any establishment from which \$1,000 or more of agricultural products were sold or would normally be sold during the year.

Dairy farming is the major agricultural industry in Dunn County. The 2024 Wisconsin Agricultural Statistics report states that, the County's 23,500 milk cows produced just under 560 million pounds of milk in 2023. Crop production is also an important agricultural component in Dunn County. The 2024 Wisconsin Agricultural Statistics report enumerates the following statistics for Dunn County for 2023:

- Approximately 92,200 acres of corn were harvested for grain, resulting in a production of approximately 16.9 million bushels.
- Approximately 64,700 acres of soybeans were harvested, resulting in a production of approximately 2.9 million bushels.
- Approximately 1,190 acres of oats were harvested, resulting in a production of 43,400 bushels.

Agriculture Economic Impact

The production, sales, and processing of Dunn County's farm products generates employment, economic activity, income, and tax revenue. In 2020, the University of Wisconsin Extension supplied information on just how important agriculture is to the overall Dunn County economy. Provided are some of the most notable impacts from agriculture in the County.

- Agriculture provides jobs for 3,781 Dunn County residents, totaling 2.1% of the County's workforce.
- Agriculture accounts for \$989 million in economic activity.
- Grain sales in Dunn County were \$82.1 million.
- Dairy sales in Dunn County were \$77.8 million.

Tourism

Tourism plays a vital role in Dunn County's economy. Area accommodations, restaurants, retail stores, recreational areas, and attractions help strengthen the local economy and improve the quality of life for residents, as well as visitors. Several tourist destinations are located within the Town of Menomonie, including Devil's Punchbowl, Pinewood Golf Course, Twin Springs Camping Resort, Skate Ranch, Red Cedar River, and the Red Cedar State Trail.

The following information was obtained from the Wisconsin Department of Tourism regarding the tourism industry in Dunn County.

- The total economic impact from tourism was \$101 million in 2023, an increase of 5.5% from 2022.

- Direct visitor spending contributed \$59.6 million to the Dunn County economy in 2023, an increase of 5.1% from 2022.
- In 2023, the tourism industry supported 792 jobs in the County.
- It is estimated that in 2023, employees earned \$21.6 million in total labor income from the tourism industry, an increase of 4.6% from 2022.
- State and local taxes collected as a result of tourism amounted to an estimated \$6.5 million in 2023, an increase of nearly 9.3% from 2022.

As indicated by the impacts above, agriculture and tourism will continue to play a big role in the economy of Dunn County.

4.3 Desired Businesses

The Town of Menomonie encourages businesses that would not put undue strain on the environment and/or Town resources to locate in the Town. Businesses that need sewage and water services or require water usage that may put a strain on the level of the aquifer are discouraged and would be more suitable in municipalities that can provide those services. The following businesses have been identified as desirable businesses for the Town to attract and retain, provided they are in a suitable location consistent with the Future Land Use Map:

- Service Industries
- Storage Facilities
- Limited Commercial/Small Business
- Agri-tourism/Winery
- Childcare Facilities

4.4 Business Attraction and Retention

A simple determination of the strengths and weaknesses of the Town of Menomonie and Dunn County and their economies provides the basic planning steps for future economic development. Strengths should continue to be promoted and new development that fits these features should be encouraged. Weaknesses should be improved or further analyzed and new development which displays aspects similar to identified weaknesses should be discouraged.

Strengths for Attracting New Business

- Location, proximity to the City of Menomonie, City of Eau Claire, Twin Cities
- Quality of life, natural resources, schools, and hospitals
- Agricultural diversity
- Strong manufacturing base in the region
- Good supply of available land
- Well maintained communities
- Access to Interstate 94
- Access to UW-Stout and Chippewa Valley Technical College

- Widespread access to broadband in recent years could be mentioned here and/or elsewhere
- Relatively low labor costs for producers

Weaknesses for Attracting New Business

- Labor availability, skills, and cost
- Relatively low paying jobs
- Aging workforce
- Brain drain, graduates leaving the County
- Limited revenue and financing options for development of new infrastructure to support economic development
- Lack of affordable housing opportunities
- Lack of childcare
- Lack of sewer and water service

4.5 Future Business Sites

The Town lacks the infrastructure to support light or heavy manufacturing as described in the Dunn County zoning ordinance. Therefore, it encourages these types of manufacturing to be placed where adequate infrastructure, such as transportation, sewage, and water services, is available.

Having available and desirable business or industrial sites within the County is vital if business recruitment is a goal. Having sites available also allows for existing businesses to expand locally. As previously indicated, the Town does not have an established Industrial Park and there is no immediate need to establish one. Such sites usually require needed infrastructure. There are some isolated business locations within the Town associated with their historic use and the plan is for them to stay viable. The Town zoning map shows locations where businesses may currently locate. For specific areas designated for future business and industrial development in the Town, refer to the Chapter 8 Land Use element of this plan.

The Town should continue to support the local development of economic resources in adjacent communities throughout Dunn County in order to support both local employment for its residents and the overall improvement of the County's economy.

Home-Based Businesses

Home-based businesses have become commonplace in most communities, and the Town of Menomonie is no exception. Section 13.3.3 of the Dunn County Zoning Code outlines the rules and regulations that each home occupation must follow. Due to the recent COVID-19 pandemic, there is an increasing trend of 'work from home', as well as the creation of new home-based businesses. The Zoning Code lists the following home occupations as examples of permitted home occupations:

- Artists, sculptors, authors, composers, or photographers
- Barber and beauticians; provided that only one operator shall be permitted
- Home crafts, such as model making, rug weaving, lapidary work, cabinet making, picture framing, and the like
- Office facilities for route salesmen or manufacture’s representatives
- Teachers, including music and dance instructions, provided that instructions shall be limited to five pupils at anytime, except occasional groups
- Seamstresses or tailors
- Sale of firearms or ammunition; and the repair of firearms
- Home cooking and preserving
- Telephone answering or soliciting
- Computer sales and repair
- Internet consulting and sales
- Mail order business
- Small appliance repair
- Similar uses at the discretion of the Zoning Administrator
- Professional offices

The above home occupations are currently permitted in residential, shoreland recreational, and agricultural districts (subject to change). The Town should monitor changes in this arena over the planning period in order to address potential impacts.

Industrial Development

Menomonie Industrial Park and the Stout Technology Park in nearby City of Menomonie both have the resources for these types of industries.

City of Menomonie Industrial Park

The Menomonie Industrial Park, consisting of approximately 2,052 acres, is located within Menomonie’s City limits around the Menomonie Municipal Airport, I-94, State Highways 12 and 29, and the Union Pacific Railroad. The park is set up with utility and transportation infrastructure. There are three active Tax Incremental Finance Districts (TID’s #13, #17, and #18) that are in place to support the growth and development of these areas.

The City also has a Certified Site, located north of Eagle Point Road and west of County Highway B, with over 100 acres of available land. The Certified Site designation is a pre-qualification, indicating a property’s title is clear, it possesses sufficient utilities and other infrastructure for industrial use, it is properly zoned, and it has adequate transportation access for industrial use, among other criteria.

Stout Technology Park & Business Park

The Stout Technology & Business Park is a university-affiliated, mixed-use technology and business park with 403 acres in a park-like setting, bordered by Technology Drive. The park features open space, community walking/biking paths and attractive, permanent buildings. It is a community of industrial, commercial, business and educational owners with a unique blend of value-added benefits from University of Wisconsin-Stout (UW-Stout), a premiere industrial technology institution. Stout Technology Park has land available for new development. Ideal owners are light industrial and business enterprises involved in research and development, high technology, professional services and manufacturing related to the mission and programs of UW-Stout. Both commercial zone and technology zone acreage are available for development adjacent to the Stout Technology Park.

4.6 Environmentally Contaminated Sites for Commercial or Industrial Use

The Environmental Protection Agency (EPA) and the Wisconsin Department of Natural Resources (WDNR) encourage the clean-up and use of environmentally contaminated sites for commercial and industrial use. The WDNR has created the Bureau for Remediation and Redevelopment Tracking System (BRRTS) which identifies environmentally contaminated sites for communities in Wisconsin. The most commonly listed types of sites are the following:

- **Spills** - A discharge of a hazardous substance that may adversely impact, or threaten to adversely impact public health, welfare, or the environment. Spills are usually cleaned up quickly.
- **LUST** - A Leaking Underground Storage Tank that has contaminated soil and/or groundwater with petroleum. Some LUST cleanups are reviewed by DNR, and some are reviewed by the Dept. of Commerce.
- **ERP** - Environmental Repair Program sites are sites other than LUSTs that have contaminated soil and/or groundwater. Often, these are old historic releases to the environment.
- **VPLE** - Voluntary Property Liability Exemptions apply to sites in which a property owner conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability.
- **Superfund** - Superfund is a federal program created by Congress in 1980 to finance cleanup of the nation's worst hazardous waste sites.

According to the BRRTS database, there are four environmentally contaminated sites in the Town of Menomonie that have been closed. In addition to those four sites, there are two other sites that are listed as No Action Required (NAR). Closed sites have completed all clean up requirements and have received a case closure letter from the DNR. The NAR sites mean a hazardous discharge was reported, investigated, and cleaned up, but no further action was needed.

It should be noted that once contaminated sites are now growing in consideration as hosts for large scale renewable energy facilities. The federal government is promoting the transition through grant programs. The Town should follow this opportunity closely as information and the renewable energy market develops.

In addition to the above sites, the Town also has a former landfill site, just north of the Town's recycling center. The site is tested on semiannual basis and there does not seem to be any significant impacts to the groundwater at this time. Landfill sites have limited development opportunities, but the Town could consider developing a plan for the site.

4.7 Programs

The following programs are currently utilized by the community or are available for use by the community to implement the goals, objectives, policies, and recommendations identified.

Local Resources

University of Wisconsin-Stout and Chippewa Valley Technical College

The University of Wisconsin-Stout, known as Wisconsin's Polytechnic University, and Chippewa Valley Technical College (CVTC) provide significant employment and collaborate with area businesses to meet workforce needs.

UW-Stout boasts the only polymer/plastics and manufacturing engineering programs in the UW System. Its Manufacturing Outreach Center provides strategic direction, process improvement and training to manufacturers across Northcentral Wisconsin. UW-Stout's Office of Corporate Relations & Economic Engagement (OCREE) is the university's primary outreach and engagement organization focused on connecting the extensive resources of the university to business, industry, and community stakeholders.

CVTC also provides customized labor training programs for area businesses.

Dunn Economic Development

Dunn Economic Development is a first-of-its-kind public-private partnership dedicated to fostering a vibrant and resilient economy in Dunn County, Wisconsin. They serve as a built-in business ally and a one-stop connection for companies looking to expand, relocate, or launch. Dunn Economic Development serves as the primary point of contact for business retention and expansion, workforce housing facilitation, and business attraction. For the Town of Menomonie, the partnership specifically collaborates through the Development Friendly Municipalities program. This initiative assists the Town in preparing for residential growth by aligning zoning, ordinances, and long-term planning with county-wide housing and economic goals. The organization unites the resources and expertise of the six founding partners:

- Dunn County

- The City of Menomonie
- The University of Wisconsin-Stout
- The Dunn County Economic Development Corporation (DCEDC)
- The Greater Menomonie Development Corporation (GMDC)
- The Stout Technology & Business Park

By aligning these partners, the path is clear for business success, providing seamless access to sites, incentives, workforce solutions, and the support needed to thrive in Western Wisconsin.

Greater Menomonie Development Corporation.

The Greater Menomonie Development Corporation (GMDC) is dedicated to fostering responsible economic growth within the City of Menomonie and supporting regional economic activity. The GMDC focuses on creating a favorable business and industry climate by offering resources and support for local businesses. The GMDC collaborates with various stakeholders to enhance the economic landscape of Menomonie, ensuring sustainable growth and prosperity for the community.

Dunn County Economic Development Corporation

Dunn County Economic Development Corporation is dedicated to promoting economic growth and stability in Dunn County, Wisconsin. This is achieved by assisting businesses of all sizes, whether they are looking to locate or build a commercial or industrial property, expand your existing company, or start a new venture.

Menomonie Area Chamber & Visitor Center

The Menomonie Area Chamber & Visitor Center serves as a comprehensive resource for both local businesses and visitors. Chamber's mission is to enhance the economic well-being and quality of life in the Menomonie area through various services, including business resources, networking opportunities, and advocacy. Downtown Menomonie

Small businesses are the heart of downtown and they thrive with ongoing resources for networking and support. Downtown Menomonie, the City's Main Street Program is a non-profit organization that works with property and business owners to build a strong and vibrant downtown commercial district.

Western Wisconsin SCORE

Western Wisconsin SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. They offer workshops, one-on-one mentoring, and various tools to help businesses succeed.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. By providing technical assistance and spearheading talent attraction and development initiatives, Momentum West is drawing attention to West Central Wisconsin and driving regional growth.

The Momentum West region is strategically located near the Twin Cities but with a lower cost of doing business and a pro-business environment. Momentum West is attracting businesses to the region who would benefit from the local skilled workforce and supportive ecosystem.

[West Central Wisconsin Regional Planning Commission](#)

West Central Wisconsin Regional Planning Commission (WCWRPC) is a multi-county planning agency created under Wisconsin State Statute 66.0309. It was established in 1971 by executive order of the Governor based upon petition from the following counties comprising the region: Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix. WCWRPC is statutorily charged with the responsibility of planning for the physical, social and economic development of the region. Technical assistance and advisory services on regional issues to the local governments and organizations within the region are provided and often serve as a coordinating agency for local programs and activities.

[West Central Wisconsin Workforce Development Board](#)

The West Central Wisconsin Workforce Development Board (WCWWDB) plays a crucial role in enhancing the region's workforce by providing comprehensive support to both workers and businesses. They offer training and education programs, subsidize salaries, and assist with workforce relocations to ensure individuals acquire the necessary skills for employment.

Funding

[Community Development Block Grant for Economic Development \(CDBG-ED\)](#)

CDBG-ED grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate incomes. Examples of eligible projects include: business loans to expand facilities or purchase equipment, specialized employee training, or business infrastructure projects. The CDBG-ED program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to a general-purpose unit of government (community), which then loans the funds to a business. When the business repays the loan, the community may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the community. For more information, contact the Wisconsin Department of Commerce.

[U.S. Department of Agriculture \(USDA\), Wisconsin Rural Development Programs](#)

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Some programs and services available include: community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information, contact Wisconsin Rural Development or visit the USDA web site at: <https://www.rd.usda.gov/programs-services>.

Wisconsin Housing and Economic Development Authority (WHEDA)

For more than 45 years, WHEDA has worked to provide low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 75,000 affordable rental units, helped more than 133,000 families purchase a home and provided more than 29,000 small business and agricultural loan guarantees. WHEDA is a self-supporting public corporation that receives no tax dollars for its operations. For more information on WHEDA programs, visit wheda.com or call 800-334-6873.

Office of Rural Prosperity within the Wisconsin Economic Development Corporation (WEDC)

Wisconsin Governor Tony Evers called for creating the Office of Rural Prosperity in his State of the State speech in February 2020 to “provide a one-stop shop for folks to navigate state programs and resources tailored to rural communities, businesses and workers.”

The program is in its infancy and just hired an Executive Director to lead the effort. The program has the potential to be a “game changer” in linking resources to rural communities for workforce housing, ag-related business, Agri-tourism and much more. Information as the program develops can be obtained through the WEDC web site at: <https://wedc.org/>.

Wisconsin Rural Partners (WRP)

Since December 1992, WRP has served as Wisconsin’s state rural development council (SRDC) through a cooperative agreement with the US Department of Agriculture. WRP initiatives are more far reaching than just housing but the WRP can provide key resources.

WRP is a neutral, nonprofit organization that brings together a cross section of residents, organizations and leaders important to rural communities throughout the state. WRP is focused on addressing issues and building collaboration between community, state, federal, nonprofit, and private sector leaders that impact rural communities.

WRP has designed and implemented highly effective programming to identify and address key issues that impact rural life by actively promoting economic, social and community development for rural Wisconsin. WRP is a member of National Rural Development Partnership and Partners for Rural America.

WRP is an active advocate for locally-based solutions focused on core issues and opportunities. They encourage private/public partnerships for sustainable rural community development. They

foster and celebrate local initiatives and projects that promote stewardship and expansion of community and natural resources including:

- Broadband Access and Adoption
- Community Infrastructure and Systems
- Child and Health Care Access
- Housing Financing and Construction
- Transportation Maintenance, Access and Use
- Agriculture and Natural Resource Use and Conservation
- More information can be obtained through the WRP web site at:

<https://www.wiruralpartners.org>

Hazardous Substance Funding: Ready for Reuse (RR) Hazardous Substance Funding

The RR Program accepts applications for traditional hazardous substance grants and loans year-round. There is no application deadline. Applicants should first discuss projects with WDNR staff.

An eligible site must meet the federal definition of an eligible brownfield, which is "real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant." Brownfield sites include all "real property," including residential, as well as commercial and industrial properties. More information can be obtained through the WDNR web site at:

<https://dnr.wi.gov/topic/Brownfields/rlfHaz.html>

4.8 Economic Development Goals, Objectives, and Policies

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to enhance and support desirable economic development in the Town.

Goal #1

Attract new businesses and support existing businesses that do not require sewer service, have low water uses, develop in an environmentally friendly way, and draw tourists to the area.

Objectives

1. Support efforts to maintain agriculture as a major component of the local economy.
2. Maintain a high degree of air and water quality.
3. Future economic development should be located in and/or directed toward areas within which adequate public facilities and services already exist, are programmed for expansion, or will be provided concurrent with development.
4. Commercial and Industrial development should be directed to those areas identified for such uses on the Future Land Use Map.

5. Work with other entities to support desirable economic development efforts.

Policies

1. Encourage continued agricultural uses on lands identified in the Agricultural, Natural, and Cultural Resources and Land Use Elements as best suited for long-term farmland preservation.
2. Develop methods to retain and encourage farming as a viable part of the economy.
3. Promote the tourism industry, including agritourism, in the Town and Dunn County.
4. Promote economic and business activities that are good stewards of air, surface water, ground water and soil quality.
5. Develop ordinances that mitigate light pollution and noise pollution.
6. Continue to enforce the “Junk Ordinance”.
7. Encourage new businesses to locate in designated commercial zoning or in areas identified on the Future Land Use map in Chapter 8 Land Use.
8. Encourage cooperation between schools and the business community to develop educational programs that provide the Town’s labor force with skills to meet the employment needs of the region.
9. Review Town and County ordinances and consider working with the County on amendments that are needed to attract desired businesses to the Town and region.
10. Consider developing a redevelopment plan for the former landfill site, exploring potential uses.

5. Housing Chapter

5.1 Introduction

The housing element is one of the nine elements of a comprehensive plan required by Section 66.1001 of the *Wisconsin Statutes*. Section 66.1001 (2) (b) of the *Statutes* requires the housing element to assess the age, structural condition, value, and occupancy characteristics of existing housing stock in the Town of Menomonie. In addition, specific policies and programs must be identified which:

- Promote the development of housing for residents of the Town of Menomonie and provide a range of housing choices that meet the needs of persons of all income levels and age groups and persons with special needs.
- Promote the availability of land for the development or redevelopment of affordable housing.
- Maintain or rehabilitate existing housing stock.

This chapter outlines the various aspects of housing within the Town of Menomonie. Communities across the nation rely on having a sufficient and affordable housing stock to not only maintain their current population, but also expand if desired.

In several data tables throughout this chapter, the number of total households/occupied housing units varies. This is because a variety of data sources were utilized, with information being pulled from the Wisconsin Department of Administration, the U.S. Decennial Census, and the U.S. Census American Community Survey. While totals may slightly differ from table-to-table, the best available data was used in each case and the results, especially when considered in percentage form, provide sources determining current trends and planning for future housing needs.

A core part of the planning process is the collection and analysis of information about the housing situation in the Town of Menomonie.

Key Points Summary

- Larger than county and state average household size; average household is 2.67 people, average family is 3.13.
- 134 new homes built since 2011; households increased by 4.5% from 2010 to 2020.
- Despite state projections of population decline, the Town anticipates continued growth in households.
- Nearly half of homes built after 1980; only 10.9% built before 1940, indicating a relatively newer housing stock.
- Predominantly single-family detached homes (83.4%); mobile homes make up 16.1%.
- High owner-occupancy rate (83.6%), typical for rural areas; renter-occupied units account for 16.4%.

- Median home value in 2020 was \$197,200—higher than Dunn County and comparable to the state; most homes valued between \$200,000–\$299,000. The median home value in 2024 was \$276,800.
- Most homeowners in the Town spend less than 30% of their income on housing, indicating relatively good affordability compared to county and state averages.
- Renters also experience strong affordability, with nearly 80% spending less than 30% of income on housing, slightly better than Dunn County and Wisconsin overall.
- The household cycle influences housing needs over time, from young renters to aging homeowners requiring care or downsizing.

5.2 Housing Characteristics

The characteristics of the existing housing stock in the Town of Menomonie have been inventoried to help determine the number and type of housing units that will best suit the needs of Town of Menomonie residents through 2050.

This chapter will build on these forecasts by identifying existing trends and characteristics of the housing market and providing recommendations on how to improve the existing housing stock and provide for the development of new and innovative housing practices.

Household Size

Based on the 2020 American Community Survey, Table 5-1 shows that the average household size in the Town of Menomonie is 2.67 people per household (larger than Dunn County and the State of Wisconsin) and the average family is 3.13 people per household (also larger than Dunn County and the State of Wisconsin). Only 21.4% of households live alone, which is significantly below the County and State. The total number of households between 2010 and 2020 grew by 56 households (4.5%).

Table 5-1 - Household Size (2010, 2020 ACS Survey)						
Household Size	Town of Menomonie		Dunn County		Wisconsin	
	2010	2020	2010	2020	2010	2020
Average Household Size	2.71	2.67	2.50	2.41	2.41	2.38
Average Family Size	3.00	3.13	2.96	2.97	2.96	2.97
Total Households	1,236	1,292	15,862	17,124	2,274,611	2,377,935
% of Family Households	78.56%	73.14%	64.67%	59.85%	65.05%	62.21%
% of Households Living Alone	15.00%	21.40%	25.10%	29.40%	28.20%	30.10%

Housing Development and Projections

Since 2011, there were 109 new single family home permits issued, plus 25 manufactured home permits issued for a total of 134 new housing units.

Despite the steady growth, the Wisconsin Department of Administration (DOA) has projected a small decrease in population moving forward. As discussed in the Issues and Opportunities Chapter, the Town believes that the population will increase. Household projections based on the 2020 Census are not yet available. Table 5-2 below shows the projected number of households (not housing units). Exponential population growth means the population grows by a certain percentage each time period (the Town is using 1.05% per decade), and that percentage applies to the new total, not just the original number. So, the growth compounds over time. Based on the population projections, we anticipate a modest increase in new households for the next twenty-five years. It is estimated an additional 103 households will be needed by 2050.

Table 5-2 - Household Projections (2010 Wisconsin DOA, 2020 ACS Survey, Cedar Corporation)					
	2020 Census	2025 Estimate	2030 Projection	2040 Projection	2050 Projection
2010 DOA Household Projections	1,421	1,484	1,534	1,611	-
Current Household Projections	1,274	1,288	1,321	1,355	1,391
Population Exponential Growth	3,415	3,503	3,540	3,577	3,615
People per Household	2.68	2.72	2.68	2.64	2.60

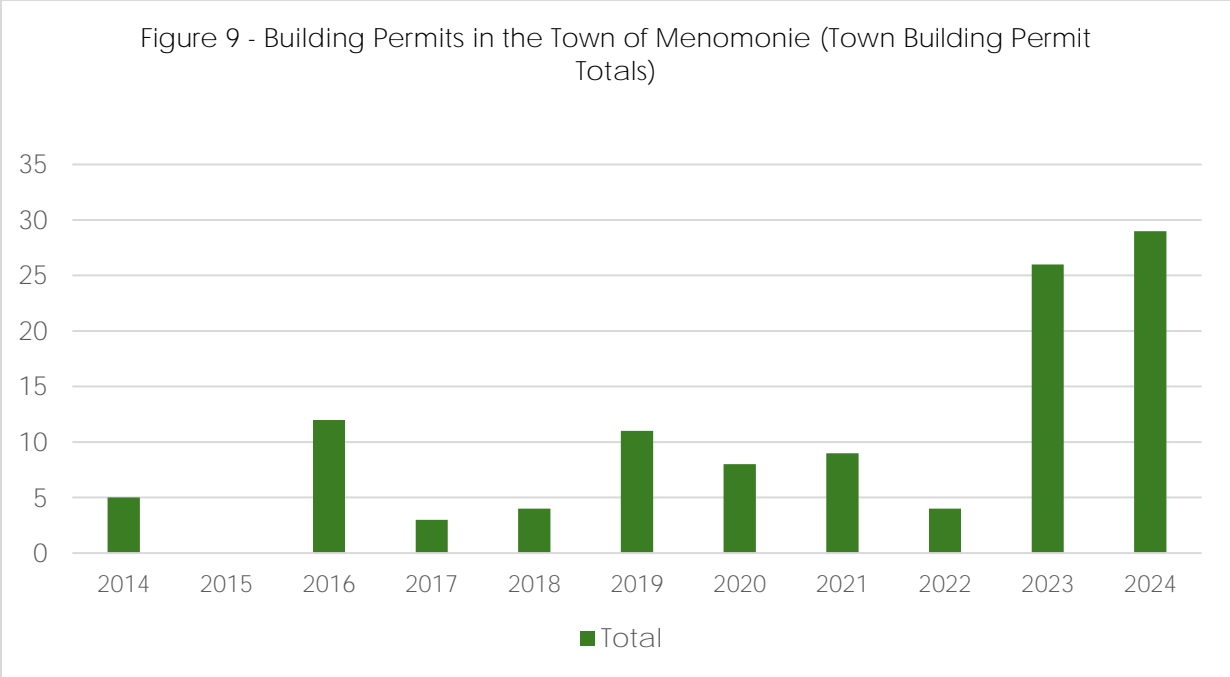
Age of Housing Stock

Table 5-3 shows that 52% of the housing structures in the Town of Menomonie were constructed after 1980 with 23% of housing units built after 2000, according to the American Community Survey and the Town of Menomonie building permit data. A small percentage of homes in the Town of Menomonie were built prior to 1940, accounting for 10.9% of the total housing stock. This is a lower percentage of housing that age compared to Dunn County and the State, indicating that much of the housing stock within the Town is generally newer.

Table 5-3 - Age of Housing Stock (2020 ACS Survey), Town of Menomonie						
	Town of Menomonie		Dunn County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	1,403	100.0%	17,124	100.0%	2,377,935	100.0%
Built 2014 or later	111	7.9%	493	2.9%	60,670	2.6%
Built 2010 to 2013	50	3.6%	532	3.1%	48,201	2.0%
Built 2000 to 2009	162	11.5%	2,676	15.6%	293,260	12.3%
Built 1980 to 1999	406	28.9%	5,147	30.1%	566,410	23.8%
Built 1960 to 1979	351	25.0%	3,673	21.4%	575,207	24.2%
Built 1940 to 1959	170	12.1%	1,996	11.7%	386,759	16.3%
Built 1939 or earlier	153	10.9%	2,607	15.2%	447,428	18.8%

As the housing stock ages, it will be necessary for the Town to ensure that the housing units remain in good condition through code enforcement, the use of State housing rehabilitation programs (if eligible), and selective redevelopment.

Despite recent modest population growth and household numbers, the Town continues to add new homes. Figure 5-1 shows the number of new single family and manufactured home building permits taken out since 2014 (111 total permits).



Structural Characteristics

The Town of Menomonie has a rather monoculture housing stock. This is common in rural areas as the infrastructure is not available to serve larger multi-family housing developments. Table 5-42 shows that over 83% of the Town’s housing units are 1-unit detached structures. These are

individual structures that are open on all sides. In comparison, a 1-unit attached structure is separated from other structures by a shared wall. Mobile home or other type of housing structures account for over than 16% of the total units in the Town.

Table 5-4 - Type of Structure (2020 ACS Survey)						
	Town of Menomonie		Dunn County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Occupied Housing Units	1,292	100.0%	17,124	100.0%	2,377,935	100.0%
1, detached	1,077	83.4%	11,416	66.7%	1,581,108	66.5%
1, attached	0	0.0%	592	3.5%	107,237	4.5%
2 apartments	7	0.5%	701	4.1%	150,041	6.3%
3 or 4 apartments	0	0.0%	805	4.7%	86,032	3.6%
5 to 9 apartments	0	0.0%	870	5.1%	119,827	5.0%
10 or more apartments	0	0.0%	1,111	6.5%	269,517	11.3%
Mobile home or other type of housing	208	16.1%	1,629	9.5%	64,173	2.7%

Occupancy and Vacancy Status

Table 5-5 shows the breakdown of occupied housing units into owner occupied and renter occupied. Based on the 2020 American Community Survey, the Town of Menomonie has slightly over 83% owner-occupied housing compared to approximately 16% renter-occupied housing. This breakdown is significantly higher than Dunn County, but pretty typical for rural areas. Dunn County and the State of Wisconsin had a more balanced owner-occupied to renter-occupied ratio.

Table 5-5 - Occupancy Characteristics (2010, 2020 ACS Survey)						
	Town of Menomonie		Dunn County		Wisconsin	
	2010	2020	2010	2020	2010	2020
Total Housing Units	1,305	1,303	17,746	18,571	2,593,073	2,709,444
Occupied Housing Units	1,236	1,292	15,862	17,124	2,274,611	2,377,935
Vacant Housing Units	69	11	1,884	1,447	318,462	331,509
Owner Occupied	1,116	1,080	11,320	1,505	1,580,608	1,596,500
Owner Occupied Percent	90.3%	83.6%	71.4%	67.2%	69.5%	67.1%
Renter Occupied	120	212	4,542	5,619	694,003	781,435
Renter Occupied Percent	9.7%	16.4%	28.6%	32.8%	30.5%	32.9%

Value Characteristics

In 2020, the largest segment of the Town’s homes was valued between \$200,000 and \$299,000 (28.6%), while 20% of the homes were valued below \$100,000. According to the ACS 2020-2024 survey, the median home value was \$276,800.

Table 5-6 - Owner-Occupied Housing Value (2010, 2020 ACS Survey)						
Value of Owner-Occupied Units	Town of Menomonie		Dunn County		Wisconsin	
	2010	2020	2010	2020	2010	2020
Less than \$50,000	13.70%	13.10%	9.10%	7.60%	4.70%	4.40%
\$50,000 to \$99,999	3.50%	6.90%	15.50%	11.50%	13.30%	11.40%
\$100,000 to \$149,999	11.30%	12.20%	24.10%	20.30%	22.30%	18.50%
\$150,000 to \$199,999	31.90%	19.40%	22.40%	22.20%	21.80%	19.20%
\$200,000 to \$299,999	25.60%	28.60%	19.20%	24.20%	22.40%	24.60%
\$300,000 to \$499,999	11.80%	14.50%	7.80%	11.20%	11.30%	16.50%
\$500,000 to \$999,999	2.20%	5.30%	1.40%	2.50%	3.30%	4.60%
\$1,000,000 or more	0.00%	0.00%	0.40%	0.50%	0.70%	0.80%
Median Value (Dollars)	\$184,200	\$197,200	\$152,700	\$172,500	\$169,000	\$189,200

Table 5-6 shows that 2020 median home values are much higher than Dunn County, but about even with the State. 2020’s median home value of \$197,200 represents an increase from 2010 when the median value was \$184,200 (approximately 7% increase).

5.3 Housing Affordability Analysis

According to the 2016-2020 American Community Survey, Table 5-7 shows nearly 76% of households with a mortgage, spend less than 30% of their income on housing which are similar to the rates of Dunn County and the State of Wisconsin.

Table 5-7 - Monthly Housing Costs as a Percentage of Household Income with a Mortgage (2020 ACS Survey)						
Characteristic	Town of Menomonie		Dunn County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Less than 20 Percent	258	42.2%	3,415	47.2%	516,105	51.2%
20 to 24.9 Percent	163	26.7%	1,403	19.4%	165,413	16.4%
25 to 29.9 Percent	43	7.0%	610	8.4%	102,783	10.2%
30 to 34.9 Percent	119	19.5%	561	7.8%	60,635	6.0%
35 Percent or More	28	4.6%	1,248	17.2%	163,777	16.2%
Not Computed	0		9		2,637	

In homes without a mortgage, the affordability level slightly increases in the Town to just over 77% spending less than 30% of their income on housing. As shown in Table 5-8, both Dunn County and the State of Wisconsin show a much larger increase in affordability in homes without a mortgage.

Table 5-8 - Monthly Housing Costs as a Percentage of Household Income without a Mortgage (2020 ACS Survey)						
Characteristic	Town of Menomonie		Dunn County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Less than 10 Percent	198	42.2%	1,654	39.1%	239,345	41.3%
10 to 14.9 percent	61	13.0%	920	21.8%	125,425	21.7%
15 to 19.9 Percent	77	16.4%	516	12.2%	71,064	12.3%
20 to 24.9 Percent	14	3.0%	228	5.4%	41,362	7.1%
25 to 29.9 Percent	12	2.6%	245	5.8%	27,202	4.7%
30 to 34.9 Percent	21	4.5%	124	2.9%	17,309	3.0%
35 Percent or More	86	18.3%	538	12.7%	57,540	9.9%
Not Computed	0		34		5,903	

Costs associated with renting can vary significantly compared to homeownership. Renters do not directly have to pay property taxes, insurance costs are less, and utility costs may be included with the rent. These costs are generally factored into the rent rates. Gross rent is the amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water, and sewer) and fuels if these are paid for by the renter or for the renter by someone else. Table 5-9 shows that nearly 80% of those that rent spend less than 30% of their income on housing, making renting in the Town of Menomonie slightly more affordable when compared to the County and State.

Table 5-9 - Gross Rent Housing Costs as a Percentage of Household Income (2020 ACS Survey)						
Characteristic	Town of Menomonie		Dunn County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Less than 15 Percent	39	19.6%	794	15.4%	125,491	17.0%
15 to 19.9 percent	22	11.1%	785	15.2%	109,820	14.9%
20 to 24.9 Percent	97	48.7%	882	17.1%	99,112	13.5%
25 to 29.9 Percent	0	0.0%	533	10.3%	83,634	11.4%
30 to 34.9 Percent	0	0.0%	394	7.6%	61,061	8.3%
35 Percent or More	41	20.6%	1,768	34.3%	257,302	34.9%
Not Computed	13		463		5,903	

Head of Household and Poverty Levels

In 2020 it is estimated that about 3.0% of the people in the Town were below the poverty level. Only 2.5% of the female population were below the poverty level compared with 3.5% of the male population.

Housing Affordability Crisis

The lack of affordable housing is a nationwide problem and although the above affordability analysis shows that homes in the Town of Menomonie are relatively affordable, much of this data is 5 years old and a lot has changed since 2020. Nearly all communities are experiencing shortages of housing that meet the physical and economic needs of residents. These shortages have resulted in higher rents and homes that are selling higher than assessed values, but even more so, housing is the single biggest factor impacting economic mobility for most Americans. When residents have stable living conditions, the benefits are apparent — students do better in school, health outcomes improve, and personal wealth grows. Communities benefit as a whole from this stability. While there is no single reason for the decline of affordable housing, several factors and trends have emerged that have affected housing costs since the 2020 COVID-19 pandemic:

- Housing supply has not kept up with demand due to lack of construction and lot creation over the last decade or more, since the Great Recession.
- Housing market shortages have enabled sellers to price homes higher. According to the American Community Survey, the Town of Menomonie median home value in 2010 was \$184,200. In 2020 it was \$197,200, and by 2023, it was \$263,300. For the homeowner, this represents a remarkable increase in wealth but for potential buyers, this increase creates financial stress.
- Interest rates have increased, making the costs of borrowing more prohibitive, which further contributes to slowing the turnover rate. From 2010-2020, the average 30-year mortgage rate was 3.97%, then declined to a low of 2.65% in January 2020 (which contributed to the record demand for housing) to an average of 5.9% (15 year) to 6.9% (30 year) as of June, 2025.
- People are staying in their homes longer, slowing the turnover rate. Many current homeowners with relatively low mortgage interest rates are hesitant to place their homes on the market and face higher interest rates.
- Due to technology and ‘work from home’ policies, people are moving to locations based on quality of life, not based on where their job is located.
- There is a labor shortage in the new home construction sector.
- The cost of construction materials has risen greatly due to the COVID-19 pandemic and associated supply chain issues.
- There is less profit made on entry-level or starter homes as demand for market rate homes continues. Moreover, the profit margins in higher-end homes are simply too attractive to contractors.
- There is a higher demand for rental housing due to both the increase in one and two-family households, as well as the shortage of entry-level owner-occupied housing. Additionally, a majority of state and federal gap financing caters to rental housing production.
- Multi-family housing and denser development continues to have a negative perception.

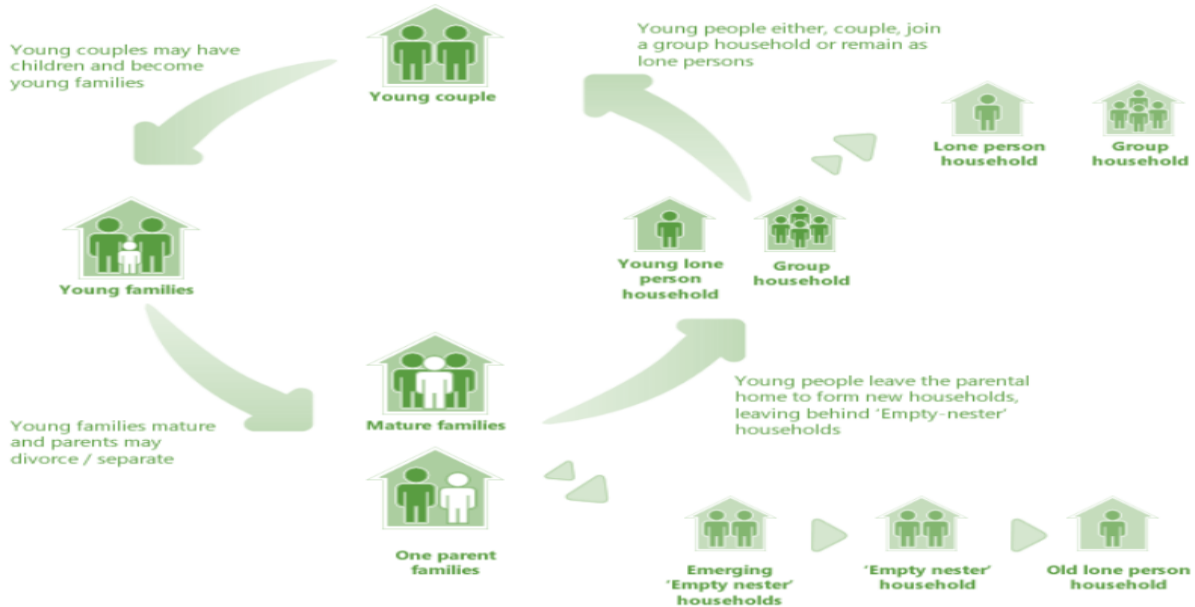
Elected officials at every level of government are hearing from constituents that housing is a major problem where they live. In response, municipalities and states are pursuing a wide range of different, and sometimes contentious, solutions. Local leaders are pushing the boundaries of what's possible for local governments to meet demands for housing. Communities are experimenting with zoning and code reforms, and lacking other alternatives, some are building housing on their own.

5.4 The Household Cycle

As people age, they go through the “household cycle” and the need or desire to rent or own a dwelling can change. As a person gets older, there may be a need for personal care as well. Figure 1 depicts the lifecycle of an average household. As shown in the Household Life Cycle diagram, a household goes through several stages:

- A Young Lone Person or Group Household will typically rent.
- A Young Couple will typically rent but may begin planning for a home.
- A Young Family may rent but look at homeownership as well. A small home may transition to a larger home.
- Mature Families will generally own a home and may look at aging in place as their children grow older.
- Couples may divorce creating One Parent Households or a Lone Person Household. They may rent or own a home.
- As children grow older and leave home, Empty Nester Households are created. These households may no longer need their larger home and want to downsize to a smaller home, apartment, or condominium. They may also need care as they get older, so there may be a need for senior housing, assisted living facilities, or nursing homes.

Figure 1 Age and Household Lifecycle Diagram



Source: .id the population experts

5.5 “Aging in Place” Residential Concepts

As people age, their ability to move within their own home, or even stay within their own community, can become increasingly difficult. For a number of elderly and mobility-impaired residents, the simple presence of a single stair to enter a home can cause a great deal of difficulty. In other cases, elderly people who desire to downsize may not have appropriate housing styles available in their community to accommodate their needs.

According to Options for Independent Living, “visitability” applies to the construction of new single-family homes to make them “visitable” by people with physical or mobility disabilities. Typically, visitable homes have:

- One entrance with no steps.
- A minimum 32-inch clear passage through all the main floor doors and hallways.
- A useable bathroom on the main floor.

Although these improvements do not allow full accessibility, they do allow (at a minimum) the elderly, and people with mobility limitations, the ability to visit a home or remain living in their home for a longer period of time. These types of development are sometimes developed as a Planned Unit Development (PUD). A PUD is A type of development where an entire area is planned as one project instead of lot-by-lot. It allows flexibility in design, mixing housing types, open spaces, and sometimes shops, while following an overall plan approved by the municipality.

From a community perspective, aging in place means having a diverse set of housing types and styles which can offer the opportunity to move out of a larger home and into a smaller house, apartment, or assisted living facility which is more suited to their needs. Recent housing market trends are showing that people are living in their homes longer, mostly due to price and the overall availability of different housing options. While 1,800 square foot ranch homes are suited well for families, when the majority of the housing stock is comprised of such units, it makes it very challenging for a resident to stay within their own community. The Town of Menomonie may want to consider embracing the ‘aging in place’ concept and can help support it by ensuring that a diverse set of housing types are built in the future and that its existing housing stock is well-maintained, energy-efficient, and has the ability to be modified to allow for a lower income older population.

5.6 Conservation Design

Conservation Design is a subdividing method that focuses on maintaining open space and conserving significant natural and cultural features. This is accomplished by preserving a significant portion of a development site as undivided open space with the remaining land used for housing lots and necessary roads. The open space is permanently preserved through conservation easements. A conservation by design subdivision provides the landowner with the same number of lots that could be accomplished through a conventional subdivision. The Town has a Conservation Subdivision Ordinance already in place.

5.7 Programs

The following programs are currently utilized by the community or are available for use by the community to implement the goals, objectives, policies, and recommendations identified.

Local Resources

[Chippewa Valley Habitat for Humanity](#)

Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers and identifying project sites and constructing owner-occupied housing for the benefit of participating low-income families. They are currently working on three twin home projects (6 new units) on the west side of the City of Menomonie, with the hopes of completed all three by the spring of 2025.

[Stepping Stones of Dunn County](#)

Stepping Stones has three fully-furnished shelters - two homes with a combined 5 apartments for families, and the Cairn House, a 20-bed shelter for individuals. As funds are available, Stepping Stones provides housing assistance for rent and security deposits as well as referrals to low-income housing options.

State Resources

Community Options Program (COP)

Community Options helps people who need long term care to stay in their own homes and communities. Its purpose is to provide cost-effective alternatives to expensive care in institutions and nursing homes. Elderly people and people with serious long-term disabilities receive funds and assistance to find services they are not able to get through other programs.

Community Development Block Grant (CDBG) – Housing Program

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

Community Housing Development Organizations (CHDO)

A Community Housing Development Organization (CHDO) is an official designation of selected private nonprofit housing development corporations that meet requirements set by the U.S. Department of Housing and Urban Development (HUD) at the time they apply for funding under the HOME Investment Partnership Program (HOME). The CHDO designation may provide particular benefits to the organization as it develops and/or operates housing. An organization, which is designated as a CHDO can potentially qualify for special project funds, operating funds and technical assistance support associated with a project funded under the State's HOME Program, and may be eligible to retain project proceeds.

Department of Agriculture (USDA) Rural Housing Programs

The mission of the US Department of Agriculture Rural Development is to improve the quality of life in rural areas. The housing programs help rural communities and individuals by providing loans and grants for housing and community facilities to fund single-family homes, apartments for low-income persons or the elderly, and housing for farm laborers. The following is a list of a variety of USDA rural housing loan and grant programs. A complete list of programs can be found on the USDA Rural Development Web Site:

<https://www.rd.usda.gov/about-rd/agencies/rural-housing-service>

Checking the web site frequently is suggested as program specifics are removed, added or changed regularly based on legislation and/or orders.

Farm Labor Housing Loans and Grants provide low-cost financing for the development of affordable rental housing for both year-round and migrant "domestic farm laborers" and their households. These programs may be used to build, buy, improve, or repair farm labor housing and provide related facilities, such as on-site childcare centers.

Housing Preservation Grants provide qualified public nonprofit organizations and public agencies funding to assist very low and low-income homeowners repair and rehabilitate their homes in rural areas.

Rural Housing Site Loans are short term loans to finance development costs of subdivisions located in communities with a population less than 10,000 persons. Developed lots are to be sold to families with low to moderate household income (up to 115 percent of the county median income).

Rural Housing Service is a service through USDA that offers a variety of programs to build or improve housing and essential community facilities in rural areas. We offer loans, grants and loan guarantees for single- and multifamily housing, childcare centers, fire and police stations, hospitals, libraries, nursing homes, schools, first responder vehicles and equipment, housing for farm laborers and much more. We also provide technical assistance loans and grants in partnership with non-profit organizations, Indian tribes, state and federal government agencies, and local communities.

Repair Loans and Grants are low interest home improvement loans and grants designed for very low income individuals (50 percent or less of county median income). Funding can be used for making repairs, installing essential features, or removing health and safety hazards. In order to be eligible for grants, the applicant must be at least 62 years old and be unable to repay the loan.

Single Family Housing Direct Loans are for families seeking financing to purchase (existing or new construction), repair, or improve a home. This subsidized housing program offers loan benefits as down payment assistance to enable purchase with a loan through a private lending source (Rural Development accepts a junior lien behind the primary lender) or as a sole source of assistance for purchase, repair, or improvement. Sole source assistance is limited to families who are unable to obtain any part of the needed credit from another lending source.

The **Guaranteed Rural Housing** (GRH) loan program provides moderate income families with access to affordable home ownership in eligible rural areas. Approved GRH lenders provide home purchase financing requiring no down payment and can finance loan closing costs and repairs up to the property's appraised value.

Multi-Family Housing Direct Loans provide loans for the development of affordable rental housing in rural communities for seniors, individuals, and families. Low and very-low income households are targeted as tenants, but moderate-income households are also eligible. Rural Development may also provide Rental Assistance (RA) with its loan. Rental Assistance is a project-

based tenant subsidy that pays a portion of tenant shelter costs, reducing them to an affordable level (30 percent of adjusted income).

Multi-Family Housing Guaranteed Loans serve the rental housing needs of low and moderate-income rural households by providing loan guarantees for newly constructed or rehabilitated rental property in eligible rural areas. Guarantees may be used in conjunction with other subsidy programs, such as the Low-Income Tax Credit, HOME, and state rental assistance programs. Loans can be made for a variety of rental housing types, for example: family elderly, congregate housing, and mobile homes. Loans can be made for new construction moderate or substantial rehabilitation, acquisition of buildings that meet "special housing needs," and combination construction and permanent loans.

Multifamily Housing Preservation & Revitalization (MPR) program restructures loans for existing Rural Rental Housing and Off-Farm Labor Housing projects to help improve and preserve the availability of safe affordable rental housing for low income residents.

Multifamily Housing Rental Assistance Program provides payments to owners of USDA-financed Rural Rental Housing or Farm Labor Housing projects on behalf of low-income tenants unable to pay their full rent.

Multifamily Tenant Voucher Program provides vouchers to protect eligible tenants in Multifamily Direct Loan properties who may face hardship when a final loan payment is made on the property.

Multifamily Housing Nonprofit Transfer Technical Assistance Grants program is administered by USDA Rural Development and awards grants to eligible nonprofit organizations and public housing authorities (PHAs) to provide technical assistance (TA) and other services to enable affordable housing preservation through the transfer of Multifamily Housing Direct Loan properties from current owners to nonprofits or PHAs.

Section 521 Stand-Alone Rental Assistance program allows eligible USDA Rural Development Multifamily Housing (MFH) direct loan borrowers to continue receiving long-term rental assistance in exchange for agreeing to preserve and operate their multifamily property as affordable rural housing.

Historic Home Owner's Tax Credits

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

HOME-Homebuyer and Rehabilitation Program (HHR)

The Division of Energy, Housing and Community Resources (DEHCR) has identified homeownership and the conservation of quality owner-occupied housing as top priorities for allocating federal and state housing resources. A program was established to provide essential home purchase assistance and necessary home rehabilitation, and other vital improvements for dwelling units occupied by low- and moderate-income households. The source of funds is the U.S. Department of Housing and Urban Development (HUD) HOME Investment Partnerships Program (HOME). The Wisconsin Department of Administration, DEHCR awards these funds to local units of government and local housing organizations through a biennial funding cycle.

Home Investment Partnership Program (HOME)

The HOME Investment Partnerships Program (HOME), operated by U.S. Department of Housing and Urban Development (HUD) provides formula grants to states and localities that communities use - often in partnership with local nonprofit groups - to fund a wide range of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people. HOME is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. HOME funds are awarded annually as formula grants to participating jurisdictions (PJs). The program's flexibility allows states and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancements, or rental assistance or security deposits.

HUD

The U.S. Department of Housing and Urban Development provides subsidized housing through low-income public housing and the Section 8 Program. Under the Section 8 Program, rental subsidies are given to low-income households, including households renting private apartments. HUD is also responsible for providing funds to communities through various grant programs.

Housing Preservation Grants (USDA)

The program provides grants to sponsoring organizations for the repair or rehabilitation of housing owned or occupied by low- and very-low-income rural citizens. Eligible applicants include: most State and local governmental entities, nonprofit organizations and federally Recognized Tribes. Eligible expenses include: Repairing or replacing electrical wiring, foundations, roofs, insulation, heating systems and water/waste disposal systems, handicap accessibility features, labor and materials and administrative expenses.

Office of Rural Prosperity within the Wisconsin Economic Development Corporation (WEDC)

Wisconsin Governor Tony Evers called for creating the Office of Rural Prosperity in his State of the State speech in February 2020 to “provide a one-stop shop for folks to navigate state

programs and resources tailored to rural communities, businesses, and workers.” The program is relatively new but has recently developed a long list of programs available to assist communities with a variety of needs. The program has the potential to be a “game changer” in linking resources to rural communities for workforce housing, economic development, transportation, ag-related business, tourism, and much more. Information as the program develops can be obtained through <https://ruralwi.com/resources/>

Property Tax Deferred Loan Program (PTDL)

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

Wisconsin Community Action Program (WISCAP)

WISCAP and its member agencies are dedicated to advancing safe and affordable housing, through development of resources, training and opportunities. The organization serves as an advocate for policy and program development, and provides technical assistance expertise on housing issues. Dunn County is served by West CAP out of Glenwood City.

West CAP is non-profit corporation that works in partnership with local communities to plan and develop good quality, affordable housing for low and moderate-income families and individuals. Their HomeWorks program constructs and manages new housing, and provides a variety of renovation, weatherization, and energy efficiency services for existing homes and apartments.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. This agency finances housing development through the sale of bonds. WHEDA provides mortgage financing to first-time homebuyers, and financing for multi-family housing. Additional resources can be found: www.wheda.com

In 2023, four new loan programs were developed to address the affordable housing needs of Wisconsin. These programs are described below:

Residential Housing Infrastructure Loan Program was created by Assembly Bill 264, now 2023 Wisconsin Act 14 and administered by WHEDA, this competitive loan program allows a residential housing developer to apply for a loan to cover the costs of installing, replacing, upgrading, or improving public infrastructure related to workforce housing or senior housing. These costs are typically covered by the developer. WI Act 14 allocates \$275 million to this program and the developer must apply to the program, but most of the requirements that must be met are the burden of the municipality,

Main Street Housing Rehabilitation Loan was created by Assembly Bill 265, now 2023 Wisconsin Act 15 and implemented by WHEDA, this competitive loan program allows an owner of rental housing to apply for a loan to cover the costs to improve housing located on the second or third floors of an existing building with commercial space on the ground level.

Commercial-to-Housing Conversion Loan Program was created by Assembly Bill 268, now 2023 Wisconsin Act 18 and implemented by WHEDA, this loan program allows a developer to apply for a loan to help cover the cost of converting a vacant commercial building to workforce housing or senior housing.

Workforce Housing Rehabilitation Loan Program was created by Assembly Bill 267, now 2023 Wisconsin Act 17 and implemented by WHEDA this loan program makes modifications to the Workforce Housing Rehabilitation Loan Program administered by WHEDA. WI Act 17 allocates \$50 million to this program and qualified homeowners will apply for this loan through WHEDA's network of participating lenders.

Wisconsin Home Energy Assistance Program (WHEAP)

The Energy Services Bureau oversees Wisconsin's Low Income Home Energy Assistance Program. This includes the federally funded Low Income Home Energy Assistance Program (LIHEAP) and other related programs. Households with incomes at or below the federal poverty level may be eligible for assistance. Many households with income from farms, offices, factories and other work places receive LIHEAP assistance.

Wisconsin Rural Development, Rural Housing Service (USDA)

Through a variety of program options, USDA Rural Development offers qualifying individuals and families the opportunity to purchase or build a new single family home with no money down, to repair their existing home, or to refinance their current mortgage under certain qualifying circumstances. There are also programs to assist non-profit entities in their efforts to provide new homes or home repair to qualifying individuals and families. For further information visit the website at <https://www.rd.usda.gov/programs-services/single-family-housing-programs>.

Wisconsin Rural Partners (WRP)

Since December 1992, WRP has served as Wisconsin's State Rural Development Council (SRDC) through a cooperative agreement with the US Department of Agriculture. WRP initiatives are far more reaching than just housing, but the WRP can provide key resources. WRP is a neutral, nonprofit organization that brings together a cross section of residents, organizations, and leaders important to rural communities throughout the state. The primary focus is on addressing issues and building collaboration between community, state, federal, nonprofit, and private sector leaders that impact rural communities.

WRP has designed and implemented highly effective programming to identify and address key issues that impact rural life. WRP is a member of National Rural Development Partnership and Partners for Rural America that actively promotes economic, social, and community development for rural Wisconsin.

WRP is an active advocate for locally-based solutions focused on core issues and opportunities. They encourage private/public partnerships for sustainable rural community development through fostering and celebrating local initiatives and projects that promote stewardship and expansion of community and natural resources including:

- Broadband Access and Adoption
- Community Infrastructure and Systems
- Child and Health Care Access
- Housing Financing and Construction
- Transportation Maintenance, Access, and Use
- Agriculture and Natural Resource Use and Conservation

More information can be obtained through the WRP web site at: <https://www.wiruralpartners.org>

5.8 Housing Goals, Objectives, and Policies

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to support efforts to maintain and improve the Town's housing stock.

Goal #1

Plan for future housing demand by encouraging diverse housing options that meet the needs of all socioeconomic levels, while ensuring development does not place undue strain on the Town's tax base and contributes to a high quality of life for residents and visitors.

Objectives

1. Communicate proactively with developers early on the development process.
2. Reserve adequate land within the Town of Menomonie for residential development through implementation of the Comprehensive Plan.
3. Consider supporting efforts to maintain and rehabilitate the aging housing stock in the Town.
4. Encourage housing diversity, including "aging in place" features.

Policies

1. Prepare and distribute checklists and handouts concerning permits and procedures to ensure consistency and help with preparation of applications.
2. Support "aging in place" concepts through zoning flexibility and Planned Unit Developments (PUDs).

3. Consider the implementation and/or utilization of some of the programs outlined in this chapter to assist in improving the availability of housing for all where applicable.
4. Continue to maintain a modest minimum home size in the zoning code to allow for more affordable housing.
5. Utilize Future Land Use map to identify suitable areas for future residential development.
6. Town goals and ordinances should be consistent with the Dunn County zoning districts.+

Goal #2

Support controlled, conservation-minded development that maintains the Town’s rural character, preserves farmland, minimizes infrastructure costs, and aligns with long-term environmental and land use planning.

Objectives

1. Use the comprehensive plan to guide and support Town decisions.
2. Town goals and ordinances should be consistent with the Dunn County zoning districts.

Policies

1. Continue to maintain a modest minimum home size in the zoning code to allow for more affordable housing.
2. Identify preferred areas for residential development and preserve farmland through “right to farm” provisions.
3. Use the subdivision ordinance to require a “right to farm” statement on all CSM’s and plats.
4. Require green space and land surveys for all new land divisions.
5. Reserve adequate land within the Town of Menomonie for residential development through implementation of the Comprehensive Plan and utilize the Future Land Use map to identify suitable areas for future residential development.
6. Consider supporting efforts to maintain and rehabilitate the aging housing stock in the Town.
7. Review the Conservation Design Subdivision Code to ensure it meets the needs and desires of the Town.
8. Work with Dunn County to ensure adequate zoning ordinances are in place to help to preserve the quality of life in the community and preserve and protect the farmland and environmentally sensitive areas of the Township.
9. Review Town Code of Ordinances and make revisions to ensure nuisance issues can be adequately addressed.
10. Encourage all new utilities to be placed underground.

6. Utilities and Community Facilities Chapter

6.1 Introduction

People and communities need a whole host of community-type facilities and services. Some of these services are needed to provide basic levels of health and safety, while others help to maintain a high quality of life, foster job creation, and create a sustainable economy.

Historically, the distinction between private-sector services and those provided by the public sector was quite clear. However, this distinction can be quite different from community to community and can shift within a community over time. With the trend of privatization, private-sector companies now offer some services that historically were provided by the government. Likewise, some services typically thought of as private-sector ventures are now in the realm of the public sector.

The provision of community-type services is a key element of this Plan and follows the general direction established by the Land-Use Element. As the population of a community grows, it may be necessary to build more facilities or consider providing new services. Addressing community service needs is becoming even more challenging for local and county governments. In this age of budget deficits and shrinking revenues, municipal governments are constantly looking for ways to provide needed and expected services with fewer resources. To facilitate wise decisions and policies, it is valuable to estimate the future utility and facility needs of the Town.

Not only do service provisions need to meet resident demands, the type and cost of facilities and services affect property values and taxes and contribute to many aspects of the quality of life within the Town. Quality of life is further attributed to local features such as parks, schools, utilities, and protective services. These services require substantial investment supported by local tax bases or user fees. The level of service is generally influenced by the users' ability or interest in paying for the service.

This element includes a summary of existing facilities and services and details future needs for services and facilities. Goals, objectives, policies, recommendations, and programs are also provided.

Key Point Summary

This chapter outlines the Town's strategic approach to providing and maintaining essential utilities and community facilities. It emphasizes:

- Town provides limited municipal utilities; most residents rely on private wells and Private Onsite Wastewater Treatment Systems (POWTS).
- City of Menomonie's Sewer Service Area Plan includes much of the Town; coordination continues during plan updates.

- Town offers a solid waste and recycling drop-off site; services contracted with GFL Environmental, Inc.
- Electrical service is provided mainly by Dunn Energy Cooperative, with pockets served by Xcel Energy; several high-voltage transmission lines cross the Town.
- Natural gas available through Xcel Energy and Wisconsin Gas; propane widely used.
- Multiple broadband providers serve the Town; broadband demand continues to increase.
- Public K–12 education provided by the Menomonie School District; nearby technical and university campuses serve residents.
- Menomonie Public Library serves the Town; significant outdoor space redevelopment beginning in 2025.
- Law enforcement provided by the Dunn County Sheriff’s Office with numerous specialized units.
- Fire and EMS services delivered through the Menomonie Rural Fire & EMS District and Menomonie Fire Department; new cost sharing agreement in effect starting 2025.
- Residents have access to multiple local and regional healthcare facilities, including Mayo Clinic Health System - Red Cedar.
- Area has multiple licensed childcare providers; demand expected to grow.
- Recreational opportunities include a passive Town park, preserves, campgrounds, ATV/UTV routes, snowmobile trails, and the Red Cedar State Trail.

6.2 Utilities

Due to the development density, like most rural townships, the Town of Menomonie does not provide a lot of the municipal utilities that more urban areas such as a Village or City typical do. This section will cover the different types of utilities needed and how they are provided in the Town.

Sanitary Sewer Service

The Town does not operate a public wastewater treatment facility and most residents of the Town are responsible for their own water and sewage. Private on-site wastewater treatment systems (POWTS) will continue to be used for the majority of wastewater treatment within the Town.

The Town has a sanitary sewer district that is connected to Birch Terrace (a manufactured home park) just south of the City of Menomonie. It is recommended that the Town monitor development and population levels and if the situation changes, consider entering into an intergovernmental agreement, such as a boundary agreement, with the City of Menomonie to extend sanitary sewer service to areas of the Town adjacent to the City that are expected to remain in the Town and experience urban development such as urban density residential growth or commercial and industrial growth.

Sewer Service Area Planning

Sewer Service Area Plans (SSAP) assist communities in identifying their future wastewater treatment needs. They generally identify both existing sewered areas and adjacent land most suitable for new development. The City of Menomonie has a SSAP, and the current sewer service area boundary includes a significant portion of the Town of Menomonie. The City is in the process of updating the Plan with the West Central Wisconsin Regional Planning Commission. The Town has representation on the Steering Committee for updating the Plan and should be involved in any future update and review this plan in conjunction with that process. See Map 6-1 for new Sewer Service Area.

Privately Owned Wastewater Treatment Systems (POWTS)

Private on-site wastewater treatment systems, or POWTS, are systems which receive domestic quality wastewater and either retains it in a holding tank or treats it and discharges it into the soil beneath the ground's surface. Dunn County regulates private on-site wastewater treatment systems for any development in the County that is not served by sanitary sewers. Development in this case applies to residential uses and to commercial or industrial uses that have employees. The authority to regulate POWTS comes from the Wisconsin Administrative Code. Chapter 9 of the Dunn County State Statute 145 and Administrative Code SPS 383 to administer these state regulations.

Stormwater Management

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

State law currently requires certain construction sites, municipalities, and industries to obtain a Stormwater Discharge Permit from the Wisconsin Department of Natural Resources (WDNR). Construction sites with more than one acre of bare soil and non-metallic mine sites of any size must obtain a permit. Incorporated areas with a population of less than 10,000 are not required to obtain a permit. Industrial sites are categorized based on their potential for contamination of stormwater runoff. The highest potential sources of pollution are regulated more strictly than the lowest.

The Town of Menomonie recognizes the need to manage its stormwater drainage and, as such, addresses Stormwater Management Facilities for Subdivisions and Certified Survey Maps in Section 5.3.2.i. of its Conservation Subdivision Ordinance. These stormwater Best Management Practices (BMPs) may include curbs and gutters, catch basins and inlets, storm sewers, road ditches, open channels, water retention and detention structures, basins, and settling basins. While the Town oversees stormwater on a subdivision-by-subdivision or project-by-project basis, stormwater management facilities ideally should be part of an integrated system of stormwater and flood land management facilities for an entire watershed, or for an entire community with

consideration given to the watershed in which the community is located. The Town has not yet prepared a community stormwater management plan.

Water Supply

Public and Private Water Supply

The water and sewer lines extend from the City of Menomonie to the residences within the City limits along and around Midway Road just east of the Town Hall. Presently, the City of Menomonie has the capacity to provide water and sewer service (either through annexation or the construction of a sanitary district) in a large area around and outside the City limits. Woodland Terrace, Birch Creek, and the area near Midway Road, are included in this area, but are not currently connected to water service. The rest of the Town of Menomonie does not currently have access to a public water supply; instead, residents and businesses receive their water from individual well systems maintained on their properties. Unless the extension of a nearby public water supply occurs, new development in the Town will continue to depend on the use of private wells. The City does have a water district that serves a portion of the Town of Rusk.

Chapter 11 of the Dunn County Ordinance outlines the County's requirements for the installation and abandonment of a well.

Contamination

While most private water wells provide safe drinking water, contaminants are not always filtered out when water soaks into the ground. As a result, these wells can become contaminated with bacteria and other pollutants. Private water wells should routinely be tested for bacteria, nitrate, and arsenic. Other contaminants to test for include agricultural chemicals and pesticides.

Solid Waste and Recycling Disposal

The Town has a drop off site for solid waste and recycling for Town of Menomonie residents, located at N5515 377th Street. The Town also owns a yard waste and brush disposal site at the same location. The Town currently contracts with Green For Life (GFL Environmental, Inc.) for these services. If residents have large amounts of demolition or household items, they can also contract with one of the local haulers for a demolition roll off, take to Seven Mile Land Fill near Eau Claire, or Barron County Incinerator located by Almena. The site in Almena also takes many other items.

Electricity

Dunn Energy Coop (DEC) feeds services into the Town from four sources. The northwestern part of the Town, west of State Highway 25 and north of US Highway 12, is fed from its Knapp substation on State Highway 79, north of US Highway 12. The western portion of the Town, west of the City of Menomonie, is fed from its Lucas substation on County Highway P, in the Town of Lucas. The southern one-third of the Town is fed from its Downsville substation just east of County

Highway Y on the eastern edge of the Town and also from its Comfort substation in Eau Galle Town to the south. DEC has no services in the portion of the Town north of the City of Menomonie and east of SH 25. Pockets of the Town are served by Xcel Energy Inc. (Northern States Power Company).

The load in the northern two-thirds of the Town consists primarily of rural residential and farm accounts. The load in the southern third of the Town also consists primarily of rural residential and farm accounts with a few small commercial accounts along the Highway 25 corridor south of the City of Menomonie.

The Town of Menomonie presently contains one major transmission line that crosses the southern portion of the town, east to west. Owned by Xcel Energy, this line has the capacity to carry 345 KV of electricity; it is part of the MISO (Midcontinent Independent System Operator) that is designed to channel electricity across the Midwest. It connects Canadian hydroelectric power plants with other electric power plants in the upper Midwest. The line runs from the Twin Cities east to Green Bay and then south to Milwaukee and Chicago. This line is not tapped within the Town.

There are several other transmission lines crossing the Town. A 69 KV line stretches from Red Wing northeast through the Town to Cedar Falls.

A number of three-phase distribution lines (three hot lines, one ground wire) also cross the Town. Smaller 45 KV to 69 KV lines feed distribution sub-stations. Three phase lines provide necessary ties between sub-stations throughout the county and provide a “balance” for single-phase distribution lines, which feed farms, businesses, and homes. The Town of Menomonie contains no sub-stations.

Xcel Energy and Dunn Energy Coop have easements that give them the rights to maintain and to remove brush from the electrical rights of way. No housing or development may take place under these lines without their approval. See Map 6-2 for service areas.

Natural Gas

Xcel Energy and Wisconsin Gas Company are the gas utility providers in the Town. Other homes and businesses run on propane tanks. There are many propane providers that serve the Town of Menomonie.

Gas Pipeline

Magellan Pipeline delivers petroleum products in an underground pipeline that enters the Town in Section 12 (southern Town), runs west to the Red Cedar River just north of Irvington, continues west and north to just north of County Highways K and P, and exits the western portion of the Town in Section 31. The Town expressed concern to the pipeline owner that the pipeline is exposed and may present a hazard. Despite input from local legislators, it was determined that there was nothing the Town (or state) could do to have the company make improvements.

Renewable Energy Facilities

The use of alternative sources of energy in the Town may grow in the future. Average wind speeds in the Town are on the very low end of being able to sustain profitable wind systems. Due to high density population, large scale/commercial wind systems are discouraged. Large scale/commercial solar energy fields might be feasible in the Town but need to be examined on a case-by-case basis due to the generally hilly topography. Single residential solar energy panels/single residential wind generation might be used in some housing. Wis. Stats. 66.0401 and 66.0403 regulate solar and wind energy systems and limits how much regulations local government can place on certain sized facilities.

Telecommunications and Broadband Internet Facilities

The Town of Menomonie has six communication towers. Two towers stand in T27N, R13W, Section 12 of the southern portion of the Town. One tower stands in T28N, R13W, Section 22 in the central part of the Town. The fourth tower is located in T28N, R13W, Section 8 on the northern side of the Town. There are two towers is located in T28N, R13W in Section 12, east of the Red Cedar River. Section 12 in the northeastern portion two in T27N Section 6, and one in section 5. The County has adopted a tower ordinance that addresses the concerns of the Town. Wis. Stats. 66.0404 regulates the siting of cell towers and restricts the regulations local government.

The major fiber-optic lines enter the southern portion of the Town along State Highway 25 and serve businesses along that route. 24-7 Telcom also offers wireless internet (including fiber) to most of the Town. Spectrum offers cable internet with 1,000 Mbps speeds. Satellite services providers include Starlink, Viasat, and HughesNet.

6.3 Community Facilities

Government Administration and Operations

Municipal Buildings

The Town Hall, meeting center, polling place, storage for machinery, and other elements of Town government are located at E4055 550th Avenue.

Schools

Several educational facilities are available to residents in the Town. These range from local elementary schools to universities within commuting distance.

The Town is served by the Menomonie School District, which provides K-12 education to the residents. Within the City of Menomonie there are four public elementary schools (Wakanda, River Heights, Oaklawn, and Knapp), one public middle school (Menomonie Middle School), and one public high school (Menomonie High School). There are also four private schools in

Menomonie. These include Summit Academy, Immanuel Baptist Church School, St. Joseph Catholic Elementary School, and St. Paul's Lutheran School.

The Town is part of the Chippewa Valley Technical College District. The nearest campus of that institution is in Menomonie, located in the Stout Technology Park. It offers several associate degree and technical diploma programs. A variety of other programs are available on the main campus in Eau Claire or on one of the other satellite campuses of the District.

Other higher education degree programs are available from the University of Wisconsin-Stout in Menomonie, the University of Wisconsin-Eau Claire, and the University of Wisconsin-River Falls. All are within commuting distance.

Library Services

The Menomonie Public Library provides library services to the Town. The library serves the City of Menomonie, the County of Dunn, citizens from surrounding communities, and all Wisconsin residents. It is located at 600 Wolske Bay Road and is part of the Indianhead Federated Library System (IFLS). The Library was designed by architect John Howe between 1983-1986. Howe is notable for his association with the Taliesin Fellowship of Frank Lloyd Wright, working as an apprentice from 1932 to 1964, and the library's design shows the influence of the Prairie style that Wright is famous for. According to the 2025 annual report, there were 9,696 registered users and 79,287 in person visits.

The City of Menomonie owns the building but the library is managed by the Menomonie Municipal Library Board. Recent improvements on the library include a tuckpointing and masonry project on the exterior of the building in 2021, a new chip seal on the parking lot in 2022, security cameras, light refreshes on some interior doors, conversion of old light fixtures to LED lighting, removal of multi-tiered risers in a programming room and new vinyl flooring, a secure entry system for our exterior doors with fob access, a new roof, new sidewalk, and \$260,000 outdoor patio project in 2025. Additionally, two boilers for our HVAC system have been replaced, fix a chiller line and some irrigation tape has been re-run out on the lawn.

Starting in 2025, the library began Phase I of the outdoor space project, a five phase project to develop the outdoor space around the library to attract more events and visitors. The project will include an outdoor patio area, trails, lighting, Lake Menomin observation area, floating docks, performance area, and landscaping. They are also looking to refresh the inside of the library in the coming years. The library has receives most of its funding from the county and is also supported by Friends of the Library and the Menomonie Public Library Foundation.

Post Office

The Menomonie Post Office, located at 235 Main St E in the City of Menomonie services the Town of Menomonie.

Public Safety

Police

The Dunn County Sheriff's Office is a full-service agency that provides law enforcement service to Dunn County. Dunn County is over 864 square miles and approximately 50,000 residents. There are 14 villages, 22 townships, and the City of Menomonie, located within the county.

The Sheriff's Office consists of approximately 60 full-time employees assigned to three main divisions (Field Services, Jail, and Support Services). This includes 30 full-time deputy sheriffs assigned to the patrol unit, investigations unit, court/special services, civil process, and management.

The Field Services Division consists of the Patrol, Investigations, and Court Services Units. The division is managed by the Captain of Field Services and five Sergeants. Other specialized teams within these units include Internet Crimes Against Children (ICAC) Investigations, K9, Reserve Deputies, First Responders, UAV (Drone) team, Drug Recognition Experts (DRE), Drug Investigations, DARE, School Resource, and more.

Fire and Emergency Medical Services (EMS)

The Town receives Fire and EMS services through the Menomonie Rural Fire & EMS District. This is a group of 9 municipalities that contract with the City of Menomonie for these services. In 2024, the Town signed a new agreement to replace the outdated agreement from 1958. Part of the new agreement was that the towns would bill the full cost for a fire call, and the proceeds would be used to offset the cost of equipment purchases for the district. In the past, the Town charged \$500 per call, and the district pays the difference. The charge now will be the full amount of the call billed. This new billing went into effect on January 1st, 2025. The City of Menomonie is going to substantially increase the service fee to the District over 5 years starting in 2026.

The Menomonie Fire Department provides protection for the Town. The Menomonie Fire Department services are enhanced by the Menomonie Rural Fire & EMS District. This district includes all or part of 9 towns and the Village of Knapp. Rural fire equipment is placed at the two Menomonie fire stations and is managed and maintained by the Menomonie Fire Department. The rural association has ownership of: one engine, two tankers, two brush trucks, one ATV/UTV type vehicle, one trailer, one rescue truck, one boat, and partial ownership of one engine. The Menomonie Fire Department services and stores the equipment. Ambulance services are contracted with the City of Menomonie on a per capita basis.

The Menomonie Fire Department is a combination department of 28 full-time sworn members, one full time civilian (administrative assistant), and 20 paid on call fire fighters. All full-time members are cross trained to provide fire, EMS, and rescue services.

For an initial response, the rural association has available to it every fire truck, ambulance, boat, and utility vehicle located in the Menomonie stations (North side and Downtown stations). This

includes: three engines, one ladder truck, two tankers, two brush trucks, three ambulances, one rescue truck, two boats, two all terrain type vehicles, a hazardous materials response unit, a special rescue unit, and two utility type pick-up trucks.

Emergency medical service is provided by cross-trained fire department personnel and by the Dunn County Medical Emergency 1st Responders. In addition to these services many of the deputies in the County Sheriff's Department are trained and equipped with defibrillators.

The Menomonie Fire Department provides fire, rescue, EMS, and Hazmat response. All full-time members are cross-trained to provide all services with the current staff of 20 paramedics, five Intermediate EMTs, and two Basic EMTs. The two Basic EMTs are currently in the Paramedic program. There are now 4 ambulances in the fire department fleet and all emergency services are dispatched through 911.

Healthcare, Childcare, and Elderly Care Facilities

Healthcare Facilities

Town residents have ready access to health care in Menomonie, with larger clinics and hospitals available in Eau Claire and the Twin Cities in Minnesota. Specific facilities include the Mayo Clinic Health System-Red Cedar in Menomonie, the Marshfield Clinic, and the Oak Leaf Medical Network. These facilities are associated with a health network that provides extensive referral services. In addition, services are available from a number of other specialized health care providers including dental, chiropractic optometry, and alternative health care approaches.

The Mayo Clinic Health System-Red Cedar in Menomonie, the largest of the facilities, provides both clinic and hospital care. Resident physicians, independent physicians, and visiting specialists from the Mayo Clinic system provide extensive services through the clinic. Emergency care is available 24-hour a day, 7-days a week basis.

Childcare Facilities

According to Wisconsin Department of Children and Families, there are 12 open licensed childcare facilities available in the area. These range from day care providers approved to offer care in their own homes to larger group centers. These facilities provide care ranging from infants to children age 12. Information on current childcare facilities is available from the Dunn County Human Services Day Care Coordinator.

Elderly Care Facilities

As the population ages and the baby-boomers move into older age groups, there will be increasing demand for long-term care, nursing homes, community based residential facilities, and similar other elder care facilities. According to the Wisconsin Department of Health Services, the following nursing home facilities are currently located in Dunn County (none are located in the Town of Menomonie):

- The Neighbors – West Neighborhood, 45 beds, government facility
- County of Dunn, 46 beds, government facility
- American Lutheran Home, 37 beds, nonprofit facility
- Comforts of Home
- The Village of White Pine

In addition to the nursing home facilities, there are a number of Adult Family Homes and Community Based Residential Facilities located in Dunn County.

Cemeteries

Within the Town of Menomonie are the following cemeteries:

- Ridge Road Cemetery, section 32
- Ford Cemetery, Section 32
- Evergreen Cemetery, Section 24
- St. John's Cemetery, Section 17
- Mamre Cemetery, Section 30
- Hilltop Cemetery, Section 11
- Irvine Creek Cemetery, Section 6 - (Owned and managed by the Town)

Parks, Recreation, and Open Space

Parks

The Town currently has a passive park located, located off of County Road D. The Town also has another parcel reserved for future parkland located north of the City adjacent to the movie theater. Additionally, the City of Menomonie also has a superb park system that includes an extensive trail system. Residents of the Town of Menomonie are able to enjoy and utilize these facilities.

Located in the Town are three parcels of land that have been set aside as preserves. The Devil's Punchbowl is a scientific study area located on 410th Street South of the City of Menomonie. It is open to the general public and owned and managed by Landmark Conservancy. Keil Birch Creek Nature Preserve is at the end of River Heights Road – 430th street. It is owned and managed by the DNR with assistance from the “Friends” group. A parcel west of the City off Highway 29 has a conservation easement administered by Landmark Conservancy. The property is owned by a private citizen.

Recreation

Several outdoor recreational activities are available in the area. These include campgrounds, ATV/UTV trails, biking, snowmobiling, cross country skiing, hiking, golf, hunting, and fishing.

The two campgrounds within the Town are Ma's Irvington Campground and Twin Springs Camping Resort. Ma's Irvington Campground is located just South of Menomonie down Hwy 25 one mile, then West 1 mile on County Road D. The campground has wooded and open site areas with full hookups, electric & water, rustic & seasonal sites available. There are restrooms, showers, laundry, and dump station on site. You can also rent canoes, kayaks, and tubes. Twin Springs Camping Resort includes scenic river views, is located just north of Menomonie Wisconsin, and includes a wide variety of amenities including a swimming pool, boat rentals, hiking and ATV trails, restrooms and showers, and a game room.

Designated ATV/UTV - ATVs/UTVs are allowed on County Highway P, K, BB, D, K, and Y. State, US, and Interstate highways prohibit ATV/UTV traffic. All Town Roads are designated ATV/UTV roads, except 390th St (Rudiger Road) from 620th Ave to State Highway 29.

County designated bike routes – The Wisconsin Department of Transportation provides bike route maps, updated in 2020. Besides the Red Cedar River Trail, the bike routes are shown to wider paved shoulders along U.S. Highway 12, and State Highways 25, 29, and 79.

Snowmobile routes – According to the Dunn County Snow website, there are a number of snowmobile routes that run through the Town of Menomonie. There is also a warming house on the north side of the Town near 700th Avenue. These include State Corridors and County trails.

The Red Cedar Trail

The Red Cedar State Trail is a major recreation and wildlife-viewing area. The trail is 14.5 miles long and runs along the Red Cedar River between Menomonie and Dunnville. It passes through Irvington and the community of Downsville, before joining the 20-mile long Chippewa Valley Trail leading to Eau Claire or Durand. The Red Cedar River is close enough to the Mississippi Flyway to attract large numbers of birds, including migrating birds and shorebirds. Songbird populations have declined sharply nationwide. Every effort should be made to maintain corridor or ribbon areas surrounding streams or creeks so that they can provide an adequate supply of seeds, animals, insects, and fruits. Invasive growth, such as purple loosestrife, should be prevented. Numerous hawks and eagles nest and hunt in the area. Wisconsin is now home to the third largest eagle population in the United States.

The wildlife to be found in the Town of Menomonie includes but is not limited to whitetail deer, wild turkey, gray squirrels, fox, raccoon, rabbits, bear, and coyotes. Waterfowl is in abundance and usually includes wood ducks, mallards, bluebills, blue-winged teal, sandhill cranes, Canada geese, and blue herons. Songbirds can be found in many sites. Numerous bird species are present year round.

A comprehensive survey of the Red Cedar River, conducted in 1989-90, revealed that the Chetek River, which drains into the Red Cedar, carries a high nutrient and algae load. The River experiences extreme fluctuations of dissolved oxygen levels potentially dangerous to fish and other aquatic life. Efforts are currently underway to address some of the concerns of Lakes

Menomin and Tainter, including the annual Red Cedar Watershed Conference. This regional conference is focused on land use, water quality, and community action within the Red Cedar River watershed in northwestern and west-central Wisconsin. It brings together planners, conservation staff, farmers, lake associations, local governments, educators, students, and residents in an effort to better understand the issues and work towards addressing them.

6.4 Utilities and Community Facilities Trends and Outlook

The following trends are anticipated regarding planning for future utilities and community facilities:

- Local government budget constraints will drive the need for intergovernmental cooperation for services and programs.
- There will be an increased need for communities and other jurisdictions to coordinate the development of trails and other recreational facilities.
- The demand for health care, childcare, and elderly care facilities will increase.
- Expect an increase in the interest to establish large scale renewable energy facilities.
- The demand for broadband access will continue to increase.

6.5 Existing Facilities Summary

Table 7-1-Existing Facilities Town of Menomonie Plan Commission, Cedar Corporation			
Utilities	Location	Use	Capacity
Sanitary Sewer Service and Wastewater Facility	East side of the Town	City's facility	-
Water System	Throughout the Town	Private	-
Stormwater Management	Throughout the Town	Private	Need new facilities as growth occurs
Solid Waste Disposal	N5515 377th Street	Contracts with third party	Ability to expand
Recycling Facilities	N5515 377th Street	Contracts with third party	Ability to expand
Telecommunication Facilities	Cell Antennas on Water Towers, Fiber and Cable Internet	Currently adding fiber customers	Ability to expand
Power Plant Transmission Lines	Throughout the Town	Dunn Energy Coop and Xcel Energy	Ability to expand

Town of Menomonie Comprehensive Plan – 2026-2046

Community Facilities	Location	Use	Capacity
Parks	Near river on southeast side of the Town	Conservancy, trails, undeveloped	No need for expansion at this time
Cemeteries	Multiple cemeteries; Irvine Creek Cemetery	Needed services are provided	Room to expand
Health Care Facilities	City of Menomonie	Multiple clinics and hospitals	Needed services are provided
Child Care Facilities	City of Menomonie	Additional facilities are needed	Limited
Police	615 Stokke Pkwy, Menomonie, WI	Needed services are provided	Limited
Fire	116 W Main St & 2417 Wilson St, Menomonie, WI	Main station and satellite station	Limited
Rescue	116 W Main St & 2417 Wilson St, Menomonie, WI	Main station and satellite station	Limited
Library	600 Wolske Bay Road	Needed services are provided	Limited
Schools	Menomonie High School: 1715 5th St W, Menomonie, WI 54751 Menomonie Middle School: 920 21st St S, Menomonie, WI 54751 Oaklawn Elementary: 500 21st St S, Menomonie, WI 54751 River Heights Elementary: 615 24th Ave W, Menomonie, WI 54751 Knapp Elementary: 110 South St, Knapp, WI 54749 Wakanda Elementary: 1801 4th St E, Menomonie, WI 54751	Needed services are provided	Limited

6.6 Future Needs Summary

Table 7-2-Future Needs Town of Menomonie Plan Commission, Cedar Corporation		
Utilities	Future Needs	Timeframe
Sanitary Sewer Service and Wastewater Facility*	Private Systems/Update Sewer Service Area Plan	Ongoing/Within a year
Water System*	Private Systems	Ongoing
Stormwater Management	Update Stormwater Ordinance to meet applicable state and federal requirements. Incorporate Best Management Practices (BMPs) when new development takes place.	Ongoing
Solid Waste Disposal	Review/renew contracts as needed	None
Recycling Facilities	Review/renew contracts as needed	None
Telecommunication Facilities*	Continue expansion of fiber	Ongoing
Power Plant Transmission Lines*	Continue expansion as community develops	Ongoing
Community Facilities	Future Needs	Timeframe
Parks	Develop a park plan and use for other Town-owned property	Within the next five years
Cemeteries*	None	None
Health Care Facilities*	As the community grows, monitor the needs of additional facilities	Ongoing
Child Care Facilities*	As the community grows, monitor the needs of additional facilities	Ongoing
Police*	No future needs shared with the Town	N/A
Fire*	No future needs shared with the Town	N/A
Rescue*	No future needs shared with the Town	N/A
Library*	Library is currently undergoing outdoor expansion and indoor maintenance projects	Ongoing
Schools*	The School District recently vacated Downsview Elementary. Looking at future uses for that site.	Ongoing

*The Town does not own or operate such systems. Utility services and community facilities are provided through private systems, other jurisdictions, or private utilities.

6.7 Programs

The following programs are currently utilized by the community or are available for use by the Town to implement the goals, objectives, policies, and recommendations identified.

State Programs

Solid and Hazardous Waste Education Center

Solid and Hazardous Waste Education Center enhances Wisconsin's environment and economy by providing education and technical assistance programs to business and communities on source reduction, recycling, solid waste management, and pollution prevention. Visit <https://shwec.engr.wisc.edu/resources> for further information.

Rural Community Assistance Program

The Rural Community Assistance Partnership (RCAP) is a national network of nonprofit partners with over 300 technical assistance providers across the country. RCAP works to improve the quality of life in rural America starting at the tap to assure safe drinking water and sanitary waste disposal for low- and moderate-income rural Wisconsin communities. RCAP services enable community staff to develop capacity to implement water, wastewater, and solid waste projects, and assist the community in coordinating efforts with consultants and government agencies. For further information visit <https://www.rcap.org/>.

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

The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed smaller communities with public facility improvements. Examples of eligible projects include improvements, repairs, or expansions, of streets, drainage systems, water and sewer systems, sidewalks, and community centers. The maximum grant for any single applicant is \$1,000,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates.

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

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

Knowles-Nelson Stewardship Local Assistance Grant Programs

The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Four (4) Stewardship grant programs are available: Acquisition and Development of

Local Parks (ADLP), Urban Green Space (UGS) grants, Urban Rivers (UR) grants, and Acquisition of Development Rights (ADR). The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.). More information is available at: <https://dnr.wi.gov/topic/stewardship/grants/>

Office of Rural Prosperity within the Wisconsin Economic Development Corporation (WEDC)

Wisconsin Governor Tony Evers called for creating the Office of Rural Prosperity in his State of the State speech in February 2020 to “provide a one-stop shop for folks to navigate state programs and resources tailored to rural communities, businesses and workers.” The program is relatively new but has recently developed a long list of programs available to assist communities with a variety of needs. The program has the potential to be a “game changer” in linking resources to rural communities for workforce housing, economic development, transportation, ag-related business, tourism, and much more. Information as the program develops can be obtained through <https://ruralwi.com/resources/>.

Wisconsin Rural Partners (WRP)

Since December 1992, WRP has served as Wisconsin’s State Rural Development Council (SRDC) through a cooperative agreement with the US Department of Agriculture. WRP initiatives are more far reaching than just housing, but the WRP can provide key resources.

WRP is a neutral, nonprofit organization that brings together a cross section of residents, organizations, and leaders important to rural communities throughout the state. The primary focus is on addressing issues and building collaboration between community, state, federal, nonprofit, and private sector leaders that impact rural communities.

WRP has designed and implemented highly effective programming to identify and address key issues that impact rural life. WRP is a member of National Rural Development Partnership and Partners for Rural America that actively promotes economic, social, and community development for rural Wisconsin.

WRP is an active advocate for locally based solutions focused on core issues and opportunities. They encourage private/public partnerships for sustainable rural community development through fostering and celebrating local initiatives and projects which promote stewardship and expansion of community and natural resources including:

- Broadband Access and Adoption
- Community Infrastructure and Systems
- Child and Health Care Access
- Housing Financing and Construction
- Transportation Maintenance, Access, and Use
- Agriculture and Natural Resource Use and Conservation

More information can be obtained through the WRP web site at: <https://www.wiruralpartners.org>.

6.8 Utilities and Community Facilities Goals, Objectives, and Policies

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to ensure the Town is able to continue to provide the services needed to all residents.

Goal #1

Ensure essential utilities and facilities are available to all residents.

Objectives

1. Expand services responsibly, minimizing environmental impact.
2. Maintain clean, efficient utility services.
3. Provide reliable, high-quality utilities and facilities.

Policies

1. Expand broadband and 5G access to support growth.
2. Partner to overcome rural infrastructure challenges.
3. Inventory assets to identify expansion opportunities.
4. Seek funding from state and federal agencies.
5. Encourage Town Board to establish Parks and Recreation Committee to provide access to more recreational opportunities for the community.
6. Support the development of small parking areas and access trails for streams and natural resources.
7. Continue to work with the City of Menomonie on the Sewer Service Area Plan.
8. Continue to work with the County to ensure new facilities meet the County POWTS and DNR Well requirements.
9. Continue to maintain the solid waste and recycling drop off facility in the Town.
10. Continue to maintain and manage the Irvine Creek Cemetery.
11. Continue to utilize the healthcare, childcare, library, elderly care, and educational facilities available in the City of Menomonie.
12. Continue to utilize Dunn County Sheriff's office for police services.
13. Continue to utilize and support the Fire and EMS services that serve the Town and maintain cooperative agreements as needed.

Goal #2

Align infrastructure expansion with broader development and efficiency goals.

Objectives

1. Upgrade infrastructure to meet future needs.

Policies

1. Discourage dead-end roads or require proper turnarounds.
2. Launch a Capital Improvement Program (CIP).
3. Promote redevelopment using existing infrastructure.
4. Work with utility providers to plan for future demand.
5. Continue to enforce stormwater managements for new subdivisions.

Goal #3

Support sustainability and environmental stewardship.

Objectives

1. Engage stakeholders in environmentally conscious decisions.

Policies

1. Monitor safety concerns (e.g., Magellan Gas Pipeline).
2. Evaluate and plan for reserved parkland.
3. Collaborate on renewable energy initiatives.
4. Enforce mining regulations.

Goal #4

Maintain safety, transparency, and public trust in Town assets.

Objectives

1. Raise public awareness of available services.
2. Support long-term growth and quality of life.
3. Foster community involvement in planning and operations.
4. Use data to guide investments and improvements.

Policies

1. Develop a user-friendly web portal for Town info and services.
2. Use media platforms for outreach such as services for natural resources and recycling and engagement via social media and hashtags.
3. Review outreach efforts annually for improvement.

Goal #5

Promote resource-efficient development and infrastructure.

Objectives

1. Improve asset management and recycling to reduce costs.

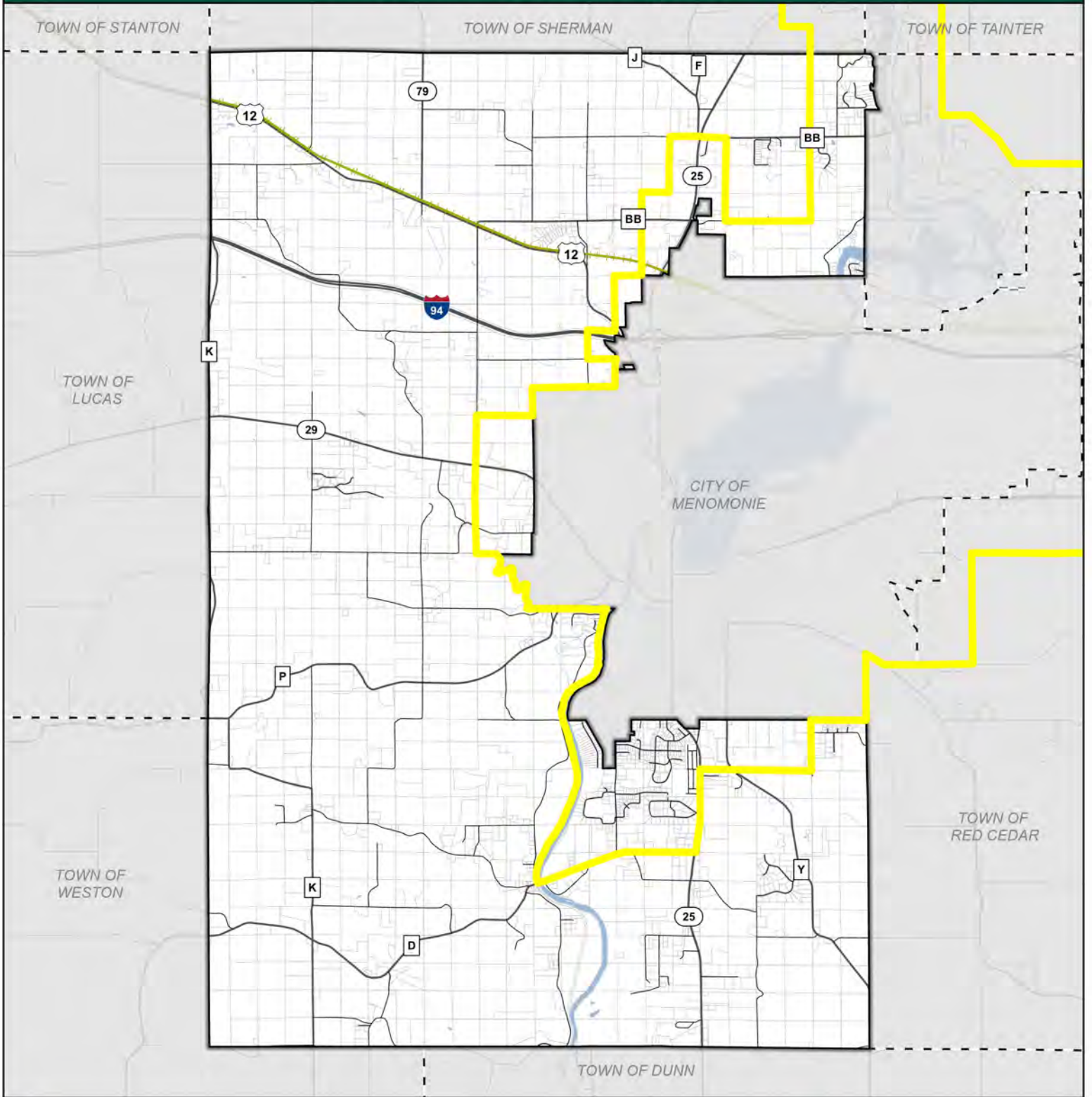
Policies

1. Use GIS for infrastructure mapping and zoning.

DRAFT

Proposed Sewer Service Area

Town of Menomonie, Dunn County, Wisconsin

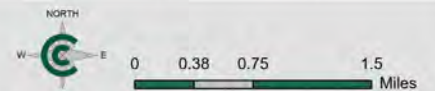


Menomonie SSA Plan*

Proposed SSA Boundary

Base Layers

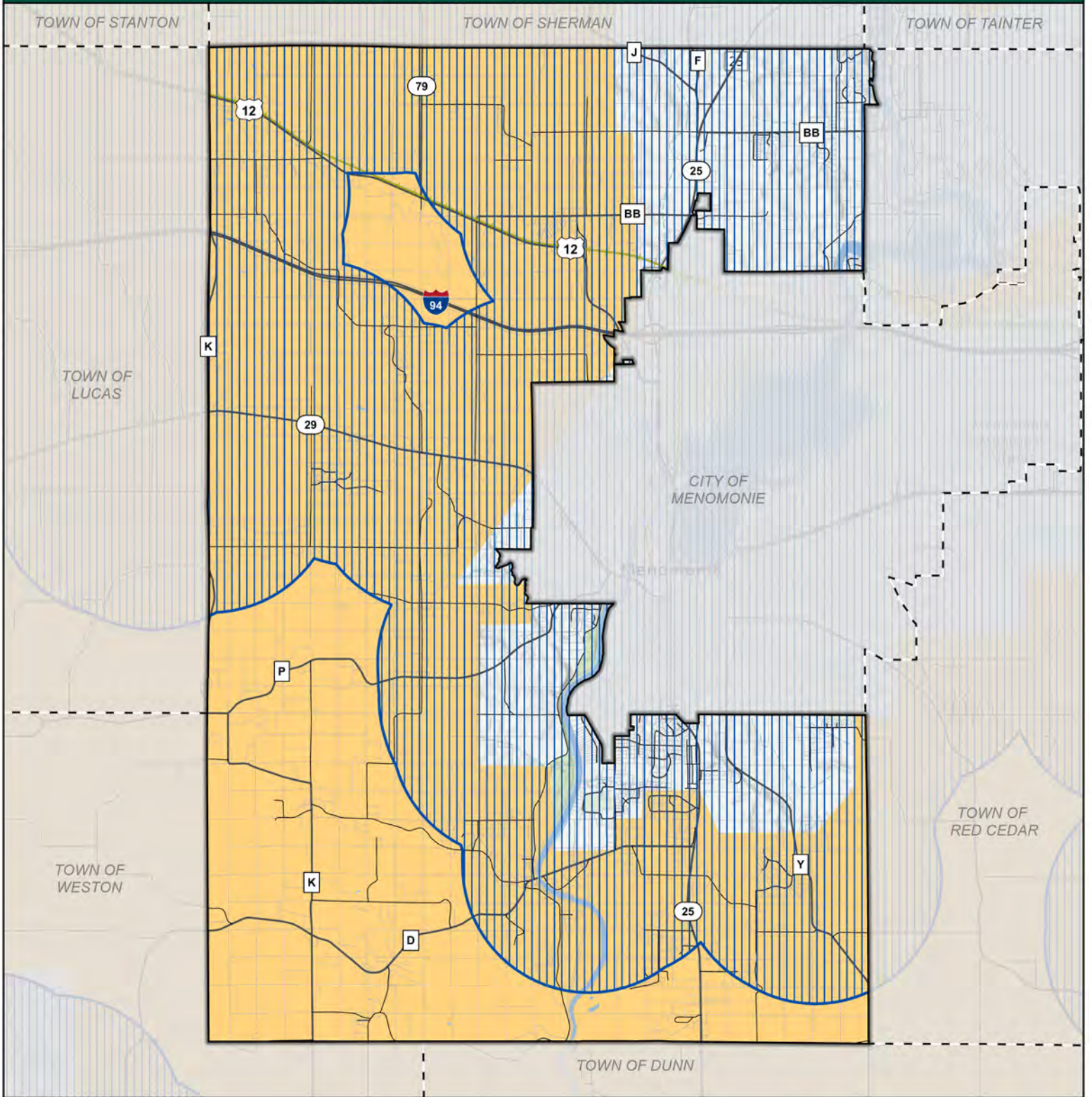
- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water



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Electric Service Territories

Town of Menomonie, Dunn County, Wisconsin

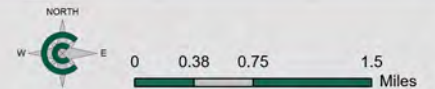


Electric Service Territories*

- Northern States Power Company - Wisconsin
- Dunn Energy Cooperative

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water



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7. Intergovernmental Cooperation Chapter

7.1 Introduction

Intergovernmental cooperation can be defined as a compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts and adjacent local government units, for siting and building public facilities and sharing public services. For the Town, the interacting units include surrounding towns, the City of Menomonie, Dunn County, the State of Wisconsin, and the Federal Government.

Key Points Summary

- The Town collaborates with Dunn County, the City of Menomonie, and surrounding jurisdictions for services like law enforcement, fire/EMS, zoning, and infrastructure.
- Shared services include dispatch, emergency management, bridge inspections, GIS, and tax collection.
- The Town participates in joint planning meetings and sewer service area updates with the City.
- No current conflicts exist, but annexation and land use pressures may increase.
- Intergovernmental cooperation is expected to grow, with more shared resources and regional planning.
- Opportunities include expanding agreements, improving communication, and leveraging regional strengths for economic development.

7.2 Intergovernmental Cooperation Benefits

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

Cost savings – Cooperation can save money by increasing efficiency and avoiding unnecessary duplication. Cooperation can enable some communities to provide their residents with services that would otherwise be too costly.

Address regional issues – By communicating and coordinating their actions, and working with county, regional and state jurisdictions, local communities are able to address and resolve issues which are regional in nature.

Early identification of issues – Cooperation enables jurisdictions to identify and resolve potential conflicts at an early stage, before affected interests have established rigid positions, before the political stakes have been raised, and before issues have become conflicts or crises.

Reduced litigation – Communities that cooperate are able to resolve issues before they become mired in litigation. Reducing the possibility of costly litigation can save a community money, as well as the disappointment and frustration of unwanted outcomes.

Consistency – Cooperation can lead to consistency of the goals, objectives, plans, policies, and actions of neighboring communities and other jurisdictions.

Predictability – Jurisdictions that cooperate provide greater predictability to residents, developers, businesses, and others. Lack of predictability can result in lost time, money, and opportunity.

Understanding – As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them.

Trust – Cooperation can lead to positive experiences and results that build trust between jurisdictions.

History of success – When jurisdictions cooperate successfully in one area, the success creates positive feelings and an expectation that other intergovernmental issues can be resolved as well.

Service to citizens – The biggest beneficiaries of intergovernmental cooperation are the citizens for whom government was created in the first place. They may not understand, or even care about, the intricacies of particular intergovernmental issues, but all Town residents can appreciate their benefits, such as costs savings, provision of needed services, a healthy environment, and a strong economy.

7.3 Existing Relationships

County Government

Dunn County provides construction and maintenance for county highways, law enforcement services, and oversight of various ordinances. The County also supports the Land Conservation Office, which gives technical information to the residents of the Town. These services now meet the needs of the residents and most likely will be expanded to meet their future needs.

Cities and Towns

City of Menomonie

Because the Town surrounds the City of Menomonie on the north, west and south, the City has the potential to have a major impact on the Town.

The City has the capacity to provide water and sewer service (either through annexation or the construction of a sanitary district) in areas within the “Sanitary Sewer Service Line”. This could affect future annexation discussions. The Town has a sanitary agreement with the City for Birch Terrace.

The City of Menomonie currently exercises the Extraterritorial Plat Review Area covering much of the Town. This means that the City can review subdivision development within an area 3 miles

outside the city limits. However, the City has agreed to limit its review area to 1.5 miles. It has not used Extraterritorial Zoning power yet, but it is available to them.

Surrounding Jurisdictions

The Town of Menomonie is adjacent to the Towns of Stanton and Sherman to the north, Town of Red Cedar, Tainter, and City of Menomonie to the east; Towns of Dunn and Weston to the south; and, the Towns Lucas and Weston to the west.

Stormwater Management

The City accepts storm water drainage from part of Woodland Terrace, which is in the Town. The City is planning to build more storm water storage basins. Some of these areas spill out into the Town. No widespread cases of property, infrastructure, or environmental damage due to storm water drainage from the city into the town have been identified to date. There have been instances of localized areas where water from the City has caused erosion and related problems. The City has cooperated with the Town in the past and is expected to do so in the future.

Regional Planning Commission

Within Wisconsin there are 9 Regional Planning Commissions (RPCs), which are formed by executive order of the Governor. Dunn County falls within the jurisdiction of the West Central Wisconsin Regional Planning Commission (WCWRPC). This agency serves seven counties across west central Wisconsin, including Polk St. Croix, Dunn, Barron, Chippewa, Eau Claire, and Clark. WCWRPC provides information and planning services to help resolve problems that exceed the jurisdictional boundaries and fiscal capabilities of the region's local units of government. Providing a regional perspective, WCWRPC focuses on topics such as community development, land use, transportation, hazard mitigation, economic development, and housing.

School District

Because many students, faculty, and staff members reside in the Town, schools have a large impact on the Town of Menomonie. The Menomonie School District encompasses the Town of Menomonie, the City, and parts of all of adjoining towns. Although there are no public schools within its boundaries, the Town collects real estate taxes for the Menomonie School District and Chippewa Valley Technical College. UW-Stout, located in the city of Menomonie, is supported primarily by state and Federal funds.

Sanitary Sewer Service Area

The Menomonie Sewer Service Area is defined as the area where sanitary sewer can be extended. The purpose for this area is to project future needs for sewer service in the City of Menomonie. It is a tool to protect water quality by directing growth away from environmentally sensitive areas (steep slopes, wetlands, floodplains) likely to impact water quality and provide the basis for

community officials to direct growth while protecting environmental, social and economic concerns.

Any sewer extension to serve development, must be checked against the sewer service area plan and map to ensure that neither encroaches into environmental corridors. Environmental corridors include steep slopes (20% or greater), wooded areas, wetlands, and floodplains. The City of Menomonie created its first Sewer Service Area Plan in 1993. The City is in the process of updating its sewer service area plan with the assistance of West Central Wisconsin Regional Planning.

The sewer service area boundary extends into the Town of Menomonie along State Highway 29, north of 530th Avenue, east of State Highway 25, and along both sides of the Red Cedar River. See Map 6-1 for proposed boundary.

As noted in the Utilities and Community Facilities Chapter, the Town has a sanitary sewer district that is connected to Birch Terrace (a manufactured home park) just south of the City of Menomonie. If there are areas that are expected to remain in the Town, and those areas have a desire or need for sanitary sewer service, the Town should consider entering into an intergovernmental agreement, such as a boundary agreement, with the City of Menomonie to extend sanitary sewer service to areas of the Town adjacent to the City.

State of Wisconsin

The State provides funds to build and maintain State Highways 12, 25, 29, and 79, which intersect and pass through the Town. The State also supports the Land Conservation Service, the Wisconsin Department of Natural Resources (WDNR), and UW-Stout. The WDNR maintains the Red Cedar State Trail, assists in identifying and preserving environmentally sensitive areas, provides forest management services, and licenses fishing and game hunting. Moreover, the State provides funding assistance for the Menomonie School District, UW-Extension, and provides General Transportation Aid for Town roads. The state may continue to make grants available for various town works.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WisDOT) is geographically organized into five regions throughout the state. Dunn County falls within in the Northwest Region, along with Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Douglas, Eau Claire, Jackson, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Taylor, Trempealeau and Washburn counties. The regional office is located in the City of Eau Claire.

As noted in the Transportation Element, WisDOT has recently completed or is nearing completion on a number of statewide transportation planning projects. These documents were reviewed to understand how their efforts would directly or indirectly affect the provision of transportation services in the region and to the Town. In addition, WisDOT programmatic budgets were reviewed

to identify what projects, if any, have been programmed that might increase existing transportation capacity, efficiency, and/or safety in the area.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (DNR) is organized into 5 geographic regions. Dunn County is located in the West Central Region, along with 18 other counties, including Counties: Adams, Buffalo, Chippewa, Clark, Crawford, Eau Claire, Jackson, Juneau, La Crosse, Marathon, Monroe, Pepin, Pierce, Portage, St. Croix, Trempealeau, Vernon, Wood. The regional office is located in the City of Eau Claire.

The DNR has been very successful over the years in working with local governments to establish recreational trails throughout the state.

Federal Government

The Federal Government has a wide range of programs and regulations that influence the State, the County, and the Town. These programs often change and need to be continuously monitored.

7.4 Wisconsin Intergovernmental Agreement Statutes

Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, and certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, sewer utility districts, Native American tribes or bands, and others.

Intergovernmental agreements prepared in accordance with s. 66.0301, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes must be accomplished through the normal annexation process.

Boundary Agreements Pursuant to Approved Cooperative Plan

Under 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each city, village, or town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process. There are currently no cooperative boundary plans with any of the adjacent villages. The City of Menomonie has extraterritorial plat review of 1 ½ miles of their City limits, and the town does submit land division applications to the appropriate jurisdiction when the property is within a plat review area.

7.5 Inventory of Existing Intergovernmental Agreements

There are existing service agreements between the Town of Menomonie and Dunn County and between the town and other local jurisdictions. Several of the agreements are listed below. Agreements can take the form of intergovernmental agreements under the Statutes, memoranda of understanding between or among units of government, resolutions approved by governing bodies, or more informal written agreements.

Fire, Emergency Medical Services, and Police

- The Town receives Fire and EMS services through the Menomonie Rural Fire & EMS District. This is a group of 9 municipalities that contract with the City of Menomonie for these services. In 2024, the Town signed a new agreement to replace the outdated agreement from 1958. Part of the new agreement was the towns would bill full cost for a fire call and the proceeds would be used to offset the cost of equipment purchases for the district. Prior to 2026, the Town charged \$500 per call and the district paid the difference. The charge now will be the full amount of the call billed. This new billing went into effect on January 1st, 2025. The City of Menomonie is going to substantially increase the service fee to the District over 5 years starting in 2026.
- The Town of Menomonie does not operate its own Police Department. Any requests for law enforcement service and intervention are directed to the Dunn County Sheriff's Department for response and handling.
- The Dunn County Sheriff's Office is the only dispatch available to take calls 24 hours a day and provides these services throughout the County via an intergovernmental agreement.
- The Dunn County Communications Center operates an Enhanced 911 (E911) Program by providing all citizens of Dunn County access to the emergency number 9-1-1. The communications center is staffed 24 hours a day with a minimum of two telecommunicators at all times, with additional staff at peak hours.
- The dispatch center not only processes emergency calls, but also processes numerous other activities in support of personnel, such as dispatching and monitoring primary and backup units and investigators, contacting and relaying pertinent information to the field, and to other agencies and businesses. Dispatchers also answer non-emergency incoming calls to the Menomonie Police Department and Dunn County Sheriff's Office. E911 dispatchers are also responsible for coordinating the communications for multi-agency events and major incidents that occur in Dunn County.
- The communications center is not a division of the Sheriff's Office, however, works closely with the Sheriff's Office and other emergency service departments throughout the county.
- The Dunn County Emergency Management Department works in cooperation with local governments throughout the County to organize, plan, and assign available resources to mitigate, prepare for, respond to, and recover from the effects of all hazards. Emergency Management is the four-phase protection process of coordinating resources to deal with emergencies effectively, thereby saving lives and minimizing economic loss. Emergency

Management is involved in an all-hazards approach to assist in community preparedness. The four components are mitigation, preparedness, response, and recovery. Emergency Management is a coordinated response to an unusual emergency situation; a response that calls for maximum use of community resources, with far greater need for coordination between response agencies than usually exists.

Public Works

- Dunn County offers the service of inspecting every bridge for every inspection cycle and the Town utilizes the County to complete these inspections.
- Other services such as Pavement Surface Evaluation and Rating (PASER) and culvert inspection are handled by a third-party consultant.

Dunn County Treasurers' Office

- The Town of Menomonie collects the first payment of property taxes and the Dunn Treasurers' Office collects the second payment in July.

Shared Equipment

- The Town of Menomonie co-owns a woodchipper with the Town of Dunn.

Shared Technologies

- Dunn County's Land Information Services updates and maintains the County parcel mapping and Geographic Information Systems (GIS). Recorded Certified Survey Maps and plats within the Town of Menomonie are updated on a regular basis and maintained on the County website.

Ordinance Administration

- The County administers the County's zoning for the Town of Menomonie. This includes shoreland zoning.
- The County provides review and approval of Private Onsite Wastewater Treatment Systems (POWTS) in cooperation with local and State government agencies to enforce local, County, and State health and water regulations. The jurisdiction of this ordinance includes all lands and waters within Dunn County.

Joint Meetings

- The Town of Menomonie participates in the Joint Town/City Planning meetings that typically occur every quarter with the City of Menomonie and abutting townships. This is an opportunity to share information about upcoming planning and development projects, infrastructure related coordination, and economic development updates.

7.6 Drainage District

The Town of Menomonie is not part of a drainage district.

7.7 Existing and Potential Conflicts

Existing relationships between the Town of Menomonie and each of the surrounding or overlapping jurisdictions are previously described in this chapter. There are no existing or identified potential conflicts at this time. A process for resolving conflicts is described below:

- Identify cooperative solutions to manage growth where the Town boundary meets the City of Menomonie.
- Promote cooperative planning to minimize conflicts in land use, zoning, and character of development adjacent to the City of Menomonie and its neighborhoods.
- Improve communications between Town of Menomonie and neighboring governments.
- Explore new opportunities for intergovernmental agreements.

7.8 Intergovernmental Cooperation Trends and Outlook

The following intergovernmental trends are anticipated during the planning period in Town of Menomonie:

- Intergovernmental cooperation will increase as state, county, and local governments strive to spend available funds more efficiently.
- The sharing of employees, equipment, and facilities will increase locally to meet demand at reduced costs.
- Comprehensive planning may help communities share information and identify opportunities for shared services and facilities.
- Given the proximity of the City of Menomonie, annexation and other land use conflicts will continue between the Town and City.
- The use of boundary agreements and extraterritorial review tools will increase as development pressures increase near municipal borders.
- Economic development will further require leveraging the strengths of the county as a region rather than an uncoordinated, individual focus on the community level.
- Successful intergovernmental cooperation will require sustained commitment and investment by all affected parties to produce value over time.

7.9 Opportunities

The Town of Menomonie has a variety of opportunities with different jurisdictions and agencies in the region. Below are a few of the notable opportunities identified in the planning process:

- The Town is interested in continuing to participate in the Joint Town/City Planning meetings.

- The Town will continue to participate in the City of Menomonie’s Urban Sewer Service Area Plan update process.

7.10 Programs

The following general programs are currently available to the Town to assist with implementation of the various goals, objectives, policies, and recommendations of the Intergovernmental Cooperation Chapter of the Town of Menomonie Comprehensive Plan.

Wisconsin Department of Administration, Division of Intergovernmental Relations

The Division of Intergovernmental Relations coordinates and provides information regarding Wisconsin’s comprehensive planning statute. The division also administers the grant program that assists local governments in developing comprehensive plans. For further information on the division and their programs, contact the Wisconsin Department of Administration or visit their website. Their website contains a variety of information including fact sheets, grant information, model ordinances, guides for developing the elements of comprehensive plans, and links to a variety of other sources of information for comprehensive planning. The site can be accessed by visiting <https://doa.wi.gov/Pages/AboutDOA/IntergovernmentalRelations.aspx>.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. Educational programs are delivered through the two-way audio Educational Telecommunications Network (ETN), satellite television, and state-wide and regional workshops. The Center supports the programming of county-based extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. Visit <https://localgovernment.extension.wisc.edu/> for more information.

Wisconsin Towns Association

The Wisconsin Towns Association (WTA) is a statewide, non-profit, and non-partisan association with voluntary membership open to town and village units of governments. WTA provides member communities with educational opportunities, legal information, and legislative advocacy. For more information, visit <https://www.wisctowns.com/>.

UW Stevens Point - Center for Land Use Education (CLUE)

The Center for Land Use Education (CLUE) is a joint venture of the College of Natural Resources at the University of Wisconsin - Stevens Point and the University of Wisconsin - Madison Division of Extension. It is a focal point for land use planning and management education. CLUE specialists

and faculty instruct students, train local government officials and communities, create a variety of publications and conduct research focused on planning and zoning issues. CLUE specialists, with input from partners, create learning opportunities for communities. By providing up-to-date, comprehensive training on planning and zoning tailored to address specific local needs, CLUE specialists are able to assist towns, villages, cities and counties in making sound land use decisions. Visit <https://www3.uwsp.edu/cnr-ap/clue/Pages/default.aspx> for additional information.

Cooperative Purchasing

Wisconsin municipalities are able to buy goods and services at discounted prices under contracts already negotiated by the State of Wisconsin as long as the contracts allow for Cooperative Purchasing. Visit: <https://doa.wi.gov/Pages/StateEmployees/CooperativePurchasing.aspx> for additional information.

7.11 Intergovernmental Cooperation Goals, Objectives, and Policies

The following goals, objectives, and policies were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to identify opportunities to collaborate with other agencies to improve services and reduce costs for Town residents.

Goal #1

Foster strong relationships and frequent communication with surrounding governments, regional planning bodies, and state representatives to ensure alignment with county ordinances, explore cooperative zoning opportunities, and provide timely input on policies affecting the Town.

Objective

1. Actively participate in joint planning efforts and maintain open communication with other governments and agencies.

Policies

1. Consider working with Dunn County, WCWRPC, and WisDOT on transportation planning and programming efforts to promote interconnection between all transportation modes and systems available within the Town, County, and Region.
2. Continue to utilize Town website as a tool to disseminate information regarding Town ordinances to developers and the general public.
3. Encourage Dunn County to explore regional partnership options for recycling programs and facilities. Study possible Town partnership in regional recycling programs and facilities.
4. Continue to participate in cooperative police protection and emergency management service efforts with the City of Menomonie and Dunn County.

5. Participate in continuing dialog about comprehensive planning, land use regulation issues, and boundary issues with the City of Menomonie, Dunn County, and other local governments in Dunn County.
6. Support Dunn County’s work with the DNR and local governments to protect important natural resources.
7. Provide access to Town maps to assist agencies with facility siting and planning.
8. Continue participating in the Joint Town/City Planning meetings to ensure good communication and cooperation with the City of Menomonie and abutting townships.
9. Attend Dunn County Plan Commission meetings.
10. Consider working with the Menomonie School District, City of Menomonie and Dunn County to explore opportunities for the Downsville Elementary School building.
11. City of Menomonie, Menomonie School District, Dunn County, and adjacent Townships for siting and building public facilities and sharing public services.

Goal #2

Support high-quality public services and education by pursuing grant opportunities, maintaining fiscal responsibility, and promoting initiatives that improve the Town’s livability and long-term sustainability.

Objectives

1. Seek joint funding opportunities with adjacent governments to meet Town needs.

Policies

1. Consider utilizing the Wisconsin Department of Transportation (WisDOT) and Wisconsin Department of Natural Resources (WDNR) grants whenever possible.
2. Develop a Capital Improvement Program for larger scale projects.

8. Land Use Chapter

8.1 Introduction

The primary function of the land use element is to guide future development in a manner that is compatible, desirable, and acceptable to the local community. Achieving this goal requires careful consideration of diverse perspectives on land use, including differing views on property rights, community priorities, and long-term sustainability. Effective land management depends on the implementation of thoughtful policies and regulations that balance individual interests with the collective good. Because land use is inherently people-centered, it is shaped not only by legal and political frameworks but also by personal values, attitudes, and community expectations, all of which significantly influence planning outcomes.

Key Points Summary

- Total land area: 26,854.83 acres.
- Governed by Dunn County through the Comprehensive Zoning Ordinance.
- The Land Use Map is composed of nine zoning districts plus non-zoned areas.
- Zoning map generally aligns with existing land use.
- Current density: 2.86 acres per dwelling unit (3,729 acres / 1,303 units).
- By 2050: +176 new housing units projected.
- Additional land needed: 762 acres (693 for homes + 69 for infrastructure).
- Growth will reduce agricultural land.
- City of Menomonie growth may create conflicts with Town land use vision.
- Adequate land for projected residential demand.
- Agricultural land values (2024): Avg: \$6,115/acre (range \$3,393–\$7,621).
- Residential land values: Total assessed value: \$249.4M (84% residential).
- Rural residential land: \$45,000–\$55,000 per acre.
- Commercial/industrial land: Limited data due to lack of sewer/water.

8.2 Land Use Plan Purpose

The Town of Menomonie seeks to preserve its unique rural character while protecting the natural resources that define the community's identity. Through thoughtful land use planning, the Town aims to guide growth in a manner that respects its agricultural heritage, scenic landscapes, and environmental integrity. This plan promotes sustainable development by balancing economic vitality with the preservation of open spaces, water quality, wildlife habitats, and cultural assets. In doing so, it fosters a strong sense of place and ensures that the community's character and resources can be enjoyed by future generations.

The Land Use Plan is intended to:

- Guide property owners, the Planning Commission, and the Town Board in making sound decisions regarding land use and development proposals. It helps ensure that new development is compatible with surrounding uses and does not result in undesirable impacts on the character, environment, or quality of life of nearby properties and residents.
- Provide the Planning Commission, Town Board, property owners, and residents a clear vision of the Town's future by establishing both general and specific goals, policies, and regulations concerning the type, amount, and general location of agricultural, residential, business, and industrial land uses, and development that would be allowed to occur in the town.
- Aid the Planning Commission and Town Board in making decisions concerning the type, extent, and location of potential improvements to those public facilities and services that may be necessary in the Town; including roads, drainage facilities, parks, solid waste collection, and emergency services, etc.
- Establish the legal framework necessary to adopt the type and extent of zoning, land division, and other development ordinances and regulations necessary to achieve the Town's goals and policies concerning land use and development. (Consistency requirement of WI Stats 66.1001.)

8.3 Existing Land Use

The Town of Menomonie surrounds the City of Menomonie on three sides and encompasses approximately 26,854.83 acres. The Town is divided into nine zoning districts, and the zoning map generally reflects the current pattern of land use. Zoning within the Town is administered by Dunn County under its Comprehensive Zoning Ordinance. The nine zoning districts in the Town are:

1. General Agricultural (GA) - Areas in which agriculture, commercial uses serving agriculture, and residential uses are permitted. This district provides an area for limited residential and hobby farm development in a rural atmosphere, and preserves the Town's natural resources and open space. The large majority of the Town is zoned GA.
2. Primary Agriculture - Is designed to preserve agricultural land and maintain land owner rights by harmonizing agricultural preservation and land development and to minimize current and future conflicts among agricultural practices, infrastructure needs and land uses. Additionally, this district is designed to permit, provide and encourage uses which are consistent with farm businesses and farm economic activities.

Agricultural uses in the town comprise over 21,164 acres of land, or 78.81% of the town's total land area. Agricultural lands include any existing farmsteads and their associated buildings and residences. Land use planning is considered one important way to protect the right to farm.

3. R1 Residential - Areas where predominately single-family residential development has occurred or will likely occur, as well as schools, parks, churches, and adult family homes.
4. R2 Residential - Areas when predominately single family and two-family residential development has or will occur, along with certain community and recreational uses to serve the residents of the district.
5. R3 Residential - Areas when predominately residential development has or will occur (single, two, and multiple family), along with certain community and recreational uses to serve the residents of the district.

Single family residential uses are the predominant form of residential use within the town. Approximately 3,729 acres, or 13.89% of the Town, is consumed by this use alone. Residential uses are scattered throughout the town with some higher concentrations being located south of the City of Menomonie along State Highway 25, and within older rural subdivisions such as Woodland Terrace, Birch Creek, Hawk Ridge, and Southview Meadows. While some smaller residential lots exist, most rural residential structures are built on lots of at least one (1) acre in size per the Town's subdivision ordinance.

6. Shoreland Recreational District - This district is created to provide limited use of the shoreland for recreational purposes.

This district covers shoreland areas used for recreation, comprising only about 54 acres of land, or 0.20% of the Town's total land area.

7. Limited commercial (LC) - This district is intended for commercial establishments using less than 3,000 square feet for its operation. In general, these businesses don't engage in activities that generate waste or contaminants.
8. General Commercial (GC) - This district is intended for commercial establishments in LC and those using greater than 3,000 square feet.

Commercial and industrial uses within the Town are few and far between, comprising only about 1,177 acres of land, or 4.38% of the Town's total land area. Most existing commercial uses lie along the State Highway 25 corridor and US Highway 12. A potential additional commercial or industrial site exists just west of the City of Menomonie, along State Highway 29.

9. Conservancy (CON) - This district is established to preserve and perpetuate in an open state certain areas such as lowland swamps, marshes and wetlands, floodplains and streambeds, slopes, bluffs, wooded areas and other areas of aesthetic value.

Undeveloped natural areas, woodlands, and waterways within Town account for 233 acres of land, or about 0.87% of the Town's total area. These land uses, along with the agricultural lands, provide habitat for various plant and animal species. Natural areas, open spaces, and woodlands also play a strong role in the provision of "natural services".

10. Non-zoned acres - The non-zoned acres include the public road rights-of-way and Red Cedar River.

This includes town, county, and state rights-of-way. These uses take up about 496 acres of land across the Town or 1.85%.

Table 8-1 below provides the breakdown of the current land use.

Table 8-1 - Existing Land Use-Town of Menomonie (Dunn County Zoning GIS Layer, Cedar Corporation, 2025)		
Category	Acreage	Percent of Total
Residential 1	3,540.28	13.18%
Residential 2	185.02	0.69%
Residential 3	4.12	0.02%
Primary Agriculture	66.73	0.25%
General Agriculture	21,097.59	78.56%
Limited Commercial	7.44	0.03%
General Commercial	1,170.13	4.36%
Shoreland Recreation	54.46	0.20%
Conservancy	232.97	0.87%
Non-zoned acres	496.08	1.85%
Total	26,854.83	100.00%

8.4 Future Land Use

The Town of Menomonie supports the establishment of smaller-scale businesses that do not require public sewer and water services and encourages their location within designated zoning districts. The Town promotes businesses that have minimal environmental impact and are both economically viable and environmentally sustainable.

Residential Land Use Projections for the Planning Period

Table 8-2 displays estimates for the total acreage and the acres per dwelling unit that is currently utilized by residential development in the Town of Menomonie. Residentially zoned property currently occupies 3,729 acres and as of 2020, there were 1,303 total housing units (1,292 occupied housing units). This equates to approximately 2.86 acres per dwelling unit.

Table 8-2 - Residential Densities (U.S. Census Bureau, American Community Survey, 2023, Wisconsin Department of Administration, Cedar Corporation)			
Land Use	Total Acreage	Housing Units	Acres per Unit
Housing Units	3,729	1,303	2.86

Based on the population projections in the Issues and Opportunities chapter and adding the 66 housing units built since 2020, it is projected the Town will add 242 additional household units

by 2050. Table 8-3 shows the projected homes and acres needed to meet the housing projected housing demand. Based on the current consumption of land for residential development (including infrastructure), the Town is projected to utilize 762 additional acres for residential development by 2050. This growth will result in the loss of some agricultural land.

Table 8-3 - Future Housing Demand (U.S. Census Bureau, American Community Survey, 2023, Wisconsin Department of Administration, Cedar Corporation)				
Land Use	Additional Homes Needed	Acres Needed	Infrastructure Acreage	Total Acreage
Housing Units	242	693	69.26	762

These future land use estimates are based on historical data and should only be utilized for planning purposes in combination with other indicators of land use demand. Since little change is anticipated for commercial, industrial, park or institutional uses, no projections were made for those uses. It is anticipated that most of the future housing will result in the loss of agricultural land.

Future Land Use Map

This section describes the strategy used in the development of the Town of Menomonie’s Year 2045 Future Land Use Plan Map (Map 8-2). The land use development strategy included analysis of historic information, knowledge and analysis of current issues, identification of trends and conditions, and vision for the future acquired through public engagement. The Future Land Use Map graphically represents the desired arrangement of preferred use of land on the Town of Menomonie landscape 20 years into the future. It should be utilized to support future rezonings and land divisions (WI Stats 66.1001).

The Future Land Use Map is intended to be general guide to the desired pattern of development over the planning horizon. It illustrates the Town’s vision and goals but is not a regulatory map. Boundaries between land use categories are approximate and may be adjusted based on site-specific conditions, detailed plans, or changing community needs. Areas that list multiple land uses may accommodate compatible mixed uses if consistent with plan goals.

Land use decisions should consider the intent and objectives of the Comprehensive Plan rather than rely solely on mapped boundaries. Amendments to the map may occur through the plan amendment process when warranted by development proposals, infrastructure changes, or evolving priorities.

The Future Land Use Plan Map must not only react to desired land use patterns, but it must also evaluate the ability to accommodate future development pressures which will most likely take the form of new single-family residential development. Table 8-4 illustrates the allocation of future land uses based on broad categories agreed upon by the Plan Commission.

While the Future Land Use Map shows areas where development may be accommodated over time, it should not be interpreted as a prediction that all identified land will develop. The map illustrates long-term possibilities, not obligations, and allows flexibility to respond to changing conditions. The Town remains committed to preserving agricultural land and recognizes the economic, environmental, and cultural value of farming. Agricultural uses are expected to continue in many areas shown for potential development until, and unless, development is determined to be appropriate and consistent with adopted policies and community priorities.

The maps contained in Chapter 2: Agricultural, Natural, and Cultural Resources shall serve as key reference tools when evaluating and guiding future land use decisions. A substantial portion of the land use categories identified in Table 8-4 overlap with environmentally sensitive areas, indicating the need for careful coordination between land use planning and resource protection.

These maps should be consistently consulted to ensure that future development is compatible with existing agricultural lands, natural features, and cultural resources. Particular attention should be given to environmental corridors, as identified on Map 2-8, which provide important ecological functions. Environmental corridors should be preserved to the greatest extent practicable, and development proposals affecting parcels that contain or abut these corridors should be designed and reviewed with heightened sensitivity to minimize environmental impacts.

Table 8-4 - Future Land Use-Town of Menomonie (Dunn County Zoning GIS Layer, Cedar Corporation, 2026)		
Category	Acreage	Percent of Total
Residential 1	1,599.33	5.96%
Residential 2	131.05	0.49%
Residential 3	3.49	0.01%
Primary Agriculture	66.73	0.25%
General Agriculture	15,759.82	58.69%
Limited Commercial	7.44	0.03%
General Commercial	232.00	0.86%
Shoreland Recreation	54.27	0.20%
Conservancy	232.97	0.87%
Low Density Residential	743.12	2.77%
Low/Medium Density Residential	4,862.79	18.11%
High Density Residential	0.00	0.00%
Commercial/Medium/High Dens. Residential	800.55	2.98%
ROW	1,866.11	6.95%
Water	329.89	1.23%
Total	26,854.83	100.00%

The Plan Commission has expressed support for allowing a lower density residential development along US Highway 12 when an access permit would not get approved for higher density uses.

For the purposes of the Future Land Use Map, the following preferred densities apply:

- High Density Residential: R-2 Zoning – 1+ acres lots, up to two dwelling units per lot
- Medium Density Residential: 1-5 acres per dwelling
- Low Density Residential: 5+ acres per dwelling

This is intended to be desired, but individual projects may not be meeting the exact density if the overall intent and objectives of the Comprehensive Plan are still being met.

One thing to note is because the Town is under County Zoning, the County’s Future Land Use map will provide the basis for future rezoning requests. It will be important to communicate the desires of the Town to the County during the upcoming Comprehensive Plan Update.

Based on the estimated land use needs over the next 20-year period, Table 8-5 shows the projected needs in 5-year increments.

Table 8-5-Future Land Use in 5-year Increments (Cedar Corporation, 2025)							
	Existing Land Use 2025	2030 (acres)	2035 (acres)	2040 (acres)	2045 (acres)	Total (acres)	Change (acres)
Residential	3,729	190.5	190.5	190.5	190.5	4491	762
Commercial	1,178	0	0	0	0	1178	0
Industrial	-	0	0	0	0	0	0
Agricultural	21,164	190.5	190.5	190.5	190.5	21926	-762
Total	26,071						

Future Development Limitations

Future development within the Town of Menomonie and surrounding area will be influenced by the physical attributes of the land. Maps 2-1 (Prime Farmland) and 2-2 (Farmland Preservation) shows the agricultural land that the Town would like to protect as much as possible. Map 2-8 (Environmental Corridors) in the Agricultural, Natural, and Cultural Resources Chapter shows the environmental corridors which include wetlands, steep slopes (greater than 12%, flood hazard zones, and surface water with a 75-foot buffer). These are physical limitations for future development. The map identifies the areas of steep slopes, floodplains, and wetlands that make these areas extremely difficult and cost prohibitive to develop. Also, existing development in the City of Menomonie provide challenges to future growth in the Town.

Now that the Sewer Service Area Plan is nearing adoption, the service area boundaries in the Town are not anticipated to change in the next 20 years.

8.5 Supply, Demand, and Values/Price Trends of Land

Supply of Land

Based on projected demands for residential development, there is an adequate supply of land within the town.

Demand

Demand for land is moderate. Most of the land is used for agricultural purposes and slowly, that land is being turned into housing. Table 8-3 shows the projected land needed for future housing. Future commercial and industrial land use is not anticipated to be significant.

Land Values

Agricultural Land Values

The value of agricultural land in the Town of Menomonie varies depending on location, soil quality, access, and proximity to urban development, but overall farmland values have increased significantly over time. According to the United States Department of Agriculture (USDA) National Agricultural Statistics Service, in 2024 there were 16 agricultural land transactions in Dunn County involving 756 acres sold for continued agricultural use, with an average sale price of \$6,115 per acre. Sale prices ranged from \$3,393 to \$7,621 per acre. No agricultural land sales were reported as being diverted to non-agricultural uses during that year.

Residential Land Values

According to the Wisconsin Department of Revenue, the total assessed value of all real property in the Town of Menomonie in 2024 was \$249,365,250. Of this amount, approximately \$209.8 million, or 84 percent, was attributed to residential property values, demonstrating the dominant role of residential development in the Town's tax base.

A review of current web-based real estate listings indicates that there are very few rural residential parcels available for sale within the Town, with only a limited number of listings on the market. Based on parcel acreage and asking prices, the estimated average cost of one acre of land for rural residential use ranges from approximately \$45,000 to \$55,000 per acre.

Commercial & Industrial Land Values

Because the Town of Menomonie has a limited number of existing commercial and industrial properties, there are few comparable land sales available to establish consistent market values. In addition, the Town does not provide public sewer or water services, which limits the scale and type of commercial or industrial development that can occur. These factors make it difficult to determine precise land values for commercial and industrial properties. In general, values are highly dependent on location, access to major transportation routes, parcel size, and the availability of private utility solutions such as wells and septic systems.

8.6 Opportunities for Redevelopment

Opportunities for redevelopment within the Town of Menomonie are limited due to its predominantly rural character and the large amount of land that remains in agricultural, residential, or open space use. Most existing development is low-density and does not present significant redevelopment pressure. Areas with the greatest potential for redevelopment are more likely to be found in or adjacent to the City of Menomonie, where higher-density development, public utilities, and infrastructure support infill and redevelopment activities. Environmentally contaminated sites for commercial and industrial use were noted in the Economic Development Chapter. The DNR's BRRTS database shows the locations for these sites.

8.7 Existing and Potential Land Use Conflicts

The primary goal of land use planning is to create a functional and orderly transition of land uses that supports the Town's long-term vision while maintaining rural character and community aesthetics. Achieving this goal requires identifying existing and potential conflicts between neighboring land uses. Land use conflicts occur when the characteristics of one use are incompatible with one or more adjacent uses, resulting in concerns related to noise, traffic, odors, environmental impacts, appearance, or reduced property values.

The following areas have been identified as potential sources of land use conflict within the Town:

- The growth of the City of Menomonie.

Zoning conflicts may exist in the Town when commercial, agricultural and residential areas are in close proximity. In resolving conflicts, the Town should consider the following when rezoning property:

- Identify the subject property on the Future Land Use map.
- Determine consistency of the rezoning in relation to the Future Land Use map and this Chapter.
- If the property is not within the desired Future Land Use classification on the Future Land Use map, it is within close proximity to the desired Future Land Use.
- The permitted and conditional uses of the desired zoning district are compatible with the Future Land Use map.
- There are provisions in the zoning code to limit conflicts of the desired zoning district with the existing land uses of the adjacent properties.
- The proposed use does not negatively impact the rural character of the Town.
- The use does not require City water and sewer infrastructure.

In any case the overriding priority of the Town is to preserve the rural character of the Town while allowing for controlled and appropriate growth as described in the Comprehensive Plan.

The Town is under county zoning, which allows for better planning and control to meet the goals of this document. The growth of the Town is closely tied to that of the City of Menomonie.

Therefore, good communication with the City is especially important. There is an adequate supply of vacant parcels of all sizes in the Town but there is little demand for them at this time.

Land Use Trends

The following existing and future land use trends have been established within the town and should be monitored regularly to assess the need for any land use policy changes.

- Farming, both traditional and progressive, will continue to be a viable industry in the Town.
- There is a large likelihood that farm consolidation will continue to be experienced in the town, resulting in fewer, but larger farms.
- The Town of Menomonie may experience an increased demand for small hobby farm situations (horses, llamas, ostriches, kennels, etc.).
- The Town of Menomonie may experience interest in accessory uses such as agri-business (locally produced and processed products) and Agri-tourism.
- Potential for large scale feedlot and dairy operations will increase due to the current economic conditions of farming.
- The number of housing units will increase.
- The number of persons per household will continue to decrease requiring more housing units to accommodate any growth.
- Pressure for more affordable (essential worker) residential development will increase due to the housing shortage.
- The town will see an interest in the need for Accessory Dwelling Units to accommodate a growing elderly population.
- The town may in the future be a target for additional renewable energy systems (wind and solar).

8.8 Programs

This section identifies the various programs available for Wisconsin landowners to preserve and protect agricultural land and other natural resources. Continued utilization of these programs by private landowners is highly recommended as a key element to preserve the town's rural character and resource base.

Wisconsin Farmland Preservation Program

Wisconsin's Farmland Preservation Program helps farmers and local governments preserve farmland, protect soil and water resources, and minimize land use conflicts. Through participation in the program:

- Counties develop farmland preservation plans.
- Local governments can develop farmland preservation zoning districts.
- Landowners and local governments together can form Agricultural Enterprise Areas.

- Landowners meet soil and water conservation standards to become eligible to claim an income tax credit.

Conservation Reserve Program (CRP)

CRP is a land conservation program administered by the Farm Service Agency (FSA). In exchange for a yearly rental payment, farmers enrolled in the program agree to remove environmentally sensitive land from agricultural production and plant species that will improve environmental health and quality. Contracts for land enrolled in CRP are from 10 to 15 years in length. The long-term goal of the program is to re-establish valuable land cover to help improve water quality, prevent soil erosion, and reduce loss of wildlife habitat. Signed into law by President Ronald Reagan in 1985, CRP is one of the largest private-lands conservation programs in the United States. Thanks to voluntary participation by farmers and landowners, CRP has achieved significant goals in conservation and sustainability. CRP enrollment options include [General CRP](#), [Grassland CRP](#) and [Continuous CRP](#) (which includes [CLEAR30](#), [State Acres For Wildlife Enhancement \(SAFE\)](#), [Conservation Reserve Enhancement Program](#), and [Farmable Wetlands Program](#)).

Managed Forest Law (MFL)

The MFL program is administered by the WDNR. The purpose of the Managed Forest Law is to promote sound forestry management practices by providing property tax reduction incentives to landowners. Wooded parcels at least 10 acres in size are eligible to be enrolled in the program. At least 80% of the land must be productive forest land in order to be eligible for the program. Lands may be enrolled for either 25 or 50-year periods. This requires a long-term commitment from the property owners, but also provides long term protection from property tax escalations. Preparation of an approved forestry management plan is required. Practices identified in the plan must be carried out for the duration of the contract period. Mandatory management activities required by the law include cutting mature timber, thinning plantations and natural stands, pine releases (a method to reduce competition for young pine saplings by removing other vegetation, allowing the saplings to have more sunlight, moisture, and nutrients), planting, post-harvest treatments, and soil conservation practices. Landowners have the right to close up to 80 acres of their land to the public, otherwise the land is classified as open, and public access is permitted for hunting, fishing, cross-country skiing, sight-seeing, and hiking. There are numerous benefits which result from participation in the MFL program including:

- Protection against overcutting
- Low regular property tax
- Protection against annual property tax hikes
- Technical assistance for private forest lands
- Predictable property tax
- Long-term forestry investment
- Encourages woodland expansion
- Preserves and manages wildlife habitat

- Preserves "rural" character

Brownfield Grant Program (WEDC)

The goal of the Brownfields Grant Program is to support community redevelopment. The Wisconsin Economic Development Corporation (WEDC) will grant funds to local governments, businesses, non-profits, and individuals for redeveloping commercial and industrial sites that have been adversely impacted by environmental contamination. Phase I and Phase II Environmental Reports must have been completed no more than five years prior to the application submittal date. Deadline: Continuous / Local Match: Min. 50% / Max Award: Varies

Brownfield Site Assessment Grants (WEDC)

The goal of the Brownfield Site Assessment Grant (SAG) Program provides grants to redevelop sites with economic or community development potential that are, or may be adversely, impacted by environmental contamination. Grant funds are to be utilized to define the degree and extent of groundwater and soil contamination along with identifying and assessing vapor intrusion issues. Deadline: Continuous / Max. Funding: \$150,000 / Local Match: Min. 20%

Wisconsin Assessment Monies (WDNR)

The Wisconsin Assessment Monies (WAM) program provides funding to address specific brownfield sites where closed or closing industrial plants are acting as impediments to economic redevelopment. The WDNR administers these funds through WAM contractor service awards. Awards cover Phase I and Phase II environmental site assessments, with potential for limited site investigation work at selected sites.

Ready for Re-Use Loans & Grants (WDNR)

Ready for Reuse loans and grants are used for environmental cleanup of hazardous substances or petroleum at brownfields. Deadline: Continuous / Max. Funding: \$200,000 per site / Local Match: 22%

Remediation and Redevelopment Program (WDNR)

The WDNR Remediation and Redevelopment program oversees the investigation and cleanup of environmentally contaminated sites (e.g., "brownfields"). Deadline: August 1 / Max. Funding: None / Local Match: 20%

Community Development Block Grant - Planning Program (WDOA)

Planning grants fund community planning efforts. Examples of eligible projects include the development of comprehensive plans, community development plans, and small area and neighborhood plans. Deadline: Continuous / Max Funding: \$50k / Local Match: 33%

Idle Sites Redevelopment Program (WEDC)

The program offers grants for the redevelopment of sites that have been idle, abandoned or underutilized for a period of at least five years. Approved projects can use funds for demolition, environmental remediation, infrastructure, or site-specific improvements to advance the site to shovel ready status or enhance the site's market attractiveness. Deadline: On-going / Max. Funding: \$500,000 / Local Match: 30%

Community Heart & Soul Seed Grant Program

Community Heart & Soul is a resident-driven process that engages the entire population of a town in identifying what they love most about their community, what future they want for it, and how to achieve it. Developed and field-tested over a decade in partnership with over 90 small cities and towns across America, Community Heart & Soul is a proven process for engaging a community in shaping its future. The program provides \$10,000 in startup funding for resident driven groups in small cities and towns to implement the Community Heart & Soul model. Grant funding requires a \$10,000 cash match from the participating municipality or a partnering organization. The program is designed for small cities and towns (population 2,500-30,000). Deadline: Rolling basis / Local Match 50%

Environmental Education Grants (EPA)

Under the Environmental Education Grants Program, EPA seeks grant applications from eligible applicants to support environmental education projects that promote environmental awareness and stewardship and help provide people with the skills to take responsible actions to protect the environment. This grant program provides financial support for projects that design, demonstrate, and/or disseminate environmental education practices, methods, or techniques.

Wisconsin Public Service Charitable Giving Program (WPS)

Wisconsin Public Service (WPS) supports initiatives for community and neighborhood development, health and human services, arts and culture, education, and environment.

We Energies Foundation Charitable Giving

We Energies supports initiatives for community and neighborhood development, health and human services, arts and culture, education, and environment.

Community Change Grants

This program will award grantees \$1,500.00 in community stipends for projects related to creating healthy, active, and engaged places to live, work, and play.

Waste Management Charitable Giving

Waste Management offers charitable gifts to promote civic pride, economic development, and revitalization. Waste Management primarily supports environmental initiatives, including promoting parklands and green spaces for people to enjoy and play, and environmental education

initiatives targeted at middle and high school students. Eligible entities include 501(c)(3) nonprofit organizations and public organizations. Deadline: Continuous / Max. Funding: Varies / Local Match: None

8.9 Land Use Goals, Objectives, and Policies

The following goals, objectives, policies, and recommendations were jointly developed by the Town of Menomonie Plan Commission and its consultants. They are designed to ensure the appropriate mix of land uses are available to meet the Town’s desired growth pattern.

Goal #1

1. Promote growth that preserves rural character and open space.

Objective

1. Ensure all rezonings and land divisions shall be consistent with the Comprehensive Plan.

Policies

1. Work with Dunn County to ensure the County’s Future Land Use Map and policies are consistent with the Town’s Plan.
2. Review the Zoning Ordinance for alignment with Future Land Use map and work with the County to approve amendments to permitted and conditional uses within zoning districts to better achieve the desired future land use descriptions and follow the process below.
 - a. Identify the subject property on the Future Land Use map.
 - b. Determine consistency of the rezoning in relation to the Future Land Use map and this Chapter.
 - c. If the property is not within the desired Future Land Use classification on the Future Land Use map, it is within close proximity to the desired Future Land Use.
 - d. The permitted and conditional uses of the desired zoning district are compatible with the Future Land Use map.
 - e. There are provisions in the zoning code to limit conflicts of the desired zoning district with the existing land uses of the adjacent properties.
 - f. The proposed use does not negatively impact the rural character of the Town.
 - g. The use does not require City water and sewer infrastructure.
3. Explore intergovernmental agreements with the City of Menomonie to address future growth areas and provision of services in order to reduce the number/amount of annexations of town lands.
4. For areas along US Highway 12 that cannot obtain an access permit as commercial or high-density residential land use, support rezoning efforts to lower residential densities if an access permit could be granted.
5. Prior to approving rezonings, land divisions, conditional uses, or development proposals, the Town shall require review of the Chapter 2 resource maps to identify the presence of prime farmland, environmentally sensitive areas, or environmental corridors.

Development within or adjacent to identified environmental corridors shall be designed to avoid and minimize impacts through appropriate site design, clustering, setbacks, conservation easements, or other resource protection techniques, consistent with local ordinances and adopted plans.

Goal #2

1. Protect agricultural land.

Objective

1. Support development when it is demonstrated to have a minimal impact on agricultural lands.

Policies

1. Consider partnering with land trusts or state programs to preserve farmland through voluntary easements.
2. Develop land division and/or housing density buffering standards for areas within 500 feet of Primary Agricultural areas.

Goal #3

1. Support environmentally sustainable economic development.

Objectives

1. Increase the number of sustainable businesses in the Town.

Policies

1. Support projects that incorporate environmentally sustainable practices such as low water usage, recycling, use of small scale solar, etc.
2. Consider the potential impacts on the environment when approving rezonings.

Goal #4

1. Safeguard groundwater and aquifer health.

Objective

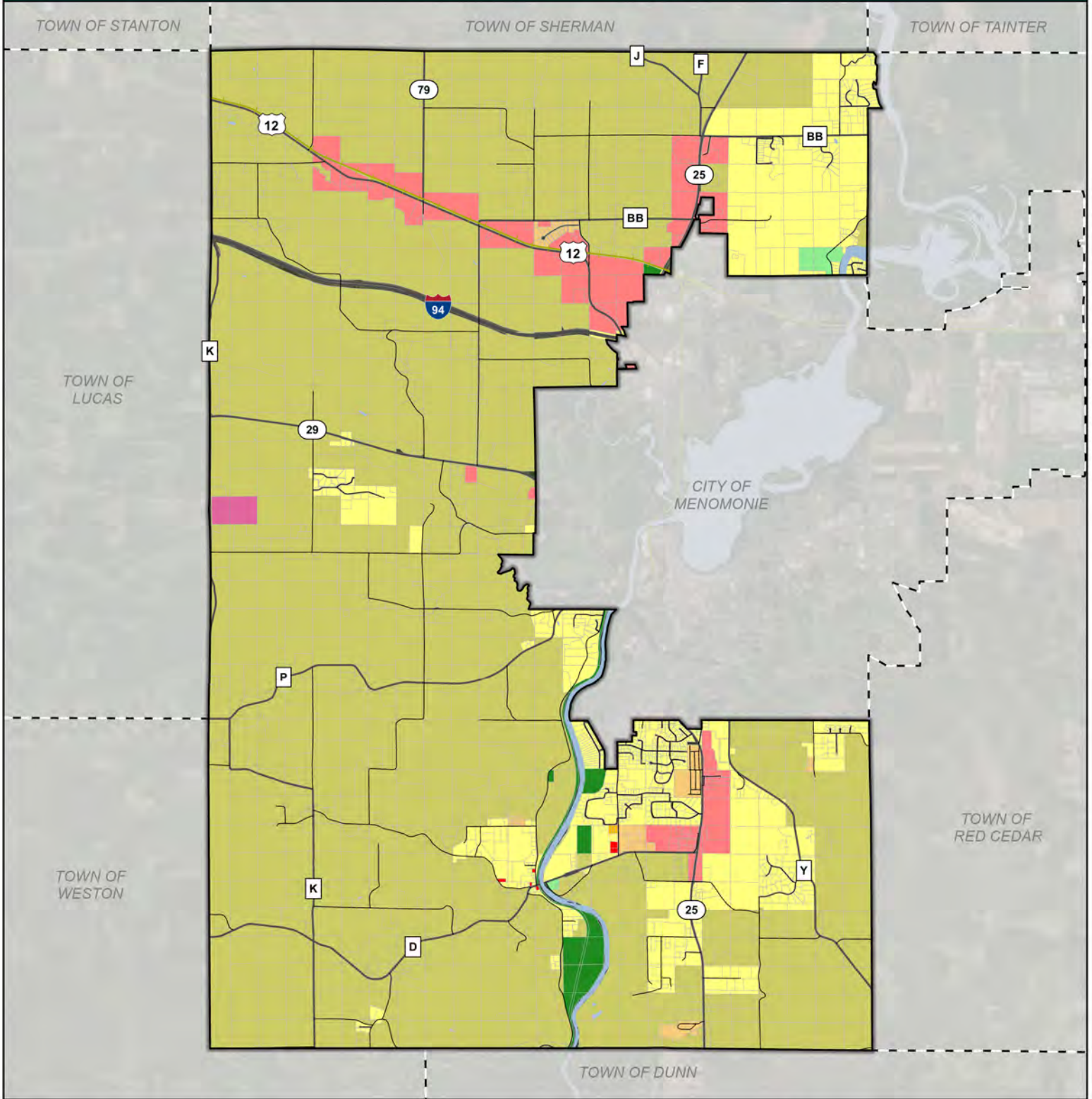
1. Ensure the water supply is available and safe for all residents.

Policies

1. Support efforts to enforce the County's wellhead protection and shoreland zoning ordinances.
2. Communicate with the County regarding well sampling to find out where areas might be negatively impacting the groundwater.

Existing Land Use

Town of Menomonie, Dunn County, Wisconsin

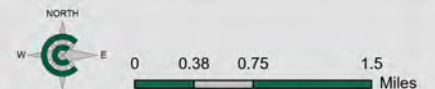


Existing Land Use*

- Residential 1
- Residential 2
- Residential 3
- Primary Agriculture
- General Agriculture
- Limited Commercial
- General Commercial
- Shoreland Recreation
- Conservancy

Base Layers

- Interstate
- U.S. Highway
- State Highway
- County Highway
- Railroad
- Parcel Boundary
- Municipal Boundary
- Water

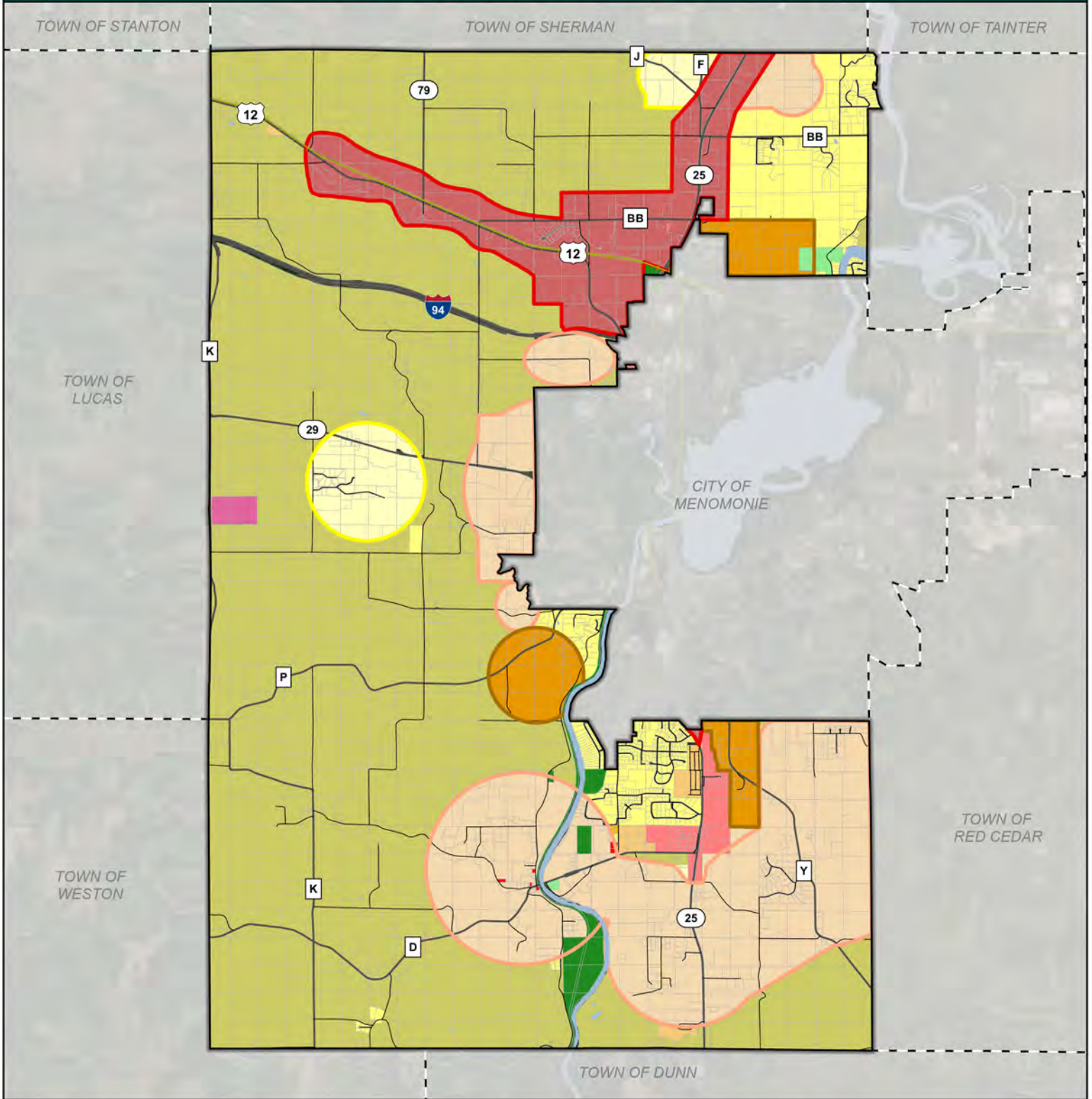


This base map was created with data from Dunn County who assumes no liability for the accuracy of this data and any use or misuse of its content is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of Menomonie. Map Date: March 14, 2025.

Sources: Dunn County Zoning, 2025.

Future Land Use

Town of Menomonie, Dunn County, Wisconsin



County Zoning*

- Residential 1
- Residential 2
- Residential 3
- Primary Agriculture
- General Agriculture
- Limited Commercial

- General Commercial
- Shoreland Recreation
- Conservancy

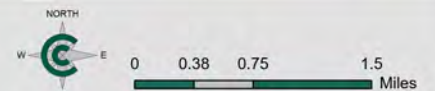
Sources: *Dunn County Zoning, Town of Menomonie, 2025.*

Preferred Land Use*

- Low Density Residential
- Low/Medium Density Residential
- High Density Residential
- Commercial/Medium/High Density Residential

Base Layers

- Railroad
- Parcel Boundary
- Municipal Boundary
- Water



This base map was created with data from Dunn County who assumes no liability for the accuracy of this data and any use or misuse of its content is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of Menomonie. Map Date: April 24, 2026.

9. Implementation Chapter

9.1 Introduction

The Town has invested considerable time and money in the revision and implementation of the Comprehensive Plan. Continued effort will be required to communicate with and educate Town members, write and update ordinances, promote intergovernmental cooperation, and administer, update, and enforce this plan.

9.2 Potential Implementation Tools

Implementation tools can be grouped into regulatory, non-regulatory, and financial categories. Regulatory tools can be state, county, and municipal codes that the Town of Menomonie uses to regulate itself. Non-regulatory tools can be actions Town government, groups, or residents voluntarily take to achieve a goal. Regulatory and non-regulatory tools can be used to do budgetary planning, public education, and park maintenance. Throughout the plan, ways of achieving the goals have been identified.

Regulatory

Zoning Code

Zoning Codes provide local governments with authority to guide land use through zoning regulations. Zoning ordinances typically include a map dividing areas into districts (such as residential, commercial, and agricultural) and text specifying permitted and conditional uses, dimensional standards, and administrative procedures. Overlay districts address special concerns like shorelands and floodplains. Since 2010, any new or amended zoning ordinance must be consistent with the comprehensive plan, making zoning the primary tool for implementing land use goals and protecting public health, safety, and welfare. Dunn County oversees Zoning in the Town of Menomonie.

Zoning classifications are currently in place to generally carry out the land use provisions of the Plan. In addition to the Future Land Use map and policies in the Comprehensive Plan, the Town should make the following considerations when reviewing a potential rezoning:

- A rezoning would make the use of the property more compatible to adjacent uses.
- Not rezoning would cause an unnecessary hardship on the property owner.
- A variance or conditional use is not permitted under the requirements of the existing zone of the land of the property owner requesting the rezoning.

Subdivision Code

Subdivision Codes control the development of land. They enable a community to control the subdivision of land by a developer. A community can specify lot sizes, density, design features,

infrastructure, etc. They can also help guarantee that sufficient existing and planned public utilities and facilities such as schools, parks and emergency services will be there for future growth.

Developments that create new parcels in the Town of Durand are subject to the Town's subdivision regulations. Regulations in the Town of Menomonie Subdivision Ordinance are made with a reasonable consideration of the character of the Town with a view of conserving the value of the buildings placed on the land, providing the best possible environment for residents, and encouraging the most appropriate use of land throughout the Town in accordance with this Comprehensive Plan. One of the requirements of the Subdivision Ordinance is that any changes to the code are to be consistent with adopted Comprehensive Plan. Therefore, the review of subdivisions by the Town should include a comparison of any proposed future amendments to the Subdivision Code to the goals, objectives and policies of the Plan. The Town of Menomonie's subdivision regulations include a variety of development standards that apply to new developments.

Shoreland and Floodplain Zoning

The purpose of shoreland and floodplain zoning regulations is to insure the proper management and development of the shoreland of all navigable lakes, ponds, flowages, rivers and streams and the surrounding floodplain in the Town of Menomonie.

Building and Housing Codes

Building codes control the construction of buildings. The codes are put in place so that newly constructed and remodeled buildings conform to state building, plumbing, and electrical codes. Housing codes are passed to discourage housing from becoming dilapidated and blighted.

Official Map Ordinances

The official map is a legal document. It shows existing and future streets, rights-of-way, parks, school sites, and other public facilities. It ensures that future development does not infringe on planned streets and public facilities. In conjunction with the Comprehensive Plan, the Official Map can be a very effective implementation tool.

Sign Ordinances

A sign ordinance controls the placement of signs within a community and contributes to the community's aesthetics and character. The ordinance restricts the size, location, and types of signs. As well as the material a sign can be made of.

Historic Preservation Ordinances

A Historic Preservation Ordinance aims to protect historic buildings, structures, and districts. The Town may address historical accuracy when designated buildings, structures, or districts are

rehabilitated or redeveloped. It is designed to protect communities from development that would detract from its appearance and character.

Access Control Ordinances

An Access Control Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways. Through this, land development along roadways can be managed. State, county, and local governments often use this to implement roadway traffic, access, and development issues.

Code of Ordinances

A Code of Ordinances covers a wide variety of regulations to help protect the Town. Some of the issues covered in the Code include: Building Construction, Citations, Emergency Management, Impact Fees, Parks, Subdivision of Land, and Zoning.

Design Review Ordinance

A Design Review Ordinance protects property rights and values, enhances important environmental features of the Town and ensures that the general appearance of buildings and site improvements are consistent with the goals of the Town. A Design Review Ordinance could achieve the following: require adequate landscaping, ensure proper circulation within parking areas, provide sidewalks to meet pedestrian needs, and encouraging architecture that responds to the needs of the users and presents an attractive exterior to the public and adjoining property owners.

Driveway Ordinance

Driveway Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways.

Site Plan Review

A Site Plan Review is mostly concerned with residential land use, commercial and industrial properties. It is in place to make sure storm drainage, parking, and setback requirements are met.

Non-Regulatory

Comprehensive Outdoor Recreation Plan

When planning for future facilities such as parks and trails, it is important to include the neighboring towns because they can assist in estimating the recreation needs for the area residents such as capacity, number of facilities and location of facilities.

Comprehensive Plan

The Comprehensive Plan is meant to be a guide for all types of community development decisions. With adoption by the Town Board, the Plan becomes the official policy of the Town for planning and development issues in the Town of Menomonie. Development of a community happens incrementally, one development, and sometimes, one parcel at a time. In addition, decision-making committees and boards responsible for making development decisions change over time. Therefore, using the Plan as a guide for overall development decisions will build consistency, continuity and legal protections into the development process.

Transfer of Development Rights (TDR)

A TDR Program allows land owners to transfer development rights from a sending area (area to be protected in perpetuity) to a receiving area (land to be developed). This program would allow the land owners in the Town to permanently preserve the best farmland and still be able to get an equitable value for the development rights on their land.

Transportation Plans

A transportation plan is the document to follow when new subdivisions are developed. Existing and future road corridors are mapped and should be followed to form continuity between existing and future development. The State requires that a PASER Study be completed every three years. Updating the PASER Study would be a component of a Transportation Plan.

Information & Education Tools

Build awareness and understanding of the plan among residents, businesses, and officials by hosting public meetings, sending out newsletters, maintaining websites, and providing checklists for applications. This encourages voluntary compliance and community buy-in without imposing mandates.

Financial

Capital Improvements Program (CIP)

A CIP allows you to prioritize and budget monies for future improvements to public buildings, roads, parks, and utilities. It examines available tax dollars and future revenues to predict expenditures for the future.

Town Agricultural/Farmland (TAF)

A Town Agricultural/Farmland (TAF) approach functions similarly to a Tax Increment Financing (TIF) district, but instead of promoting urban development, it is used to intentionally preserve agricultural land and limit conversion to non-farm uses.

Capital Improvement Plan

A Capital Improvement Program is a multi-year planning and fiscal management tool used by municipalities to schedule and finance major, non-recurring physical expenditures—such as land acquisition, buildings, public infrastructure, and major equipment—typically over a 4–7 year period. The CIP includes: a list of proposed capital projects, ranked by priority, a year-by-year schedule of expected funding, cost estimates and identified financing sources, and annual updates to reflect changing needs and funding opportunities. Street and utility improvements are reviewed annually and included in the 7-year capital improvement plan (CIP).

Community Development Block Grants (CDBG)

CDBGs are used to improve local housing and public buildings. Several state and federal programs are available for various housing needs.

Impact Fees

Impact Fees can be used to offset the cost of infrastructure needs in a community. New developments will be charged impact fees per dwelling. In turn, that money is used to upgrade wastewater treatment plants, libraries, parks, police departments, utilities, and roads. This shifts much of the financial burden of these upgrades to the people that initiate them.

9.3 Existing Implementation Tools

There are a number of implementation tools already in place for the Town of Menomonie. The following tools are already adopted and implemented, but will likely need to be updated in the future.

- Comprehensive Plan
- Subdivision Code
- Zoning Code – Dunn County
- Driveway Ordinance
- Code of Ordinances
- Shoreland and Floodplain Zoning – Dunn County
- Capital Improvement Plan

There are no proposed changes to the Subdivision or Zoning Code in the short term. The Town will make every effort to follow the implementation schedule in Table 9-1 where it applies to the Zoning Code. Amendments will be made on an as needed basis and will be consistent with the Comprehensive Plan.

9.4 Roles and Responsibilities

Residents and Property Owners

The Town of Menomonie encourages continuous input from its residents and property owners. The planning process does not end with the adoption of the Comprehensive Plan. Views change, regulations are amended, new ideas evolve over time, and with this, the Comprehensive Plan will need to be updated. Therefore, public participation will always be needed and encouraged.

Plan Commission

The Town of Menomonie Plan Commission's role in the planning process is to review all pertinent information, give input, and make recommendations to the Town Board. The Plan Commission will use the Comprehensive Plan as a guide for decision making and will recommend revisions and updates as needed.

Town Board

In order for the Comprehensive Plan to be implemented, the Town Board must formally adopt it. Upon adoption, the Comprehensive Plan becomes a guide for decision making by Town officials. As chief policy makers, the Board is also responsible for establishing and actively supporting a continuation of the planning process and program.

Plan Adoption and Amendments

The Town of Menomonie should regularly evaluate its progress toward achieving the goals, strategies, and recommendations of its comprehensive plan. It may be determined that amendments are needed to maintain the effectiveness and consistency of the plan. Amendments are minor changes to the overall plan and should be done after careful evaluation to maintain the plan as an effective tool upon which community decisions are based.

According to Wisconsin's Comprehensive Planning law (Wis. Stats. 66.1001), the same process that was used to initially adopt the plan should also be used when amendments are made. The town should be aware that laws regarding the amendment procedure may be clarified or changed as more comprehensive plans are adopted and should therefore be monitored over time. Under current law, adopting and amending the town's comprehensive plan must comply with the following steps:

- **Public Participation Procedures.** The established public participation procedures must be followed and must provide an opportunity for written comments to be submitted by members of the public to the Town Board and for the Town Board to respond to such comments.
- **Plan Commission Recommendation.** The Plan Commission recommends its proposed comprehensive plan or amendment to the Town Board by adopting a resolution by a majority vote of the entire Plan Commission. The vote shall be recorded in the minutes

of the Plan Commission. The resolution shall refer to maps and other descriptive materials that relate to one or more elements of the comprehensive plan.

- **Recommended Draft Distribution.** One copy of the comprehensive plan or amendment adopted plan is required to be sent to:
 - (a) every governmental body that is located in whole, or in part, within the boundaries of the town, including any school district, sanitary district, public inland lake protection and rehabilitation district, or other special district;
 - (b) the clerk of every town, village, town, county, and regional Plan Commission that is adjacent to the town;
 - (c) the Department of Administration;
 - (d) the Regional Plan Commission in which the town is located;
 - (e) the public library that serves the area in which the town is located; and
 - (f) persons who have leasehold interest in an affected property for the extraction of non-metallic minerals.

After adoption by the Town Board, one copy of the adopted comprehensive plan or amendment must also be sent to (a) through (f) above.

- **Public Notification.** At least 30 days before the public hearing on a plan adopting or amending ordinance, persons that have requested to receive notice must be provided with notice of the public hearing and a copy of the adopting ordinance. This only applies if the proposed plan or amendment affects the allowable use of their property. The town is responsible for maintaining the list of persons who have requested to receive notice and may charge a fee to recover the cost of providing the notice.
- **Ordinance Adoption and Final Distribution.** Following publication of a Class I notice, a public hearing must be held to consider an ordinance to adopt or amend the comprehensive plan. Ordinance approval requires a majority vote of the Town Board. The final plan report or amendment and adopting ordinance must then be filed with (a) through (f) of the distribution list above that received the recommended comprehensive plan or amendment.

Plan Monitoring and Updates

The Plan Commission should report annually to the Town Board on progress in implementing the Plan. This could include identification of action items that have been initiated and the results of those actions. The Plan Commission report should also include a discussion of any barriers to implementation that have been encountered.

The Plan Commission should also take this annual opportunity to review and consider any requested changes to the plan, especially as they relate to the future land use map. As a growing community facing development pressure and growth issues, the town is likely to receive occasional requests for plan amendments. In order to efficiently review these requests, the town should set an annual deadline for people to submit requests for plan amendments. These amendments can then be reviewed collectively along with a detailed assessment of how these changes might affect the overall vision and goals of the plan.

Within five years following adoption of the Plan, the town should review and evaluate the success of implementing the plan. This evaluation will include not only tracking what actions have been initiated, but also assessing whether these actions have been effective in furthering the goals and objectives of the Plan. It is expected that this evaluation will result in some actions and/or policies being dropped, or others added, as necessary. This five-year review does not necessarily need to include extensive public participation.

Comprehensive planning statutes require that a comprehensive plan be updated at least once every 10 years. However, it is advisable to conduct a plan update at a five year interval. An update requires revisiting the entire planning document. Unlike an amendment, an update is often a substantial re-write of the text, updating of the inventory and tables, and changes to maps, if necessary. The plan update process should be planned for in a similar manner as was allowed for the initial creation of this plan including similar time and funding allotments. State statutes should also be monitored for any modified language.

9.5 Plan Updates

Ongoing evaluation of the Town of Menomonie's Comprehensive Plan is important. The needs of the community today may be different from the needs of tomorrow. Revisions and amendments to the Town's Comprehensive Plan can be done at any time by following the procedures for adopting a Comprehensive Plan required by state statutes. These include publishing a Class I notice, having the plan available for the public to review for 30 days, and holding a public hearing. By law, the plan is required to be updated every 10 years.

The Town of Menomonie 2026-2046 Comprehensive Plan Priority Policy Implementation Table (Table 9-1) should be reviewed each year by the Town Board and/or Plan Commission to measure the progress of the plan implementation.

Plan Amendment Process

Adoption procedures of any amendments will follow Wisconsin State Statute 66.1001(4). The process to amend the Comprehensive Plan shall also include the following steps:

- **Submittal of Application.** The applicant shall submit a complete application to the Town of Menomonie, along with any applicable application fees established in the Town's Fee

Schedule. A copy of the application shall be placed on the next available Plan Commission agenda (meeting the application deadline for that month).

- Establishing Public Participation Plan. The Plan Commission shall review the request at the next available meeting and shall set public participation procedures for distribution of the proposed amendment.
- Application Review. The Plan Commission may review the application or may hold a public hearing on the amendment. After reviewing the application and/or comments from the public hearing, the Commission shall make a written recommendation by resolution to the Town Board for either approval or denial.
- Prior to a public hearing, notices should be sent to those that have requested to be notified per Section 66.1001(4)(e) and (f) of Wis. Stats.
- Town Board Action. After reviewing the Plan Commission recommendation and/or comments from the public hearing, the Town Board shall hold a public hearing and make a decision to: deny the proposed amendment; approve the proposed amendment; or approve the amendment with revision(s) that it deems appropriate. Such revisions to the proposed amendment shall be limited in scope to those matters considered in the public hearing.
- Update History of Adoption and Amendment. The Plan Commission shall establish a table for the purpose of keeping records on Plan amendments.
- Upon final approval, the amended plan shall be distributed to the entities prescribed in Section 66.1001(4)(6) of Wis. Stats.

9.6 Plan Integration and Measuring Achievement

This Comprehensive Plan has been developed as a single coordinated document. Each element, Issues & Opportunities, Housing, Transportation, Utilities & Community Facilities, Agricultural, Natural & Cultural Resources, Economic Development, Intergovernmental Cooperation, Land Use, and Implementation, was prepared using common data, shared goals, and aligned policy direction. Key strategies used to maintain consistency across elements include:

- **Baseline Datasets:** Population projections, land use inventories, housing assessments, transportation networks, and environmental resource maps were applied consistently throughout all relevant elements.
- **Unified Goals and Objectives:** Themes such as sustainability, fiscal responsibility, public safety, and responsible land use guide policy recommendations across all elements to avoid conflicts and redundancy.
- **Cross-Element Review Process:** Drafts of each element were reviewed iteratively to ensure recommendations in one area (e.g., transportation improvements) support and do not conflict with policies in other areas (e.g., land use designations or natural resource protections).

In order for the Town of Menomonie’s Comprehensive Plan to be successful, the implementation tools must be in place and reflect the intent of the plan. After one year of adopting the Comprehensive Plan, the Town Board or Plan Commission should review the prioritization list and evaluate the effectiveness of the plan, its limitations, and the use of the plan by the Plan Commission.

9.7 Consistency Requirement

Wisconsin State Statute 66.1001(3) of the Comprehensive Planning law provides guidance on what development-related decisions must be consistent with the Comprehensive Plan. If a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with the local governmental unit’s comprehensive plan. These include the following:

- Official mapping ordinances enacted or amended under Wisconsin State Statute 62.23(6)
- Local subdivision ordinances enacted or amended under Wisconsin State Statute 236.45 or 236.46
- City zoning ordinances enacted or amended under Wisconsin State Statute 62.23(7)
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statute 62.231 or 62.233

When drafting a Comprehensive Plan for a community, the possibility exists that the individual pieces of the plan may not support other elements to the extent they should or, in the worst case, contradict other elements. The goals, objectives, and policies contained within the Plan, have been thoroughly reviewed and approved by the Town of Menomonie Commission and Common Council. Throughout the drafting and review process, great care was taken to include issues and concerns from the Plan Commission members, Town Board, and the community at large. Special attention was then given to making sure that the policies identified to address the individual issues or concerns did not conflict, either with each other within the chapter, or between the different chapters.

Additionally, the recommendations and policies in this Plan must be consistent with one another and with other Town governing documents. As elements of this Plan were prepared as part of the same process, careful consideration was given to avoid inconsistent recommendations.

The future revision of any Comprehensive Plan goals, objectives, or policies shall receive the same level of deliberation and analysis as the original Plan; special attention shall be given so that the new adopted language does not create conflicts within or between chapters. Additionally, the implementation schedule will incorporate all the recommendations in one location which will act as checks and balances so the Town considers the impact that implementing a policy will have on other recommendations.

9.8 Implementation Action Plan and Priority Directives

In order for plans to be meaningful, they must be implemented, so the Town of Menomonie’s comprehensive plan was developed with implementation in mind. The Implementation Action Plan is intended to jump start the implementation process by addressing the town’s most critical needs, which can help provide focus and progress on meeting its long-term goals.

While the updated plan contains well over 100 individual policies and tasks (Appendix A), the Plan Commission reviewed and ranked these statements to develop what it feels to be the most important items to address in the short-term (5 years or less). Based on this evaluation, “priority directives” were established and are shown in Table 9-1. These items are either short term or ongoing priorities in the Town. The additional action items are listed in Appendix A and should also be evaluated on a regular basis. Plan Commission understands that plan implementation needs to be flexible as factors such as timing, budgets, and capacity also need to be considered.

Table 9-1-Priority Policy Implementation Table Town of Menomonie Plan Commission, Cedar Corporation		
Element	Goal	Recommended Action (from Chapter)
Agricultural Resources	Protect the Town’s air quality and environmentally sensitive areas such as steep slopes, floodplains, wetlands, surface waters, groundwater, woodlands, and wildlife habitat.	Designate areas on the Future Land Use map that should be used for future residential, commercial/industrial development, and agricultural business development and review Town Zoning Ordinance, to be consistent with the Future Land Use map.
		Continue requiring the following statement on CSMs and plats: In the Town of Menomonie agriculture is one of the major uses of land. Agricultural operations should be consistent with normal farming practices for the region and should comply with local, state and federal laws. If inconveniences such as noise, odors, dust, and disposal of manure arise, they shall not be considered a nuisance. See Wisconsin State Statute 823.08.

<p>Natural Resources</p>	<p>Protect the Town’s air quality and environmentally sensitive areas such as steep slopes, floodplains, wetlands, surface waters, groundwater, woodlands, and wildlife habitat.</p>	<p>Encourage the protection of environmental corridors, natural areas, and critical habitat sites through public and NGOs fee simple purchase and conservation easements.</p>
		<p>Review the Town Land Division Ordinance and revise, if necessary, to ensure consistency with the Future Land Use map and this plan.</p>
	<p>Preserve the natural beauty of the Town.</p>	<p>Study the use and implementation of techniques that promote land use patterns that are sensitive to natural resource conservation, such as overlay zoning, incentive zoning, planned unit development (PUD), conservation subdivisions, and transfer of development rights (TDR) programs in the Town.</p>
<p>Cultural Resources</p>	<p>Identify and preserve historic and cultural structures and archaeological sites in the Town.</p>	<p>Encourage community design that preserves agricultural lands, protects natural resources, and maintains rural character by guiding development to fit the Town’s rolling landscape and farming context, especially near areas influenced by growth from the City of Menomonie.</p>

<p>Transportation</p>	<p>Provide and support adequate transportation systems for the Town residents, businesses, and visitors, while preserving natural resources and preventing undue strain on the environment.</p>	<p>Evaluate and construct roads, whenever possible, that safely accommodate bicycle, pedestrian, ATV's, those with disabilities, and other traffic.</p>
		<p>Develop a policy for safe intersection and implement the policy when intersections are redesigned or constructed.</p>
<p>Economic Development</p>	<p>Attract new businesses and support existing businesses that do not require sewer service, have low water uses, develop in an environmentally friendly way, and draw tourists to the area.</p>	<p>Encourage new businesses to locate in designated commercial zoning or in areas identified on the Future Land Use map.</p>

<p>Housing</p>	<p>Plan for future housing demand by encouraging diverse housing options that meet the needs of all socioeconomic levels, while ensuring development does not place undue strain on the Town’s tax base and contributes to a high quality of life for residents and visitors.</p>	<p>Continue to maintain a modest minimum home size in the zoning code to allow for more affordable housing.</p>
		<p>Utilize Future Land Use map to identify suitable areas for future residential development.</p>
<p>Utilities and Community Facilities</p>	<p>Ensure essential utilities and facilities are available to all residents.</p>	<p>Expand broadband and 5G access to support growth.</p>
		<p>Support the development of small parking areas and access trails for streams and natural resources.</p>
	<p>Align infrastructure expansion with broader development and efficiency goals.</p>	<p>Work with utility providers to plan for future demand.</p>

<p>Intergovernmental Cooperation</p>	<p>Foster strong relationships and frequent communication with surrounding governments, regional planning bodies, and state representatives to ensure alignment with county ordinances, explore cooperative zoning opportunities, and provide timely input on policies affecting the Town.</p>	<p>Participate in continuing dialog about comprehensive planning, land use regulation issues, and boundary issues with the City of Menomonie, Dunn County, and other local governments in Dunn County.</p>
		<p>Continue participating in the Joint Town/City Planning meetings to ensure good communication and cooperation with the City of Menomonie and abutting townships</p>
<p>Land Use</p>	<p>Promote growth that preserves rural character and open space.</p>	<p>Work with Dunn County to ensure the County’s Future Land Use Map and policies are consistent with the Town’s Plan.</p>

		<p>Review the Zoning Ordinance for alignment with Future Land Use map and work with the County to approve amendments to permitted and conditional uses within zoning districts to better achieve the desire future land use descriptions and follow the process below.</p> <ol style="list-style-type: none"> a. Identify the subject property on the Future Land Use map. b. Determine consistency of the rezoning in relation to the Future Land Use map and this Chapter. c. If the property is not within the desired Future Land Use classification on the Future Land Use map, it is within close proximity to the desired Future Land Use. d. The permitted and conditional uses of the desired zoning district are compatible with the Future Land Use map. e. There are provisions in the zoning code to limit conflicts of the desired zoning district with the existing land uses of the adjacent properties. f. The proposed use does not negatively impact the rural character of the Town. g. The use does not require City water and sewer infrastructure.
<p>Implementation</p>	<p>Promote consistent integration of the comprehensive plan policies and recommendations with the ordinances and implementation tools that affect the town.</p>	<p>Annually review and update the priority action listed in the Action Plan as a mechanism to assist the Plan Commission and Town Board with the administration of the comprehensive plan.</p>

		Require that administration, enforcement, and implementation of land use regulations are consistent with the town’s comprehensive plan.
	Balance appropriate land use regulations and individual property rights with community interests and goals.	Maintain a development review process whereby all interested parties are afforded an opportunity to influence the outcome.

9.9 Implementation Goals, Objectives, and Policies

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Strategies are more specific than goals and establish further direction on meeting the goals. Recommendations are specific actions which relate to the strategies. The accomplishment of strategies and recommendations contribute to the fulfillment of the goal.

Goal #1

1. Promote consistent integration of the comprehensive plan policies and recommendations with the ordinances and implementation tools that affect the town.

Objectives

1. Update the comprehensive plan on a regular schedule to ensure that the plan remains a useful guide for land use decision making.

Policies

1. Require that administration, enforcement, and implementation of land use regulations are consistent with the town’s comprehensive plan.
2. Annually review and update the priority action listed in the Action Plan as a mechanism to assist the Plan Commission and Town Board with the administration of the comprehensive plan.

Goal #2

1. Balance appropriate land use regulations and individual property rights with community interests and goals.

Objectives

1. Obtain more public input during decision making processes and ensure transparency through all review processes.

Policies

1. Create opportunities for citizen participation throughout all stages of planning, ordinance development, and policy implementation.
2. Maintain a development review process whereby all interested parties are afforded an opportunity to influence the outcome.

DRAFT

Appendix A

Summary of Policies

Appendix A - Summary of Policies

Town of Menomonie Plan Commission, 2026

Element	Goal	Recommended Action (from Chapter)
Agricultural Resources	Support the preservation and sustainable use of productive farmland by encouraging agricultural activity both independently and in harmony with surrounding development.	Cooperate with utility companies, transportation departments, and governmental units to minimize the impact of utilities, roads, bridges, and other structures on agricultural lands.
		Designate areas on the Future Land Use map that should be used for future residential, commercial/industrial development, and agricultural business development and review Town Zoning Ordinance, to be consistent with the Future Land Use map.
		Raise awareness that odors, noise, and dust may be part of residing in an agricultural district.
		Use “density-based zoning” to guide use of land and development so it best fits the rural atmosphere of the Town and limit the size of major subdivisions.
		Consider working with Dunn County to develop policies to reduce nutrient loading into surface waters from farmland and other sources and update the Town land division ordinance to help protect agricultural resources.
		Discourage land divisions on high priority farmland protection parcels and in large contiguous areas of agricultural use.
		Discourage incompatible uses near farms and large contiguous areas of agricultural use.
		Continue requiring the following statement on CSMS and plats: In the Town of Menomonie agriculture is one of the major uses of land. Agricultural operations should be consistent with normal farming practices for the region and should comply with local, state and federal laws. If inconveniences such as noise, odors, dust, and disposal of manure arise, they shall not be considered a nuisance. See Wisconsin State Statute 823.08.
Natural Resources	Protect the Town’s air quality and environmentally sensitive areas such as steep slopes, floodplains, wetlands, surface waters, groundwater, woodlands, and wildlife habitat.	Encourage the protection of environmental corridors, natural areas, and critical habitat sites through public and NGOs fee simple purchase and conservation easements.
		Review the Town Land Division Ordinance and revise, if necessary, to ensure consistency with the Future Land Use map and this plan.
	Preserve the natural beauty of the Town.	Study the use and implementation of techniques that promote land use patterns that are sensitive to natural resource conservation, such as overlay zoning, incentive zoning, planned unit development (PUD), conservation subdivisions, and transfer of development rights (TDR) programs in the Town.
		Develop ordinances that regulate light pollution.

Natural Resources	Protect the Town's air quality and environmentally sensitive areas such as steep slopes, floodplains, wetlands, surface waters, groundwater, woodlands, and wildlife habitat.	Lands for development should be assessed for possible impact on the environment.
		To determine if the groundwater is being depleted the Town well should be used to measure the water level monthly. These measurements should be retained by the Town.
		Encourage the discontinuation of septage landspreading.
		Discourage land divisions on high priority farmland protection parcels and in large contiguous areas of agricultural use.
		Discourage incompatible land uses in environmental corridors, natural areas, and critical species habitat sites in the Town.
		Discourage urban land uses in areas identified as environmentally sensitive areas.
		Encourage the protection of environmental corridors, natural areas, and critical habitat sites through public and NGOs fee simple purchase and conservation easements.
		Review the Town Land Division Ordinance and revise, if necessary, to ensure consistency with the Future Land Use map and this plan.
		Continue to administer and enforce the Town Zoning and Land Division Ordinances.
Natural Resources	Preserve the natural beauty of the Town.	Study the use and implementation of techniques that promote land use patterns that are sensitive to natural resource conservation, such as overlay zoning, incentive zoning, planned unit development (PUD), conservation subdivisions, and transfer of development rights (TDR) programs in the Town.
		Continue to enforce the Town's Nonmetallic Mining Reclamation Ordinance.
		Maintain State guidelines on lighting.
		Encourage the use of central sewage treatment systems in all major subdivisions.
		Develop ordinances that regulate light pollution.
		Develop ordinances that regulate signage.
		Encourage construction practices that do not detract from the visual quality of the community.
Cultural Resources	Identify and preserve historic and cultural structures and archaeological sites in the Town.	Review historic and cultural structures and archaeological when reviewing plans for new development and land divisions and encourage conservation easements when identified as part of a development area.
		Encourage community design that preserves agricultural lands, protects natural resources, and maintains rural character by guiding development to fit the Town's rolling landscape and farming context, especially near areas influenced by growth from the City of Menomonie.
Transportation	Provide and support adequate transportation systems for the Town residents, businesses, and visitors, while preserving natural resources and preventing undue strain on the environment.	Regularly monitor WisDOT Plans to see where they may impact the Town's transportation system.

		Update ordinances to require developers provide roads in new developments.
		Evaluate and construct roads, whenever possible, that safely accommodate bicycle, pedestrian, ATV's, those with disabilities, and other traffic.
		When road construction projects take place, consider widening the road shoulders to accommodate bicycle and pedestrian traffic.
		Use the IOH (implement of husbandry) guidelines in developing weight limits/ordinances for heavy machinery to enhance public safety. As of 9/11/2014 the Town has chosen to opt out of IOH length and weight limits.
		Irving Creek Road, 440th avenue, should be considered as a candidate for "Rustic Roads."
		Develop a policy for safe intersection and implement the policy when intersections are redesigned or constructed.
		Work with Dunn County to take over Rudiger Road (390 th Street).
		Maintain, update, and enforce the non-metallic mining ordinance.
		Discourage dead-end roads, but when necessary, they shall have an appropriate size turn-around at the end.
		Establish a Capital Improvement Program (CIP), incorporating the results of the inspection phase of the Local Structures 6 – 20 Feet Program.
		Consider working with WisDOT to add a street light to the intersection of Rudiger Road (390 th Street) and State Highway 29 to improve safety.
		Consider supporting Dunn County's effort to provide additional transit services to the Town.
		Truck traffic shall be directed, where feasible, to higher-classification roads designed for freight movement.
Economic Development	Attract new businesses and support existing businesses that do not require sewer service, have low water uses, develop in an environmentally friendly way, and draw tourists to the area.	Encourage continued agricultural uses on lands identified in the Agricultural, Natural, and Cultural Resources and Land Use Elements as best suited for long-term farmland preservation.
		Develop methods to retain and encourage farming as a viable part of the economy.
		Promote the tourism industry, including agritourism, in the Town and Dunn County.
		Promote economic and business activities that are good stewards of air, surface water, ground water and soil quality.
		Develop ordinances that mitigate light pollution.
		Develop ordinances that mitigate noise pollution.
		Continue to enforce the "Junk Ordinance".
		Encourage new businesses to locate in designated commercial zoning or in areas identified on the Future Land Use map.
		Encourage cooperation between schools and the business community to develop educational programs that provide the Town's labor force with skills to meet the employment needs of the region.
		Review Town and County ordinances and consider working with the County on amendments that are needed to attract desired businesses to the Town and region.

		Consider developing a redevelopment plan for the former landfill site, exploring potential uses.
Housing	Plan for future housing demand by encouraging diverse housing options that meet the needs of all socioeconomic levels, while ensuring development does not place undue strain on the Town's tax base and contributes to a high quality of life for residents and visitors.	Prepare and distribute checklists and handouts concerning permits and procedures to ensure consistency and help with preparation of applications.
		Support efforts for the "aging in place" concept to ensure that a diverse set of housing types are built in the future and that its existing housing stock is well-maintained, energy-efficient, and has the ability to be modified to allow for a lower income older population. This may include approval of PUDs that have a percentage of their homes that include "aging in place" characteristics.
		Consider the implementation and/or utilization of some of the programs outlined in this chapter to assist in improving the availability of housing for all where applicable.
		Continue to maintain a modest minimum home size in the zoning code to allow for more affordable housing.
		Utilize Future Land Use map to identify suitable areas for future residential development.
		Town goals and ordinances should be consistent with the Dunn County zoning districts.
	Support controlled, conservation-minded development that maintains the Town's rural character, preserves farmland, minimizes infrastructure costs, and aligns with long-term environmental and land use planning.	Continue to maintain a modest minimum home size in the zoning code to allow for more affordable housing.
		Identify areas where residential development is preferred.
		Require all new land divisions to have a minimum green space requirement.
		Require all new land divisions to have a land survey.
		Keep agriculture land in production by supporting the right to farm.
		Reserve adequate land within the Town of Menomonie for residential development through implementation of the Comprehensive Plan.
		Utilize Future Land Use map to identify suitable areas for future residential development.
		Consider supporting efforts to maintain and rehabilitate the aging housing stock in the Town.
		Review the Conservation Design Subdivision Code to ensure it meets the needs and desires of the Town.
		Work with Dunn County to ensure adequate zoning ordinances are in place to help to preserve the quality of life in the community and preserve and protect the farmland and environmentally sensitive areas of the Township.
		Review Town Code of Ordinances and make revisions to ensure nuisance issues can be adequately addressed.

		Use the subdivision ordinance to require a "right to farm" statement on all CSM's and plats.
		Encourage all new utilities to be placed underground.
Utilities and Community Facilities	Ensure essential utilities and facilities are available to all residents.	Expand broadband and 5G access to support growth.
		Partner to overcome rural infrastructure challenges.
		Inventory assets to identify expansion opportunities.
		Seek funding from state and federal agencies.
		Encourage Town Board to establish Parks and Recreation Committee to provide recreational opportunities for the community.
		Cooperate with landowners to create more access to recreational areas.
		Support the development of small parking areas and access trails for streams and natural resources.
		Continue to work with the City of Menomonie on the Sewer Service Area Plan.
		Continue to work with the County to ensure new facilities meet the County POWTS and DNR Well requirements.
		Continue to maintain the solid waste and recycling drop off facility in the Town.
		Continue to maintain and manage the Irvine Creek Cemetery.
		Continue to utilize the healthcare, childcare, library, elderly care, and educational facilities available in the City of Menomonie.
		Continue to utilize Dunn County Sheriff's office for police services.
		Continue to utilize and support the Fire and EMS services that serve the Town and maintain cooperative agreements as needed.
	Align infrastructure expansion with broader development and efficiency goals.	Discourage dead-end roads or require proper turnarounds.
		Launch a Capital Improvement Program (CIP).
		Promote redevelopment using existing infrastructure.
		Work with utility providers to plan for future demand.
		Continue to enforce stormwater managements for new subdivisions.
	Support sustainability and environmental stewardship.	Monitor safety concerns (e.g., Magellan Gas Pipeline).
		Evaluate and plan for reserved parkland.
		Collaborate on renewable energy initiatives.
		Enforce mining regulations.
	Maintain safety, transparency, and public trust in Town assets.	Develop a user-friendly web portal for Town info and services.
		Use media to promote natural resources and recycling.
		Encourage resident engagement via social media and hashtags.
		Review outreach efforts annually for improvement.
	Promote resource-efficient development and infrastructure.	Use GIS for infrastructure mapping and zoning.

Intergovernmental Cooperation	Foster strong relationships and frequent communication with surrounding governments, regional planning bodies, and state representatives to ensure alignment with county ordinances, explore cooperative zoning opportunities, and provide timely input on policies affecting the Town.	Consider working with Dunn County, WCWRPC, and WisDOT on transportation planning and programming efforts to promote interconnection between all transportation modes and systems available within the Town, County, and Region.
		Continue to utilize Town website as a tool to disseminate information regarding Town ordinances to developers and the general public.
		Encourage Dunn County to explore regional partnership options for recycling programs and facilities. Study possible Town partnership in regional recycling programs and facilities.
		Continue to participate in cooperative police protection and emergency management service efforts with the City of Menomonie and Dunn County.
		Participate in continuing dialog about comprehensive planning, land use regulation issues, and boundary issues with the City of Menomonie, Dunn County, and other local governments in Dunn County.
		Support Dunn County's work with the DNR and local governments to protect important natural resources.
		Provide access to Town maps to assist with other agencies' facility siting and planning.
		Continue participating in the Joint Town/City Planning meetings to ensure good communication and cooperation with the City of Menomonie and abutting townships
		Consider working with the Menomonie School District, City of Menomonie and Dunn County to explore opportunities for the Downsview Elementary School building.
		City of Menomonie, Menomonie School District, Dunn County, and adjacent Townships for siting and building public facilities and sharing public services.
	Support high-quality public services and education by pursuing grant opportunities, maintaining fiscal responsibility, and promoting initiatives that improve the Town's livability and long-term sustainability.	The Town should make use of the Wisconsin Department of Transportation (WisDOT) and Wisconsin Department of Natural Resources (WDNR) grants whenever possible.
		Develop a Capital Improvement Program for larger scale projects.
Land Use	Promote growth that preserves rural character and open space.	Work with Dunn County to ensure the County's Future Land Use Map and policies are consistent with the Town's Plan.

		<p>Review the Zoning Ordinance for alignment with Future Land Use map and work with the County to approve amendments to permitted and conditional uses within zoning districts to better achieve the desired future land use descriptions and follow the process below.</p> <ol style="list-style-type: none"> Identify the subject property on the Future Land Use map. Determine consistency of the rezoning in relation to the Future Land Use map and this Chapter. If the property is not within the desired Future Land Use classification on the Future Land Use map, it is within close proximity to the desired Future Land Use. The permitted and conditional uses of the desired zoning district are compatible with the Future Land Use map. There are provisions in the zoning code to limit conflicts of the desired zoning district with the existing land uses of the adjacent properties. The proposed use does not negatively impact the rural character of the Town. The use does not require City water and sewer infrastructure.
		<p>Consider approaching the City of Menomonie to develop an intergovernmental agreement addressing future growth areas and provision of services in order to reduce the number/amount of annexations of town lands.</p>
		<p>Prior to approving rezonings, land divisions, conditional uses, or development proposals, the Town shall require review of the Chapter 2 resource maps to identify the presence of prime farmland, environmentally sensitive areas, or environmental corridors. Development within or adjacent to identified environmental corridors shall be designed to avoid and minimize impacts through appropriate site design, clustering, setbacks, conservation easements, or other resource protection techniques, consistent with local ordinances and adopted plans.</p>
	Protect agricultural land.	<p>Consider partnering with land trusts or state programs to preserve farmland through voluntary easements.</p>
		<p>Develop land division and/or housing density buffering standards for areas within 500 feet of Primary Agricultural areas.</p>
	Support environmentally sustainable economic development.	<p>Support projects that incorporate environmentally sustainable practices such as low water usage, recycling, use of small scale solar, etc.</p>
		<p>Consider the potential impacts on the environment when approving rezonings.</p>
	Safeguard groundwater and aquifer health.	<p>Support efforts to enforce the County's wellhead protection and shoreland zoning ordinances.</p>
		<p>Communicate with the County regarding well sampling to find out where areas might be negatively impacting the groundwater.</p>
Implementation	Promote consistent integration of the comprehensive plan policies and recommendations with the ordinances and implementation tools that affect the town.	<p>Require that administration, enforcement, and implementation of land use regulations are consistent with the town's comprehensive plan.</p>

		Annually review and update the priority action listed in the Action Plan as a mechanism to assist the Plan Commission and Town Board with the administration of the comprehensive plan.
	Balance appropriate land use regulations and individual property rights with community interests and goals.	Create opportunities for citizen participation throughout all stages of planning, ordinance development, and policy implementation.
		Maintain a development review process whereby all interested parties are afforded an opportunity to influence the outcome.

Appendix B

Adopted Resolutions and Ordinance