Comprehensive Plan

Village of Kronenwetter
Marathon County, Wisconsin

December 10, 2009

Adopted on December 28, 2009 by Ordinance # 09-21
VILLAGE OF KRONENWETTER
ORDINANCE NO. 09-21
AN ORDINANCE CREATING CHAPTER 48 TO ADOPT THE COMPREHENSIVE PLAN
OF THE VILLAGE OF KRONENWETTER, WISCONSIN

The Village Board of the Village of Kronenwetter, Wisconsin, do ordain as follows:

SECTION 1. Pursuant to sections 62.23(2) and (3) of the Wisconsin Statutes, the Village of Kronenwetter is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2. The Village Board of the Village of Kronenwetter, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION 3. The Plan Commission of the Village of Kronenwetter, Wisconsin, by a majority vote of the entire commission recorded in its official minutes, has adopted Resolution No. 2009-001 recommending to the Village Board the adoption of the document entitled "Village of Kronenwetter Comprehensive Plan," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

SECTION 4. The Village has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION 5. The Village Board of the Village of Kronenwetter, Wisconsin, does, by the enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan - Village of Kronenwetter – Marathon County, Wisconsin – December 10, 2009" pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION 5. All ordinance and parts of ordinances in conflict herewith are herby repealed.

SECTION 6. This ordinance shall take effect upon the passage by a majority vote of the members-elect of the Village Board and publication/posting as required by law.

SECTION 7. The Village will following adoption of the ordinance file the ordinance and plan with the entities referenced and in accordance with section 66.101(4) of the Wisconsin Statutes.

ADOPTED this 28th day of December, 2009

Judith Akey, Village President

Attest:
Cindra Falkowski, Village Clerk

Published: 1-1-10
Acknowledgements

Village Board of Trustees
Judith Akey, President
Mark Pertile
Ronald Miller
Chris Voll
Geraldine Kowalski
Dan Lesniak
Justeen Mallo-Vollrath
Rick Smith, President (former)
Rod Fisher (former)

Village Plan Commission
Mark Pertile, Chairperson
Tom Jansen
William Udulutch
John Jazdzewski
Guy Fredel
Dan Lesniak
Matthew Hildebrandt

Village Public Works Director and Zoning Administrator
Lisa Myles

Village Administrator
Blaine Oborn

Village Clerk
Cindra Falkowski

Village Deputy Clerk, Village Deputy Treasurer, and Plan Commission Secretary
Marie Wonsil

The individuals above, along with many other Village staff, community leaders, and Village residents and business owners were instrumental in the creation of this Plan.

Short Elliott Hendrickson Inc. (SEH®) was retained by the Village to assist in developing this Comprehensive Plan. SEH is a multidisciplined, Professional services firm comprised of 650 engineers, architects, planners and scientists in a full range of transportation, civil, environmental and structural engineering services; urban design, community planning and architectural design; and technology and GIS services.
# Table of Contents

Acknowledgements

Table of Contents

1.0 Introduction ............................................................... 1

2.0 Issues and Opportunities ..................................................... 5

3.0 Housing ............................................................................. 47

4.0 Transportation ....................................................................... 61

5.0 Utilities and Community Facilities ................................................ 81

6.0 Agricultural, Natural and Cultural Resources ................................ 103

7.0 Economic Development .......................................................... 133

8.0 Intergovernmental Cooperation .................................................. 145

9.0 Land Use ........................................................................... 151

10.0 Implementation ................................................................... 173

## List of Tables

Table 2-1 Historical Population and Population Change - 1970 to 2008
Marathon County by Minor Civil Division ................................... 5

Table 2-2 Wisconsin Department of Administration Population Projections -
2000 to 2030 - Marathon County by Minor Civil Division .......... 7

Table 2-3 Population Projection Alternative - 2000 to 2030 - Wausau
Metropolitan Planning Organization .............................................. 8

Table 2-4 Building Permits Issued for New, Privately-Owned Residential
Units - Village of Kronenwetter - 1996 to 2008 ......................... 9

Table 2-5 SEH Housing Unit Projections - 2000 to 2030 - Village of
Kronenwetter ........................................................................... 10

Table 2-6 Population Projection Alternative - 2000 to 2030 - Kronenwetter
Building Permit Based ............................................................. 11

Table 2-7 Village of Kronenwetter and Marathon County Age Distribution -
2000 ....................................................................................... 13

Table 2-8 Village of Kronenwetter and Marathon County Labor Force .... 14

Table 2-9 Commuting Times - 1990 to 2000 - Village of Kronenwetter ...... 15

Table 2-10 Place of Work - 1990 to 2000 - Village of Kronenwetter ............. 15

Table 2-11 Education Level - Persons 25 years and Over
Kronenwetter and Marathon County - 2000 ............................ 16

Table 2-12 D.C. Everest Area and Mosinee School District Enrollment ...... 17
Table of Contents (continued)

Table 2-13 Private Schools for D.C. Everest Area and Mosinee Public School Districts ................................................................. 19
Table 2-14 Marathon County and Kronenwetter School District Homeschooling ................................................................. 19
Table 2-15 2007-2008 ACT Scores by School District .......................................................... 19
Table 2-16 Family Income - 2000 ..................................................................................... 21
Table 2-17 Median Household Income - 1989 and 1999 - Marathon County ........ 22
Table 2-18 Kronenwetter Employment by Industry - 2000 ............................................. 23
Table 2-19 Kronenwetter Employment by Occupation .................................................... 24
Table 2-20 Marathon County Establishments by Industry - 1998 to 2006 ....... 25
Table 2-21 Average Annual Wages by Industry .......................................................... 26
Table 2-22 Largest Employers - Village of Kronenwetter - March 2009..... 26
Table 2-23 Prominent Industry Sectors of Marathon County .................................. 27
Table 2-24 North Central Wisconsin Workforce Development Area Industry Projections ........................................................................ 28
Table 2-25 Occupation Employment Projections for North Central Wisconsin Workforce Development Area - 2006 to 2016 .......... 29
Table 2-26 Wisconsin DOA Household Projections 2000-2030 - Marathon County by Municipality ................................................................. 30
Table 2-27 URS Household Projections 2000-2030 - Marathon County by Municipality ................................................................. 30
Table 2-28 SEH Household Projections 2000-2030 - Village of Kronenwetter ....30
Table 3-1 Kronenwetter Housing Units - 1990 to 2000 ....................................................... 47
Table 3-2 Seasonal Units as of 2000 .............................................................................. 48
Table 3-3 Year Structure Built ....................................................................................... 48
Table 3-4 Housing Characteristics - 1990 and 2000 ......................................................... 50
Table 3-5 Units in Structure as of 2000 ........................................................................... 50
Table 3-6 Housing Value of Specified Owner Occupied Units as of 2000 ... 51
Table 3-7 Owner Occupied Housing Costs as a Percentage of Household Income as of 1999 ................................................................. 52
Table 3-8 Renter Occupied Housing Costs as a Percentage of Household Income as of 1999 ................................................................. 53
Table 4-1 Municipal Jurisdiction and Roadway Classification as of March 2009 ......................................................................................... 62
Table 4-2 Kronenwetter Crashes by Municipality - 2004-2007 ......................... 65
Table 5-1 Marathon County Public Library Statistics ......................................................... 99
Table 5-2 D.C. Everest and Mosinee School District Size as of 2008 ................. 99
Table 6-1 Marathon County’s Top Commodities (sales by dollar value, 2002) ...104
Table 6-2 Number of Farms by Farm Ownership - Marathon County .......... 105
Table 6-3 Marathon County Incorporated Municipalities Adults Employed on Farms 2000 Census ................................................................. 105
Table 6-4 Assessed Agricultural Parcels and Acreage - Marathon County Villages - 2002 and 2008 ................................................................. 106
Table 6-5 Marathon County Farmland Sold and Converted to Non-Ag Uses - 1998 to 2007 ................................................................. 106
Table 6-6 Marathon County Dairy Trends - 1999 - 2007 ................................. 107
Table of Contents (continued)

Table 6-7 Kronenwetter Locations on Wisconsin Architectural and Historical Inventory ................................................................. 127
Table 7-1 Kronenwetter Environmentally Contaminated Sites ......................... 138
Table 9-1 2003 to 2008 Land Use - Village of Kronenwetter ..................... 153
Table 9-2 2008 Valuation .................................................................................. 153
Table 9-3 Marathon County Forest Land Sold and Converted to Other Uses ................................................................. 160
Table 9-4 Land Value per Acre .......................................................................... 160

List of Figures
Figure 1-1 Wausau Metropolitan Planning Area .............................................. 1
Figure 2-1 Population Change - 1970-2008 - Marathon County by Minor Civil Divisions ........................................................................ 6
Figure 2-2 Wisconsin Department of Administration Projected Population Percent Change From 2000 Population - Kronenwetter, Marathon County, and Wisconsin .................................................. 7
Figure 2-3 New Residential Building Permits and Construction Cost - Village of Kronenwetter - 1996 to 2008 ...................................................... 10
Figure 2-4 Wisconsin Department of Administration, Wausau Metropolitan Planning Organization, and SEH Population Projection Alternatives ......................................................................................... 12
Figure 2-5 Age Distribution - 2000 - Village of Kronenwetter and Marathon County ...................................................................................... 13
Figure 2-6 School District Boundaries ............................................................ 18
Figure 2-7 D.C. Everest Area, Mosinee, and Wisconsin Proficiency Ratings - Standardized Tests, 4th, 8th, and 10th Grades - 2007 .................. 20
Figure 2-8 Kronenwetter and Marathon County Family Income - 2000 ........... 22
Figure 2-9 Median Household Income - 1989 and 1999 ................................. 23
Figure 2-10 Household Projections ................................................................. 31
Figure 2-11 What are the Top Three Reasons You Chose to Live in Kronenwetter? ........................................................................ 39
Figure 2-12 What, If Any, Land Uses Would You Like to See Grow or Expand? (Check all that Apply) ...................................................... 41
Figure 2-13 If Commercial Uses Are Developed, What Types of Establishments Would You Like to See in Kronenwetter? (Check all that Apply) ................................................................. 42
Figure 2-14 If industrial uses are developed, what type(s) of industrial developments are acceptable? (Check all That Apply) ............... 43
Figure 2-15 What, If Any, Types of Dwelling Units Does the Village Need More Of? (Check all That Apply) .............................................. 44
Figure 2-16 If an Interchange was Built at Kowalski Road, What Type of Development Would You Like to See There? ................................. 46
Figure 3-1 Year Structure Built ....................................................................... 49
Figure 3-2 Housing Values ............................................................................... 52
Figure 3-3 Owner Occupied Housing Costs as a Percentage of Household Income as of 1999 ............................................................... 53
Table of Contents (continued)

Figure 3-4 Renter Occupied Housing Costs as a Percentage of Household Income as of 1999 ................................................................. 54
Figure 4-1 Roadway Functionality ......................................................... 61
Figure 4-2 Kronenwetter Roadway Functional Classification .................. 63
Figure 4-3 2007 and 2004 Village of Kronenwetter Traffic Counts .......... 64
Figure 4-4 Kronenwetter Bicycling Trails .............................................. 67
Figure 4-5 Kronenwetter Railroads ....................................................... 68
Figure 4-6 Long Truck Operators Map .................................................. 70
Figure 4-7 Snowmobile Trails .............................................................. 71
Figure 5-1 Village Facilities Map ......................................................... 83
Figure 5-2 Wausau Urban Area Sewer Service Area .............................. 85
Figure 5-3 Village of Kronenwetter Sanitary Sewer ................................. 87
Figure 5-4 Maximum Day Pumpage vs. Supply Capacity ....................... 89
Figure 5-5 Village of Kronenwetter Water System .................................. 90
Figure 5-6 Marathon County Water Provider Rate Comparison ............. 91
Figure 5-7 Kronenwetter Forest Unit .................................................... 93
Figure 5-8 Leather Camp Forest Unit ................................................... 94
Figure 5-9 Marathon County Fire Districts ........................................... 96
Figure 5-10 Marathon County EMS Zones .......................................... 97
Figure 5-11 Kronenwetter, Marathon County Villages, and Marathon County Mill Rates - 2004 and 2007 ................................................. 101
Figure 6-1 Marathon County Number of Farms and Average Farm Size - 1987 to 2007 ................................................................. 104
Figure 6-2 Kronenwetter Elevations ..................................................... 109
Figure 6-3 Kronenwetter Soil Associations .......................................... 113
Figure 6-4 Kronenwetter Watersheds ............................................... 115
Figure 6-5 Kronenwetter Flood Hazard Zones ..................................... 118
Figure 6-6 Kronenwetter Wetlands .................................................... 121
Figure 6-7 Kronenwetter Land Cover .................................................. 125
Figure 7-1 Kronenwetter Tax Increment Finance Districts ................. 137
Figure 9-1 Existing Land Use - Village of Kronenwetter ..................... 155
Figure 9-2 Zoning Map - Village of Kronenwetter .............................. 157
Figure 9-3 Key Corridor and Entrance Way ........................................ 163
Figure 9-4 Future Land Use Map ...................................................... 169
1.0 Introduction

1.1 Scope of the Comprehensive Plan
1.2 The Village of Kronenwetter Planning Effort
1.3 The Village of Kronenwetter Planning Process and Public Involvement

The Village of Kronenwetter is situated in the south-central portion of Marathon County, in the far southern portion of the Wausau Metropolitan Area. The Village is approximately 10 miles south of the City of Wausau, which serves as the governmental center of Marathon County. Kronenwetter is the largest village by area in the State of Wisconsin (53 square miles).

![Figure 1-1: Wausau Metropolitan Planning Area](source: Marathon County)
Kronenwetter was originally known in 1855 as Keelerville, named after a Native American who re-routed Bull Junior Creek to power a sawmill he had built. In 1857, a man named Sebastian Kronenwetter purchased the sawmill. After developing several other successful businesses, Sebastian Kronenwetter was elected to the State Assembly in 1885. In 1886, the eastern portion of the township of Mosinee formed a new township named Kronenwetter. In the early 1900’s, the Worzella brothers continued to develop the area with a sawmill, general store, blacksmith shop, and living quarters. This area became known as Peplin, which was settled largely by Poles.

Over time, Kronenwetter saw many changes. The Town became part of the urban community as development increased in the area. Portions of the Town were annexed by the City of Mosinee and the Village of Rothschild. In response to increasing development pressure, and to maintain Kronenwetter as a viable community, in October of 2002 the west portion of Kronenwetter voted to incorporate as the Village of Kronenwetter. Shortly thereafter, the remaining portions of the town were annexed into the Village, and the town was dissolved.

Land use in the Village of Kronenwetter is primarily classified as forest, undeveloped, and agricultural in terms of acreage. However, there are more residential parcels in the Village than parcels in all other land use classes combined.

Nearby major urban areas include the Green Bay-Appleton area (approximately 90 miles southeast of Kronenwetter) and the Eau Claire-Chippewa Falls area (approximately 100 miles west of Kronenwetter).

One regional transportation corridor runs through the Village: Interstate 39 (I-39)/U.S. Highway 51 runs along the western portion of the Village. This route connects central Wisconsin to the upper peninsula of Michigan, northern Minnesota, and south through Illinois. This route intersects with several other major thoroughfares that stretch to Chicago, as well as the Minneapolis/ St. Paul area and beyond.

1.1 **Scope of the Comprehensive Plan**

The 1999 Wisconsin Legislative Act 9 created a framework in the State of Wisconsin for community planning. There are nine elements of a Comprehensive Plan that must be addressed under the current planning legislation. These nine elements include the following:

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agricultural, Natural and Cultural Resources
6. Economic Development
According to Wisconsin Statute, the Comprehensive Plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community. In accordance with existing and future needs, the Comprehensive Plan will promote public health, safety, and general welfare of the entire community. The Planning Law requires zoning, official mapping, and subdivision regulations be consistent with a Comprehensive Plan by January 1, 2010.

1.2 The Village of Kronenwetter Planning Effort
The planning process began in the spring of 2009. Short Elliott Hendrickson Inc. (SEH®) was retained to assist the Village of Kronenwetter in the planning process and the preparation of their Comprehensive Plan.

The Comprehensive Plan was prepared through the guidance of the Village Plan Commission. The Plan Commission represents a wide range of interests to ensure that the entire community’s values and interests are expressed in the Comprehensive Plan.

1.3 The Village of Kronenwetter Planning Process and Public Involvement
The Village of Kronenwetter is committed to an open public involvement/outreach program that invites participation in the decision-making process from all Village residents. The Village engaged the community in the development of planning related items and tasks that are discussed in the Comprehensive Plan.

Meeting notices for all Plan Commission meetings are advertised and open to the public.
This page left blank intentionally
2.0 Issues and Opportunities

2.1 Introduction

The Issues and Opportunities section is designed to be the primary source of background information for the Comprehensive Plan. This element will be referred to in other elements, and much of the information contained in the Issues and Opportunities Element will be utilized when considering goals, objectives, and policies for the Plan.

2.2 Key Issues

Population

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

The Village of Kronenwetter’s population has varied significantly between decades. The 1970’s saw a very large 93 percent increase, while the 1980’s saw nearly a three percent decrease. Then in the 1990’s, there was an increase of over ten percent. The 2008 estimated population is 6,378, which would be a 29 percent increase from the 2000 Census population.

Kronenwetter’s growth rate has been above the County average on a consistent basis, with the exception of the 1980’s when the Village’s population declined, due in large part to annexations (see Table 2-1). In general, Kronenwetter has grown faster than many of its neighboring municipalities.

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>1970</th>
<th>1980</th>
<th>1990</th>
<th>2000</th>
<th>2008 Estimate</th>
<th>’70-’80</th>
<th>’80-’90</th>
<th>’90-’00</th>
<th>’00-’08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>2,595</td>
<td>5,012</td>
<td>4,850</td>
<td>5,369</td>
<td>6,927</td>
<td>93.1%</td>
<td>-3.2%</td>
<td>10.7%</td>
<td>29.0%</td>
</tr>
<tr>
<td>Village of Weston</td>
<td>6,351</td>
<td>11,342</td>
<td>11,450</td>
<td>12,079</td>
<td>13,447</td>
<td>78.6%</td>
<td>1.0%</td>
<td>5.5%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Village of Rothschild</td>
<td>3,141</td>
<td>3,338</td>
<td>3,310</td>
<td>4,970</td>
<td>5,042</td>
<td>6.3%</td>
<td>-0.8%</td>
<td>50.2%</td>
<td>1.4%</td>
</tr>
<tr>
<td>City of Wausau</td>
<td>32,806</td>
<td>32,426</td>
<td>37,060</td>
<td>38,426</td>
<td>37,576</td>
<td>-1.2%</td>
<td>14.3%</td>
<td>3.7%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>City of Mosinee</td>
<td>2,395</td>
<td>3,015</td>
<td>3,820</td>
<td>4,063</td>
<td>3,973</td>
<td>25.9%</td>
<td>26.7%</td>
<td>6.4%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Town of Rib Mountain</td>
<td>4,785</td>
<td>5,344</td>
<td>5,605</td>
<td>7,556</td>
<td>7,547</td>
<td>11.7%</td>
<td>4.9%</td>
<td>34.8%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>City of Schofield</td>
<td>2,577</td>
<td>2,226</td>
<td>2,415</td>
<td>2,117</td>
<td>2,114</td>
<td>-13.6%</td>
<td>8.5%</td>
<td>-12.3%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>97,457</td>
<td>111,270</td>
<td>115,400</td>
<td>125,834</td>
<td>130,962</td>
<td>14.2%</td>
<td>3.7%</td>
<td>9.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>4,417,821</td>
<td>4,705,642</td>
<td>4,891,796</td>
<td>5,363,715</td>
<td>5,627,967</td>
<td>6.5%</td>
<td>4.0%</td>
<td>9.6%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Source: U.S. Census
The Village of Kronenwetter has seen faster growth than many other communities in Marathon County.

Source: U.S. Census

**Population Projections**

Population projections are used to assess development prospects and community facility needs created by population growth. Small area population forecasts can be used to evaluate potential residential development, economic conditions, and the level of demand for public facilities and services. This estimate of future growth is also valuable information for establishing management techniques in order to provide for orderly growth and development.
Table 2-2
Wisconsin Department of Administration Population Projections - 2000 to 2030 - Marathon County by Minor Civil Division

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Village of Kronenwetter</td>
<td>5,369</td>
<td>6,436</td>
<td>6,441 6,851 7,265 7,661 8,020</td>
<td>2,651 49.4%</td>
</tr>
<tr>
<td>Marathon County towns</td>
<td>48,648</td>
<td>50,858</td>
<td>52,765 54,786 56,843 58,740 60,375</td>
<td>11,727 24.1%</td>
</tr>
<tr>
<td>Marathon County villages</td>
<td>31,159</td>
<td>33,364</td>
<td>35,078 36,970 38,888 40,705 42,330</td>
<td>11,171 35.9%</td>
</tr>
<tr>
<td>Marathon County cities</td>
<td>46,027</td>
<td>47,483</td>
<td>48,887 50,650 52,433 54,074 55,469</td>
<td>9,442 20.5%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>125,834</td>
<td>131,705</td>
<td>136,730 142,406 148,164 153,519 158,174</td>
<td>32,340 25.7%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>5,363,715</td>
<td>5,589,920</td>
<td>5,772,370 5,988,420 6,202,810 6,390,900 6,541,180</td>
<td>1,177,465 22.0%</td>
</tr>
</tbody>
</table>

Source: U.S. Census & Wisconsin Department of Administration

Figure 2-2
Wisconsin Department of Administration Projected Population Percent Change From 2000 Population - Kronenwetter, Marathon County, and Wisconsin

Source: Wisconsin Department of Administration
The Wisconsin Department of Administration (DOA) population projections are, by state statute, the official population projections for Wisconsin. From 2000 to 2030, the DOA projections predict nearly a 50 percent increase in the Village of Kronenwetter’s population, which amounts to 2,651 additional residents (Table 2-2). This projected percentage increase is larger than that of Marathon County, which is expected to increase by about 26 percent. Villages in Marathon County are projected to increase by approximately 36 percent.

Any projection is, at its current state, a best guess. While the Wisconsin DOA projections are by state statute the official population projections, there are several factors that may lead to the Village growing faster than the DOA is projecting. Several of the incorporated communities in the area are landlocked, and therefore the growth that is projected for them will have to occur elsewhere. Because of Kronenwetter’s large amount of undeveloped land, there is the potential that they may see some development funnel to the Village from some surrounding communities that have less room for new development. Other factors that may impact growth include availability of sewer and water, development controls (zoning/subdivision primarily), minimum design subdivision standards, and general economic trends.

An alternative population projection was developed by the Wausau Metropolitan Planning Organization (MPO) and was used in the Wausau Metropolitan Area Long Range Transportation Plan – 2035, as prepared by URS Corporation, a private consultant. This projection estimates that the Village will grow by 65 percent.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>5,369</td>
<td>5,981</td>
<td>6,528</td>
<td>7,077</td>
<td>7,634</td>
<td>8,210</td>
<td>8,864</td>
<td>3,495</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration and URS Corp.

As part of this Plan, SEH has prepared a third projection. This uses building permit data. Building permits issued can provide a great deal of information on the amount of new construction occurring within a community. This not only reflects market demand for new housing, but is also an indicator of economic conditions.

Step one was to collect data on building permits for new, privately-owned residential units. From 1996 through 2008 Kronenwetter saw an average of 84 new units constructed per year.
As seen by Table 2-4 and Figure 2-3, construction costs and building permits issued for new, privately-owned residential units in the Village of Kronenwetter saw a large spike in 2005, and then a decline in 2006 through 2008. Similar trends have been seen throughout the state and country as the economy has been in decline. However, Kronenwetter still saw construction in 2008, while other areas in Wisconsin saw construction grind to a complete halt.
These numbers were then projected out through 2030, and used in conjunction with the 2000 occupancy rate of 96.5 percent. The number of occupied units were then projected (see Table 2-5).

Table 2-5
SEH Housing Unit Projections - 2000 to 2030 - Village of Kronenwetter

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1,953</td>
<td>2,784</td>
<td>2,952</td>
<td>3,372</td>
<td>3,792</td>
<td>4,212</td>
<td>4,632</td>
<td>2,679</td>
</tr>
<tr>
<td>Occupied Housing Units</td>
<td>1,884</td>
<td>2,673</td>
<td>2,834</td>
<td>3,237</td>
<td>3,640</td>
<td>4,044</td>
<td>4,447</td>
<td>2,563</td>
</tr>
</tbody>
</table>

Source: U.S. Census and SEH
Other steps that followed were:

- Using occupied units and building permits, the number of occupied units were projected through 2030.
- Determined the number of persons per household for Kronenwetter and Marathon County.
- Using persons per household projected out to 2030 for Marathon County by the Wisconsin Department of Administration, we took the percent change and applied this to Kronenwetter’s persons per household figure.
- In 2000, 0.7 percent of Kronenwetter’s population were living in group quarters, and are not a part of the household population. Group quarters are places where people live or stay that is normally owned or managed by an entity or organization providing housing and/or other services for the residents. These facilities include college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers’ dormitories.

Using this same percentage, Kronenwetter’s household population and group population was projected and combined to develop this population projection.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>5,369</td>
<td>7,105</td>
<td>7,722</td>
<td>8,259</td>
<td>9,165</td>
<td>10,086</td>
<td>10,989</td>
<td>5,620</td>
<td>104.7%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration and SEH

All three population projections are shown in Figure 2-4.
Figure 2-4
Wisconsin Department of Administration, Wausau Metropolitan Planning Organization, and SEH Population Projection Alternatives

Based on this information, a low population projection for Kronenwetter by 2030 would be 8,020, and a high projection would be 10,989.

In July of 2009, the U.S. Census Bureau released their 2008 municipal population estimates. The Village of Kronenwetter was estimated to have a 2008 population of 6,927. This is an increase of 491 persons from the 2007 U.S. Census estimate. In relation to the projections discussed, the U.S. Census 2008 estimate exceeds the 2010 projections for the Village as established by the Wisconsin Department of Administration and the Wausau Metropolitan Planning Organization.

**Age**

The age of residents in a community is important in identifying the needs of the community. Table 2-7 and Figure 2-5 show Kronenwetter and Marathon County age distributions. Kronenwetter’s median age (35.7) is slightly younger than Marathon County’s (36.3). The Village of Kronenwetter has a higher percentage of individuals in most of the age categories under 60,
which indicates a slightly younger population than the County, and helps to explain the difference in median ages.

### Table 2-7

**Village of Kronenwetter and Marathon County Age Distribution - 2000**

<table>
<thead>
<tr>
<th>Age</th>
<th>Village of Kronenwetter</th>
<th>Marathon County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>9 and Under</td>
<td>805</td>
<td>15.0%</td>
</tr>
<tr>
<td>10 to 19</td>
<td>879</td>
<td>16.4%</td>
</tr>
<tr>
<td>20 to 29</td>
<td>500</td>
<td>9.3%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>973</td>
<td>18.1%</td>
</tr>
<tr>
<td>40 to 49</td>
<td>933</td>
<td>17.4%</td>
</tr>
<tr>
<td>50 to 59</td>
<td>738</td>
<td>13.7%</td>
</tr>
<tr>
<td>60 to 69</td>
<td>293</td>
<td>5.5%</td>
</tr>
<tr>
<td>70 to 79</td>
<td>166</td>
<td>3.1%</td>
</tr>
<tr>
<td>80 to 89</td>
<td>72</td>
<td>1.3%</td>
</tr>
<tr>
<td>90 and Over</td>
<td>10</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Median Age

Village of Kronenwetter: 35.7  
Marathon County: 36.3

Source: U.S. Census

### Figure 2-5

**Age Distribution - 2000 - Village of Kronenwetter and Marathon County**

Source: U.S. Census
**Labor Force**

As shown in Table 2-8, in 2000, the labor force participation rate in Kronenwetter had decreased by over three percent since 1990, while Marathon County’s labor force participation increased by over two percent. However, Kronenwetter still has a higher rate.

<table>
<thead>
<tr>
<th>Village of Kronenwetter</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons Age 16 and over</td>
<td>3,323</td>
<td>4,045</td>
</tr>
<tr>
<td>In Labor Force</td>
<td>2,736</td>
<td>3,186</td>
</tr>
<tr>
<td>Percent in Labor Force</td>
<td>82.3%</td>
<td>78.8%</td>
</tr>
<tr>
<td>Employed</td>
<td>2,602</td>
<td>3,008</td>
</tr>
<tr>
<td>Unemployed</td>
<td>134</td>
<td>178</td>
</tr>
<tr>
<td>Percent Unemployed</td>
<td>4.9%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marathon County</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons Age 16 and over</td>
<td>86,317</td>
<td>96,478</td>
</tr>
<tr>
<td>In Labor Force</td>
<td>60,079</td>
<td>69,216</td>
</tr>
<tr>
<td>Percent in Labor Force</td>
<td>69.6%</td>
<td>71.7%</td>
</tr>
<tr>
<td>Employed</td>
<td>57,719</td>
<td>66,550</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2,360</td>
<td>2,640</td>
</tr>
<tr>
<td>Percent Unemployed</td>
<td>3.9%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Source: U.S. Census

The number and percentage of labor force participants who were unemployed has also risen from 1990 to 2000. In 1990, Kronenwetter’s unemployment rate was 4.9 percent, and in 2000 was up to 5.6 percent. In 1990, Marathon County had an unemployment rate of 3.9 percent. This had decreased to 3.8 percent as of 2000, nearly two percentage points lower than Kronenwetter’s. As of August 2009, amid a national economic recession, Marathon County and the Wausau Metropolitan Statistical Area had an unemployment rate of 8.7 percent.

While the labor force participation rate has been higher for Kronenwetter than Marathon County’s average, Kronenwetter’s participation rate has declined from 1990 to 2000. The 2000 participation rate of 78.8 percent had decreased from the rate in 1990 by 3.5 percent. As the demographic of the community changes, it will be important that there are jobs available to keep those who choose to enter the labor force employed.

**Employment**

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

Marathon County and Kronenwetter residents are experiencing an increase in commute times. As seen in Table 2-9 on the following page, many categories commuting 45 or more minutes to work on a daily basis increased from 1990
to 2000. The categories including commutes ranging from 20 to 49 minutes all decreased. Commuters driving less than 20 minutes increased substantially as well. The 90 or more minute commute category more than tripled. Those individuals working at home and not having to commute also nearly doubled. This is important in part because it is one indicator of the use of existing transportation infrastructure. It also provides an important economic factor. As people experience longer commutes, they are driving more, resulting in higher fuel consumption and costs. All Marathon County commute categories saw an increase with the exception of the less than five minute category.

Table 2-9
Commuting Times - 1990 to 2000 - Village of Kronenwetter

<table>
<thead>
<tr>
<th>Commuting Times</th>
<th>1990</th>
<th>2000</th>
<th>Change from 1990 to 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not work at home</td>
<td>2,522</td>
<td>2,876</td>
<td>354 14.0%</td>
</tr>
<tr>
<td>Less than 5 minutes</td>
<td>61</td>
<td>120</td>
<td>59 96.7%</td>
</tr>
<tr>
<td>5 to 9 minutes</td>
<td>223</td>
<td>342</td>
<td>119 53.4%</td>
</tr>
<tr>
<td>10 to 14 minutes</td>
<td>456</td>
<td>536</td>
<td>80 17.5%</td>
</tr>
<tr>
<td>15 to 19 minutes</td>
<td>580</td>
<td>729</td>
<td>149 25.7%</td>
</tr>
<tr>
<td>20 to 24 minutes</td>
<td>740</td>
<td>647</td>
<td>-93 -12.6%</td>
</tr>
<tr>
<td>25 to 29 minutes</td>
<td>141</td>
<td>122</td>
<td>-19 -13.5%</td>
</tr>
<tr>
<td>30 to 34 minutes</td>
<td>194</td>
<td>167</td>
<td>-27 -13.9%</td>
</tr>
<tr>
<td>35 to 39 minutes</td>
<td>32</td>
<td>31</td>
<td>-1 -3.1%</td>
</tr>
<tr>
<td>40 to 44 minutes</td>
<td>23</td>
<td>2</td>
<td>-21 -91.3%</td>
</tr>
<tr>
<td>45 to 59 minutes</td>
<td>25</td>
<td>49</td>
<td>24 96.0%</td>
</tr>
<tr>
<td>60 to 89 minutes</td>
<td>19</td>
<td>35</td>
<td>16 84.2%</td>
</tr>
<tr>
<td>90 or more minutes</td>
<td>28</td>
<td>31</td>
<td>3 10.7%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>49</td>
<td>95</td>
<td>46 93.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,571</td>
<td>2,971</td>
<td>400 15.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Census

From viewing the 1990 and 2000 Census, it can be seen in Table 2-10 that Kronenwetter residents working within the City of Wausau decreased by nearly 16 percentage points between 1990 and 2000. However, the percentage of individuals working within the Wausau Metropolitan Statistical Area (including the City of Wausau) grew by nearly 17 percent. Kronenwetter residents working outside of Marathon County and the state of Wisconsin both decreased by small amounts.

Table 2-10
Place of Work - 1990 to 2000 - Village of Kronenwetter

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>City of Wausau</td>
<td>1,258</td>
<td>48.9%</td>
</tr>
<tr>
<td>Remainder of Wausau MSA / Remainder of Marathon County</td>
<td>1,157</td>
<td>45.0%</td>
</tr>
<tr>
<td>Outside of Marathon County</td>
<td>125</td>
<td>4.9%</td>
</tr>
<tr>
<td>Outside of Wisconsin</td>
<td>31</td>
<td>1.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,571</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: U.S. Census
Educational Attainment

The Census provides information on the educational attainment levels, which are summarized in Table 2-11 on the following page. Kronenwetter residents, on average, have a higher level of education than residents of the County and the State of Wisconsin. In 2000, Wisconsin had 85.1 percent of residents 25 years and over with a high school diploma or higher. Comparatively, Marathon County is near the state average (83.8 percent), but Kronenwetter is slightly ahead of the curve, with 89.9 percent of persons 25 years and over having at least a high school diploma.

Table 2-11
Education Level - Persons 25 years and Over
Kronenwetter and Marathon County - 2000

<table>
<thead>
<tr>
<th>Highest Education</th>
<th>Kronenwetter</th>
<th>Marathon County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2000</td>
<td>2000</td>
</tr>
<tr>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
</tr>
<tr>
<td>--------</td>
<td>---------</td>
<td>--------</td>
</tr>
<tr>
<td>Less than high school diploma</td>
<td>352 10.1%</td>
<td>13,282 16.2%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>1,199 34.5%</td>
<td>31,091 38.0%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>738 21.2%</td>
<td>15,015 18.3%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>441 12.7%</td>
<td>7,543 9.2%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>537 15.4%</td>
<td>10,349 12.6%</td>
</tr>
<tr>
<td>Graduate or Professional Degree</td>
<td>212 6.1%</td>
<td>4,645 5.7%</td>
</tr>
<tr>
<td>High School Graduate or higher</td>
<td>3,127 89.9%</td>
<td>68,643 83.8%</td>
</tr>
</tbody>
</table>

Source: U.S. Census

Since 1990, more Kronenwetter residents have pursued an education beyond high school. In fact, in 2000, 55.4 percent of Kronenwetter residents, and 45.8 percent of Marathon County residents had attended a post-secondary institution, compared to 50.6 percent of all Wisconsin residents.

Schools

Kronenwetter residents are served by the D.C. Everest Area and Mosinee School Districts. Table 2-12 shows the enrollment for each school in the district that serves the Village of Kronenwetter.
Table 2-12
D.C. Everest Area and Mosinee School District Enrollment

<table>
<thead>
<tr>
<th>District</th>
<th>County Name</th>
<th>School</th>
<th>Grades</th>
<th>Enrollment 2001</th>
<th>Enrollment 2008</th>
<th>Change 2001-2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>PK 5</td>
<td>636</td>
<td>427</td>
<td>-209 -32.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Schofield</td>
<td>PK 5</td>
<td>272</td>
<td>204</td>
<td>-68 -25.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Rothschild</td>
<td>PK 5</td>
<td>442</td>
<td>352</td>
<td>-90 -20.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Riverside</td>
<td>PK 5</td>
<td>582</td>
<td>463</td>
<td>-119 -20.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Mountain Bay</td>
<td>PK 5</td>
<td>n/a</td>
<td>493</td>
<td>493 n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Hatley</td>
<td>3</td>
<td>72</td>
<td>64</td>
<td>-8 -11.1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Evergreen</td>
<td>PK 5</td>
<td>555</td>
<td>385</td>
<td>-170 -30.6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon Easton</td>
<td>PK 2</td>
<td>79</td>
<td>72</td>
<td>-7 -8.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon D.C. Everest Middle</td>
<td>6 8</td>
<td>n/a 909 909</td>
<td>23 3.4%</td>
<td>25 3.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon D.C. Everest Junior High</td>
<td>8 9</td>
<td>1,205 923</td>
<td>-282 23</td>
<td>3.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marathon D.C. Everest High</td>
<td>9 12</td>
<td>1,241 1,373</td>
<td>132 10.6%</td>
<td>25.8%</td>
</tr>
<tr>
<td>MOSINEE</td>
<td></td>
<td></td>
<td></td>
<td>4,502</td>
<td>5,665</td>
<td>1,163 25.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,014</td>
<td>2,0254</td>
<td>11 0.5%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Public Instruction

* 2001 Elementary School numbers include 6th Grade. Mountain Bay Elementary opened in 2006.

Total enrollment for the D.C. Everest Area School District has increased by over 25 percent from 2001 to 2008, while the Mosinee School District increased less than one percent.

Figure 2-6 on the following page shows the school district boundaries that serve Kronenwetter children.
There are also several private schools that serve Village residents whose children would otherwise attend D.C. Everest or Mosinee public schools, as shown in Table 2-13. Northland Lutheran High is located in the Village of Kronenwetter at 2107 Tower Road.

**Table 2-13**

| Private Schools for D.C. Everest Area and Mosinee Public School Districts |
|---|---|---|---|
| **Public School District Area** | **Private Schools** | **Grades Served** | **2008 Enrollment** |
| D.C. Everest Area | Newman Catholic Elementary at St. Mark | K4 through 5th | 126 |
| | St. John Lutheran School | K4 through 8th | 43 |
| | St. Peter Lutheran School | PK through 8th | 135 |
| | Faith Christian Academy | 7th through 12th | 40 |
| | Northland Lutheran High | 9th through 12th | 96 |
| | **Total** | | **440** |
| Mosinee | St. Paul Parochial Grade School | K4 through 8th | 86 |
| | Wisconsin Valley Lutheran High | 9th through 12th | 49 |
| | **Total** | | **135** |

Source: Wisconsin Department of Public Instruction

Some children throughout Marathon County and the Village of Kronenwetter are also home schooled. There are 151 children that are home schooled, who would qualify for enrollment in one of the school districts with territory in Kronenwetter. This is equivalent to between one and three percent of the current public school enrollment, as indicated in Table 2-14.

**Table 2-14**

| Marathon County and Kronenwetter School District Homeschooling |
|---|---|---|
| **School District** | **Number Homeschooled** | **Percent of District Enrollment** |
| D.C. Everest Area | 99 | 1.8% |
| Mosinee | 52 | 2.6% |

Source: Wisconsin Department of Public Instruction

Marathon County school district average ACT scores are shown in Table 2-15. The D.C. Everest Area and Mosinee School Districts average ACT scores are comparable to the average scores of all public school districts in Marathon County and the state average.

**Table 2-15**

| 2007-2008 ACT Scores by School District |
|---|---|---|---|---|
| **District** | **English** | **Math** | **Reading** | **Science** |
| D.C. Everest Area | 21.1 | 22.3 | 21.9 | 22.2 |
| Mosinee | 21.4 | 22.1 | 22.6 | 22.5 |
| Marathon County Average | 21.3 | 22.2 | 22.2 | 22.2 |
| Wisconsin Average | 21.6 | 22.3 | 22.3 | 22.3 |

Source: Wisconsin Department of Public Instruction
The D.C. Everest Area and Mosinee School Districts also perform quite well compared to Wisconsin averages on the Wisconsin standardized tests issued in the 4th, 8th, and 10th grades. The D.C. Everest Area School District is above the Wisconsin averages in every subject for each grade. The Mosinee School District is under the Wisconsin average in just three areas: 4th Grade Language Arts and Mathematics, and 10th Grade Mathematics. In each of these areas, there is a less than two percentage point difference. This is shown in Figure 2-7.

**Figure 2-7**
D.C. Everest Area, Mosinee, and Wisconsin Proficiency Ratings - Standardized Tests, 4th, 8th, and 10th Grades - 2007

Source: Wisconsin Department of Public Instruction

Several adult education centers that offer higher education and continuing education classes and programs are located in the area. In the City of Wausau, there is the University of Wisconsin-Marathon County and a Northcentral Technical College campus. Northcentral Technical College also has campuses in Wittenberg, Antigo, Merrill, Medford, Phillips and Spencer.

The education facilities not only provide children and adults a place to learn, but also provide recreational opportunities with playgrounds, and a source of employment for many Marathon County adults.
Personal income is derived primarily from employment wages. An individual’s occupation determines the range of that wage scale and influences his/her personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic affect of the employment opportunities available to area residents and the ability to increase their standard of living.

As shown in Table 2-16 and Figure 2-8, Kronenwetter has a higher percentage of families earning between $60,000 and $120,000 annually, and a lower percentage of families earning less than $40,000 annually compared to Marathon County. The Village of Kronenwetter’s median family income is nearly $8,000 higher than Marathon County’s. Per capita income is nearly $3,000 higher for the Village of Kronenwetter compared to Marathon County.

### Table 2-16
**Family Income - 2000**

<table>
<thead>
<tr>
<th>Earnings</th>
<th>Village of Kronenwetter</th>
<th>Marathon County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>30</td>
<td>1.9%</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>50</td>
<td>3.2%</td>
</tr>
<tr>
<td>$15,000 to $19,999</td>
<td>26</td>
<td>1.7%</td>
</tr>
<tr>
<td>$20,000 to $24,999</td>
<td>15</td>
<td>1.0%</td>
</tr>
<tr>
<td>$25,000 to $29,999</td>
<td>76</td>
<td>4.9%</td>
</tr>
<tr>
<td>$30,000 to $34,999</td>
<td>41</td>
<td>2.6%</td>
</tr>
<tr>
<td>$35,000 to $39,999</td>
<td>55</td>
<td>3.5%</td>
</tr>
<tr>
<td>$40,000 to $44,999</td>
<td>179</td>
<td>11.5%</td>
</tr>
<tr>
<td>$45,000 to $49,999</td>
<td>89</td>
<td>5.7%</td>
</tr>
<tr>
<td>$50,000 to $59,999</td>
<td>209</td>
<td>13.4%</td>
</tr>
<tr>
<td>$60,000 to $74,999</td>
<td>304</td>
<td>19.5%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>273</td>
<td>17.5%</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>141</td>
<td>9.0%</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>25</td>
<td>1.6%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>32</td>
<td>2.0%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>17</td>
<td>1.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,562</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

| Median Family Income (dollars) | $60,324 | $52,632 |
| Per Capita Income (dollars)    | $23,395 | $20,703 |

Source: U.S. Census Bureau

A portion of this difference could be due to the fact that Kronenwetter residents generally have higher educational attainment and the labor force participation rate is much higher than Marathon County as a whole.
Household median incomes in Kronenwetter rose significantly from 1989 to 1999. Kronenwetter has consistently had a median household income well above that in Marathon County and Wisconsin. From 1989 to 1999, Kronenwetter’s median household income rose 41 percent, which is slightly lower than Marathon County and Wisconsin’s increase.

**Table 2-17**

**Median Household Income - 1989 and 1999 - Marathon County**

<table>
<thead>
<tr>
<th>Municipality</th>
<th>1989</th>
<th>1999</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>Kronenwetter</td>
<td>$39,513</td>
<td>$55,718</td>
<td>$16,205</td>
</tr>
<tr>
<td>Marathon County</td>
<td>$30,143</td>
<td>$45,165</td>
<td>$15,022</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>$29,442</td>
<td>$43,791</td>
<td>$14,349</td>
</tr>
</tbody>
</table>

Source: U.S. Census
Employment and Wages

Table 2-18 shows Kronenwetter’s employment by industry sector. Nearly one-quarter of Kronenwetter’s employed population works in the manufacturing industry. The other prominent industry is education, health, and social services, which provides almost 18 percent of Kronenwetter’s employment.

Table 2-18
Kronenwetter Employment by Industry - 2000

<table>
<thead>
<tr>
<th>Employment by Industry</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry, fishing, hunting &amp; mining</td>
<td>18</td>
<td>0.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>202</td>
<td>6.7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>740</td>
<td>24.6%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>144</td>
<td>4.8%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>341</td>
<td>11.3%</td>
</tr>
<tr>
<td>Transportation, warehousing and utilities</td>
<td>175</td>
<td>5.8%</td>
</tr>
<tr>
<td>Information</td>
<td>62</td>
<td>2.1%</td>
</tr>
<tr>
<td>Finance, insurance, real estate, rental &amp; leasing</td>
<td>270</td>
<td>9.0%</td>
</tr>
<tr>
<td>Professional, scientific, management, administration and waste management services</td>
<td>128</td>
<td>4.3%</td>
</tr>
<tr>
<td>Educational, health and social services</td>
<td>531</td>
<td>17.7%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation and food services</td>
<td>225</td>
<td>7.5%</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>115</td>
<td>3.8%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>57</td>
<td>1.9%</td>
</tr>
<tr>
<td>Total Employment (16 years and over)</td>
<td>3,008</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development
Table 2-19 shows the occupations of Village of Kronenwetter residents. Over 31 percent of the Kronenwetter labor force is employed in executive, administrative and managerial, professional and technical occupations. Approximately another 26 percent of the labor force is employed in administrative support, including clerical and sales occupations.

### Table 2-19
Kronenwetter Employment by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive, administrative and manageral, professional and technician</td>
<td>958</td>
<td>31.8%</td>
</tr>
<tr>
<td>Administrative support, including clerical, and sales</td>
<td>775</td>
<td>25.8%</td>
</tr>
<tr>
<td>Service</td>
<td>466</td>
<td>15.5%</td>
</tr>
<tr>
<td>Farming, forestry, fishing</td>
<td>9</td>
<td>0.3%</td>
</tr>
<tr>
<td>Construction, extraction, and maintenance</td>
<td>292</td>
<td>9.7%</td>
</tr>
<tr>
<td>Precision production, craft and repair, machine operators, assemblers and inspectors, transportation and material moving, handlers, equipment cleaners, helpers and laborers</td>
<td>508</td>
<td>16.9%</td>
</tr>
<tr>
<td>Total Employment (16 years and over)</td>
<td>3,008</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development

Table 2-20, on the following page, indicates the number of establishments for industries in Marathon County, of which the Retail Trade industry has the most. The management of companies and enterprises has seen the largest increase from 1998 to 2006 in terms of establishments and employees. The health care and social assistance industry saw the largest growth in annual payroll from 1998 to 2006.
## Table 2-20
Marathon County Establishments by Industry - 1998 to 2006

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Establishments</td>
<td>Employees</td>
<td>Annual Payroll ($1,000)</td>
<td>Establishments</td>
<td>Employees</td>
</tr>
<tr>
<td>Forestry, fishing, hunting, and agri. support</td>
<td>18</td>
<td>suppressed</td>
<td>suppressed</td>
<td>12</td>
<td>suppressed</td>
</tr>
<tr>
<td>Mining</td>
<td>9</td>
<td>211</td>
<td>9,711</td>
<td>suppressed</td>
<td>suppressed</td>
</tr>
<tr>
<td>Utilities</td>
<td>5</td>
<td>suppressed</td>
<td>suppressed</td>
<td>2</td>
<td>55</td>
</tr>
<tr>
<td>Construction</td>
<td>392</td>
<td>2,345</td>
<td>89,291</td>
<td>402</td>
<td>2,474</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>238</td>
<td>17,188</td>
<td>572,819</td>
<td>238</td>
<td>17,941</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>226</td>
<td>4,067</td>
<td>121,038</td>
<td>191</td>
<td>3,163</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>538</td>
<td>8,990</td>
<td>150,491</td>
<td>504</td>
<td>8,747</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>184</td>
<td>2,127</td>
<td>57,180</td>
<td>186</td>
<td>3,143</td>
</tr>
<tr>
<td>Information</td>
<td>39</td>
<td>858</td>
<td>24,238</td>
<td>45</td>
<td>1,000</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>206</td>
<td>4,295</td>
<td>172,920</td>
<td>235</td>
<td>5,411</td>
</tr>
<tr>
<td>Real Estate &amp; Rental &amp; Leasing</td>
<td>88</td>
<td>398</td>
<td>7,417</td>
<td>92</td>
<td>468</td>
</tr>
<tr>
<td>Professional, scientific &amp; technical services</td>
<td>216</td>
<td>1,548</td>
<td>61,900</td>
<td>246</td>
<td>1,920</td>
</tr>
<tr>
<td>Management of companies &amp; enterprises</td>
<td>18</td>
<td>769</td>
<td>43,621</td>
<td>53</td>
<td>1,443</td>
</tr>
<tr>
<td>Admin., support, waste mgmt., remediation</td>
<td>135</td>
<td>1,651</td>
<td>27,841</td>
<td>135</td>
<td>1,824</td>
</tr>
<tr>
<td>Educational services</td>
<td>30</td>
<td>526</td>
<td>7,514</td>
<td>34</td>
<td>422</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>277</td>
<td>6,275</td>
<td>192,560</td>
<td>309</td>
<td>8,145</td>
</tr>
<tr>
<td>Arts, entertainment &amp; recreation</td>
<td>58</td>
<td>625</td>
<td>5,528</td>
<td>67</td>
<td>578</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>277</td>
<td>3,876</td>
<td>33,123</td>
<td>298</td>
<td>4,950</td>
</tr>
<tr>
<td>Other services (expect public administration)</td>
<td>400</td>
<td>2,545</td>
<td>37,112</td>
<td>375</td>
<td>3,161</td>
</tr>
<tr>
<td>Unclassified/Auxiliary establishments</td>
<td>77</td>
<td>15</td>
<td>95</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,371</td>
<td>58,831</td>
<td>1,637,118</td>
<td>3,440</td>
<td>65,499</td>
</tr>
</tbody>
</table>

Source: U.S. Census

*Data is suppressed when it may violate a particular business’s confidentiality.*
The average annual wage of $46,889 in the construction industry, as shown in Table 2-21, is the highest in the county and is 98 percent of the wage earned by manufacturing workers in Wisconsin. The Education and Health Industry is the only industry in Marathon County that has an annual average wage above the State of Wisconsin for the given industry.

Table 2-21
Average Annual Wages by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Marathon County</th>
<th>State of Wisconsin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources</td>
<td>$18,126</td>
<td>$18,438</td>
</tr>
<tr>
<td>Construction</td>
<td>$37,073</td>
<td>$36,462</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$34,613</td>
<td>$35,524</td>
</tr>
<tr>
<td>Trade, Transportation, Utilities</td>
<td>$24,410</td>
<td>$25,807</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>$40,611</td>
<td>$41,208</td>
</tr>
<tr>
<td>Education &amp; Health</td>
<td>$34,212</td>
<td>$35,181</td>
</tr>
<tr>
<td>Information*</td>
<td>$30,404</td>
<td>suppressed</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>$9,043</td>
<td>$9,466</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>$32,480</td>
<td>$31,964</td>
</tr>
<tr>
<td>Other Services</td>
<td>$16,594</td>
<td>$17,111</td>
</tr>
<tr>
<td>Public Administration</td>
<td>$27,941</td>
<td>$28,463</td>
</tr>
<tr>
<td>All Industries</td>
<td>$29,412</td>
<td>$30,279</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development
*Data is suppressed when it may violate a particular business’s confidentiality.

Half of the employers in Table 2-22 (Kronenwetter’s largest employers) fall into one of the industry groups listed in the prominent industry list (Table 2-23). The Village’s largest employer list also includes two employers that are in the public sector but are classified by the services they provide.

Table 2-22
Largest Employers - Village of Kronenwetter - March 2009

<table>
<thead>
<tr>
<th>Establishment</th>
<th>Product or Service</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin Public Service (WPS)</td>
<td>Energy Production</td>
<td>500 to 999 employees</td>
</tr>
<tr>
<td>Wausau Paper Specialty Products, LLC</td>
<td>Paper Mills, Corporate Offices</td>
<td>270 to 550 employees</td>
</tr>
<tr>
<td>Woods Equipment Company</td>
<td>Construction Machinery Manufacturing</td>
<td>50-99 employees</td>
</tr>
<tr>
<td>G3 Industries</td>
<td>Parts Manufacturing</td>
<td>N/A</td>
</tr>
<tr>
<td>American Asphalt of Wisconsin</td>
<td>Asphalt</td>
<td>N/A</td>
</tr>
<tr>
<td>Tropicalis Gardens 1 Inc.</td>
<td>Floriculture Production</td>
<td>20-49 employees</td>
</tr>
<tr>
<td>Sekara LLC</td>
<td>Homes for the Elderly</td>
<td>N/A</td>
</tr>
<tr>
<td>Dental Associates of Cedar Creek</td>
<td>Offices of Dentists</td>
<td>N/A</td>
</tr>
<tr>
<td>Kronenwetter Veterinary Care</td>
<td>Veterinary Services</td>
<td>N/A</td>
</tr>
<tr>
<td>M&amp;J Marine</td>
<td>Retail Sales and Service</td>
<td>10-19 employees</td>
</tr>
<tr>
<td>Four Seasons Heating and AC</td>
<td>Plumbing, Heating, and Air Conditioning Contractors</td>
<td>N/A</td>
</tr>
<tr>
<td>Relocation Bar</td>
<td>Drinking Places</td>
<td>N/A</td>
</tr>
<tr>
<td>51 Auto Body, Inc.</td>
<td>Automotive Body, Paint, Interior Repair and Maintenance</td>
<td>N/A</td>
</tr>
<tr>
<td>Pastika Guardianship Services</td>
<td>Services for the Elderly and Persons with Disabilities</td>
<td>N/A</td>
</tr>
<tr>
<td>Kronenwetter Clinic</td>
<td>Health Care</td>
<td>N/A</td>
</tr>
<tr>
<td>Pro Paving, LLC</td>
<td>Residential Specialty Trade Contractors</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Source: Village of Kronenwetter
Data may be unavailable for employer and employee confidentiality.
### Table 2-23
Prominent Industry Sectors of Marathon County

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>2007 Average Employment</th>
<th>Average Wages</th>
<th>2007 Average Wages</th>
<th>5 Year Percent Change</th>
<th>5 Year Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marathon County</td>
<td>Marathon County</td>
<td>Wisconsin</td>
<td>Marathon County</td>
<td>Wisconsin</td>
</tr>
<tr>
<td>Wood Product Manufacturing</td>
<td>3,951</td>
<td>-8.5%</td>
<td>-6.8%</td>
<td>$32,978</td>
<td>$31,799</td>
</tr>
<tr>
<td>Food Services and Drinking Places</td>
<td>3,951</td>
<td>12.6%</td>
<td>9.1%</td>
<td>$10,192</td>
<td>$10,859</td>
</tr>
<tr>
<td>Insurance Carriers &amp; Related Activities</td>
<td>3,782</td>
<td>14.0%</td>
<td>5.8%</td>
<td>$52,206</td>
<td>$56,218</td>
</tr>
<tr>
<td>Educational Services</td>
<td>3,760</td>
<td>6.3%</td>
<td>2.0%</td>
<td>$37,745</td>
<td>$39,753</td>
</tr>
<tr>
<td>Hospitals</td>
<td>3,644</td>
<td>N/A</td>
<td>12.6%</td>
<td>$37,686</td>
<td>$43,750</td>
</tr>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>3,267</td>
<td>-5.5%</td>
<td>8.6%</td>
<td>$38,967</td>
<td>$43,765</td>
</tr>
<tr>
<td>Ambulatory Health Care Services</td>
<td>2,692</td>
<td>40.7%</td>
<td>8.7%</td>
<td>$64,467</td>
<td>$57,969</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>2,675</td>
<td>44.5%</td>
<td>-4.5%</td>
<td>$54,375</td>
<td>$53,720</td>
</tr>
<tr>
<td>Merchant Wholesalers, Nondurable Goods</td>
<td>2,322</td>
<td>19.6%</td>
<td>-4.7%</td>
<td>$32,859</td>
<td>$46,622</td>
</tr>
<tr>
<td>Paper Manufacturing</td>
<td>2,272</td>
<td>-13.7%</td>
<td>-23.2%</td>
<td>$54,750</td>
<td>$55,837</td>
</tr>
</tbody>
</table>

Notes: * Data suppressed for employer confidentiality  
N/A = Not available  
No County level employment info for AG was available  
Source: Wisconsin Department of Workforce Development

It is important to note that the Largest Employers chart is generated by a self-reporting instrument that local businesses must submit. Businesses are classified in the municipality that they indicate they operate in, even if the facility may be located in a different municipal boundary. For businesses with satellite offices, information may be reported at the individual office level, or all information may be reported through company headquarters.

**Employment Projections**

The Wisconsin Department of Workforce Development (DWD) released a publication in 2008 that projects future employment. The long range projections cover the years from 2006 to 2016. However, this data is only available on a regional basis. The region that Marathon County is included in is considered the North Central Wisconsin Workforce Development Area (WDA). Along with Marathon County, this area also includes Adams, Forest, Langlade, Lincoln, Oneida, Portage, Vilas, and Wood Counties.

The North Central Wisconsin WDA employment by industry projections are shown in Table 2-24. The industry in this region expected to have the highest growth rate is Education and Health Services, with an expected increase of over 17 percent. Specifically, the Ambulatory Health Care Services area is projected to grow over 26 percent. Information and Professional Services, Leisure and Hospitality, and Financial Activities industries are all projected to grow more than ten percent.
### Table 2-24
North Central Wisconsin Workforce Development Area Industry Projections

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total - Non-Farm Employment</td>
<td>206,980</td>
<td>223,040</td>
<td>16,060</td>
</tr>
<tr>
<td>Construction/Mining/Natural Resources</td>
<td>9,120</td>
<td>9,960</td>
<td>840</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>37,260</td>
<td>36,220</td>
<td>-1,040</td>
</tr>
<tr>
<td>Wood Product Manufacturing</td>
<td>7,780</td>
<td>7,730</td>
<td>-50</td>
</tr>
<tr>
<td>Paper Manufacturing</td>
<td>7,200</td>
<td>6,370</td>
<td>-830</td>
</tr>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>5,570</td>
<td>5,650</td>
<td>80</td>
</tr>
<tr>
<td>Trade</td>
<td>34,780</td>
<td>35,430</td>
<td>650</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>5,640</td>
<td>5,850</td>
<td>210</td>
</tr>
<tr>
<td>Transportation and Utilities (Including US Postal)</td>
<td>10,400</td>
<td>11,410</td>
<td>1,010</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>13,490</td>
<td>14,880</td>
<td>1,390</td>
</tr>
<tr>
<td>Education and Health Services (Including State and Local Government)</td>
<td>41,490</td>
<td>48,590</td>
<td>7,100</td>
</tr>
<tr>
<td>Educational Services (Including State and Local Government)</td>
<td>12,270</td>
<td>12,800</td>
<td>530</td>
</tr>
<tr>
<td>Ambulatory Health Care Services</td>
<td>12,470</td>
<td>15,790</td>
<td>3,320</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>18,390</td>
<td>20,490</td>
<td>2,100</td>
</tr>
<tr>
<td>Information/Prof. Services/Other Services</td>
<td>28,720</td>
<td>32,380</td>
<td>3,660</td>
</tr>
<tr>
<td>Government (Excluding US Postal, State and Local Education and Hospitals)</td>
<td>13,330</td>
<td>13,700</td>
<td>370</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development

Table 2-25 goes a step further and looks at the occupation employment projections for the North Central Wisconsin WDA. The occupation expected to make the largest increase is healthcare practitioners and technical occupations (22.6 percent increase expected), followed closely by healthcare support occupations (21.6 percent growth expected). This reflects the needs of an aging population. Production occupations are expected to decline less than one percent through the year 2016. The table also shows that office/administrative support and food preparation/serving related occupations have the most average annual openings. As seen, these are relatively low paying occupations that do not typically require a lot of training, so persons filling these positions tend to be very mobile when better opportunities present themselves.
### Table 2-25
Occupation Employment Projections for North Central Wisconsin Workforce Development Area - 2006 to 2016

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>Estimated Employment</th>
<th>Estimated Average Annual Openings</th>
<th>Estimated Salary and Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>2016</td>
<td>Change</td>
</tr>
<tr>
<td>Management Occupations</td>
<td>7,100</td>
<td>7,380</td>
<td>280</td>
</tr>
<tr>
<td>Business and Financial Operations Occupations</td>
<td>8,010</td>
<td>9,020</td>
<td>1,010</td>
</tr>
<tr>
<td>Computer and Mathematical Occupations</td>
<td>3,300</td>
<td>3,930</td>
<td>630</td>
</tr>
<tr>
<td>Architecture and Engineering Occupations</td>
<td>2,350</td>
<td>2,520</td>
<td>170</td>
</tr>
<tr>
<td>Life, Physical, and Social Science Occupations</td>
<td>1,340</td>
<td>1,490</td>
<td>150</td>
</tr>
<tr>
<td>Community and Social Services Occupations</td>
<td>6,300</td>
<td>7,470</td>
<td>1,170</td>
</tr>
<tr>
<td>Legal Occupations</td>
<td>780</td>
<td>850</td>
<td>70</td>
</tr>
<tr>
<td>Education, Training, and Library Occupations</td>
<td>9,930</td>
<td>10,670</td>
<td>740</td>
</tr>
<tr>
<td>Arts, Design, Entertainment, Sports, and Media Occupations</td>
<td>2,600</td>
<td>2,830</td>
<td>230</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical Occupations</td>
<td>12,540</td>
<td>15,370</td>
<td>2,830</td>
</tr>
<tr>
<td>Healthcare Support Occupations</td>
<td>6,210</td>
<td>7,550</td>
<td>1,340</td>
</tr>
<tr>
<td>Protective Service Occupations</td>
<td>3,570</td>
<td>3,820</td>
<td>250</td>
</tr>
<tr>
<td>Food Preparation and Serving Related Occupations</td>
<td>17,040</td>
<td>18,940</td>
<td>1,900</td>
</tr>
<tr>
<td>Building and Grounds Cleaning and Maintenance Occupations</td>
<td>7,170</td>
<td>8,010</td>
<td>840</td>
</tr>
<tr>
<td>Personal Care and Service Occupations</td>
<td>5,000</td>
<td>5,850</td>
<td>850</td>
</tr>
<tr>
<td>Sales and Related Occupations</td>
<td>18,950</td>
<td>19,740</td>
<td>790</td>
</tr>
<tr>
<td>Office and Administrative Support Occupations</td>
<td>35,110</td>
<td>36,560</td>
<td>1,450</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry Occupinations</td>
<td>420</td>
<td>420</td>
<td>0</td>
</tr>
<tr>
<td>Construction and Extraction Occupations</td>
<td>8,130</td>
<td>8,810</td>
<td>680</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair Occupations</td>
<td>7,710</td>
<td>8,170</td>
<td>460</td>
</tr>
<tr>
<td>Production Occupations</td>
<td>24,020</td>
<td>23,930</td>
<td>-90</td>
</tr>
<tr>
<td>Transportation and Material Moving Occupations</td>
<td>19,420</td>
<td>19,740</td>
<td>320</td>
</tr>
<tr>
<td>Total, All Occupations</td>
<td>206,980</td>
<td>223,040</td>
<td>16,060</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development
**Household and Housing Unit Projections**

Housing projections are helpful to estimate how much land will be consumed by future development. As households and housing units increase, there is an increased demand for public facilities and services.

The Wisconsin Department of Administration (DOA) provides household projections. Kronenwetter is expected to see a 1,190 household increase, or 63.2 percent from the year 2000 to 2030 as shown in Table 2-26. Marathon County is expected to see a 36.9 percent increase. This indicates that the Village of Kronenwetter is expected to grow at a rate faster than Marathon County as a whole.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronenwetter</td>
<td>1,884</td>
<td>2,168</td>
<td>2,356</td>
<td>3,074</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,549</td>
<td>3,074</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,740</td>
<td>3,074</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,914</td>
<td>3,074</td>
</tr>
<tr>
<td>Marathon County</td>
<td>47,702</td>
<td>50,754</td>
<td>53,905</td>
<td>65,325</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>57,113</td>
<td>65,325</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>60,206</td>
<td>65,325</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>62,911</td>
<td>65,325</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>65,325</td>
<td>17,623</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration

The Wausau MPO developed household projections in their Wausau Metropolitan Area Long Range Transportation Plan – 2035 that are higher than the DOA projections.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronenwetter</td>
<td>1,884</td>
<td>2,133</td>
<td>2,382</td>
<td>1,496</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,632</td>
<td>1,496</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2,881</td>
<td>1,496</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3,131</td>
<td>1,496</td>
</tr>
<tr>
<td>Marathon County</td>
<td>47,702</td>
<td>50,754</td>
<td>53,905</td>
<td>17,623</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>57,113</td>
<td>17,623</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>60,206</td>
<td>17,623</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>62,911</td>
<td>17,623</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>65,325</td>
<td>17,623</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration and URS Corp.

A third household projection was developed using the same number of persons per household number from the population projections that were developed from historical building permit data.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronenwetter</td>
<td>1,884</td>
<td>2,673</td>
<td>3,237</td>
<td>2,563</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3,640</td>
<td>2,563</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4,043</td>
<td>2,563</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4,447</td>
<td>2,563</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Administration and SEH
All three projections are shown in Figure 2-10.

![Figure 2-10: Household Projections](image)

Source: Wisconsin Department of Administration, URS Corp., and SEH

Housing unit projections are intended to provide an estimate of the number of housing units that will be developed through the year 2030.

Based on the existing conditions and building permit data, it is projected that from 2000 to 2030, Kronenwetter will see an increase of 2,679 housing units, or 137 percent. This is shown in Table 2-5.

### 2.3 SWOT Analysis

On April 21, 2009, residents, business owners, and landowners of the Village of Kronenwetter participated in a community workshop at the Municipal Center.

Often referred to as a SWOT meeting, the objective of this community workshop was to identify the Strengths, Weaknesses, Opportunities, and Threats of the Village. After being randomly placed into groups, participants went through the same process for each of the categories: 1) Silent Idea Generation, 2) Sharing and Listing Ideas, and 3) Voting on the Ideas. A master list was then created from the items receiving table votes, and participants were asked to vote a final time to prioritize the issues.
The largest vote getters for each of the categories are shown in the graphic below.

What does the SWOT tell us?

When you evaluate the SWOT analysis, the results can be summarized into two groups – 1) Quality of Life, and 2) Opportunity for Growth and Development.

A Good Quality of Life

Quality of life has many definitions – but in Kronenwetter it seems to be divided into four major areas – taxes, rural living, personal freedom and good public services. These issues came out in all four of the SWOT categories.

In the strengths of the Village that were identified, lower taxes, rural living and good fire and police services were top vote getters – totaling 31 percent of the strength votes that were cast. When you add in issues such as campfires/wood stoves allowed, low crime, common history, away from congestion, quiet, school district, close to urban area, small and central, you easily break the 50 percent mark. Clearly, residents are here because they enjoy the way of life in Kronenwetter.
Many of the weaknesses were similar to each other but focused more on the perceived lack of opportunity to participate in the Village decision-making process. Top weaknesses in the quality of life category include too much regulation, bad publicity and lack of community involvement (21 percent of the weakness votes). Other issues which received votes included perceived poor relationships with adjacent communities, public does not feel they are part of decision making/plans, lack of communication, that the good ole boy attitude needs to go, high taxes, loss of rural identity and river access, push the quality of life grouping into the 40 percent range.

Key opportunities that relate to quality of life include connect bike and pedestrian trails, increase agriculture, and coordinate needs with available resources.

Threats that impacted quality of life include state and federal mandates, regulations and controls, high taxes, costs for the elderly, Wisconsin DOT, federal taxes as well as poor media relations affect business and staff recruitment, poor communication and lack of citizen involvement.

**Growth and Development**

Growth and Development was the second major issue – and there was significant support for it. This is interesting because there can be competition between the two major issues – sometimes growth can be perceived to negatively impact quality of life.

Key strengths that relate to growth and development include access to I-39, industrial land for growth, undeveloped land and the proximity to the airport – they totaled 27 percent of the voting for strengths. There were numerous strengths which received a smaller amount of votes that relate to growth and development, including potential to develop residential, city water and sewer and good roads.

Weaknesses identified include poor business/industry tax base, TIF’s need to be filled and a lack of accessibility to I-39. Items with lower vote totals included no shopping/commercial business and a lack of a plan for commercial development.

There were many Opportunities identified that relate to growth and development, including an interchange at Kowalski Road, connecting bike and pedestrian trails, the Maple Ridge interchange and business ties with rail, the airport, and I-39. These issues received 37 percent of the opportunity votes. When you add excellent TIF for Industry, and the opportunity to work with Mosinee to connect State Highway 153 to Kronenwetter Drive, you reach almost 50 percent.
Key Threats include that the Village is not aggressively attracting new businesses, poor media relations affect business and staff recruitment, the lack of a Kowalski Road interchange, Village government road blocks to expansion and growth, and a lack of communication with surrounding communities.

**How does this Relate to Planning?**

**If Having a Good Quality of Life, we will:**
- Seek to identify the aspects of the community that residents enjoy.
- Preserve the enjoyable community features.
- Improve community aspects that are not viewed as assets.

**If Growth and Development Matters, we will:**
- Encourage growth in the TIF Districts throughout the Village.
- Encourage well-planned growth of residential, business, and industry while recognizing the importance of the agricultural community.
- Work to expand the Village tax base.

**How the Vision Statement Relates to the Comprehensive Plan**

The SWOT items are developed to provide guidance for the Comprehensive Plan in the form of broad overriding themes. The goals, policies, objectives and programs identified in the Plan should support the issues identified during this process.

A. **Goal** – A distinct long-term end toward which programs or activities are ultimately directed, but might never be attained. It represents a general statement which outlines the most preferable situation which could possibly be achieved if all the objectives and policies supporting it were developed to their fullest extent. Goals are the community’s desired destination.

B. **Objective** – A specific, measurable, intermediate end that is achievable and marks progress toward a goal. Objectives are the strategic steps required to reach the community’s desired destination. There are alternative objectives capable of affecting a goal.

The goals and objectives have been framed by the following considerations:

1. Desirability – what the community wants as an end state
2. Feasibility – what can be done to realize that end state within the existing or altered political and administrative framework
3. Timing – when each desired outcome is possible and can be realized
C. **Policies** – The way in which programs and activities are conducted to achieve an identified objective or goal. They are courses of action selected to guide and determine present and future decisions. Policies are the tactical steps which define the actions necessary to accomplish the strategic steps (objectives) toward the community’s desired destination (goals).

Policies have been developed for the Comprehensive Plan. These policies designate the actions the Plan Commission feels are necessary to move the community toward the vision and the realization of the goals and objectives in light of planning process results.

**How was the SWOT Prepared?**

The group in attendance was divided into separate groups. Each group evaluated four separate areas – What are the Strengths of the Village of Kronenwetter, what Weaknesses does the Village of Kronenwetter have, what Opportunities exist for the Village of Kronenwetter and what are the Threats that face Village of Kronenwetter. For each item, we followed the same four steps.

**Phase I**

- Silent generation of ideas in writing.

**Phase II**

- Participants were asked to volunteer what they had written down for each of the categories. Each idea was written on a list.

- At this time participants asked clarifying questions of the issues identified by other participants.

**Phase III**

- Individuals voted on their tables’ list to prioritize the items for each category.

**Phase IV**

- All topics that received votes from the tables were combined into one set of master sheets – one for Strengths, one of Weaknesses, one for Opportunities, and one for Threats. Participants then voted on the master lists to prioritize the issues. This list, with vote totals, is shown on the following pages.
2.4 Visual Preference

Several members of the Kronenwetter community were asked to identify features, or aspects of their village that they thought were visually pleasing, and assets to their community. Participants were also asked what roads in the Village they used most frequently, which can help identify potential transportation patterns as well.

Roads Frequently Traveled

There are a few key roads that are traveled on a regular basis by a majority of the respondents. The main roads that the participants indicated they traveled on a regular basis are County Highway X, Kowalski Road, Kronenwetter Drive, State Highway 153, I-39, Maple Ridge Road, Tower Road, and Pine Road.

Community Assets

Participants were asked to identify pleasant community features that they use on a regular basis, believe are an asset to the community, or are visually appealing. Several participants included the same items, which are explained below.

The most frequently indicated community assets were the various community parks, the dog park, and the municipal center.

Several other popular community features were indicated by multiple individuals as being very important, such as the business park, biking trails, the yard waste site, and the forest area and trails.

Other identified community assets include WPS, quality housing, Kowalski Road overpass, the Village DPW garage, businesses along Old Highway 51, a restaurant in the northern part of the village, end of service areas, golf course and residential area in the northeast corner of the village, the urbanized area, large lots, rural “feeling”, family, clean, and quiet.

Negatives/Desires

So, the question remains, if the residents enjoy all of these aspects of their community, where are improvements desired? What things do community members feel are underutilized, underdeveloped, or unpleasant? The majority of participant’s concerns revolve around additional development potential. Several items of concern are presented below.

One of the biggest desires identified during this process is that more development is needed, specifically in the Business Park, and redevelopment along Old Highway 51. There was also some desire indicated for business development near Amber Drive, Sussex Drive, State Highway 153, Maple Ridge Road, and County Highway X. Participants also indicated a desire for a Kowalski Road interchange, more bicycle trails to other communities, fixing “Dead Man’s Curve”, updating the park behind the municipal center,
2.5 Survey Results

A community survey was conducted as part of the Comprehensive Planning efforts. Surveys were mailed to all households in Kronenwetter using the newsletter mailing address list. A total of 1,114 responses were received from 3,175 surveys that were made. This results in a very good response rate of approximately 35 percent.

Because a response was not received from every household in the Village, our results are a sample of the community. For this reason, a confidence level and a confidence interval are used to identify how accurate the sample’s results would be for the entire Village. Most social researchers and statisticians insist on at least a 95 percent confidence level to be considered significant. A confidence level of 95 percent was established for this survey, and the number of responses leads to a confidence interval of three. This means, that if the entire Village had responded to the survey, we could be 95 percent certain that the responses would have been within three percentage points of the sample results. This indicates a high level of confidence that the results of this survey accurately reflect the entire Village population opinion.

Results from the community survey are discussed on the following pages. The figures below represent the questions asked in the survey, and how many respondents selected the various response options.

Over 83 percent of the respondents are year-round residents in the Village. An additional 6.6 percent own undeveloped land in the Village. Another 1.5 percent of respondents were business owners. Only five percent of respondents indicated renting their housing unit. About 93 percent live in single-family housing units, with another four percent residing in an apartment or duplex. About 85 percent indicate not farming land that they own, while the other 15 percent indicated farming all or a portion of their land.

Nearly 35 percent of respondents have lived or owned land in the Village for more than 20 years. Another 46 percent have lived or owned land in the Village for less than ten years. About 74 percent of respondents have two adults living in their household. Another 13 percent have one adult in the household. About 81 percent of respondents have children under the age of 18 in their household.

Over half of the respondents (66 percent) are over the age of 45. According to the Census, about 41 percent are over the age of 45. Another 15 percent are between 18 and 34. The 2000 Census indicated that Kronenwetter’s median age is 35.7. Accounting for the households that have children under
the age of 18, the survey would show a younger population than the percentage results for the age categories.

Over 61 percent are employed full-time. Less than three percent indicated being unemployed, while nearly 23 percent of the respondents are retired. Over 75 percent of respondents indicated having a commute time of between 10 to 30 minutes. Another 13 percent have commute times of less than ten minutes. Over 65 percent of respondents reported household incomes of over $50,000. The 2000 Census showed Kronenwetter’s median family income at $60,324.

When asked why they chose to live in Kronenwetter, the answer receiving the most responses was the rural atmosphere (19 percent), followed by the cost of the housing unit (15 percent), being close to work (14 percent), and being close to family (11 percent). The area’s quality schools also received 11 percent of the responses to that question.
Respondents were asked to assess Village services and characteristics. Most of the Village provided services received a significant number of good and excellent votes. The areas receiving the most “poor” and “very poor” responses were job opportunities (31 percent), street lighting (24 percent), code enforcement (12 percent), and street maintenance (10 percent).

Kronenwetter currently contracts with the City of Schofield for ambulance service. When asked if they desired a Village ambulance service, participants are split. About 33 percent indicated they were satisfied with the current service, while 39 percent desired the Village to have its own ambulance service. A study might be considered to further address this issue.

Participants were also split when asked if current municipal hours were convenient. Just over half (52 percent) said current hours of 8 a.m. to 4 p.m. are convenient, while 26 percent desired the offices to be open until 5 p.m.
Another 19 percent indicated a desire for the offices to be open until 6 p.m. Only 2 percent wanted the office to open earlier.

Respondents were then asked to identify what types of recreational facilities are needed in the Village. Nearly 70 percent indicated that non-motorized multi-use paths are urgently or somewhat needed. About 48 percent of responses indicated that picnic areas/pavilions are somewhat or urgently needed. Several items received over 50 percent of responses as not needed, including motorized multi-use paths, a swimming facility, and an indoor recreation center. Athletic fields and small neighborhood parks both received over 40 percent not needed responses. A senior center was mixed, with 40 percent being not needed, and 39.8 percent urgently or somewhat needed. Many commented that facilities are not needed due to a concern for tax impacts. Improvements that can be done with minimal impact to taxes would be the most supported. Some options to do this include grant funds, volunteer organizations, and partnering with other jurisdictions.

In terms of quality of life, over 81 percent indicated that the quality of life in the Village is good or excellent. Kronenwetter is also seen as a very safe community, as nearly 98 percent of respondents indicated feeling safe in their community. In terms of growth in the past ten years, about 49 percent thought Kronenwetter’s growth rate has been about right, while another 35 percent thought it was too fast.

When asked about the local tax rate (which is the lowest for incorporated municipalities in the County), nearly 61 percent of participants felt that the tax rate is about right. Another 28 percent felt that the tax rate is too high, while 2.5 percent said the tax rate was too low. Many respondents who indicated the tax rate is about right did not indicate a preference to change services or taxes. However, over 72 percent felt that police protection services could be cut to reduce taxes. This coincides with the fact that so many respondents feel safe in their community. However, as indicated in the Utilities and Community Facilities Element, a recent study was conducted with a sample of communities throughout Wisconsin, and Kronenwetter has a significantly lower per capita police cost than other communities in the Wausau Metropolitan Area, and the State of Wisconsin.

Other services receiving over 50 percent of responses towards reducing services to cut taxes include garbage and recycling collections, utility services, public school systems, street lighting, code enforcement, and park and recreational facilities. Four services received over 50 percent for improving services with either increased taxes or increased user fees. These services were fire protection (66 percent), ambulance services (71 percent), street maintenance (51 percent), and snow removal (51 percent).

When asked which land uses should grow or expand, over 24 percent indicated commercial. Another 19 percent of responses indicated recreational
should expand, and 17 percent said industrial. About 14 percent thought open space should expand.

**Figure 2-12**
What, If Any, Land Uses Would You Like to See Grow or Expand? (Check all that Apply)

Participants were asked how important several planning issues would be over the next 20 years. The two items receiving the largest percentage of important or very important responses were improving public safety (79 percent) and attracting new businesses (75 percent). These are arguably the two most difficult items of the options to accomplish. Further, as indicated above, public safety is an important issue for the Village to address, but many respondents indicated that they felt very safe in their community, and that they would prefer to reduce police protection services to reduce taxes.

Preservation of open space (64 percent), developing a non-motorized trail system (59 percent), developing new commercial (57 percent), and developing new industrial/manufacturing (57 percent) are also among the most important issues to respondents. The least important, as indicated by the percent of not immediately important and not important at all ratings are developing a motorized trail system (53 percent), public transportation.
(45 percent), new residential development (40 percent), and redeveloping existing residential (34 percent).

If additional commercial establishments are developed, over 16 percent of responses indicated a preference for family/sit down restaurants. Over 11 percent of responses respectively, desired independently owned retail businesses, and a post office. Several comments indicated a desire to get off of Mosinee’s zip code. There were also several comments that indicated a desire for a hardware store, which was not directly a response option for this question.

![Bar Chart]

**Figure 2-13**
**If Commercial Uses Are Developed, What Types of Establishments Would You Like to See in Kronenwetter? (Check all that Apply)**

Source: Community Survey 2009

If industrial uses are established, the most acceptable to respondents is light industry, including manufacturing of clothing, shoes, furniture or electronics. One-third of responses indicated a desire for this type of business. Another 26 percent indicated a desire for assembly businesses, while 22 percent desire a warehousing business. Many comments were made indicating a desire for these businesses to have a low impact on the environment.
Figure 2-14
If industrial uses are developed, what type(s) of industrial developments are acceptable? (Check all that apply)

Source: Community Survey 2009
If residential development occurs, approximately 67 percent of respondents support or strongly support conventional single-family subdivisions. About 58 percent support or strongly support cluster development, while 53 percent support or strongly support large homes on large lots. There is very limited support for duplexes and apartments. Condominiums, however, had 45 percent of respondents indicate support or strongly support.

In terms of what types of residential units are needed, 26 percent thought more single-family units are needed, while 22 percent thought senior/assisted living units are needed. The biggest response item, however, was that no additional housing units are needed, with over 32 percent of the response.

In terms of lot sizes, over 87 percent of respondents prefer to see urban area minimum lot sizes between 1/2 acre to 2 acres in size. In rural areas, over 44 percent indicated a preference for minimum lot sizes of 1 to 4 acres. In general, there is not an abundance of support for large lots in any areas of the Village.

Source: Community Survey 2009
Respondents were asked what types of development they felt are best suited for particular areas in the Village. In the Evergreen area, nearly 40 percent thought single-family residential is best suited. Along Maple Ridge Road, 25 percent thought single-family residential would be appropriate, 23 percent indicated commercial uses, and 20 percent indicated industrial uses. Along State Highway 153, 42 percent would prefer to see industrial uses, while 36 percent would like to see commercial. Along County Highway X, over 30 percent would like to see commercial. About 41 percent of respondents felt that rural areas in general are most appropriate for recreational/open space. In urban areas, about 28 percent thought single-family fits best, while 26 percent would prefer to see recreational/open space added. Another 23 percent thought that multi-family residential is most appropriate in the generalized urban areas.

When asked where in the Village respondents would like to see a Main Street, many responses indicated that a Main Street atmosphere is not really desired. If a Main Street area is developed, frequent responses include Tower Road, Kowalski Road, Kronenwetter Drive, Old Highway 51, County Highway X or XX, and near the Cedar Creek area.

Respondents were asked if they desired the Village to continue to pursue an interchange from I-39 at Kowalski Road. Responses were mixed, with 56 percent wanting the Village to continue to pursue the interchange, and 44 percent desiring the Village to discontinue pursuing the project. If an interchange is built at Kowalski Road, nearly 40 percent of respondents would like to see commercial uses developed here. Another 22 percent felt nothing should be developed here, while industrial received 13 percent of the responses.
Figure 2-16
If an Interchange was Built at Kowalski Road, What Type of Development Would You Like to See There?

Source: Community Survey 2009
3.0 Housing

3.1 Existing Conditions

3.2 Housing Programs

3.3 Assessment of Future Needs

3.4 Housing Goals, Objective and Policies

Housing is an essential component to healthy and vibrant communities, and striving to provide safe and affordable housing is a common community goal. An analysis of housing conditions will help the Village gain a better understanding of the changes that have occurred over the past 20-25 years. It will also provide insight into future changes that can be anticipated. This information will create a foundation from which decisions regarding future housing development can be based. Demographic information presented in the Issues and Opportunities element is not repeated here. Below is a summary of the existing housing conditions in the Village of Kronenwetter and Marathon County.

3.1 Existing Conditions

While change and development are desired, it will be important for the Village to manage this growth and maintain the character of the community. Many individuals and families that choose to live in Kronenwetter do so because of its community character.

Housing Units

According to the U.S. Census, in the year 2000 the Village of Kronenwetter had 1,953 residential housing units – a 21.1 percent increase from 1990. Marathon County as a whole also experienced an increase in housing units, with a 15 percent increase between 1990 and 2000, as shown in Table 3-1.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>1,613</td>
<td>1,953</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>21.1%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>43,774</td>
<td>50,360</td>
<td>6,586</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>15.0%</td>
</tr>
</tbody>
</table>

Source: U.S. Census

Seasonal Units

Seasonal units are housing units used or intended for use only in certain seasons, or for weekend or occasional use during the year. They typically demand fewer public services than housing units that are occupied throughout the year. Included in the seasonal unit calculations are units used for summer or winter sports or recreation, such as beach cottages or hunting cabins. Seasonal units may also include quarters used for seasonal workers, such as loggers. As shown in Table 3-2, in 2000 the Village of Kronenwetter contained 11 seasonal units, less than one percent of the Village’s total

Wis. Stats. 66.1001(2)(b)

(b) Housing element. A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit’s housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit’s existing housing stock.

“There are social and economic benefits from housing. Socially, “studies have shown that in addition to being a place to sleep, relax, and keep possessions, decent shelter is important for one’s self-respect; people who take responsibility and pride in their homes are more likely to also participate in community and civic activities.” Housing also affects economies significantly as well, through the generation of taxes for governments, and providing many jobs. (Ohm, Brian, et al. Housing Wisconsin, June 2003.)
housing units. Marathon County has about one percent of its housing stock that is defined as seasonal units.

### Table 3-2
Seasonal Units as of 2000

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Total Housing Units</th>
<th>Seasonal Housing Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Units</td>
</tr>
<tr>
<td>Village of Kronenwetter</td>
<td>1,953</td>
<td>11</td>
</tr>
<tr>
<td>Marathon County</td>
<td>50,360</td>
<td>554</td>
</tr>
</tbody>
</table>

Source: U.S. Census

**Age Characteristics**

The age of the local housing stock is an important element to view when preparing for the future. If there is a significant amount of older housing units among the housing supply, they will most likely need to be replaced, rehabilitated, or abandoned for new development within the planning period. Allowing for a new housing supply also requires planning regarding infrastructure, land availability, community utilities, transportation routes, and a variety of other public services to address community needs that are affected by new development.

### Table 3-3
Year Structure Built

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>115</td>
<td>6.0%</td>
<td>90</td>
<td>4.7%</td>
<td>215</td>
<td>11.2%</td>
<td>642</td>
<td>33.4%</td>
<td>439</td>
<td>22.8%</td>
<td>423</td>
<td>22.0%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>11,504</td>
<td>22.8%</td>
<td>9,662</td>
<td>19.2%</td>
<td>5,475</td>
<td>10.9%</td>
<td>9,318</td>
<td>18.5%</td>
<td>5,651</td>
<td>11.2%</td>
<td>8,750</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

Source: U.S. Census

Approximately 78 percent of all housing units in the Village of Kronenwetter have been built since 1970. Only 47 percent of all Marathon County houses have been built since 1970. This is an indicator that the average housing stock for the Village of Kronenwetter is newer than that of the County as a whole. This could indicate that Kronenwetter residents may have lower costs associated with the maintenance and rehabilitation of their homes in the near future. These figures can be used in combination with the building permit data presented in the Issues and Opportunities Element to reflect current trends.
Housing occupancy is a measure to determine whether the housing supply is adequate to meet demand. A stable housing market is one where the availability of new and existing housing units roughly matches the needs of the population. According to the U.S. Department of Housing and Urban Development (HUD), an overall vacancy rate of three percent is considered to be optimal. Vacancy rates under the three percent standard may imply a tight housing market where demand exceeds supply, causing housing prices to rise. Conversely, a vacancy rate greater than three percent may indicate an over-supply of housing units, causing stagnation in housing prices.

The vacancy rate in Kronenwetter has risen slightly over the last decade. In 1990, approximately 3.2 percent of the housing units in Kronenwetter were vacant (see Table 3-4). In 2000, 3.5 percent of the housing units in the Village were vacant. This is very close to the optimal three percent standard set by HUD. Marathon County had vacancy rates of 5.1 percent in 1990, and 5.3 percent in 2000. Vacancy rates this high, and that have been increasing in recent years, could indicate housing stagnation, and result in lower housing values.
Table 3-4
Housing Characteristics - 1990 and 2000

<table>
<thead>
<tr>
<th>Village of Kronenwetter</th>
<th>1990</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>1,613</td>
<td>1,953</td>
</tr>
<tr>
<td>Total Seasonal</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Total Vacant</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
<td>Vacancy Rate</td>
<td>3.2%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Total Occupied Units</td>
<td>1,553</td>
<td>1,884</td>
</tr>
<tr>
<td>Owner Occupied Units</td>
<td>1,338</td>
<td>1,696</td>
</tr>
<tr>
<td>Renter Occupied Units</td>
<td>224</td>
<td>188</td>
</tr>
<tr>
<td>Percent Owner-Occupied</td>
<td>96.3%</td>
<td>96.5%</td>
</tr>
</tbody>
</table>

Also shown in Table 3-4, is that of the occupied housing units, 1,696, or 96.5 percent were owner-occupied in 2000. This is slightly higher than the 1990 number (96.3 percent). However, this does indicate that Kronenwetter does not have a lot of rental units. Marathon County housing is approximately 75 percent owner-occupied.

Table 3-5 displays the number of units per structure for the Village of Kronenwetter and Marathon County in 2000. The majority of housing units in Kronenwetter (84.6 percent) are one-unit detached structures, commonly referred to as single family homes. Detached housing units are one-unit structures that are detached from any other house, with open space on all four sides. Structures are considered detached even if they have an attached garage or contain a business unit. Attached housing units are one or more unit structures that are attached to each other on at least one side, but separated by a firewall or other physical partition. Marathon County also has a majority of single-family homes, but also has significantly more structures with two or more units.

Table 3-5
Units in Structure as of 2000

<table>
<thead>
<tr>
<th>Municipality</th>
<th>1-Unit Detached</th>
<th>1-Unit Attached</th>
<th>2 Units</th>
<th>3-4 Units</th>
<th>5 or more Units</th>
<th>Mobile Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Village of Kronenwetter</td>
<td>1,628</td>
<td>84.6%</td>
<td>14</td>
<td>0.7%</td>
<td>63</td>
<td>3.3%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>37,251</td>
<td>74.0%</td>
<td>1,048</td>
<td>2.1%</td>
<td>4,000</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

Source: U.S. Census
**Housing Value Characteristics**

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

An owner-occupied housing unit is a unit where the owner or co-owner lives, even if it is mortgaged or not fully paid for. The U.S. Bureau of the Census determines value by the respondent’s estimates of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. The figures presented may differ from assessed housing values as calculated by an assessor.

The median value of owner-occupied housing units in 2000 was $114,600 for the Village of Kronenwetter and $95,800 for Marathon County, as shown in Table 3-6. As shown on the following page, Figure 3-2 graphically illustrates the housing value differences between Kronenwetter and Marathon County. We can see that Kronenwetter has a much smaller percentage (28.7 percent) of its houses valued under $100,000 compared to Marathon County (54.7 percent). This could be, in part, due to Kronenwetter having a newer housing stock than Marathon County as a whole.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Less than $50,000</th>
<th>$50,000 - $99,999</th>
<th>$100,000 - $149,000</th>
<th>$150,000 - $199,999</th>
<th>$200,000 - $299,999</th>
<th>$300,000 - $499,999</th>
<th>$500,000 or more</th>
<th>Median Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Village of Kronenwetter</td>
<td>11</td>
<td>0.9%</td>
<td>359</td>
<td>27.8%</td>
<td>710</td>
<td>55.0%</td>
<td>172</td>
<td>13.3%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>1,459</td>
<td>5.4%</td>
<td>13,405</td>
<td>49.3%</td>
<td>8,220</td>
<td>30.3%</td>
<td>2,368</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

Source: U.S. Census
The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as that housing which does not cost a household more than 30 percent of their monthly or annual income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing. Households may choose to pay more to get the housing they need or want. However, according to HUD standards, people should have the choice of having decent and safe housing for not more than 30 percent of their household income.

As shown in Table 3-7 and Figure 3-3, a majority (88.9 percent) of owner-occupied households in Kronenwetter pay less than 30 percent of their household income towards housing costs. Marathon County also has most owner-occupied households paying less than 30 percent of their income towards housing costs (84.6 percent).

**Table 3-7**

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Monthly Housing Costs as a Percentage of Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less than 15 percent</td>
</tr>
<tr>
<td>Village of Kronenwetter</td>
<td>478</td>
</tr>
<tr>
<td>Marathon County</td>
<td>11,199</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>413,452</td>
</tr>
</tbody>
</table>

Source: U.S. Census

“Over time, policy analysts have come to use ‘30 percent’ as a standard to assess the affordability of housing. The belief is that households who have to pay more than 30 percent of their incomes for housing may be forced to forego other important needs.”

- U.S. Department of Housing and Urban Development
A much higher percentage of rental housing occupants are experiencing housing cost burdens. As shown in Table 3-8 and Figure 3-4, 18.2 percent of Kronenwetter rental households are paying 30 percent or more of their monthly income for housing costs. Over 28 percent of Marathon County rental households are paying more than 30 percent of their income for housing costs.

**Table 3-8**

**Renter Occupied Housing Costs as a Percentage of Household Income as of 1999**

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Less than 15 percent</th>
<th>15.0 to 19.9 percent</th>
<th>20.0 to 24.9 percent</th>
<th>25.0 to 29.9 percent</th>
<th>30.0 to 34.9 percent</th>
<th>35.0 percent or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Kronenwetter</td>
<td>56</td>
<td>16</td>
<td>37</td>
<td>8</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>Marathon County</td>
<td>2,673</td>
<td>2,087</td>
<td>1,646</td>
<td>1,132</td>
<td>826</td>
<td>2,181</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>135,380</td>
<td>106,965</td>
<td>90,934</td>
<td>67,926</td>
<td>44,573</td>
<td>162,669</td>
</tr>
</tbody>
</table>

Source: U.S. Census
### 3.2 Housing Programs

The Wisconsin Comprehensive Planning legislation requires governments completing plans to compile a list of programs available to help provide an adequate supply of housing that meets existing and forecasted housing demand in their jurisdiction. Below is a partial listing of programs that are available.

**Community Development Block Grant (CDBG) Housing Rehabilitation**

Housing rehabilitation funds are made available through the federal Department of Housing and Urban Development (HUD). The CDBG program provides grants to local governments for housing rehabilitation initiatives that benefit low-to-moderate income households.

**Community Development Block Grant – Small Cities Housing**

Funds may be used for housing revitalization efforts to Wisconsin communities with a population under 50,000 and not eligible for a direct federal CDBG grant.

**Home Investment Partnership Program (HOME)**

Funds in this federal program are used for down payment assistance for homebuyers, rental rehabilitation, weatherization, accessibility improvements, and rental housing development.
**Section 8 Program**
This federal program provides rent assistance to eligible low-income households based on family size, household income, and fair market rents. Typically, a tenant’s share of the total rent payment does not exceed 30 percent of his/her annual income.

**Property Tax Deferred Loan Program (PTDL)**
This state program offers loans to low-to-moderate income elderly homeowners (65 years old with a spouse at least 60 years old, unless one is disabled) to help pay local property taxes so the elderly can afford to stay in their homes.

**Low Income Housing Tax Credit**
This program was created in 1986 by the Tax Reform Act. Projects that meet program standards can receive a tax credit for up to nine percent of the cost of providing affordable housing.

**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.

**USDA-Rural Development**
Rural Development administers federal funds to help secure loan options to assist low- to moderate-income families with home purchase and rehabilitation. Rural Development generally funds individuals who cannot obtain conventional financing.

**Community Options Program (COP)**
Community Options programming is administered by the Wisconsin Department of Health and Family Services through the health and social services departments of each county. This program helps people stay in their homes by providing cost-effective alternatives to expensive health care institutions and nursing homes. Elderly and long-term disabled individuals receive funds and assistance to find services they are not going to be able to receive through other programs.

**Salvation Army**
There is a homeless shelter located in Wausau at 202 Callon Street. There are 36 beds and can accommodate men, women, and families.

**Emergency Housing Assistance Funds (EHAF)**
EHAF grants may provide emergency housing assistance to area residents who would otherwise be homeless. Funds may be used for rent, mortgage or security deposit payments, and utility assistance.
North Central Wisconsin Community Action Program

This program, based out of Wisconsin Rapids, serves Marathon County, as well as Lincoln and Wood Counties. It offers home repair programs, rent payment assistance/Section 8, Rental Property Management/Development, Transitional Housing/Homeless Shelter, as well as other basic needs, information and assistance.

3.3 Assessment of Future Needs

Kronenwetter has a unique mix of rural and urban areas in the community. Traditionally, rural areas have a high percentage of single-family homes, while urban areas generally have a mix of other housing types. As demographics in the community change, a variety of housing types may need to be considered to provide an assortment of housing types to meet the needs and demands of area residents. This is particularly true in communities where a large proportion of the population have been long-time residents. In such communities, there is a desire for these residents to remain in the community during their retirement years. This appears to be the case in Kronenwetter, as many individuals have reported living in the Village for quite some time, and quality of life issues rate highly. As the Village has areas that are served by municipal services, which are often required to support alternative housing choices (i.e. senior housing, apartments, etc.), it is possible to retain these residents in the community during their retirement years. It should be noted, however, that the results of the community survey conducted as part of the comprehensive planning process determined that there is very limited community support for multi-family housing units. There does not appear to be a large amount of senior and assisted living housing unit facilities in the Village. Private developers will determine if a market need is present for these housing alternatives, and explore the ability to establish these facilities.

Several important factors will influence the housing market in Kronenwetter over the next 20 years. As previously stated, the demographics of the residential composition of the community will be important. As long-time residents age, it is important that there are a variety of housing options that cater to their needs.

Kronenwetter is located in a growing metropolitan area. Surrounding communities have been growing quickly, offering necessary commercial and service-sector establishments. In addition, these areas have been employment areas for many village residents. The proximity of the City of Wausau, home to many large companies, as well as art and entertainment venues, offers the area activities to enjoy throughout the year.

Another factor that will influence the housing market in Kronenwetter is the transportation system. This currently acts as both a positive and negative force on Kronenwetter. The positive aspect of the existing transportation system is that once on the major thoroughfares, it is a short and easy drive to get to many of the surrounding areas. The negative aspect is the difficulty in
getting to these major thoroughfares, with a lack of access to I-39 in particular.

The Village itself has many unique characteristics that will influence the housing market. Kronenwetter offers a surrounding that will satisfy a wide range of potential residents. There are urbanized areas that offer water and sewer service, along with close neighbors and smaller lot sizes. There are also rural areas with minimum lot sizes of three acres. Those individuals looking for farmland can also be satisfied as there is still a significant amount of agricultural land available in the Village.

The lack of developable lands in other communities will impact Kronenwetter. Several metro communities are land locked and largely built out – this will force demand into other communities, including Kronenwetter. The cost of development will impact the type and rate of development that the Village will see. For example, current Village standards for development allow ditches rather than in-ground stormwater improvements. This reduces the cost of development due to less expensive infrastructure having to be installed. This will impact both the type of development as well as interest in developing in Kronenwetter.

Based on the SWOT meeting and survey results, current residents appreciate the quality of life that comes with living in the Village. These issues received many votes during the community workshop meeting, and rated quite highly in the survey.

The Village has the infrastructure available to support new residents on a short term basis, while there will be a need for expansion of public infrastructure to accommodate all projected growth over the next 20 years. In addition, the Village has space for growth in order to provide a mix of residential opportunities for those looking to locate in the community. It will be important for the Village to manage growth effectively to retain the rural living that many people indicated as a key strength for the Village.

3.4 Housing Goals, Objective and Policies

The Village encourages proper placement of housing to limit potential land-use conflicts. Housing developments in the Village should be constructed and maintained in a fashion that is consistent with the surrounding atmosphere.

The private sector is encouraged to address the needs of all income levels, age groups, and persons with special needs (assisted-living) in the development of safe, affordable, and quality housing in the Village of Kronenwetter. While it is unlikely that the Village will develop residential units itself, it encourages the private sector to make available an amount of residential housing needed to satisfy housing needs. Affordable housing development, including low- to moderate income, should be considered to ensure all ranges of family incomes have an opportunity to live, work, and raise a family in the Village.
The Village of Kronenwetter shall continue to enforce applicable state and local building regulations (building codes) to encourage safe and high quality housing developments.

**Housing Goals, Objectives and Policies**

A. **Goal** – The Village of Kronenwetter will encourage the development of a variety housing types.

1. **Objective** – The Village will work with the private market to address market needs for housing development.

2. **Objective** – The Village will work with developers to design guidelines for housing developments.

3. **Objective** – The Village will encourage homeowner associations to take an active role in the enforcement of established covenants.

B. **Goal** – When permitted, multi-family housing units should be constructed and designed so as to fit the characteristics of the surrounding area.

C. **Goal** – The Village will seek to utilize available resources to guide development in an orderly fashion.

D. **Goal** – The Village will maintain current density in developments in the Village (1/2 acre minimum lot size in urban areas, 3 acre minimum lot size in rural areas).

   1. **Objective** – The Village will evaluate the use of cluster development to limit the consumption of natural or working lands, which may decrease current lot size requirements but maintain overall densities.

E. **Goal** – The Village will utilize master planning for the orderly and cost effective development of public infrastructure.

   1. **Objective** – The Village will utilize water and sewer planning to identify growth areas to guide development to those areas.

   2. **Objective** – The Village will utilize transportation and infrastructure planning to guide development to targeted areas.

F. **Goal** - The Village will seek to maintain low taxes with smart infrastructure planning and development.

G. **Goal** – The Village will encourage infill development of existing neighborhoods.
H. **Goal** – The Village will seek to minimize negative development impacts on the agricultural community.

1. **Objective** – The Village will give consideration to cluster development to allow higher density development to minimize the consumption of land by residential development.

2. **Objective** - The Village will discourage leapfrog development that resembles urban sprawl and consumes farmland.

3. **Objective** – The Village will work with agricultural land owners to develop land in accordance with the Village’s Master Land Use Plan.

I. **Goal** – The Village will work to improve property values through the development of potential property maintenance standards.
This page left blank intentionally
4.0 Transportation

4.1 Introduction

Transportation planning can be used as a tool to help guide and accommodate the growth a community envisions. Like the other elements in this Plan, transportation is interconnected, especially with land use. Transportation decisions such as construction of new roadways or upgrading existing roads can impact accessibility, land values, and land use development.

The Village of Kronenwetter’s transportation system is largely focused on vehicular travel. However, there are some options available for alternative transportation methods, such as walking and bicycling. Freight rail access is also available in the Village.

4.2 Background Data/Existing Conditions

**Highways**

Roads can be generally classified into three categories – arterials, collectors, and local roads. A road’s classification is determined by the type of service it provides. Typically arterials provide the least amount of access and highest level of mobility, while local streets provide the most access and lowest level of mobility. Collector roads provide a combination of access and mobility. A demonstration of the function of these roadways is shown in Figure 4-1.

![Figure 4-1: Roadway Functionality](source: SEH)
Kronenwetter is served by approximately 111 miles of roads under federal, state, county and local jurisdiction. It is also served by one major highway facility, I-39/U.S. Highway 51. This facility is classified as a backbone route in the Wisconsin Department of Transportation’s (WisDOT) *Corridors 2020 Plan*. The backbone system is a collection of multilane highways, including the interstate system and much of the state trunk highway system that serve as longer, interregional trips within and beyond the State of Wisconsin.

### Table 4-1
**Municipal Jurisdiction and Roadway Classification as of March 2009**

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Gross Road Miles</th>
<th>State Miles</th>
<th>County Miles</th>
<th>Municipal Miles</th>
<th>County Jurisdiction</th>
<th>Municipal Jurisdiction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronenwetter</td>
<td>111.21</td>
<td>11.0</td>
<td>6.41</td>
<td>102.80</td>
<td>3 5 -</td>
<td>15 3 85</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Transportation and Village of Kronenwetter

I-39/U.S. Highway 51 and Old Highway 51, classified as principal arterial routes, are designed to provide a high level of mobility between communities. State Highway 153 west of Oak Road to I-39/U.S. Highway 51, County Highway XX south to Kowalski Road, and County Highway X running east-west are classified as minor arterials. State Highway 153 east of Oak Road, County Highway X south of Kowalski Road, Kowalski Road, and Tower Road are all classified as collector routes.
According to the 2004 and 2007 traffic counts, the Annual Average Daily Traffic (AADT) around Kronenwetter has increased. Figure 4-3 shows that in 2004, County Highway X traveling east-west had an AADT of 5,000. In 2007, this was down to 4,200. The AADT on Kowalski Road has remained near 1,600. As seen by the Interstate detail, the Maple Ridge Road interchange has seen small increases in AADT numbers.

Figure 4-3
2007 and 2004 Village of Kronenwetter Traffic Counts

Source: Wisconsin Department of Transportation
The following table shows crash data for municipalities in Kronenwetter. In 2007, there were 87 crashes in the Village of Kronenwetter. In 2004 there were only 67 crashes reported in the Village. This is an increase of nearly 30 percent.

### Table 4-2
**Kronenwetter Crashes by Municipality - 2004-2007**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V. Kronenwetter</td>
<td>67</td>
<td>73</td>
<td>84</td>
<td>87</td>
<td>20 29.9%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Traffic Operations and Safety Laboratory

A safety study was conducted in 2007 for Marathon County on County Highway XX/County Highway X from Kowalski Road to Tesch Lane. The recommendations resulting from this report were to improve motorist awareness by increasing signage indicating the curvature of the road, as well as cutting back tree and brush lines near intersections to improve motorist’s vision.

Kronenwetter has been seeking an interchange from I-39/U.S. Highway 51 at Kowalski Road. Having an interchange here would be advantageous for the Village as it would allow traffic to easily access all of the Village and allow for additional development and growth. The current interchange on Maple Ridge Road is on the far southern border of the Village near Mosinee. There is no northern Kronenwetter interchange – the next entrance/exit point is in the Village of Rothschild, however this interchange is problematic.

The Rothschild Interchange, exit number 185 off of I-39/U.S. Highway 51 has been identified as deficient by the Wisconsin Department of Transportation. WisDOT has identified that the existing roads are not equipped to accommodate expected increases in traffic at this location. Some repairs and improvements have taken place, while others have been identified but still await funding. This interchange is very important for access by industries and residents in Kronenwetter.

### Bridges

There are a total of 378 bridges in Marathon County. Of these bridges, 169 are owned by the State of Wisconsin. The Village of Kronenwetter is responsible for the maintenance of four bridges. Three of these bridges cross the Bull Junior Creek – one on Kronenwetter Drive, one on Plaza Road, and one on Pleasant Road. The fourth bridge is on 16th Road and crosses the Johnson Creek.

State and local bridges are inspected at least once very two years. WisDOT is responsible for all inspections of bridges along the state highway system. Municipalities complete the inspections for bridges along the local roadway.
Bridges are rated and categorized in terms of their functional and structural condition. A functionally obsolete bridge is typically older and no longer meets geometric standards, such as having narrow lanes or shoulders. However, this classification does not mean the bridge is unsafe. A structurally deficient bridge generally has an element that needs attention, such as potholes or rust. Once again, however, this does not mean that the bridge is unsafe to travel on.

None of the Kronenwetter bridges are classified as functionally obsolete or structurally deficient. The Village does work with bridge owners proactively to replace outdated bridges when needed.

**Transit**

The Village of Kronenwetter does not operate any public transportation systems. The Wausau Area Transportation System provides transit service to some of the Wausau metropolitan area. Service routes are generally confined to city limits; however there is a fixed route that serves the Villages of Weston, Rothschild, and Schofield.

The Aging and Disability Resource Center of Central Wisconsin has a transportation program that offers services for older and disabled adults. Marathon County residents can utilize North Central Healthcare and Metro Ride Paratransit with a 24-hour advanced notice. There is also a volunteer driver program where volunteers use their own personal vehicles to provide rides to medical facilities.

Greyhound has multiple bus stations in close proximity to Kronenwetter. There is a station at 2415 Trailwood Lane in Rothschild, the Wausau Transit Center (555 Jefferson Street in Wausau), and at 504 E. Grand Avenue in Wittenberg. There are several options for taxi service based out of Wausau.

**Bicycle Facilities**

The Village of Kronenwetter has several miles of bicycle trails throughout the community. In addition, many of the local roads in Kronenwetter are wide enough to support bicycle traffic on the shoulder areas of the roadway. Current routes, as well as potential future routes that were identified in the Wausau MPO Bicycle and Pedestrian Plan are shown in Figure 4-4 on the following page.
The Village is also located close to the Mountain Bay Bike Trail. This is an 83-mile trail system spanning three counties. The trail runs from Rib Mountain to Green Bay along the former Chicago and Northwestern right-of-way.
**Pedestrian Facilities**

Sidewalks, the primary pedestrian transportation infrastructure, are not uniformly available throughout the Village. In fact, there are few areas in the Village that have any sidewalks installed. There are several trails in the Kronenwetter and Leather Camp Forest Units for hiking. Pedestrians can walk along roadways and on most bicycle trails.

**Railroads**

Canadian National owns and operates the only active rail line through the Wausau Metropolitan Area. This line crosses through the western portion of Kronenwetter as it runs along the I-39/U.S. Highway 51 corridor.

Figure 4-5 shows Wisconsin’s railroads by ownership in 2008.

Source: Wisconsin Department of Transportation
Air Transportation

There are two major airports that serve the residents of Marathon County. The Central Wisconsin Airport (CWA) is located in Mosinee. This is jointly owned by Marathon and Portage Counties. Originally constructed during the 1960’s, the airport has seen many improvements. There are two concrete runways, an air traffic control tower, and the modern amenities of a modern airport. Scheduled passenger service is provided by three airlines: American Airlines, Northwest, and United. In the five-year airport plan, by 2013, the CWA is projected to have a taxiway designed, relocated hangars, a south terminal study, stormwater engineering, several pieces of land acquired, a terminal building designed, infrastructure extended, a new terminal area apron constructed, and a new terminal building built. If all of these items are completed, total expenditures estimated for the CWA from 2009 to 2013 is nearly $26 million.

The Wausau Municipal Airport has two paved runways and provides general aviation services. This facility is equipped to receive large corporate jets, charters, and privately owned aircraft. This airport is located in the City of Wausau along the southern boundary shared with the City of Schofield. There has been consideration of sending the aviation services of this facility to the CWA. However, from 2009 to 2012, this airport is expected to receive nearly $2 million in improvements, including tree clearing, purchase of a hangar, land purchase, and construction of a taxiway.

Trucking

According to the WisDOT Wisconsin Long Truck Operator’s Map, created in June 2008, I-39/U.S. Highway 51 is a designated long truck route. These are routes that are safe to operate vehicles and combinations of vehicles with overall lengths that cannot be limited. State Highway 153, which travels east and west along Kronenwetter’s southern boundary is classified as a 65 foot Restricted Truck Route, meaning trucks should have a maximum of a 48 foot long trailer. The following figure visually represents Wisconsin’s long truck routes.
**Water Transportation**

The nearest multi-modal port is in Green Bay, Wisconsin (Lake Michigan – 95 miles).
Trails

There are several miles of snowmobile trails throughout Kronenwetter as shown in the Figure below. These particular trails are all also open to all-terrain vehicles (ATV’s) for winter use.

Figure 4-7
Snowmobile Trails

Source: Marathon County

There are also several miles of equestrian trails, which are discussed more in the next element under the park and recreational facilities.
4.3 Relationship to State and Regional Transportation Plans

Several state, regional and Marathon County organizations and agencies have developed plans and programs for the management and systematic update of transportation facilities in the area. Based on a review of these plans and programs, no land use conflicts or policy differences were identified.

**Wisconsin State Highway Plan 2020**

The Wisconsin State Highway Plan 2020 prioritizes highway construction and improvement needs and investments. It was adopted by the Wisconsin Department of Transportation in February 2000. Wisconsin’s State Trunk Highway system, consisting of approximately 11,800 miles of roads, is aging and deteriorating at the same time traffic congestion is increasing. In response to this critical issue, WisDOT, in partnership with its stakeholders, has developed the State Highway Plan 2020, a 21-year strategic plan which considers the highway system’s current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin’s preservation, traffic movement, and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin.

Currently, the Wisconsin Department of Transportation is holding public informational meetings on the reconstruction of the Maple Ridge Interchange. In 2012, the Maple Ridge Interchange is expected to receive a $12 million upgrade by raising and widening Maple Ridge Road, repairing the bridge over I-39, and shifting other roadways. This project would require the acquisition of several pieces of property, which has some landowners concerned.

**Wisconsin State Airport System Plan 2020**

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2020 provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of the State of Wisconsin. Wisconsin also has a five-year airport improvement program. The Central Wisconsin Airport is scheduled to receive approximately $26 million of improvements from 2009 to 2013, while the Wausau Municipal Airport is scheduled to see nearly $2 million of improvements.

**Wisconsin Pedestrian Policy Plan 2020**

The WisDOT developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan is one of several plans recommended in Translinks 21, WisDOT’s comprehensive transportation plan released in 1994.
The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT’s efforts ensure that this Plan complements both existing and future long-range transportation plans.

**Wisconsin Bicycle Transportation Plan 2020**

WisDOT encourages planning for bicyclists at the local level, and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged.

The development of WisDOT’s statewide long-range bicycle plan, Wisconsin Bicycle Transportation Plan 2020, involved many people, including an advisory committee. This bicycle planning document is intended to help both communities and individuals in developing bicycle-friendly facilities throughout Wisconsin.

**Wisconsin Rail Issues and Opportunities Report**

The Wisconsin Rail Issues and Opportunities Report summarizes critical rail transportation issues, suggests opportunities for public sector involvement, and points out areas where additional research is needed. This report reflects input and guidance from a variety of sources including a State Rail Advisory Committee and a Rail Industry and Shippers’ Advisory Group.

**Midwest Regional Rail System**

Nine Midwestern states, including Wisconsin, are working with Amtrak and the Federal Railroad Administration on proposals for high-speed passenger rail service. The plan, published in 2000, is intended to develop and improve the 3,000-mile Midwest Regional Rail System. Under this plan, the Wausau area is projected to have a bus route that would feed system users to a high speed rail line in the Appleton area.

**Connections 2030**

WisDOT is currently developing a long-range transportation plan for the state, called Connections 2030. This plan will address all forms of transportation over a 25-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian and transit. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects.

Connections 2030 will differ from WisDOT’s previous planning efforts. Beginning with the release of Translinks 21 in the mid 1990s, the department has prepared a series of needs-based plans for various transportation modes.
Connections 2030 will be a policy-based plan. The policies will be tied to “tiers” of potential financing levels. One set of policy recommendations will focus on priorities that can be accomplished under current funding levels. Another will identify policy priorities that can be achieved if funding levels increase. Finally, WisDOT may also identify critical priorities that we must maintain if funding were to decrease over the stated planning horizon.

While the final plan will include statewide policy recommendations, some of these recommendations may differ by specific corridors in the state.

In addition to policies related to each transportation mode, Connections 2030 will also include recommendations on cross-cutting issues such as economic development, land use, transportation, finance, and the environment.

The department’s goal is to provide a plan that can aid policy-makers in future transportation decisions. Connection 2030 will be the statewide blueprint for the future.

**Long Range Transportation Plan for the Wausau Metropolitan Area – 2035**

This plan was created in 2006 by the Wausau Metropolitan Planning Organization and the Marathon County Metropolitan Planning Commission. It projects transportation levels in the metropolitan area through 2035, and focuses on the movement of people and goods.

**Marathon County Paratransit Study**

This study was completed in 2001 and looked at paratransit services within the Wausau area as provided by the Wausau Area Transit System.

**Central Wisconsin Airport Master Plan**

This plan was completed in 2006. Recommendations include relocating the passenger terminal area to a mid-field location, and improvements to site utilities, taxiways, and taxi-lanes. In late 2005, passenger enplanements were at 165,000 annually. This number is projected to rise to 298,000 by the year 2025. It is recognized that there are constraints with the current site layout that are prohibitive to simply expanding the current facilities. Several development alternatives are offered for consideration.

**Report to the Marathon County Executive Committee and the Central Wisconsin Airport Board**

This report was completed by the Marathon County Capital Improvement Program Team at the request of the Executive Committee to expand the alternatives and options related to CWA improvements. This report also raised questions about the enplanement projections used in the CWA Master Plan.
Marathon County Capital Improvement Program

Several million dollars have been set aside for airport and County Highway projects, resurfacing, and bridge replacements from 2009 through 2013.

Wausau MPO Bicycle and Pedestrian Plan

This plan was completed in 2008 and identified current bicycle and pedestrian facilities. It also made recommendations for future improvements. Those listed for the Village of Kronenwetter included a five-year, ten-year, fifteen-year, and twenty-year plan. In five years the Village will look at: adding a bicycle lane and signage on Old Highway 51/Business 51, adding a bicycle lane on the shoulder of Kowalski Road, and adding signage for a bicycle route on Martin Road. Improvements to be completed in ten years include adding a sidewalk and bicycle lane on Kowalski Road. In fifteen-years, an off-street path from Kowalski Road to County Highway XX will be considered. Finally, in twenty-years bicycle lanes on Maple Ridge Road will be added and signed. If all projects were completed at today’s costs, the Village would be looking at spending $1.2 million.

CTH XX and X Traffic Engineering/Safety Investigation Study

In 2007, a study was done on County Highway XX/X from Kowalski Road to Tesch Lane. Recommendations included cutting back the tree line at the Terrebonne Drive intersection west along the south side of County Highway XX, and at the Whispering Pines intersection north on the west side of CTH XX. The intersection of CTH XX/CTH X and Pine Road is recommended to remain a two-way stop. Traffic volumes do not indicate a need to upgrade to a four-way stop or roundabout. Additional signage enhancements to increase motorist awareness of upcoming intersections and changes in the curvature of the roadway were also recommended.

4.4 Assessment of Future Needs

The Village of Kronenwetter has limited transportation alternatives. The street system is a mix of local roads, county and state highways, and an interstate system. The County Highways running through the Village include X and XX. State Highway 153 and I-39 also run through the Village. Connectivity to these regionalized transportation systems is important to maintain and improve for safe and efficient transportation of residents. The Village’s internal road system is somewhat disconnected, with both I-39 and the Bull Junior Creek splitting many local roads.

There are several main east-west routes through Village, including State Highway 153, County Highway XX, Maple Ridge Road, and Kowalski Road. Many of these roads connect to the major north-south thoroughfares, which include I-39, Old Highway 51, and County Highway X.
There is a significant local desire to work with the Wisconsin Department of Transportation (WisDOT) to develop an interchange on I-39 at Kowalski Road. At this time, WisDOT is studying this improvement. The recent survey has indicated that a majority of residents also desire the Village to pursue an interchange at this location. Currently, the only interchange in the Village of Kronenwetter connecting to I-39 is at Maple Ridge Road, south of the developed area of the Village.

While not in the Village proper, the I-39/U.S. 51 and State Highway 153 interchange in the City of Mosinee, the I-39/U.S. 51 and Business Highway 51 interchange in the Village of Rothschild, and the State Highway 29 and County Highway X interchange in the Village of Weston all serve the Village of Kronenwetter.

The I-39/U.S. 51 and State Highway 153 exit in Mosinee provides access to the Village via State Highway 153. With the expansion of the CWA, future industrial development on STH 153, and a likely increase in traffic to the CWA via County Highway X, this interchange will become a more significant interchange for Kronenwetter residents and businesses. Additionally, in late 2009 the Wausau Metropolitan Planning Organization expanded their boundaries to add consideration for additional roads in Kronenwetter and the CWA. As the CWA expands, roads in Kronenwetter may become more heavily used as feeder roads to the airport. It will be important to work with the Wausau MPO to address these issues.

The I-39/U.S. 51 and Business Highway 51 interchange in the Village of Rothschild provides access to traffic from I-39 to Old Highway 51 and County Highway XX for Village residents and businesses. WisDOT is currently completing a study of this interchange that may have significant impacts on the Village, in particular if an interchange is not built at Kowalski Road. Access to the interstate, as well as proper directional signage is vital to the future success of Kronenwetter businesses.

The final direct highway access point to Kronenwetter is the State Highway 29 and County Highway X interchange in the Village of Weston. While not now a significant entrance way to the Village, County Highway X may become a more highly used alternative route to Kronenwetter and the CWA.

When planning for future needs, it is important to consider the types of traffic that Village streets may see in the future. Kronenwetter is a marketable location for a variety of businesses to locate. In addition, redevelopment opportunities exist along Old Highway 51. Many businesses choosing to locate in these areas may utilize trucking as their primary source of shipping and receiving goods and materials. This may increase the amount of truck traffic on Village roads and streets. It will be important to plan for this when considering developments and street work, as these large vehicles require more space to maneuver than passenger vehicles.
It is also possible that many industrial users could be attracted to the Village due to the availability of freight rail. It will be important for the Village to continue utilizing this as a promotional item to attract businesses.

Balancing the needs of local industry, the rail line, and public safety can be a significant local issue. Wisconsin Public Service Corporation’s (WPS) power plant generates many train arrivals and departures on a daily basis for Canadian National, the railroad owner. Some of these trains are many cars long, and can block access to the portion of the Village that lies to the west of the tracks. This creates problems for residents trying to get to their homes, as well as emergency vehicle access problems. If a train is blocking access to that portion of the Village during an emergency, catastrophic property and human losses could occur. The Village will work with WPS and Canadian National to develop feasible alternatives to mitigate this problem.

The age of a community’s population will also impact travel patterns and road usage. Kronenwetter has a lower median age than Marathon County, which could indicate a more active and mobile population. There has been some indication that walking and bicycling facilities would be utilized in the Village. Incorporating these facilities into new or redevelopment projects can be done to accommodate these desires.

The aging population also requires attention when planning for transportation facilities. Most of these individuals have driven all of their lives, and for several reasons are often resistive to discontinue driving their personal vehicles. There are a couple of reasons for this, including maintaining independence, staying connected to the outside world and local community, and immediate access to medical and social services. However, as individuals age, their senses become weaker and reaction times become longer, leading to increased potential for accidents. Having forms of public transportation and facilities that can fulfill the needs of the aging population can lead to safer roads for all.

It is important that the Village continue to maintain working relationships with the owners of the multiple transportation systems throughout the community. Having good transportation infrastructure in place improves the quality of life of residents and increases the attractiveness of the area to businesses. By maintaining cooperative relationships with the railroad companies, transit operators, and roadway owners, the Village can work to maintain a successful transportation network for the future.

A variety of transportation options that allow for the safe and efficient movement of people and vehicles should be encouraged.
4.5 Transportation Goals, Objectives and Policies

Transportation Goals, Objectives and Policies

A. Goal – The Village will seek to improve existing transportation infrastructure.

1. Objective – The Village will seek to improve access to I-39 for increased regional mobility, including a Kowalski Road Interchange.

2. Objective – The Village will evaluate the need to improve road connections to the Central Wisconsin Airport (CWA).

3. Objective – The Village will continue to promote and develop good connections with other communities.
   a. Policy – The Village will consider options to have Kronenwetter Drive connect to the City of Mosinee and the Village of Rothschild.

B. Goal – The Village will work to improve the internal road system.

1. Objective – The Village will consider options to connect Kowalski and Martin Roads.

C. Goal – The Village will continue to coordinate with other units of government and infrastructure owners to improve the local transportation system.

1. Objective – The Village will strive for increased communication and coordination with Marathon County.

2. Objective – The Village will work with Marathon County to ensure that County Highways are maintained at the same level and with the same funding commitments as other Marathon County communities.

3. Objective – The Village will continue communication with the Wisconsin Department of Transportation to improve access to I-39, including constructing an interchange at Kowalski Road.

4. Objective – The Village will work with the railroad to improve access around Old Highway 51.
   a. Policy – The Village will work with emergency service providers to ensure access is available to all areas of the Village at all times.

D. Goal – The Village will continue improving non-motorized modes of transportation

1. Objective – The Village will work with public and private partnerships to increase non-motorized transportation alternatives.
2. **Objective** – The Village will consider options to tie non-motorized transportation routes to neighboring communities.

3. **Objective** – The Village will develop a plan for non-motorized modes of transportation.
   
a. **Policy** – The Village will strive to connect existing and future non-motorized paths to other communities, as well as internally within the Village.

b. **Policy** – The Village will consider amending the Subdivision Ordinance to include constructing transportation routes to allow non-motorized alternatives.

c. **Policy** – The Village will work with WisDOT to improve bicycle and pedestrian access at the Maple Ridge Road Interchange.

E. **Goal** – The Village will develop a transportation plan for new and redevelopment opportunities.

   1. **Objective** – The Village will maintain its excellent visibility from the Interstate.

   2. **Objective** – The Village will consider improvement options on Maple Ridge Road.
      
a. **Policy** – The Village will develop Maple Ridge Road as a corridor with complementary development.

b. **Policy** – The Village will strive to implement non-motorized modes of transportation along Maple Ridge Road.

3. **Objective** – The Village will consider alternatives for redeveloping Old Highway 51.

F. **Goal** – The Village will work to improve mass transit options.

   1. **Objective** – The Village will work with the Wausau Area Transportation System to have a regularly scheduled bus stop in the Village.

G. **Goal** – The Village will work with WPS and Canadian National to improve train movement and traffic safety.

   1. **Objective** – The Village will seek to improve railroad crossings for emergency vehicles.

   2. **Objective** – The Village will strive to reduce the length of time railroad crossings are blocked by trains.

H. **Goal** – The Village will work with WisDOT to provide improved access to the federal highway system.

   1. **Objective** – The Village will strive to improve connections to I-39/U.S. 51, including using Kowalski Road.
a. **Policy** – The Village will seek to have an interchange built at Kowalski Road.

b. **Policy** – The Village will seek to improve signage on area highway and interstate systems to show access to Kronenwetter at:
   - Maple Ridge Road
   - State Highway 153
   - Business Highway 51
   - State Highway 29
5.0 Utilities and Community Facilities

5.1 Existing Conditions

Utilities and community facilities provide the foundation on which an incorporated community is built and maintained. Utilities may include sanitary sewer, water, and storm water systems, as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers. Special services such as day care centers may also be considered a community facility.

Utilities and community facilities can be used to guide development and encourage growth, as well as establish a community identity. Combined with roads, the construction, maintenance, and operation of utilities and community facilities are often the largest portion of a community’s budget.

This element contains a compilation of background information, goals, objectives, actions or policies, and recommended programs to guide the future maintenance and development of utilities and community facilities in the Village of Kronenwetter.

5.1 Existing Conditions

The Village provides a wide range of utilities and community facilities, including police, fire, water, wastewater, and parks. In addition, there are a number of private provisions of utilities and community facilities, including health and child care.

This plan element will take an inventory of existing community facilities and services, identify current needs of residents, and study the need for community facilities and utilities improvements or new facilities over the next 20 years.

Sanitary Sewer Service

The Village of Kronenwetter is located within the Sewer Service Planning Area defined by the 2025 Wausau Urban Area Sewer Service Plan.
This page left blank intentionally
This page left blank intentionally
Figure 5-2
Wausau Urban Area Sewer Service Area

Source: Wausau Metropolitan Planning Organization
In 1996, the Village of Kronenwetter installed sanitary sewer facilities in response to failing septic systems. The Village is a member of the Rib Mountain Metropolitan Sewerage District (RMMSD). It has interceptor sewers that collect wastewater from collection sewers and discharge to the RMMSD interceptor system near Cedar Creek.

As Kronenwetter has grown, so has the demand for sanitary sewer service. The Rib Mountain Metropolitan Sewerage District reported that in 2000, Kronenwetter had a total annual wastewater flow of 53.4 million gallons, or 146,000 gallons per day. By 2008, this was up to 98.5 million gallons, or about 270,000 gallons per day. About 3,500 acres of Village land is currently in the sewer service area. The Village contains a total of over 33,000 acres.

For the areas of the Village not served by the wastewater system, the Wisconsin Department of Commerce (COMM) regulates the siting, design, installation, and inspection of most private on-site sewage treatment systems in the state. In 2000, the state adopted a revised private system policy called COMM 83 that allows for conventional systems and advanced pre-treatment systems. Under COMM 83, Marathon County regulates on-site sewage treatment systems in the Village of Kronenwetter through the County sanitary codes.
The Village of Kronenwetter, along with several surrounding communities, is a member of the North Central Wisconsin Stormwater Coalition. This organization unifies communities in working together to achieve better water quality in the area basins by addressing stormwater issues together.

The Village of Kronenwetter does have a storm water management system. Recent stormwater modeling prepared by Vierbicher Associates indicates that the Village is currently exceeding sediment reduction goals made by the Wisconsin Department of Natural Resources for 2013. The Village includes some storm water requirements within their subdivision ordinance. The primary infrastructure for routing storm water is vegetated swales, some of which drain into storm sewers.
There will be a potential for the amount (quantity) and rate (velocity) of runoff to increase as a result of additional development. This may adversely affect local water resources as sediment and nutrients are discharged to receiving water bodies. Managing storm water to reduce or eliminate direct discharge to surface waters is an important step to protect surface water quality and minimize flooding activities in the future.

**Water Supply**

The Village of Kronenwetter provides municipal water to approximately 2,000 users. There are two wells in use with a rated capacity of 1,100 gallons per minute or about 1.6 million gallons per day. Actual usage in 2007 was about 350,000 gallons per day. In 2006, the maximum daily demand reached a four-year high of 921,600 gallons per day. The reliable capacity with Well #1 out of service is 648,000 gallons per day. At this rate, the Village would not be able to meet the maximum daily demand if Well #1 were out of service. The Village has one water storage facility, a 300,000 gallon elevated tank built in 1996. Water pressure is sufficient between 55 and 60 pounds of pressure. Water is generally of good quality. The water system has been designed with interconnecting valves to connect to the Village of Rothschild’s system in the event of an emergency. A similar interconnect has been developed with the City of Mosinee’s water system as well, and a second water connection with Mosinee is being planned.
A general rule of thumb is that a community should have at least as much capacity in elevated storage as it uses in an average day. As the average daily use exceeds what is currently available, the Village may wish to consider development of additional elevated storage.

Water has not been extended to many of the rural areas of the Village. Residents in these areas utilize private wells. There is a desire by the Village to regulate private wells in the water basin.
Water rates in Kronenwetter are in the top 40 percent for Marathon County for a quarterly bill of 18,750 gallons. Kronenwetter’s rate, however, is similar to, or lower than neighboring communities served by water.
Figure 5-6
Marathon County Water Provider Rate Comparison

Water Bill Comparison for 2008
Each Color Represents 20 Percent of Utilities

Quarterly Bill for 18,750 Gallons
- $15.57 - $48.04
- $48.04 - $60.30
- $60.30 - $73.69
- $73.69 - $89.59
- $89.59 - $337.50

Source: Public Service Commission of Wisconsin
Solid Waste/Recycling

The Village utilizes IROW out of Mosinee for solid waste and recycling collection on a weekly basis.

Kronenwetter also operates a yard waste drop-off site at 4496 Martin Road for grass clippings, leaves, and tree branches. For several days each spring the Village also conducts a bulk-item collection at the Recreational Soccer Fields at 2355 Tower Road.

Parks and Recreational Areas

The Village has a variety of park and recreational opportunities for area residents to enjoy. Kronenwetter operates seven parks throughout the Village.

Gooding Park is located at 2200 Old Highway 51. There is a grill, picnic tables, portable restrooms, and a shelter.

Friendship Park is located at 2350 Sunny Meadow Drive. There are basketball and tennis courts, a soccer field, volleyball court, dog park, indoor restrooms and a shelter, and a playground at this facility.

Municipal Center Park, is located at 1582 Kronenwetter Drive, immediately adjacent to the Municipal Center. This facility has three ball diamonds, picnic tables, playground equipment, and a shelter.

Located at 2355 Tower Road, the Village’s Recreational and Soccer Fields cover over 10 acres of land. There are three soccer fields and a playground at this facility.

Seville Park is located at 2200 Glendalen Road. There is a playground area, portable restroom, sand volleyball court, and picnic tables available at this facility.

Sunset Park, located at 2390 Terrebonne Drive, has a ball diamond with dugouts, basketball, sand volleyball, and tennis courts, a grill and picnic area, a shelter with indoor restrooms, and a playground.

Norm Plaza Memorial Park, located at 1077 Russell Street on the west side of the Village, offers three ball diamonds with dugouts, a basketball court, a grill, picnic tables, playground equipment and a shelter.

Two Marathon County owned and operated forestry units are also located in Kronenwetter. The Kronenwetter Forestry Unit, located at 4420 East State Highway 153, has 5,000 acres with hiking and equestrian trails, and a snowmobile trail in the winter. Many species of wildlife can be seen in this area.
The Leather Camp Forestry Unit, located at 4445 East State Highway 153, is 5,000 acres of land that is designated as a Ruffed Grouse Management Area. There are hiking and biking trails, and equestrian trails in this area. It is also connected to the Kronenwetter Forestry Unit on the far north side.
Figure 5-8
Leather Camp Forest Unit

Source: Marathon County
**Telecommunication Facilities**

There are two primary providers of telecommunication services in Kronenwetter. Charter Fiberlink, LLC, and TDS offer services to Kronenwetter residents. Verizon also provides phone and television service to the northern parts of the Village. In the rural areas of the Village, residents depend on satellite connections for television services.

**Power Plants, Transmission Lines, and Electric Utilities**

Wisconsin Public Service Corporation (WPS) is the primary provider of electrical service to Kronenwetter residents. There are four coal-fired power plants located in the Villages of Rothschild and Kronenwetter. Weston #4 was brought on-line in June 2008. These four plants produce nearly 1,000 megawatts of electricity. Kronenwetter receives over $1 million annually in shared revenue payments as a result of them being located in the Village.

Many high-voltage transmission lines come from the Weston power facility. Two high voltage lines run along County Highway XX east and west, and one runs north and south through the Village. There are also several lower voltage lines, some overhead, some buried that are located throughout Kronenwetter. These lines are owned by American Transmission Company.

Electric utility rates from WPS are relatively high among Wisconsin electric providers. In January 2009, the average total electric bill based on 600 kilowatt hours was $76.13. There were three out of 94 total electric providers in Wisconsin that had higher rates.

**Natural Gas**

Natural gas is provided to communities in Marathon County by the Wisconsin Public Service Corporation. Pipelines are owned by ANR Pipeline. Some residents in the rural areas may utilize liquid propane for gas.

**Cemeteries**

Gate of Heaven Cemetery, located off of Old Highway 51 and St. John the Baptist Catholic Cemetery, located on State Highway 153 west of Pioneer Road, are both located in the Village of Kronenwetter.

**Law Enforcement**

The Village of Kronenwetter Police Department is located at 1582 Kronenwetter Drive in the Municipal Center. The department has a full-time chief, five full-time officers, four part-time officers, and a full-time clerk. There are three marked patrol units, an unmarked patrol unit, and a marked radar trailer unit. In 2007, the Kronenwetter Police Department received 2,088 calls for service.

A study of law enforcement costs per capita was completed in 2009. This study was conducted using a sample of 128 municipalities of varying sizes throughout Wisconsin and compared 2008 police budgets and population...
estimates. Kronenwetter has the lowest per capita law enforcement costs of the municipalities serving the Wausau Metropolitan Area. The per capita police cost in Kronenwetter in 2008 was $100.88, compared to a Wausau Metro average of $167.25. The State of Wisconsin municipal average per capita cost was $230.00; more than double the Kronenwetter per capita police cost.

**Fire Department**

The Kronenwetter Fire Department is also located in the Municipal Center. This department serves the Village, as well as the Town of Guenther, as shown in Figure 5-8. There are nearly 30 members of the Kronenwetter Fire Department. Many are volunteers, while a few management levels are paid. Sixteen of these individuals are also First Responders, who are trained for medical services and assist during medical emergencies until an ambulance can respond.

The Fire Department has several pieces of equipment, which include two engines, one rescue equipment vehicle, one utility equipment vehicle, a brush truck, one tanker, and an all-terrain vehicle.

**Figure 5-9**

Marathon County Fire Districts
**Rescue Services**

The Village of Kronenwetter currently contracts with the City of Schofield Fire Department for EMS services within the Village. As of January 1, 2010, the Village will begin contracting with the Town of Rib Mountain for EMS services. Figure 5-9 illustrates the EMS service zones in Marathon County. As stated previously, the Kronenwetter Fire Department has sixteen First Responders. Some of the department’s members are trained to be emergency medical technicians (EMT’s) in anticipation of Kronenwetter developing its own EMS service.

![Marathon County EMS Zones](source: Marathon County)

**Public Works Department**

The Kronenwetter Public Works Department is responsible for storm water management, road maintenance, sewer and water systems, and infrastructure management. This department is located in the Municipal Center and at the Village garage.
**Kronenwetter Municipal Center**
The Village business offices and Police and Fire Departments are located at the Kronenwetter Municipal Center, 1582 Kronenwetter Drive. It also houses the municipal court facility and Village Board meeting room. This facility received an extensive remodel in 2007.

**Kronenwetter Municipal Court**
The Kronenwetter Municipal Court prosecutes traffic and ordinance citations issued by Village officials and the Kronenwetter Police Department.

**Medical/Health Care Facilities**
There are several health care facilities in close proximity to Kronenwetter residents. Saint Clare’s Hospital, a part of the Weston Regional Medical Center Campus, is located at 3400 Ministry Parkway in Weston. This is about 4 miles from the northern border of Kronenwetter. There is also a Marshfield Clinic within the Weston Regional Medical Center Campus.

The Aspirus Wausau Hospital is located at 425 Pine Ridge Boulevard in the City of Wausau, approximately 10 miles from Kronenwetter. This hospital has over 300 beds, and over 350 physicians in 35 specialties. It is well-known for its cardiovascular program, and also has cutting edge cancer, trauma, women’s health, and spine and neurological care.

Kronenwetter also is home to an Aspirus Clinic, located at 1881 County Highway XX. This facility offers out-patient care Monday through Friday from 8 am to 5 pm. Dental Associates of Cedar Creek are also located in Kronenwetter at 1851 County Highway XX.

**Library**
The Village of Kronenwetter is served by the Marathon County Public Library. The headquarters is located in Wausau. However, the Rothschild Branch and the Mosinee Branch are each located about three miles from Kronenwetter’s municipal boundaries. Data is not available at the branch level from the Wisconsin Department of Public Instruction. The Marathon County Library had a 2007 service population of 130,407. Square footage of the Rothschild branch is 3,240 and it is open six days per week, while the Mosinee Branch/Joseph Dessert library is 5,942 square feet and open five days per week.

The Wausau Headquarters Library is open seven days per week during the winter, and is closed on Sundays in the summer. The library offers internet access, books, magazines, newspapers, videos and books on tape. Standards as established by the Wisconsin Department of Public Instruction indicate a larger facility may be warranted with continued service population growth.
### Table 5-1
Marathon County Public Library Statistics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wausau Headquarters Library</td>
<td>130,407</td>
<td>0</td>
<td>130,407</td>
<td>82,700</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Public Instruction

### Schools
The Village of Kronenwetter is served by a wide assortment of educational facilities at the elementary, primary, secondary, vocational and postsecondary levels. In addition, some facilities offer preschool, kindergarten, special education, religious, business, industrial, trade and vocational training. The D.C. Everest Area School District has a student population of 5,189. This makes the district the 25th largest in the State in terms of size. The Mosinee School District has a student enrollment of 2,174, making the district 100th largest in the State. School district performance measurements are presented in the Issues and Opportunities Element. Please refer to this element for this information.

### Table 5-2
D.C. Everest and Mosinee School District Size as of 2008

<table>
<thead>
<tr>
<th>State Rank (out of 447)</th>
<th>District</th>
<th>County</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>D.C. Everest Area</td>
<td>Marathon</td>
<td>5,189</td>
</tr>
<tr>
<td>100</td>
<td>Mosinee</td>
<td>Marathon</td>
<td>2,174</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Public Instruction

Several adult education centers that offer higher education and continuing education classes and programs are located in the City of Wausau, including the University of Wisconsin-Marathon County, and North Central Technical College campuses in Wausau and Wittenberg. There has also been discussion and movement toward bringing Rasmussen College to Wausau’s west side. This will be a private college that offers two and four-year degrees and would create jobs for the area.

### Private Schools
In 2008, there were five private schools in the D.C. Everest Area Public School District with a combined student population of 440. The Mosinee Public School District has two private schools with a student population of 135. Local communities do not get involved with the planning and administration of these schools. Northland Lutheran High School is a private high school (grades 9-12) located in Kronenwetter at 2107 Tower Road. This school has an enrollment of 96 students.

### Senior Care Facilities
The Village of Kronenwetter is served by four senior care facilities. Cedar Creek Manor I and Cedar Creek Manor II are community-based residential facilities.

---

utilities and community facilities | page 99
facilities located on Terrebonne Drive. These facilities typically offer room and board and basic nursing care. Together, these two facilities have a capacity of 32 adults. There are also two adult family home facilities. These facilities provide similar services to community-based residential facilities, but only serve up to four adults at one time. Aurora Residential Alternatives located at 1957 Woodcrest Circle, and E & R Always Home, located at 869 Oak Road, are Kronenwetter’s two adult family home facilities. There are several additional options in Wausau and Mosinee. Senior care facilities are becoming an increasingly important regional asset to meet the changing needs of our aging population in a manner that permits residents to age with dignity.

**Child Care Facilities**

There are four licensed childcare providers in the Community. Bethlehem Community Preschool, located at 1901 Kowalski Road has a capacity of 27 children, and WCC-Evergreen Before/After School, located at 1610 Pine Road, has a capacity of 17 children. These facilities are considered group facilities because they have a capacity of over nine children. Peek-a-Boo Daycare, located at 2161 Kowalski Road, and The Toy Chest Family Day Care, located at 681 Oak Road, both have capacities of eight children. They are considered family facilities which can have a capacity of up to eight children. There is also a child care facility located at 1841 County Highway XX in the Village as well. Additional facilities are located in surrounding communities.

**Animal Care**

Kronenwetter is home to the only emergency veterinary clinic in a four-county region. Located at 1420 Kronenwetter Drive, Emergency Vets of Central Wisconsin is open from Monday through Thursday from 5 p.m. to 8 a.m., and on the weekends from 5 p.m. on Friday to 8 a.m. on Monday. This is the facility to bring a sick or injured animal when other veterinary clinics are closed.

Several other animal care facilities are available in the Village. Kronenwetter Veterinary Care is located at 1346 Old Highway 51. They are open from 8 a.m. until 5:30 p.m Monday through Friday, and 8 a.m. to 12 p.m. on Saturdays. Animal House Pet Care, located at 1174 Gardner Park Road offers pet boarding, grooming, and training. Canine Adventures, located at 977 O’Keefe Drive also offers doggy daycare and training classes.

**Taxes**

While not directly a utility or community facility, a community’s tax revenues will generally be used to fund the development or expansion of a community’s infrastructure and facilities. While residents and businesses continually request increased service levels, there becomes an increased burden on budgets and taxpayers. Balancing this is a challenge facing every level of government.
In 2004, Kronenwetter had a mill rate of $3.02 per $1,000 of valuation. In 2007, the Village collected $1,375,060 in property taxes resulting in a mill rate of $2.91 per $1,000 of valuation, which is much lower than the Marathon County village average, and Marathon County municipal average. Marathon County villages had an average mill rate of $4.20 in 2007. All municipalities in the County had an average mill rate of $4.42.

Figure 5-11
Kronenwetter, Marathon County Villages, and Marathon County Mill Rates - 2004 and 2007

In 2007, Kronenwetter property taxes were 34 percent lower than the Marathon County municipal average, and 31 percent lower than the average of Marathon County villages.

5.2 Assessment of Future Needs
Much of the infrastructure and services provided to Village residents has adequate capacity. One exception is the water system. Added water production and storage is warranted given the current water usage. Should the Village grow in accordance with the population projections, the Village will need to expand other infrastructure. Public works, water and sewer, fire, police, and ambulance services will have to be reviewed to ensure adequate services are provided for Village residents.

In general, the facilities around the Village are in good condition. With a newly remodeled Municipal Center, there is adequate office, storage, and meeting spaces. The public works facility, however, could utilize additional space and upgrades.
In the future, the Village may wish to consider working with the Marathon County Public Library to have a library facility within the Village limits. It is also desired to have the postmaster recognize Kronenwetter as a valid postal address.

Working cooperatively with other public and private providers is encouraged to ensure residents’ needs and demands are being met in an effective and efficient way. The communities located within the Wausau metro area have a history of shared services.

5.3 Utilities and Community Facilities Goals, Objectives and Policies

Utilities and Community Facilities Goals, Objectives and Policies

A. **Goal** – The Village will maintain the existing quality level of services as the community grows.

   1. **Objective** – The Village will continue to utilize and explore additional opportunities to work with other public and private entities for services.

B. **Goal** – When considering expanding, upgrading, or constructing new facilities, the Village will consider the impact the project will have on the local tax base.

C. **Goal** – The Village will utilize infrastructure, existing and planned, to guide future growth and development

D. **Goal** – The Village will plan for future growth and extension of public services.

   1. **Objective** – The Village will complete an update to the water and sewer master plan as needed.
6.0 Agricultural, Natural and Cultural Resources

6.1 Existing Conditions

6.2 Existing Agricultural, Natural, and Cultural Programs

6.3 Summary of Existing Conditions

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

Understanding the resource base of a community provides an important context for the development of goals, objectives, and policies for the conservation and management of agricultural, natural, and cultural resources. Within the following element, various components of the community resource base are examined at a broad level, or “planning scale”. The purpose of this examination is to provide the Village of Kronenwetter with the necessary information to make informed decisions and recommendations about future growth and preservation of these resources.

6.1 Existing Conditions

Agricultural resources are very important to the social and economic characteristics of the Village of Kronenwetter, surrounding communities, and Marathon County. Over 16 percent of Kronenwetter acreage is classified as agricultural, making it the third largest land class in the Village (behind forest and undeveloped classes). Many jobs are generated by agricultural businesses as well.

Natural resources are significant in the Village of Kronenwetter as they contribute to the health and safety of the residents. Many natural resources that are in close proximity to Kronenwetter also act as recreational amenities for residents and landowners, which contributes to the quality of life in Kronenwetter.

Cultural resources are important because of the history they hold. These resources are often able to tell stories about past events and residents that have been influential to Kronenwetter, in addition to shaping current events.

Local Agricultural Industry Trends

Agriculture is an important element of the social and economic characteristics of Kronenwetter and Marathon County. There are 249 parcels and 3,505 agriculturally assessed acres in the Village. There are also several area businesses that rely on and serve the agricultural industry, such as Strojny Implement, several automotive repair shops, and two veterinary businesses.
Changes in agriculture due to socio-economic conditions and the development pressures to convert agricultural land to other uses can have profound impacts on Marathon County and its communities. Marathon County agriculture is diverse with a wide variety of products being produced. Dairy, livestock, ginseng, grains, and vegetables are the top commodities, as shown in Table 6-1.

<table>
<thead>
<tr>
<th>Table 6-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon County’s Top Commodities (sales by dollar value, 2002)</td>
</tr>
<tr>
<td>Milk $135.3 million</td>
</tr>
<tr>
<td>Cattle and Calves $32.4 million</td>
</tr>
<tr>
<td>Ginseng $14.4 million</td>
</tr>
<tr>
<td>Grains $12.6 million</td>
</tr>
<tr>
<td>Vegetables $5.2 million</td>
</tr>
</tbody>
</table>

Source: University of Wisconsin-Extension

In 2007, there were 533 fewer farms in Marathon County than in 1987, over a 17 percent decrease. While the number of farms has fluctuated significantly from 1987 to 2007, the average size of Marathon County farms has remained relatively constant throughout the same time period. In 1987, the average Marathon County farm size was 189 acres. By 2007, that number had risen to 193 acres.

Source: United States Department of Agriculture
The State of Wisconsin saw significant fluctuations as well. In 1987 there were 75,131 farms in Wisconsin. By 1997, this number had dropped to 65,602, a 12.7 percent decrease. However, by 2007, the number of farms had increased to 78,463, a 4.4 percent increase from 1987.

The average farm size in Wisconsin has been declining. In 1987, the average Wisconsin farm size was 221 acres. As of 2007, the average farm size was down to 194 acres, over a 12 percent decrease.

Most of the farms in Marathon County are owned by individuals or families, as shown in Table 6-2.

Table 6-2
Number of Farms by Farm Ownership - Marathon County

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual/Family Farms</td>
<td>2,427</td>
<td>2,288</td>
<td>2,614</td>
<td>2,215</td>
</tr>
<tr>
<td>Partnership</td>
<td>247</td>
<td>245</td>
<td>162</td>
<td>195</td>
</tr>
<tr>
<td>Corporation - Family</td>
<td>119</td>
<td>153</td>
<td>116</td>
<td>129</td>
</tr>
<tr>
<td>Corporation - Other</td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Other (Co-op, Trust, etc.)</td>
<td>4</td>
<td>10</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>2,804</td>
<td>2,703</td>
<td>2,898</td>
<td>2,545</td>
</tr>
</tbody>
</table>

Source: United States Department of Agriculture

Table 6-3 shows that less than one percent of Kronenwetter’s working adult population was employed on farms during the 2000 census. This is a similar percentage to neighboring villages.

Table 6-3
Marathon County Incorporated Municipalities Adults Employed on Farms 2000 Census

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Total Adults Employed</th>
<th>Employed Adults Working on Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Kronenwetter</td>
<td>3,008</td>
<td>11</td>
</tr>
<tr>
<td>City of Mosinee</td>
<td>2,065</td>
<td>45</td>
</tr>
<tr>
<td>Village of Rothschild</td>
<td>2,696</td>
<td>3</td>
</tr>
<tr>
<td>Village of Weston</td>
<td>6,919</td>
<td>34</td>
</tr>
<tr>
<td>Marathon County</td>
<td>66,550</td>
<td>2,766</td>
</tr>
</tbody>
</table>

Source: U.S. Census
Kronenwetter has seen a decrease of 238 agriculturally assessed parcels from 2002 to 2008, and lost over 6,100 acres of agriculture acreage. This is a much larger loss compared to Marathon County as a whole during this time period.

Table 6-4
Assessed Agricultural Parcels and Acreage - Marathon County Villages - 2002 and 2008

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Agricultural Parcels</th>
<th>Agricultural Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronenwetter</td>
<td>487</td>
<td>249</td>
</tr>
<tr>
<td>Village of Rothschild</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Village of Weston</td>
<td>80</td>
<td>72</td>
</tr>
<tr>
<td>Marathon County</td>
<td>16,791 ('03)</td>
<td>16,969</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Revenue

Table 6-5 shows the amount of Marathon County agricultural land that was sold from 1998 to 2007. For the most part, agricultural land being sold remains in agricultural use. However, a substantial portion of this land is being converted to other uses. When this is done, the price paid per acre generally increases, resulting in buyers paying a premium for the land that is converted to non-agricultural uses.

Table 6-5
Marathon County Farmland Sold and Converted to Non-Ag Uses - 1998 to 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>All Agricultural Land</th>
<th>Ag. Land Remaining as Ag. Use</th>
<th>Ag. Land Converted to Non-Ag. Uses</th>
<th>Percent of Ag. Land Converted to Non-Ag. Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Transactions</td>
<td>Acres Sold</td>
<td>Dollars per Acre</td>
<td>Transactions</td>
</tr>
<tr>
<td>1998</td>
<td>148</td>
<td>9,271</td>
<td>$1,225</td>
<td>108</td>
</tr>
<tr>
<td>1999</td>
<td>141</td>
<td>9,300</td>
<td>$1,314</td>
<td>109</td>
</tr>
<tr>
<td>2000</td>
<td>96</td>
<td>5,902</td>
<td>$1,403</td>
<td>73</td>
</tr>
<tr>
<td>2001</td>
<td>114</td>
<td>5,914</td>
<td>$1,620</td>
<td>89</td>
</tr>
<tr>
<td>2002</td>
<td>111</td>
<td>6,406</td>
<td>$1,855</td>
<td>78</td>
</tr>
<tr>
<td>2003</td>
<td>112</td>
<td>6,930</td>
<td>$2,023</td>
<td>73</td>
</tr>
<tr>
<td>2004</td>
<td>126</td>
<td>7,238</td>
<td>$2,221</td>
<td>90</td>
</tr>
<tr>
<td>2005</td>
<td>74</td>
<td>4,404</td>
<td>$2,735</td>
<td>57</td>
</tr>
<tr>
<td>2006</td>
<td>76</td>
<td>4,557</td>
<td>$2,932</td>
<td>58</td>
</tr>
<tr>
<td>2007</td>
<td>61</td>
<td>3,963</td>
<td>$2,705</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Wisconsin Agricultural Statistics Service
Although the County’s agriculture is quite diversified, dairy is prominent. In 2007, the County ranked first in annual milk production, and second in the state in number of dairy herds and milk cows. Table 6-6 shows the change in the dairy industry in Marathon County and Wisconsin in number of cows and production from 1999 to 2007. Marathon County and Wisconsin have had increases in annual production from 1999 to 2007.

Table 6-6

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of Cows</td>
<td>Production (1,000 lbs)</td>
<td>Productivity (lbs/cow/year)</td>
</tr>
<tr>
<td>Marathon County</td>
<td>64,000</td>
<td>1,068,800</td>
<td>16,700</td>
</tr>
<tr>
<td>North Central District (includes Ashland, Clark, Iron, Lincoln, Marathon, Oneida, Price, Taylor, and Vilas Counties)</td>
<td>159,700</td>
<td>2,648,510</td>
<td>16,584</td>
</tr>
<tr>
<td>State</td>
<td>1,365,000</td>
<td>23,071,000</td>
<td>16,902</td>
</tr>
</tbody>
</table>

Source: Wisconsin Agricultural Statistics Service

**Topography**

The topography of the Village of Kronenwetter is relatively flat. The County as a whole ranges from about 1,100 feet in the southern part of the County, to 1,940 feet above sea level near Rib Mountain. The Village of Kronenwetter ranges from 1,140 feet near the Wisconsin River on the western portion of the Village, to 1,320 feet above sea level near the eastern Village boundary.

**Bedrock Geology**

The Village of Kronenwetter is underlain by nearly all Precambrian and Upper Cambrian rock, which is covered by Pleistocene material. The formations consist of beds, or strata, of stratified sand and gravelly sand.

**Surface Geology**

The surface geology of Marathon County is primarily the result of glacial deposition over bedrock. The modern landscape was most strongly influenced by the glaciers that moved through the county about 25,000 years ago, and by a glacier that moved into the county from the West about 12,000 years ago. Since the last period of glacial activity, the landscape has been further sculpted by naturally occurring and man-induced erosion and drainage activity.
This page left blank intentionally
Figure 6-2
Kronenwetter Elevations

Source: USGS
This page left blank intentionally
Soils
The Marathon County Soil Report indicates that soil in the Kronenwetter area consists primarily of the Meadland-Mosinee-Dancy association. This soil association is characterized as being sandy loam, somewhat poorly to well drained, with generally less than a three percent slope. There is also a significant amount of the Mahtomedia-Fordum-Sturgeon association in the western portion of the Village. This association is characterized as sandy loam, moderately to excessively well-drained, and generally under a six percent slope. A map of soil associations is on the following page.

Mineral Resources
There are no metallic mining operations in Marathon County. Marathon County has several operating non-metallic mining sites permitted under Chapter NR 135 of the Wisconsin Administrative Code. There are two non-metallic mines in the Village, both of which belong to American Asphalt/Milestone Materials. One is located on Happy Hollow Road at their plant, while the other is on the west end of Wianeki Road.

Watersheds and Surface Water
Lakes, ponds, rivers, streams, intermittent waterways, and natural drainage ways make up the surface waters of Marathon County. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel stormwater or snowmelt runoff. Natural drainage ways are characterized by intermittent streams, threads, rills, gullies, and dry washes that periodically contribute water to first-order streams. There are also many artificial drainage ways where the natural drainage ways have been altered by human activity. All of these features have the ability to transport sediment and pollutants and are affected by their watersheds, the land that surrounds them.

The Wisconsin River travels along the Village’s western border. The Wisconsin River flows into Half Moon Lake, also located along the Village’s far southwestern border. The Bull Junior Creek flows into the Wisconsin River after traveling southwest through the Village. Sampson Creek flows west through the northern portion of the town and connects with Bull Junior Creek. Johnson Creek flows southwest through the southeastern corner of the Village. Peplin Creek, which originates just within the Village boundaries, flows south out of the Village toward the Central Wisconsin Airport (CWA).
This page left blank intentionally
Figure 6-3
Kronenwetter Soil Associations

Source: Marathon County Soil Survey
This page left blank intentionally
Kronenwetter lies primarily within the Bull Junior Creek watershed. The southeastern portion of the Village lies within the Johnson and Peplin Creek watershed, as shown in Figure 6-4.

**Figure 6-4**
Kronenwetter Watersheds

The Wisconsin River is on the Wisconsin Department of Natural Resources (DNR) 303(d) impaired waters list for having high levels of mercury and contaminated fish tissue.

**Impaired Waters**

Waters can be added to the 303(d) list for two reasons:
1) when water quality standards are not being met or
2) when designated uses are not being achieved.

**Outstanding and Exceptional Resource Waters**

Through the Wisconsin’s Outstanding and Exceptional Resource Waters Program, the WDNR is working to maintain the water quality in Wisconsin’s cleanest waters. These waters have been classified into outstanding and exceptional waters. Outstanding resource water is defined as a lake or stream which has excellent water quality, high recreational and aesthetic value, and high quality fishing and is free from point source or non-point source pollution. Exceptional resource water is defined as a stream which exhibits the same high quality resource values as outstanding waters, but which may be impacted by point source pollution or has the potential for future discharge from a small sewer community.
There are no outstanding or exceptional water resources as identified by the Wisconsin Department of Natural Resources within Kronenwetter’s boundaries.

**Point Source Discharges**

Private and public sewer systems and wastewater discharges are two potential sources of water pollutants. Wisconsin Public Service Corporation has a permit to discharge wastewater.

**Area Hydrology**

The United States Geological Service (USGS) maintains a network of monitoring wells and stream gauge locations in the state to assess long-term surface and groundwater level trends. The closest monitored stream to Kronenwetter is located on the Wisconsin River near Rothschild. Annual mean stream discharge in 2007 (2,344 cubic feet per second (cfs)) is nearly 20 percent less than the 2000 level of 2,880 cubic feet per second. In 1980, the reading was 3,961 cubic feet per second. This reduction in stream discharges could indicate unusually dry conditions.

**Area High Capacity Wells**

Many western Wisconsin municipalities utilize deeper aquifers for obtaining water supply. Two Village-owned wells have production rates in excess of 70 gallons per minute (gpm). Wisconsin Public Service Corp.’s Weston plant also has four high capacity wells.

**Groundwater**

Similar to surrounding counties, the source of nearly all potable water is groundwater. Groundwater condition in Marathon County and Kronenwetter is generally good. The Village of Kronenwetter has a Wellhead Protection Plan and ordinance in place to help protect water quality.

**Shorelands**

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

Recognizing this conflict, and in order to maintain the environmental, recreational, and economical quality of our water resources, the State of Wisconsin requires counties to adopt and enforce a shoreland ordinance.

As required by the State, shorelands are defined as:

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

“A high capacity well is any well on a high capacity property. A high capacity property is one property that has or will have one or more wells with a combined capacity of 70 gallons per minute (gpm) or more.” - Wisconsin Department of Natural Resources.
Incorporated municipalities are allowed to create and enforce their own shoreland zoning ordinances that differ from the State’s regulations. The Village of Kronenwetter has a shoreland zoning ordinance that is less restrictive than the State requirement (75 feet from high water marks).

**Floodplains**

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

There are a couple of floodplain areas along the western portion of the Village. These areas are generally adjacent to the Wisconsin River, or in close proximity to a creek. Development within the floodplain is usually assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by the Federal Emergency Management Agency (FEMA), which were revised in 2009. The hatched areas indicate special flood hazard zones.

“According to the Wisconsin Emergency Management Division, Wisconsin communities experienced significant flooding each year from 1990-2001, except 1994. A Federal Disaster Declaration was granted for nine of those years. Total damages to public and private property (including agricultural damages) during that time period totaled more than one billion dollars” (Ohm, Brian. Planning for Natural Resources. P. 28, 2002.)
It is important to remember that these maps are no substitute for site specific analysis. Natural and man-made changes in the landscape, and the age and accuracy of flood insurance maps have in some cases limited their reliability for the identification and designation of floodplains. The Village also has floodplain development regulations in their zoning ordinance which should be consulted prior to any construction.
Wetlands

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

There are wetland areas throughout the Village primarily following surface waters, such as the Bull Junior Creek.
Figure 6-6
Kronenwetter Wetlands

Source: Village of Kronenwetter
This page left blank intentionally
Steep Slopes

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

There are very few areas with steep slopes in the Village of Kronenwetter. Those areas with slopes that may be prohibitive to development are generally between the Wisconsin River and Old Highway 51. Precise locations of steep slopes can be found in the Marathon County Soil Survey.

Forest and Woodlands

Woodlands are an important feature of Kronenwetter. In fact, there are more acres assessed forest than any other land use in Kronenwetter. Over 34 percent of Kronenwetter’s acreage is assessed forestry. The Kronenwetter Forestry Unit makes up a large portion of this, with nearly 5,000 acres. The Leather Camp Forestry Unit, which connects to the southern boundary of the Kronenwetter Forestry Unit, also has acreage in Kronenwetter. These areas have recreational trails, and are good locations for observing wildlife in its natural state. Figure 6-7 indicates forested land in Kronenwetter.

Grasslands and Prairie

Much of Marathon County was originally covered by prairie, most of which does not remain today. Prairie is the term used to describe the grassland type which dominated Wisconsin prior to Euro-American settlement. Prairies are dominated by grasses and sedges, lack trees and tall shrubs, and are home to a rich variety of plants and animals. Within the prairie designation there are variations due to soils and climate.

There are some areas of grasslands along the I-39 corridor and in the north central part of the Village. These are shown in Figure 6-7.

Wildlife, Wildlife Habitat and Open Space

Scattered throughout Marathon County are various federal, state, and local wildlife, fishery, natural and scientific areas, including private conservancy areas. These often encompass one or more of the sensitive land areas discussed previously (e.g., wetlands, forests, shorelands, prairies). These areas are managed as open space to provide important feeding, breeding, nesting, cover, and other habitat values to a wide variety of plant and animal species. Agricultural lands can also provide important open space and wildlife habitat, while maintaining the rural character of the area.
This page left blank intentionally
Figure 6-7
Kronenwetter Land Cover

Source: Wisconsin Department of Natural Resources

Legend
- Dams
- Major Highways
  - Interstate
  - State Highway
  - U.S. Highways
- County Roads
- 24K County Boundaries
- Civil Towns
- Civil Town
- Cities and Villages
- Village
- City
- WISCLAND Landcover
  - High Intensity Urban
  - Low Intensity Urban
  - Golf Course
  - General Agriculture
  - Cranberry Bog
  - Grassland
  - Coniferous Forest
  - Broad-leaved Deciduous Forest
  - Mixed Deciduous-Coniferous Forest
  - Open Water
  - Emergent-Wet Meadow Wetland
  - Lowland Shrub Wetland
  - Forested Wetland
  - Barren
  - Shrubland
  - Cloud Cover
  - Other
**Rare and Endangered Species and Natural Communities**

According to the WDNR Natural History Inventory, Marathon County is home to many animal and plant species, as well as natural communities that can be considered rare or endangered.

Kronenwetter lies within two town ranges in Marathon County. The areas where Kronenwetter lies have been identified as having the following endangered species and natural communities by the DNR:

- **Arabis missouriensis var. deamii** (Deam’s Rockcress)
- **Clematis occidentalis** (Purple Clematis)
- **Floodplain forest** (Floodplain Forest)
- **Haliaeetus leucocephalus** (Bald Eagle)
- **Pandion haliaetus** (Osprey)
- **Tympanuchus cupido** (Greater Prairie-chicken)

These species are protected, and as such, are preserved to the extent possible.

**Cultural Resources Existing Conditions**

The Village of Kronenwetter has three items on the Wisconsin Architecture and History Inventory. These items are shown below in Table 6-7. This list has been compiled over the course of three decades and therefore names and the continued existence of some items on the inventory may be changed. Items on the list are often privately owned and are not available for the public to enter.

<table>
<thead>
<tr>
<th>Location</th>
<th>Historic Name</th>
<th>Type</th>
<th>Date Built</th>
</tr>
</thead>
<tbody>
<tr>
<td>16th Road</td>
<td>16th Road Culvert</td>
<td>Stone Arch Bridge</td>
<td>1938</td>
</tr>
<tr>
<td>1164 Old Highway 51</td>
<td>n/a</td>
<td>House</td>
<td>1920</td>
</tr>
<tr>
<td>Northeast corner of Old Highway 51 and Flanner Road</td>
<td>Elm Grove School (Current Name – A &amp; W Cold Storage)</td>
<td>One to Six Room School</td>
<td></td>
</tr>
</tbody>
</table>

Source: Wisconsin Architectural and Historical Inventory

The Wausau Metropolitan Area has many attractions for Kronenwetter residents. In particular, the area has a very vibrant arts culture. In September, Wausau hosts the Artrageous Weekend. Three different sites around the area have art-focused events with several hundred artists setting up displays and booths with items for sale. The Leigh Yawkey Woodson Art Museum is open year-round, and is home to Birds in Art. This program has been occurring on an annual basis since 1976 and recognizes the best bird art in the world.

Wausau’s Performing Arts Foundation brings a variety of shows to the area for residents and visitors to enjoy. The Center of the Visual Arts attempts to celebrate visual arts.
The area is also known for recreational opportunities. In close proximity to Kronenwetter, people can enjoy hiking, biking, horseback riding, snowmobiling and ATV riding, boating, golfing, skiing, fishing, and snowshoeing among other things. The Rib Mountain State Park is located along I-39/U.S. Highway 51 northwest of Kronenwetter. There are hiking trails, a downhill ski area, campsites, picnic areas, and an amphitheater available. A stretch of the Wisconsin River in Wausau is also used for whitewater kayaking and canoeing. In 2012, Wausau will be the host of the International Canoe Federation Junior Slalom World Championships. Wausau Kayak/Canoe Corporation also hosts other regional and national events throughout the year.

The Badger State Games is also a big draw to the Wausau area over the winter months. Athletes from all over Wisconsin come to compete in winter athletics.

### 6.2 Existing Agricultural, Natural, and Cultural Programs

Numerous Federal, State, Regional, Local, and Private plans and programs exist which contribute to preservation, conservation, or management of agricultural, natural, and cultural resources in Marathon County. Although no list can be exhaustive, a partial list is shown below.

- **Farmland Value Use Assessment**
  This program allows farmland to be assessed based on the lands ability to produce income from agricultural uses, rather than its potential market value to developers.

- **Wisconsin Farmland Preservation Program**
  Wisconsin farm owners are eligible to receive a state income tax credit, provided their county has a Farmland Preservation Plan in place.

- **Forest Land Tax Program**
  These programs are run by the Wisconsin DNR and encourage sustainable forestry on private lands by offering tax incentives to landowners.

- **Wisconsin Pollutant Discharge Elimination System Permits (WPDES)**
  This DNR operated program regulates municipal and industrial operations discharging wastewater to surface or groundwater.

- **Wisconsin Historical Society**
  The Historical Society was founded in 1846 and helps people to connect with the past by maintaining and collecting stories and items. This organization also has grant funding available to help local communities identify and preserve historical features.
• Wisconsin’s Historical Preservation Plan 2006-2015
  This plan outlines specific goals and objectives to protect and enhance the state’s cultural resources.

• Marathon County Land and Water Resource Management Plan
  Each Wisconsin county is required by state law to develop a County Land and Water Plan. It is meant to serve as a guide for local conservation efforts that are administered by various regulatory organizations.

• Marathon County Comprehensive Outdoor Recreation Plan 2008-2013
  This plan inventoried existing county-owned recreational facilities and identified future needs. It was determined that ideally by 2020, 665 additional acres should be devoted to recreational uses.

• Marathon County Forest Comprehensive Land Use Plan, 2006-2020
  The County and Wisconsin DNR have approved this plan, which indicates areas for the county to focus on in managing forest resources and protecting biodiversity.

• Village of Kronenwetter Ordinances
  Ordinances have been adopted to aid in the effort of conserving resources and protecting landowner rights, land values, and the public health and safety.

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

Agricultural Resources - Existing Conditions Summary
Agriculture is a very important part of Kronenwetter’s economic and social structures. As the third largest land class in the village, over 16 percent of the village’s land is assessed agricultural. Many Kronenwetter businesses provide area farmers with the goods, services, and equipment that they need to successfully operate. Farming has consistently been a strong industry in the county and is expected to play a large role in the future as well.
Natural Resources – Existing Conditions Summary

The topography of Kronenwetter is relatively flat to gently rolling. The largest slopes are generally located in the northeastern portion of the Village. The Wisconsin River, Bull Junior Creek, Peplin Creek, and Johnson Creek flow through the Village. These provide many recreational opportunities, but also cause hazards for building due to floodplains and wetlands.

Groundwater quality is generally good and the village has adequate capacity to serve its residents for quite some time. Because there are few areas with significantly steep slopes in Kronenwetter, the land is attractive to development. However, additional development can greatly affect the wetland areas within the village. Wetlands play an important role in the ecology of the community, and are often viewed as unique natural amenities of the area. Future development should consider environmental features and be built in such a manner that protects them and is consistent with the character of the community.

Cultural Resources – Existing Conditions Summary

The Village of Kronenwetter and the Wausau area are rich in history. The performing and visual arts heritage is widely acknowledged and there are many organizations and events that contribute to this. There are three items in the Village of Kronenwetter that are on Wisconsin’s Architecture and History Inventory list. A comprehensive list of historical places and objects in Marathon County is available from the Wisconsin National Register of Historic Places.

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

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

Agricultural Resource Goals

A. Goal – The Village will work with agricultural landowners to ensure property owner’s rights are protected.

B. Goal – The Village will seek to support continued agriculture operations in the Village.

1. Objective – The Village will consider options for implementing a community garden.

2. Objective – The Village will consider developing a Farmer’s Market to support local agriculture.

"Without a shared vision and vigilance, communities will suffer and the assets they cherish – historic, cultural, and environmental – will disappear.”

- McKnight Foundation, re:focus: Making Choices for Future Generations
C. **Goal** – The Village will seek to protect rural living that many residents have indicated they desire and enjoy.

1. **Objective** – The Village will seek to develop a plan for evaluating rural agricultural and residential development proposals for complementary land use layouts.
   
a. **Policy** – Upon request, the Village will consider allowing agricultural lands to change zoning depending on Master Land Use plan.

### Natural Resource Goals

A. **Goal** – The Village will strive to preserve existing natural resources.

1. **Objective** – New development in the Village should be environmentally friendly, including limiting encroachment on natural resource lands and features. Use construction and maintenance methods that protect natural resources from pollution and degradation.

B. **Goal** – The Village will develop a Recreation Master Plan.

C. **Goal** – The Village will work to improve access to local resources.

1. **Objective** - The Village will consider options to improve access to the Wisconsin River.
2. **Objective** - The Village will consider options to improve access to Bull Junior Creek.

D. **Goal** – The Village will encourage the increased use and recreational opportunities of the County Forest areas.

1. **Objective** - The Village will seek to increase awareness of the County Forest areas by promoting the activities offered, such as hunting, hiking, and horse trails.
2. **Objective** - The Village will support the development of additional facilities in and around the County Forest areas.

### Cultural Resources

A. **Goal** – The Village will support an increased community involvement from residents, businesses, and community organizations.

1. **Objective** – The Village will strive to develop a cultural identity.
2. **Objective** – The Village will work with community organizations to host family-oriented community festivals, such as Peplin Fest.
3. **Objective** – The Village will work to develop and expand active service groups in the community.
This page left blank intentionally
7.0 Economic Development

7.1 Existing Conditions

An important factor in economic development is attracting new and retaining current businesses. By providing for its local businesses and the residents who make up the workforce, the Village of Kronenwetter can ensure current and future economic successes. The economic development element is a compilation of goals, objectives, policies, maps, and programs to promote the stabilization, retention or expansion of the economic base and quality employment opportunities for the Village.

Through planning, a community can anticipate economic change and guide development to achieve the Village’s economic vision and objectives. Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base. An economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and policies of the other plan elements.

This element shall assess particular types of new businesses and industries desired by the Village of Kronenwetter, assess strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. County, regional and state economic development programs that apply to the Village of Kronenwetter are also identified in the element.

7.1 Existing Conditions

The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

As Table 2-1 in the Issues and Opportunities element shows, Kronenwetter’s population has grown at a rate slightly faster than Marathon County for the past three decades. According to population projections, the Village is projected to grow at a faster pace than Marathon County through the year 2030. In 2000, Kronenwetter had a labor force participation rate of 78.8 percent, which was down from 82.3 percent in 1990. In 2000, Wisconsin had a labor force participation rate of 69.1 percent, and the U.S. as a whole had a rate of 63 percent. In December of 2008, Marathon County had an unemployment rate of 5.3 percent.
As shown in Table 2-5 in the Issues and Opportunities element, in 2000 42.3 percent of Kronenwetter residents were between the ages of 30 and 59. It can be anticipated that the median age of residents will increase slightly in future years. When residents age, and particularly cross the 60 year-old threshold, they start retiring and moving out of the workforce.

**Educational Attainment**

A good indicator of the economic potential of an area is the education attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Table 2-9 in the Issues and Opportunities element details the educational attainment in Kronenwetter and Marathon County. Nearly 90 percent of Kronenwetter residents had at least a high-school diploma in 2000. Nearly 56 percent of Kronenwetter residents had attended some college. These numbers are quite high compared to County, State, and National numbers.

One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skilled services industries and the aggregation of these jobs in larger metropolitan areas. Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods producing jobs. Growth of skilled professional and technical jobs in larger metropolitan areas attracts individuals. When students come to the area for secondary education, there is a better chance of retaining them.

**Economic Base**

Table 2-20 in the Issues and Opportunities element indicates Kronenwetter’s largest employers. Table 2-16 shows that approximately 24 percent of Kronenwetter residents are employed in the manufacturing sector, which is also Marathon County’s most prominent industry in terms of employees and payroll. Over 17 percent of Kronenwetter residents are employed in the education, health, and social services industry. Table 2-17 shows that nearly one-third of Kronenwetter residents have executive, administrative and managerial, or professional/technical occupations.

In 2000, there were 95 Kronenwetter residents who indicated they worked from home. City of Wausau businesses employ about 32 percent of Kronenwetter residents, while another 63 percent work within the Wausau Metropolitan Statistical Area. Commute times (shown in Table 2-7 in the Issues and Opportunities element) are generally under 25 minutes for Kronenwetter residents. This is sufficient to get many residents to employers within the Wausau MSA. It is also likely that within these more urbanized communities, the majority of shopping and retail trade takes place for
Kronenwetter residents. There is not a large number of commercial establishments located directly in Kronenwetter.

**Income**

In the Issues and Opportunities element, refer to the income for Kronenwetter and Marathon County residents on Tables 2-14 and 2-15. The median family income in Kronenwetter is $60,324, while Marathon County’s is only $52,632. Household incomes are also quite a bit higher for the Village of Kronenwetter when compared to Marathon County and the State of Wisconsin. Kronenwetter residents in general have higher education levels, which could contribute to residents in the Village having higher incomes than the County and State as a whole.

**Employment Projections**

Employment projections for the North Central Wisconsin Workforce Development Area are presented in Tables 2-22 and 2-23 in the Issues and Opportunities element. The industry in this region expected to see the largest growth rate through 2016 is Education and Health Services, with an expected increase in employment of approximately 17 percent. The manufacturing industry as a whole is projected to see a small decline in employment numbers. The occupation expected to see the largest increase through 2016 is healthcare practitioners and technical occupations (22.6 percent growth in employment), followed closely by healthcare support occupations (21.6 percent growth projected).

**Economic Strengths and Weaknesses**

The following are strengths and weaknesses in attracting and retaining businesses and industries to the Village of Kronenwetter. It is important that the community continue to work on strengthening its position to meet future business and industry needs that may arise.

**Strengths**

- Environmental Quality (peace and quiet, rural environment, natural resources).
- Education and Training – Kronenwetter residents have very high high-school graduation rates and good access to secondary education and training facilities in the Wausau area.
- Customer base in the Wausau Metropolitan Statistical Area of just over 125,000 according to the 2000 Census.
- Low wage scale, low land costs, and lower business and property taxes.
- Good transportation facilities and options – access to a rail line, commercial airport adjacent to southern border, located on I-39/U.S. Highway 51, and near State Highway 29.
- Workforce Age – Kronenwetter has a median age that is lower than Marathon County’s.
• Four tax-increment districts that are well-located in growth areas.

• Interchange access could be improved.

**Weaknesses**

• Lack of financial resources for development assistance.

• Workforce age – An increasing age will lead to individuals dropping out of the workforce into retirement. Entry-level workers may become difficult to find for employers.

• Truck access – Another interchange from I-39/U.S. Highway 51 at Kowlaksi Road would be ideal for future business growth. The Wisconsin DOT rejected the request but is currently considering it as a part of their review of Rothschild Exit 185.

### 7.2 Assessment of Future Conditions

Future commercial and industrial development in the Village of Kronenwetter is most likely to occur in the northern portion of the Village near the Wausau central city. As neighboring communities continue to grow and become built-out, the pressure for additional commercial and industrial establishments is likely to increase.

**Designated Economic Development Sites**

Development pressure is anticipated to continue. Some of Kronenwetter’s neighbors are nearly built-out, meaning development that these communities might have seen may be pushed to Kronenwetter. In addition to four tax-increment districts (TID’s), the Kronenwetter Business Park will aid in the Village seeing additional business and industrial development. All TID’s are located along the I-39 corridor or Old Highway 51. These are logical economic development growth areas.

---

According to the National Governor’s Association, Center for Best Practices, the seven New Economy Development Strategies are:

1) Invest in People
2) Build state-of-the-art infrastructure
3) Treat citizens as customers
4) Streamline taxes and regulations
5) Nurture entrepreneurs
6) Create hi-tech magnets
7) Preserve quality of life
Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the community’s vision and Comprehensive Plan. Currently, there are no sites in the Village of Kronenwetter that are being marketed by the Wausau Region Chamber. However, if and when there are sites that the Village would like to develop for commercial or industrial uses, they should consider contacting the Chamber and other agencies for assistance in marketing them.

Brownfield Redevelopment Sites

A search of the Wisconsin DNR BRRTS database revealed that Kronenwetter has nine sites that have been contaminated. Six of these sites are “Closed,” meaning that the sites have been satisfactorily cleaned according to state standards. There are two “No Action” sites which means that based upon the action or site attributes, no action needs to be taken to clean-up the site. One site is “Historic,” meaning spills were cleaned prior to 1996.
Table 7-1
Kronenwetter Environmentally Contaminated Sites

<table>
<thead>
<tr>
<th>Status</th>
<th>Activity Number and Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed</td>
<td>02-37-547866 ANR Pipeline, Weston Metering Station</td>
<td>2100 CTH XX</td>
</tr>
<tr>
<td>Closed</td>
<td>03-37-000184 Hanz Pit</td>
<td>Kowalski Road and Old Highway 51</td>
</tr>
<tr>
<td>Historic</td>
<td>04-37-168516 I39, .75 M. North of Maple Ridge Road</td>
<td>.75 M. North of Maple Ridge Road</td>
</tr>
<tr>
<td>Closed</td>
<td>04-37-267102 Northbound Lane of I39 &amp; 51, N. of Maple Ridge Road</td>
<td>Northbound Lane of I39 &amp; 51</td>
</tr>
<tr>
<td>Closed</td>
<td>04-37-521083 Christopher Giese</td>
<td>Kowalski Road</td>
</tr>
<tr>
<td>Closed</td>
<td>04-37-545098 American Transmission Co.</td>
<td>North Road</td>
</tr>
<tr>
<td>Closed</td>
<td>04-37-552520 Veolia Solid Waste Management Spill</td>
<td>I39 at Maple Ridge Road</td>
</tr>
<tr>
<td>No Action</td>
<td>09-37-294223 Kronenwetter Fire Dept.</td>
<td>1585 Kronenwetter Drive</td>
</tr>
<tr>
<td>No Action</td>
<td>09-37-294224 Kronenwetter Proving Ground</td>
<td>3623 Martin Road</td>
</tr>
</tbody>
</table>

Source: Wisconsin DNR


These sites can often be remediated and reused for commercial or industrial businesses. This would allow the Village to reuse these lands and enables the preservation of farmland, as businesses can avoid developing greenfield acreage.

7.3 Local Plans and Programs

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state’s priorities, renews commitment to existing programs, and presents new programs. Released by Governor Doyle in September 2003, the “Grow Wisconsin” initiative focuses on four areas:

- Fostering a competitive business climate to create fertile conditions for growth.
- Investing in people to help families climb the economic ladder.
- Investing in Wisconsin businesses to encourage job creation.
- Making government responsive to reform regulations and unleash the economic power of companies without sacrificing our shared values.
Tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans and programs exist including:

- **Wisconsin Housing and Economic Development Administration (WHEDA)**

  WHEDA offers many financial assistance programs to assist small-businesses with low-interest loans and grants.

- **Wisconsin Department of Commerce (DOC)**

  Wisconsin (DOC) offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, and expansion programs.

- **Wisconsin Department of Transportation (WisDOT)**

  WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs.

- **Enterprise Development Zone (EDZ) Program**

  Operated by the Wisconsin DOC, the Enterprise Development Zone Program provides tax incentives to businesses that are either new or expanding, that will affect depressed areas. These areas are defined as being affected by at least one of the following: high unemployment, low incomes, declining population, declining property values, plant closings or layoffs, and high public assistance reliance.

- **Community Development Zones**

  Operated by the Wisconsin DOC, the Community Development Zone program assists start-up businesses, expanding businesses, or relocating businesses. Qualifying businesses can receive tax benefits if they locate in a designated development zone and meet a minimum standard in terms of the quality and quantity of jobs they will bring to the area.

- **Transportation Economic Assistance and Development (TEA-Grant) Program**

  This program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.
• Wisconsin Public Service Corporation
Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in their service area. They also maintain lists of available land and marketing resources for communities in which they provide service.

• Northcentral Technical College
The Northcentral Technical College offers employee training programs to maintain competitiveness in today’s global business environment.

• North Central Wisconsin Workforce Development Area
This regional organization provides industry/sector focus groups, labor market surveys, wage projections, youth employment activities, and job recruitment. This group also serves as the regional coalition for the GROW Wisconsin job creation strategy discussed earlier.

• North Central Advantage Technology Zone
The nine county area of Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Wood, and Vilas Counties make up the North Central Advantage Technology Zone. Companies creating and attracting jobs and businesses are eligible for tax credits.

• Centergy
This organization assists Marathon, Wood, and Portage Counties in attracting and retaining businesses. This organization is fueled by a combination of chambers, organizations, and businesses working together to promote the area.

• Wausau/Central Wisconsin Convention and Visitors Bureau
This organization provides information on area happenings for tourists to the area. They also provide a brief history of the area, information about the area’s communities, and information on relocating to the area.

• North Central Wisconsin Regional Planning Commission (NCWRPC)
This organization offers industrial park and site inventories, business park development, loan fund assistance, economic development studies and strategies, and grant writing.
• Central Wisconsin Airport Master Plan
The number of enplanements is projected to nearly double to 298,000 annually by the year 2025, leading to recommendations in this plan of upgrading taxiways, the passenger terminal area, and taxi-lanes.

• Wausau Region Chamber of Commerce
The Wausau Region Chamber of Commerce plays a large role in the economic development of Marathon County. The Wausau Chamber is a non-stock corporation that coordinates economic development programs for all the communities located within the Wausau Region. This organization partners with communities and business to assist in business start-ups, workforce development, networking, and professional development. They host an annual Business Expo that is well attended by area businesses.

• Marathon County Development Corporation (McDEVCO)
McDEVCO is the economic development arm of the Wausau Region Chamber of Commerce. They offer a revolving loan program, job training funds, a small business incubator, and market available industrial land. This organization also acts as a one-stop permit center for businesses looking to locate in the area.

• Marathon County Participating Municipalities Agreement Group
The communities of Athens, Brokaw, Edgar, Kronenwetter, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Spencer, Wausau, and Weston all signed a code of economic development conduct agreement. This agreement allows the participating municipalities to work together to attract businesses to the region, and allows McDEVCO to be the entity which markets the area and serves as the contact for businesses looking to come to the area. This agreement also states that municipalities may not solicit another community’s business lead.

Effectively using these tools and programs requires an investment by the Village to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.

7.4 Economic Development Goals, Objectives and Policies
The community survey revealed community preferences about economic development. If commercial establishments are developed, family restaurants, a post office, and independently owned retail businesses are the most desired. If industrial development occurs, the preference is for light industry or assembly facilities. Residents also indicated that State Highway 153 would be a decent location for industrial uses, while County Highway X...
is a good area for commercial establishments. Also, if an interchange would be developed at Kowalski Road, commercial establishments are preferred for the land surrounding the interchange.

During the SWOT meeting, several items were brought up regarding the Village and economic development. One of the higher vote recipients in the strengths category was available industrial land for growth. The second highest weakness vote recipient is a poor business/industry tax base. Filling the existing TIF’s was also a high vote getter in the weakness category. There is a strong desire to utilize some of the available land for industrial development to provide jobs and increase the local tax base. The top threat was that the Village is not aggressive enough in attracting new businesses. Other high vote recipient threats related to economic development are that poor media relations are negatively affecting staff and business recruitment and Village government road blocks to expansion and growth, including regulations and preferences. A large vote recipient opportunity is increasing business ties with existing transportation infrastructure in the Village, including I-39, the railroad, and CWA.

**Economic Development Goals, Objectives and Policies**

A. **Goal** - The Village will develop an economic development strategy and master plan to help guide development to appropriate locations.
   
   1. **Objective** – The Village industrial economic development activities will focus on light industrial, warehousing and assembly.
   
   2. **Objective** – Commercial establishments that are desired by the community and which will improve the quality of life of Village residents will be prioritized.

B. **Goal** – The Village will seek to guide economic development to areas in the Village already established and well positioned for business and industry.
   
   1. **Objective** – The Village will work to maximize development in all tax increment districts.
   
   2. **Objective** – The Village will promote redevelopment of the Old Highway 51 corridor.

   3. **Objective** – The Village will support economic development along corridors in compliance with their Master Land Use Plan.

C. **Goal** – The Village will seek to improve and utilize relationships to increase economic development, including working with Marathon County Development Corporation (MCDEVCO), WisDOT, and/or other local government entities.

   1. **Objective** – The Village will continue to work with the Wisconsin Department of Transportation to increase access to I-39.
2. **Objective** – The Village will work with surrounding communities and Marathon County to utilize the CWA expansion as an opportunity to attract additional business and industry near the airport.

3. **Objective** – The Village will utilize local media and marketing to promote business opportunities in the Village.

4. **Objective** – The Village will promote its quality work force and school systems.
8.0 Intergovernmental Cooperation

8.1 Existing Conditions

8.2 Assessment of Future Conditions

8.3 Growth Trends and Planning Activities in Adjacent Communities

8.4 Intergovernmental Cooperation Goals, Objectives, and Policies

8.1 Existing Conditions

Intergovernmental Plans, Agreements, and Relationships

The number of existing intergovernmental plans, agreements, and relationships involving the Village of Kronenwetter is fairly extensive. The primary intergovernmental agreements and relationships involve emergency services, stormwater and transportation planning, sanitary sewer service, and economic development.

The Village has no cooperative boundary agreements as defined under State Statute 66.0307. There is a regional master plan as defined under State Statute 66.0309. This was drafted and adopted on December 10, 2003. Other indirect relationships exist between neighboring jurisdictions, the D.C. Everest and Mosinee School Districts, Marathon County, the NCWRPC, WDNR, WisDOT, and several other State agencies/departments. Enhancing the relationship of the Village with all adjoining and overlapping jurisdictions can and will advance dialogue and actions necessary to ready the Village for future changes in land use and growth pressures.

Adjacent Jurisdictions

The Village of Kronenwetter generally maintains a cooperative relationship with all adjacent municipalities.

Kronenwetter receives EMS services from the City of Schofield; however as of January 1, 2010, this service will come from the Town of Rib Mountain. The Kronenwetter Fire Department provides services to the Town of Guenther. The Village also has a mutual aid agreement with the Mosinee Fire District for automatic fire response.

Kronenwetter, along with Athens, Brokaw, Edgar, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Spencer, Wausau, and Weston all signed a code of economic development conduct agreement. This agreement allows the participating municipalities to work together to attract businesses to the region, and allows McDEVCO to be the entity which markets the area and serves as the contact for businesses looking to come to the area. This agreement also states that municipalities may not solicit another community’s business lead.
Schools

Students in the Village of Kronenwetter attend public school in the D.C. Everest or Mosinee School Districts. The Village’s relationship with the School Districts can be characterized as cooperative. This relationship must continue and be strengthened as growth is coordinated with school capacity and increased needs of Village services.

County and Regional Agencies

The Village of Kronenwetter is located in Marathon County. The County has limited jurisdiction within the Village. In particular, Marathon County has jurisdiction over on-site sanitary systems and the maintenance and improvements of county highways in the Village.

The relationship between the Village of Kronenwetter and Marathon County can be characterized as one of cooperation. Kronenwetter has attempted to maintain open communication with Marathon County. Continued coordination and cooperation will be important to find and utilize the tools that will realize the vision of the Plan.

Marathon County and the Village of Kronenwetter are part of the North Central Wisconsin Regional Planning Commission (NCWRPC). Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and provide other technical and advisory assistance to local governments. The Village of Kronenwetter has varied contact with the NCWRPC. However, under Wisconsin’s Comprehensive Planning legislation each regional planning commission must also develop a Comprehensive Plan. Under this law, regional planning commissions are responsible for developing a plan that takes on a regional aspect.

The Village is also a part of the Wausau Metropolitan Planning Organization (MPO). The MPO oversees transportation planning and funding within the Wausau Metropolitan Area. Kronenwetter is included in the plans that the MPO completes. The Village is committed to continued participation in MPO projects that involve the Village.

Kronenwetter is a member of the Rib Mountain Metropolitan Sewerage District (RMMSD). The RMMSD receives sewage from Kronenwetter at its wastewater treatment facility. The Villages of Weston, Rothschild, and the Town of Rib Mountain also utilize RMMSD’s wastewater treatment facility.

The Village of Kronenwetter is a member of the North Central Stormwater Coalition. This organization unifies communities in working together to achieve better water quality in the area basins by addressing stormwater issues together.

Healthy collaborations:
- Are less competitive than traditional decision-making.
- Are based on joint learning and fact finding.
- Feature opportunities for creative and systemic thinking.
- Encourage parties to participate jointly in the decision-making process.
- Can be ongoing processes that accept new players.
- Structure participant interaction to encourage constructive dialogue, discussion and deliberation.
- Accommodate mutual gain negotiation.
- Address matters of procedure and relationships as well as substance.
- Allocate implementation responsibility across as many parties in the process as the situation warrants.”

Source: Daniels and Walker, Oregon State University.

Why Collaborate?
- Provide a wider network of compatible businesses for clustering.
- Provide a greater array of services available to a larger market.
- Create traffic patterns that capitalize on the contributions of multiple communities, while retaining a greater number of dollars within the region.
- Pool government resources to prevent overlapping or duplicative services.
- Consolidate heavy-cost services.
- Pool government resources to achieve volumes necessary to access deep discounts not available individually.
- Share financial resources to protect natural resources.

Kronenwetter takes part in meetings of Marathon County’s Eastern Towns and Villages Association. Meetings are held quarterly; a joint meeting of the East and West groups is held annually in July.

**State Agencies**

WDNR and WisDOT are the primary state agencies the Village of Kronenwetter must coordinate with to achieve the goals and objectives of this Plan.

WDNR has a lead role in wildlife protection and the protection and sustained management of woodlands, wetlands, and other natural wildlife habitat areas. The activities of the WDNR are discussed further in the Agricultural, Natural, and Cultural Resources Element of this Plan. Additional information is also available on-line at [www.dnr.state.wi.us](http://www.dnr.state.wi.us).

WisDOT is also a key player in the planning and development of transportation facilities in the Village of Kronenwetter. WisDOT is responsible for the maintenance of State Highway 153 and I-39/U.S. Highway 51. The Village will continue to coordinate with WisDOT with respect to decisions regarding all roadways under WisDOT jurisdiction. Additional information is also available on-line at [www.dot.state.wi.us](http://www.dot.state.wi.us).

Open communication and participation in land use and transportation decisions, which may impact the Village, is an important priority for intergovernmental cooperation in the future.

**8.2 Assessment of Future Conditions**

In the future, it is hoped that an open and continuous dialogue between the Village, Marathon County, and other governmental jurisdictions will result in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services and open communications. Without the coordination and cooperation of local governmental jurisdictions, decisions critical to preserving and enhancing local and regional characteristics, activities, and natural resources will be compromised.

As growth and land use changes continue in the area, there will be significant competition with the surrounding communities to attract development.

**8.3 Growth Trends and Planning Activities in Adjacent Communities**

The Village of Kronenwetter will seek to cooperate with all neighboring municipalities, the county, state agencies, and the school districts for mutual benefit. To ensure compatibility with the planning goals and objectives identified in the Village of Kronenwetter’s Comprehensive Plan, the Village will share their plan with adjacent communities and agencies and would like to participate in future planning efforts with these entities.
8.4 Intergovernmental Cooperation Goals, Objectives, and Policies

Intergovernmental Cooperation Goals, Objectives and Policies

A. **Goal** – The Village will seek to increase coordination with neighboring municipalities to efficiently provide services to residents.

1. **Objective** – The Village will continue to work with the City of Mosinee for an interconnect for the Village water system.

2. **Objective** – The Village will explore options for increased public safety services through shared service agreements and combined services throughout the metro area, where cost effective and beneficial to the community.

3. **Objective** – The Village will coordinate with the Rib Mountain Metropolitan Sewerage District for Sewer Service Area (208) Planning.

B. **Goal** – The Village will work to improve relationships with the D.C. Everest and Mosinee School Districts.

   a. **Policy** – The Village will stay involved and updated concerning school property decisions.

   b. **Policy** – The Village will work with area organizations utilizing Village recreational facilities to maintain good relationships and encourage cooperation.

C. **Goal** – The Village will increase communication with area organizations to improve transportation connections to the Village.

1. **Objective** – The Village will coordinate with the Central Wisconsin Airport Board on decisions that have the potential to impact the Village.

2. **Objective** – The Village will coordinate with Marathon County to ensure County Highways in the Village are well maintained.

3. **Objective** – The Village will coordinate with the State of Wisconsin to ensure I-39 access is improved.

4. **Objective** – The Village will explore improving State Highway 153 to four lanes from I-39 to County Highway X based on Village growth in that area.
   
   a. **Policy** – The Village will ensure local traffic has regional mobility capabilities via County and State highways.

D. **Goal** – The Village will improve transportation flow throughout the Village.

1. **Objective** – The Village will coordinate with the area communities to improve both motorized and non-motorized transportation systems.
a. **Policy** – The Village will work to connect Kronenwetter Drive to the City of Mosinee and the Village of Rothschild.

2. **Objective** – The Village will seek to have greater participation in road decisions near the Central Wisconsin Airport.
   
a. **Policy** – The Village will seek to have other entities pay the costs of transportation improvements related to CWA expansion projects.

3. **Objective** – The Village will work with WisDOT to improve the Maple Ridge Road Interchange area.
   
a. **Policy** – The Village will seek to have WisDOT incorporate multi-use paths into the Interchange design.

E. **Goal** – The Village seeks to maintain relationships with existing regional entities.

1. **Objective** – The Village will consider involvement with WISWARN (Wisconsin Water/Wastewater Agency Response Network).

2. **Objective** – The Village will continue to coordinate with the Wausau Metropolitan Planning Organization for regional transportation improvements.

3. **Objective** – The Village will analyze the relationship with MCDEVCO and the Wausau Area Visitors and Convention Bureau as to the costs and benefits associated with Village participation. The Village will then make a determination on continuing participation.

F. **Goal** – The Village will seek to have the County pay for a reasonable share of expenses related to infrastructure, including County Highways, in proportion to County taxes paid by Kronenwetter property owners.
This page left blank intentionally
9.0 Land Use

9.1 Land Use Summary

9.2 Land Use Agencies and Programs

9.3 Future Land Use

9.4 Land Use Goals, Objectives and Policies

The Land Use Element is intended to provide important background data, analyze trends, and define future needs related to land use. This information will serve as the foundation for the development of goals, objectives, policies, and actions. This element must be defined and utilized in conjunction with the other eight planning elements and will serve as a guide to future growth and development in the Village of Kronenwetter.

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny.

Many Wisconsin communities are facing problems due to unplanned growth: pollution, a loss of community character, traffic congestion, and sprawling development. Infrastructure and maintenance costs continue to encumber local units of government. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of these problems can be reduced.

This chapter contains a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for redevelopment within the Village of Kronenwetter. This chapter analyzes existing trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The chapter shall also contain a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

Wis. Stats. 66.1001(2)(h)
(h) Land-use element. A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.
9.1 Land Use Summary

Kronenwetter is located in the southcentral portion of Marathon County. Predominantly undeveloped in land use, the Village has growing residential, commercial, and industrial components, as well as a significant natural resource base.

Historically, the Village has been impacted by several major issues – proximity to the City of Wausau and inclusion in the Wausau Metropolitan Statistical Area, annexation to neighboring incorporated municipalities prior to 2003, incorporation in 2003, forestry resources, and agricultural land.

Because of the unique features of proximity to the urbanized area, rural and recreational amenities, and access to a variety of interconnected transportation systems, there has been a large demand for residential, industrial, and to a smaller extent, commercial lots in the Village.

The Village is able to accommodate a wide variety of structures due to the availability of utilities and services, as well as their own zoning and subdivision regulations.

Agricultural uses in the Village have been cut nearly in half over the past six years. Due to increases in farming costs, farmers getting older, and an increase in the demand for residential and commercial land, the likelihood that there will be a further decline in agricultural land is high. While agricultural land use will likely continue to be an important part of Marathon County, Kronenwetter will probably see a decrease in this land as development pressure continues.

Commercial and manufacturing uses have increased over the past several years and will likely continue to do so. As development pressure continues to press outward from Wausau and neighboring communities continue to get closer to being built-out, companies will continue to look to Kronenwetter for their development locations. There is good access to customer base, as well as far-reaching transportation systems available.

Development Limitations

Another reason Kronenwetter is likely to see additional development pressure is due to the nature of its land. There are some areas with natural resource limitations that will prohibit development, but as a general rule, the land is flat, making construction relatively easy. Using the information in the Natural Resources element, as well as working cooperatively with Marathon County, FEMA, and Wisconsin DNR, development can be guided in a manner that protects Kronenwetter’s resource base.
**Existing Land Use**

The Village of Kronenwetter is largely forested and undeveloped. According to 2008 assessment records, over 34 percent of the Village is forested, 22 percent undeveloped, and 16 percent agricultural. Developed uses (residential, commercial, and manufacturing) total 16.4 percent Kronenwetter’s acreage.

### Table 9-1

**2003 to 2008 Land Use - Village of Kronenwetter**

<table>
<thead>
<tr>
<th>Real Estate Class</th>
<th>2003*</th>
<th>2008</th>
<th>2003 2008 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Parcels</td>
<td>Acres</td>
<td>Acres - Percent of Total</td>
</tr>
<tr>
<td>Residential</td>
<td>2,251</td>
<td>2,491</td>
<td>10.9%</td>
</tr>
<tr>
<td>Commercial</td>
<td>78</td>
<td>293</td>
<td>1.3%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4</td>
<td>91</td>
<td>0.4%</td>
</tr>
<tr>
<td>Agricultural</td>
<td>486</td>
<td>9,575</td>
<td>42.0%</td>
</tr>
<tr>
<td>Undeveloped</td>
<td>202</td>
<td>1,916</td>
<td>8.4%</td>
</tr>
<tr>
<td>Ag Forest</td>
<td>0</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>Forest</td>
<td>410</td>
<td>8,373</td>
<td>36.7%</td>
</tr>
<tr>
<td>Other</td>
<td>44</td>
<td>71</td>
<td>0.3%</td>
</tr>
<tr>
<td>Real Estate Totals</td>
<td>3,475</td>
<td>22,810</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Revenue

* Town and Village of Kronenwetter combined totals.

Between 2003 and 2008, 600 residential parcels were created, a ten percent increase. The largest growth came in parcels assessed as undeveloped (148 percent increase), while agriculture saw the largest decline (63 percent). Commercial parcels increased by 37 parcels (128 percent). The current zoning map is located on the following page.

While residential, commercial, and industrial growth has been occurring, the equalized valuation of property in the Village has been increasing as well. Every class of real estate saw a valuation increase from 2003 to 2008, with the exception of agricultural land. This class declined in parcels and acreage, as well as valuation. Overall, the Village has seen its equalized value more than double in the last six years.

### Table 9-2

**2008 Valuation**

<table>
<thead>
<tr>
<th>Real Estate Class</th>
<th>Land Value</th>
<th>Improvement Value</th>
<th>Total Valuation</th>
<th>Percent Change Since 2003*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$84,799,500</td>
<td>$303,475,000</td>
<td>$388,274,500</td>
<td>88.0%</td>
</tr>
<tr>
<td>Commercial</td>
<td>$27,764,800</td>
<td>$24,656,000</td>
<td>$52,420,800</td>
<td>224.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$1,478,600</td>
<td>$10,362,100</td>
<td>$11,840,700</td>
<td>655.5%</td>
</tr>
<tr>
<td>Agricultural</td>
<td>$669,800</td>
<td>$0</td>
<td>$669,800</td>
<td>-79.6%</td>
</tr>
<tr>
<td>Undeveloped</td>
<td>$5,586,700</td>
<td>$0</td>
<td>$5,586,700</td>
<td>1038.3%</td>
</tr>
<tr>
<td>Ag Forest</td>
<td>$2,438,600</td>
<td>$0</td>
<td>$2,438,600</td>
<td>n/a</td>
</tr>
<tr>
<td>Forest</td>
<td>$15,704,900</td>
<td>$0</td>
<td>$15,704,900</td>
<td>96.2%</td>
</tr>
<tr>
<td>Other</td>
<td>$445,400</td>
<td>$2,066,100</td>
<td>$2,511,500</td>
<td>12.9%</td>
</tr>
<tr>
<td>Total</td>
<td>$138,888,300</td>
<td>$340,559,200</td>
<td>$479,447,500</td>
<td>101.2%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Revenue, Statement of Assessments, Statement of Changes in Equalized Values by Class and Item

* 2003 combined the Town and Village of Kronenwetter valuations
This page left blank intentionally
Figure 9-1
Existing Land Use - Village of Kronenwetter

Source: Marathon County
* Large print zoning map is available for viewing at the Kronenwetter Municipal Center.
Source: Village of Kronenwetter
This page left blank intentionally
Commercial Land Use
As of the 2008 assessment, there were 115 commercially assessed properties in the Village. There has been an increase of 37 parcels from 2003.

Industrial Land Use
There are six manufacturing properties in the Village. This was an increase of two parcels from 2003 to 2008.

Forested Land Use
Forestry land is the primary land class in the Village in terms of acreage. There are over 7,300 acres and 371 parcels classified Forest. There was a 39 parcel decrease from 2003 to 2008, resulting in a decrease of 1,000 acres.

Residential Land Use
There are 2,851 residential parcels and 2,755 acres currently devoted to residential land use in the Village, which results in an average of just less than one acre per residential parcel. While this is only 12 percent of the total Village acreage, the residential land class is the most valuable. Nearly 81 percent of the Village’s valuation is in the residential land class.

Agricultural Land Use
Agricultural uses in the Village occupy the third largest amount of acreage. There are 249 parcels and 3,505 acres assessed agriculture, resulting in an average of about 14 acres per agricultural parcel. Over the past six years, over 63 percent of agricultural land has been changed to other uses. More information about the change in farming in the Village and Marathon County is presented in the Agricultural Resources section.

Public/Other Land Use
There are a number of significant public lands in the Village of Kronenwetter, including the Kronenwetter and Leather Camp Forestry Units. The Village also owns several parcels, including the seven parks that it operates and maintains.

The Wisconsin Public Service Corporation owns several large properties in the Village. As a utility, these properties are tax exempt. Recently, WPS has been purchasing additional properties in the Village, which removes them from the Village tax roll. This increases the burden of providing Village services to these properties while not receiving taxes from them.

Land Demand and Prices
Land sales and prices can indicate changes in an economy and land use patterns. Particularly when agricultural and forested lands are sold and converted to alternative land uses, it is important to see if there is a desire to shift some of these lands to more intense uses, such as residential, commercial, or industrial.
Table 6-5 from the Agricultural Resources element shows there is a premium that is paid when buying agricultural land and converting it to other uses. On an annual basis, about 15 percent of agricultural acreage that is sold gets diverted to other uses.

Table 9-3
Marathon County Forest Land Sold and Converted to Other Uses

<table>
<thead>
<tr>
<th>Year</th>
<th>Transactions</th>
<th>Acres Sold</th>
<th>Dollars per Acre</th>
<th>Transactions</th>
<th>Acres Sold</th>
<th>Dollars per Acre</th>
<th>Transactions</th>
<th>Acres Sold</th>
<th>Dollars per Acre</th>
<th>Percent of Forest Land Converted to Non-Forest Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>133</td>
<td>4,060</td>
<td>$1,112</td>
<td>94</td>
<td>2,884</td>
<td>$941</td>
<td>39</td>
<td>1,176</td>
<td>$1,532</td>
<td>29.0%</td>
</tr>
<tr>
<td>1999</td>
<td>121</td>
<td>3,526</td>
<td>$1,559</td>
<td>93</td>
<td>2,480</td>
<td>$1,111</td>
<td>28</td>
<td>1,046</td>
<td>$2,623</td>
<td>29.7%</td>
</tr>
<tr>
<td>2000</td>
<td>80</td>
<td>2,471</td>
<td>$1,271</td>
<td>59</td>
<td>1,803</td>
<td>$1,175</td>
<td>21</td>
<td>668</td>
<td>$1,532</td>
<td>27.0%</td>
</tr>
<tr>
<td>2001</td>
<td>83</td>
<td>2,688</td>
<td>$1,394</td>
<td>66</td>
<td>2,243</td>
<td>$1,353</td>
<td>17</td>
<td>445</td>
<td>$1,603</td>
<td>16.6%</td>
</tr>
<tr>
<td>2006</td>
<td>54</td>
<td>2,173</td>
<td>$2,416</td>
<td>38</td>
<td>1,465</td>
<td>$1,869</td>
<td>16</td>
<td>708</td>
<td>$3,548</td>
<td>32.6%</td>
</tr>
<tr>
<td>2007</td>
<td>57</td>
<td>1,864</td>
<td>$2,452</td>
<td>38</td>
<td>1,171</td>
<td>$2,204</td>
<td>19</td>
<td>693</td>
<td>$2,872</td>
<td>37.2%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Agricultural Statistics Service

Forest land sales have seen a similar trend. As shown in the table above, there were large premiums paid to convert forested land to other uses in 1999 and 2006. Many years saw about 30 percent of forest land that was converted to other uses.

Table 9-4
Land Value per Acre

<table>
<thead>
<tr>
<th></th>
<th>Kronenwetter</th>
<th>Marathon County</th>
<th>Kronenwetter</th>
<th>Marathon County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$13,022</td>
<td>$30,780</td>
<td>$14,191</td>
<td>$22,491</td>
</tr>
<tr>
<td>Commercial</td>
<td>$9,927</td>
<td>$41,502</td>
<td>$32,373</td>
<td>$53,130</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$1,960</td>
<td>$12,747</td>
<td>$6,057</td>
<td>$7,723</td>
</tr>
<tr>
<td>Agriculture</td>
<td>$343</td>
<td>$191</td>
<td>$147</td>
<td>$164</td>
</tr>
<tr>
<td>Undeveloped</td>
<td>$276</td>
<td>$1,177</td>
<td>$506</td>
<td>$560</td>
</tr>
<tr>
<td>Ag Forest</td>
<td>n/a</td>
<td>$1,031</td>
<td>n/a</td>
<td>$960</td>
</tr>
<tr>
<td>Forest</td>
<td>$956</td>
<td>$2,130</td>
<td>$1,146</td>
<td>$2,000</td>
</tr>
<tr>
<td>Other</td>
<td>$4,358</td>
<td>$6,959</td>
<td>$3,180</td>
<td>$4,510</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Revenue, Statement of Assessments, Statement of Changes in Equalized Values by Class and Item

When looking at assessments, some land use classes are valued more in Kronenwetter when compared to Marathon County. For instance, residential land value per acre is significantly higher in Kronenwetter than in Marathon County. However, commercial land values are lower in Kronenwetter, which may attract businesses. Manufacturing land in Kronenwetter is much more valuable than Marathon County’s value per acre, as is undeveloped acreage.

Many land classes in Kronenwetter saw values grow significantly from 2003 to 2008, including residential, commercial, manufacturing, undeveloped, and forested. Agricultural land value on a per acre basis declined significantly from 2003 to 2008.


**Land Use Analysis**

The Village of Kronenwetter is a very attractive location for development to occur. The Village is located in a metropolitan area, with several surrounding communities having limited room for development. As seen, the primary land class in Kronenwetter is undeveloped. In addition, the Village is well-served with water and sewer, enabling it to accommodate a variety of structures and uses.

There are few land use conflicts within the Village. Undeveloped, forestry, and agricultural land uses dominate the Village. However, in the northwestern portion, there has been rapid urbanized growth. As this growth continues to push to other areas of the Village, the potential for land use conflicts will increase. Those residents wishing to preserve their agricultural and forested acreage will likely see increased pressure from developers in the future.

There are three areas of the Village that appear to have the potential for significant changes in land use over the next 20 years.

The first area is lands adjacent to, but east of the Bull Junior Creek. Urban development in the Village has largely stayed north and west of the Bull Junior Creek. As this area infills, development pressure will shift to the east and south, in particular, as the Village extends municipal water and sewer.

The second area is near the Maple Ridge Interchange. As this interchange is improved by WisDOT, and as most other interchanges to the north have become fully developed, there will be pressure at this interchange for development. This is also the only area of the Village with direct access to U.S. 51/I-39, and development should be restricted to industrial or commercial growth, with the potential for office related development in particular on the Wausau Paper property.

The third area is land in the vicinity of the Central Wisconsin Airport. Based upon potential reorientation of the terminal, there will be increased development pressure on lands in the Village. Development will be limited because of the current lack of sewer and water availability to property in the Village. Should utilities be extended or made available from the City of Mosinee, development will occur. The Village should partner with the City of Mosinee and the CWA to accommodate the growth that will be spurred by the CWA.

Of concern is the Kowalski Road area. The Village has pushed for an interchange development at this location. To date, these efforts have been rebuffed. The Village has invested a significant amount of money in infrastructure. However, if an interchange is not built, there may be limited demand for commercial or industrial uses, and a potential demand for at least some residential development. This may be constrained by the restrictions associated with TIF district regulations.
Development on Old Highway 51 is currently a mixture of industrial, commercial and residential. Redevelopment of this area is impacted by the lack of improved connections to I-39, small lot sizes and multiplicity of owners. The Village may wish to consider an area redevelopment plan that would address these issues, as well as working with area residential and businesses to create a shared vision for redevelopment.

Kronenwetter is a community with boundaries that are difficult to identify as well. The Village may wish to develop an Entrance Way and Key Corridor Study in the near future. The following figure depicts key corridors and entrance points throughout the community. There are several improvements that could be made to improve this aspect of the Village that could be identified in the plan.

Individuals traveling in to Kronenwetter should know which community they are entering. By having unified entrance ways with a good look and feel, the Village will naturally become a more welcoming community. Another important improvement in this area to make is improving the signage both internally and externally. Internal signage improvements could include a wayfinding system with a common sign design. External signage improvements include working with WisDOT I-39 and working with neighboring communities to get directional signage located in key locations. Identifying access to the community is critical to the success of Kronenwetter businesses. Getting proper signage to identify and improve access to the Village is important, particularly at:

- the I-39/U.S. 51 and State Highway 153 interchange in Mosinee,
- the I-39/U.S. 51 and Maple Ridge Road interchange in Kronenwetter,
- the I-39/U.S. 51 and Business Highway 51 interchange in Rothschild, and
- the State Highway 29 and County Highway X interchange in Weston.

It will be important to communicate and coordinate with neighboring communities, as they may request similar concessions from the Village.

Another key component that plays a factor in Kronenwetter’s land use is the Wisconsin Public Service Corporation (WPS). They own and operate the power facilities in the northwest portion of the Village. Recently, WPS has been buying property adjacent to the existing power generation facility. Unfortunately, when WPS takes ownership of these parcels, they are reclassified as utility and are no longer taxed. Therefore, the Village would like to be involved in land-use decisions made by WPS to determine the purpose of their purchases and future land use goals. The Village would like to explore the development of an agreement with WPS to compensate for the loss in property taxes and the costs for infrastructure already installed that increasingly serves vacant WPS property.
This page left blank intentionally
9.2 Land Use Agencies and Programs

There are a number of available agencies and programs to assist communities with land use projects. Below are brief descriptions of various agencies and programs.

University of Wisconsin

The UW-Madison, River Falls, Milwaukee, and Stevens Point can provide research and outreach planning services to area communities.

North Central Wisconsin Regional Planning Commission (NCWRPC)

Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and provide other technical and advisory assistance to local governments. For more information visit www.ncwrpc.org.

Marathon County

Marathon County regulates land use in unincorporated communities. They also have some jurisdiction regarding shoreland zoning, wetlands, and personal on-site sanitary systems.

Wausau Metropolitan Planning Organization

This organization conducts studies and plans for the entire metropolitan area, including the Village of Kronenwetter. Many of these plans are transportation or utility related.

9.3 Future Land Use

Future Land Use

Future land use in the Village will likely continue to see an increase in residential use. Commercial and manufacturing uses will likely increase as the availability of water, sewer, rail, and the Business Park are promoted and utilized.

Based upon the population and housing projections developed in the Issues and Opportunities Element, the Village of Kronenwetter is projected to double in population by the year 2030 (from the 2000 population). The projected 2030 population is 10,989. The accuracy of this projection will be highly dependent upon actions the Village takes between now and then.

Projected Growth

Land use projections are an important part of a Comprehensive Plan. They are a “best guess” of the amount of land that will be needed for future development, and are based on population and household projections, community development standards (accepted density or intensity of various land uses) and community desires. Within the Village, there are approximately 22,000 acres of assessed land. Of this, approximately 4,750 acres are classified as undeveloped (previously classified as swamp and
wasteland), leaving approximately 17,250 acres of developable land. Much of this acreage is assessed as forestry or agricultural land.

Current zoning regulations show that single-family and two-family lots in R-1, R-2, and R-4 zoning must be one-half acre in size. Multi-family lots should be one acre in size with 2,700 square feet per unit for units over two bedrooms. One bedroom units must have at least 2,100 square feet per unit on a one acre lot. The Suburban Residential District requires single-family units to be on one acre of land, while the Rural Residential District requires a three acre minimum. Single-family housing units are allowed in agricultural districts as well, with the AG-1 District having a minimum lot size of five acres, and an AG-2 District having a minimum lot size of 20 acres.

For commercial businesses, the Neighborhood Shopping District has a minimum lot size of one-half acre, while the Community Service District and the General Commercial District have minimum lot sizes of 10,800 square feet, or approximately one-quarter of an acre. The M-1 Limited Industrial District and M-2 General Industrial District require minimum lot sizes of one-half acre.

Based upon the historical growth rates, and the projected growth developed in the Issues and Opportunities Element, we anticipate development of approximately 1,680 residential dwelling units, 140 additional acres of commercial uses, 280 acres of industrial land, lands assessed agricultural will decrease by 160 acres, forested lands will decrease by 240 acres, and undeveloped lands will decrease by 816 acres by the year 2030. About seven percent of the current Village housing units have more than one unit. Keeping this percentage the same, it could be expected that the Village would see about 118 multi-family units, consuming approximately 15 acres (assuming eight units per acre). This leaves 1,562 single-family housing units, resulting in a minimum consumption (under current regulations) of 781 acres. The increments below indicate a running total.

5 years
Over the first five years, we project a total of:
• 420 new residences on 199 acres,
• 35 acres of new commercial development,
• 60 acres of forest land converted to other uses,
• 204 acres of undeveloped land converted to other uses,
• the conversion of 40 acres of agricultural to other uses, and
• 70 acres of new industrial uses.
10 years
Within ten years, we project a total of:
• 840 new residences on 398 acres,
• 70 acres of new commercial development,
• 20 acres of forest land converted to other uses,
• 408 acres of undeveloped land converted to other uses,
• conversion of 80 acres of agricultural to other uses, and
• 140 acres of new industrial uses.

15 years
In fifteen years, we project a total of:
• 1,260 new residences on 597 acres,
• 105 acres of new commercial development,
• 180 acres of forest land converted to other uses,
• 612 acres of undeveloped land converted to other uses,
• 120 acres of agricultural land converted to other uses, and
• 210 acres of new industrial uses.

20 years
In twenty years, we project a total of:
• 1,680 new residences on 796 acres,
• 140 acres of new commercial development,
• 240 acres of forest land converted to other uses,
• 816 acres of undeveloped land converted to other uses,
• 160 acres of agricultural land converted to other uses, and
• 280 acres of new industrial uses.

The figure on the following page shows the generalized future land use for the Village. It is important to note that the Future Land Use Map does not change zoning or subdivision regulations that are in place. Rather, this map serves to indicate areas that the Village would like to guide future growth over the next 20 years.

When creating this map, several options were evaluated for appropriate places to guide development in the Village. After much discussion, the areas depicted in the following map that are targeted for development are dependent upon many things, including development pressure and access.

When selecting areas for development, water and sewer accessibility was a topic of much discussion. The areas marked for future development in the
southwest portion of the Village are somewhat dependent on the Village being able to work with the City of Mosinee for water and sewer service collaboration. Also, the expansion of the Central Wisconsin Airport will have an affect on market pressure for this area. The future residential areas were also selected based on current and future road connections, as well as the capability of the Village extending, at some time, water and sewer services to these areas.
Figure 9-4
Future Land Use Map

Source: Village of Kronenwetter
9.4 Land Use Goals, Objectives and Policies

**Land Use Goals, Objectives and Policies**

A. **Goal** - The Village will strive to coordinate future growth and land uses with infrastructure capabilities and availability.

1. **Objective** – The Village will communicate and strive to coordinate with neighboring communities for infrastructure improvements to accommodate future land uses when development pressure arises.
   
   a. **Policy** – The Village will seek to coordinate with the City of Mosinee to accommodate development pressure around the CWA with adequate infrastructure.
   
   b. **Policy** – The Village will encourage growth to occur within the Sewer Service Planning Area.
   
   c. **Policy** – The Village will work with the Rib Mountain Metropolitan Sewerage District to accommodate future development pressure with adequate infrastructure.
   
   d. **Policy** – The Village will work with the Wausau Area Transportation System to develop public transportation options for Village residents and businesses.
   
   e. **Policy** – The Village will work with Marathon County to ensure recreational uses continue to be provided throughout the Village to accommodate all residents.

B. **Goal** – The Village will work with landowners to protect productive agricultural and forest lands to accommodate property owner desires to the extent possible.

   a. **Policy** – The Village will strive to protect private property rights while ensuring resident safety.

C. **Goal** – The Village will strive to avoid allowing conflicting land uses to be located adjacent to one another.

1. **Objective** – The Village will encourage commercial uses in areas with a large population nearby, and on streets and roads with high traffic counts.

   a. **Policy** – The Village will encourage the development of businesses that attract consumers to the Village from other nearby communities, in addition to providing services to Kronenwetter residents.

   a. **Policy** – The Village will be receptive to commercial uses in some locations along County Highway X, County Highway XX, and Maple Ridge Road, among others.
2. **Objective** – The Village will encourage industrial uses in areas with good transportation access.
   
a. **Policy** – The Village will be receptive to industrial uses in some locations along State Highway 153, Old Highway 51, Maple Ridge Road, and on the rail line.

D. **Goal** – The Village will strive to continue offering a variety of residential settings to have an appeal to a wide variety of residential users.

E. **Goal** – The Village will evaluate and consider developing standards for entrance ways into the Village.

   1. **Objective** – The Village will work with Rothschild and Marathon County to improve the entrances to Kronenwetter via County Highways X and XX.
   
   2. **Objective** – The Village will work with the Wisconsin Department of Transportation to improve the entrance to Kronenwetter via the Maple Ridge Road interchange.
   
   3. **Objective** – The Village will strive to improve other entrances to Kronenwetter using U.S. 51/I-39 State Highway 153, Kowalski Road, and Martin Road.

F. **Goal** – The Village will encourage development that preserves to the extent possible the quality of life that residents enjoy.

   1. **Objective** – The Village will strive to maintain a density of no greater than one residential unit per three acres of land in the rural areas of the Village.

   2. **Objective** – The Village will strive to maintain a density of no greater than one residential unit per one-half acre in the more urban areas of the Village.

G. **Goal** – The Village will seek to be involved with WPS land use decision-making process, particularly those regarding property adjacent to the existing power generation facilities.

   1. **Objective** – The Village will strive to identify long-term land-use goals for WPS, and develop compatible neighboring land uses.

   2. **Objective** – The Village will explore options for financial reimbursement from WPS for lost tax base and sunken infrastructure costs, possibly through a payment in lieu of taxes (PILOT) agreement.
10.0 Implementation

10.1 Action Plan

10.2 Plan Integration and Consistency

10.3 Plan Monitoring and Evaluation

10.4 Plan Amendments and Updates

This element serves as a “priority” list for implementing and realizing the Plan. It prescribes those actions necessary to realize the visions, goals, and objectives highlighted in previous chapters of the Plan. The Plan addresses many important components critical to sustaining a healthy community while preserving the community character and resources residents enjoy. As change is inevitable, the Plan may need to be amended to appropriately reflect land use changes.

If there is a question regarding a decision that is not clearly conveyed in the details of this Comprehensive Plan, then the decision should be based on community desires based on the SWOT and survey results presented in the Issues and Opportunities Element of the Plan. All nine elements included in this Plan work to achieve the desired future for the Village of Kronenwetter.

10.1 Action Plan

The Village of Kronenwetter Comprehensive Plan is intended to help guide decisions within the Village. The Plan is an expression of the Village of Kronenwetter’s wishes and desires and provides a series of policies for assisting the community in attaining its goals, and objectives. The Plan is not an attempt to predict the future, but rather an attempt to document the Village’s values and philosophies that citizens of Kronenwetter share. The Plan guides a variety of community issues including housing, transportation, utilities and community facilities, economic development, intergovernmental cooperation, and land use.

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

Within this implementation element, it is required to “describe how each of the elements of the Comprehensive Plan will be integrated and made consistent with the other elements of the Comprehensive Plan.” As a result of the Comprehensive Plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements. In the future, as plan amendments occur, it is important that the Village of Kronenwetter Plan Commission and Village Board both conduct consistency reviews. Those reviews will ensure the document continues to represent an integrated approach to planning.

To ensure consistency across jurisdictional boundaries, the Village of Kronenwetter encourages early dialogue between all adjoining and overlapping jurisdictions (towns, villages, cities and Marathon County) as they develop or revise their Comprehensive Plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

10.3 Plan Monitoring and Evaluation

As part of the Comprehensive Planning process, a number of goals, objectives, and policy items were developed that when implemented are intended to build stronger relationships and give direction to the Village Board and its residents. The goals are the “purpose or end” that provides direction for the Village and other governmental organizations, such as Marathon County. Objectives are statements that are measurable benchmarks the community works to achieve, and the policies are more specific statements that set preferred courses of action to carry out the objectives in the future. While many of the objectives and actions can be accomplished in the short term, several others will be continuous or ongoing and do not have a specific implementation target date. As is stipulated in 1999 Wisconsin Act 9, a Comprehensive Plan must be updated at least once every 10 years. However, in order to ensure that the Village’s plan is an effective management tool, the Village of Kronenwetter Plan Commission will review the plan’s goals and objectives annually to track those activities that have been completed to realize its accomplishments, and identify areas where additional resources or actions are needed. Part of this effort, will also include addressing conflicts which may arise between the elements of the Plan.

As a means of measuring progress towards achieving the goals of the Comprehensive Plan, action steps for some of the goals have been developed that propose a timeline that may be followed to implement the goals.


**Housing Strategy**

- Identify the issues that need to be addressed through property maintenance standards.
- Charge committee(s) with developing property maintenance standard options.
- Identify the options that will best address the existing issues.
- Implement and enforce the property maintenance standards.

**Implementation Lead(s)**

- Village of Kronenwetter Plan Commission
- Village Administrator
- Village Zoning Administrator
- Kronenwetter Village Board

**Key Partners**

- Village residents
- Village Building Inspector
- Private Developers

**Potential Funding Sources**

- Village of Kronenwetter – staff and committee time

---

**GOAL**

The Village will work to improve property values through the development and enforcement of property maintenance standards.

---

**ACTION STEPS**

- Identify existing issues to address through property maintenance standards
- Identify, select, and implement options to include in the property maintenance standards
- Enforce property maintenance standards. Continually review standards for effectiveness and update as needed.

---

2010 2011 2012 2015 2020 2030
Transportation

Strategy

• Identify alternatives to achieve increased access to I-39 to and from the Village.

• Work with WisDOT to develop alternatives improving access.

• Identify, select, prepare, and construct the alternative(s) that best fills the Village needs.

Implementation Lead(s)

• Village of Kronenwetter Plan Commission

• Kronenwetter Village Board

• Village Administrator

• Village Department of Public Works

• Village residents, business owners, and landowners

• Village Redevelopment Authority Commission

Key Partners

• Wisconsin Department of Transportation

• Federal Highway Administration

• Marathon County

• Wausau Metropolitan Planning Organization

• Central Wisconsin Airport

• Neighboring Communities

• Local, state and federal government leaders

Potential Funding Sources

• Village of Kronenwetter

• Wisconsin Department of Transportation

• Federal Highway Administration

GOAL

The Village will seek to improve access to I-39 for increased regional mobility.

ACTION STEPS
Transportation

Strategy

• Identify alternatives that satisfy the need and desire of area residents for increased walking and bicycling facilities.
• Review and amend subdivision ordinances to include facilities for non-motorized transportation to be included in developments.
• Work with neighboring communities to develop interconnected routes.
• Complete Outdoor Park and Recreation Plan.

GOAL

The Village will continue improving non-motorized modes of transportation.

Implementation Lead(s)

• Village of Kronenwetter Plan Commission
• Kronenwetter Village Board
• Village Administrator
• Village Department of Public Works
• Village of Kronenwetter Park Committee
• Village residents, business owners, and landowners

Key Partners

• Village residents, business owners, and landowners
• Wisconsin Department of Transportation
• Marathon County
• Private Developers
• Neighboring communities
• Wausau Metropolitan Planning Organization

Potential Funding Sources

• Village of Kronenwetter
• Wisconsin Department of Transportation – Transportation Enhancements Program
• Wisconsin Department of Natural Resources – Stewardship Grant
• Marathon County
• Neighboring communities

ACTION STEPS

<table>
<thead>
<tr>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2014</th>
<th>2017</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct local assessment of areas most in need and amenable to non-motorized modes.</td>
<td>Develop a prioritized list of improvements. Contact neighboring communities to discuss connections.</td>
<td>Design the selected alternatives and apply for funding from WisDOT to implement projects. Begin budgeting for improvements.</td>
<td>Construct prioritized improvements.</td>
<td>Maintain improvements. Consider and evaluate additional improvements.</td>
<td></td>
</tr>
</tbody>
</table>
Transportation

Strategy

• Identify the need and desire of local residents for a mass transit alternative.

• Work with the Wausau Area Transportation System to conduct feasibility and cost assessment study to accommodate the Village’s need for mass transit.

Implementation Lead(s)

• Village of Kronenwetter Plan Commission

• Kronenwetter Village Board

• Village residents, business owners, and persons employed in the Village

Key Partners

• Wausau Area Transportation System

• Wausau Metropolitan Planning Organization

Potential Funding Sources

• Village of Kronenwetter

• Wausau Area Transportation System

• Wisconsin Department of Transportation

• Federal Transit Administration

GOAL

The Village will work to improve mass transit.

Work with area residents, businesses, and employed persons in the Village to determine need of mass transit.

Work with the Wausau MPO and Area Transportation System to identify feasibility of a mass transit option in the Village.

Implement any feasible option. Conduct regular evaluation of implemented option to assess usability and continued viability.

ACTION STEPS
Transportation

Strategy

• Identify existing transportation deficiencies dealing with all modes of transportation in and around the Village.

• Using population projections and the future land use map, identify transportation areas that may become deficient with additional growth.

• Develop a plan to mitigate these deficiencies and serve future growth.

• Evaluate and select options to implement.

Implementation Lead(s)

• Village of Kronenwetter Plan Commission
• Kronenwetter Village Board
• Kronenwetter Village Administrator

Key Partners

• Kronenwetter Police and Fire Commission
• Kronenwetter Department of Public Works
• Wausau Area Transportation System
• Wausau Metropolitan Planning Organization

Potential Funding Sources

• Village of Kronenwetter
• Wausau Area Transportation System
• Wisconsin Department of Transportation
• Federal Transit Administration

GOAL

The Village will develop a transportation plan.

ACTION STEPS
GOAL

The Village will complete an update to the water and sewer master plan as needed.

Utilities and Community Facilities

Strategy

• Identify areas for future growth and proactively evaluate options for the most efficient method of water and sewer service delivery.

• Identify, select, prepare, and construct the alternative(s) that best fits the Village needs.

Implementation Lead(s)

• Village Public Works Department

• Kronenwetter Village Board

Key Partners

• Village of Kronenwetter Plan Commission

• Rib Mountain Metropolitan Sewerage District

• City of Mosinee

• Village of Rothschild

• Marathon County

• Private Developers

• Wausau Metropolitan Planning Organization

Potential Funding Sources

• Village of Kronenwetter

• Rib Mountain Metropolitan Sewerage District

• Wisconsin Department of Natural Resources – Safe Drinking Water and Clean Water Fund Programs

• Private Developers

ACTION STEPS
Utilities and Community Facilities

**Strategy**
- Inventory existing parks and recreational areas and opportunities available to area residents.
- Identify additional recreational preferences of area residents.
- Develop a plan to implement the added facilities and activities.

**Implementation Lead(s)**
- Village of Kronenwetter Plan Commission
- Village of Kronenwetter Parks Committee

**Key Partners**
- Kronenwetter Village Board
- Village residents

**Potential Funding Sources**
- Village of Kronenwetter

---

**GOAL**

The Village will complete an Outdoor Park and Recreation Plan.

---

**ACTION STEPS**

- Inventory existing facilities.
- Identify most desired activities of residents that do not already exist. Plan for the addition of these facilities.
- Budgeting and implementation of selected improvements. Ongoing maintenance and equipment replacement/upgrade activities.
Utilities and Community Facilities

**Strategy**
- Conduct a space needs study for the Fire Department.
- Conduct a response time study for the Fire Department.
- Identify deficiencies in space or response time.
- Identify alternatives to address any existing Fire Department deficiencies. Evaluate the alternatives and select the alternative(s) that best suit the needs of the Village and its residents.

**Implementation Lead(s)**
- Village of Kronenwetter Plan Commission
- Kronenwetter Village Board
- Kronenwetter Fire Department

**Key Partners**
- Village residents, business owners, and landowners.

**Potential Funding Sources**
- Village of Kronenwetter

**GOAL**

The Village will complete a study for fire protection services.

**ACTION STEPS**

- Conduct space needs and response time studies.
- Identify alternatives to address any deficiencies identified in the study. Select alternative(s) that best address the identified deficiencies.
- Budgeting and preparation for implementation of selected alternative(s).
- Construction and implementation of selected alternative(s).
Utilities and Community Facilities

Strategy

- Conduct a space needs study for the Public Works Department.
- Identify deficiencies in space and/or equipment.
- Identify alternatives to address any existing deficiencies. Evaluate the alternatives and select the alternative(s) that best suit the needs of the Village.

Implementation Lead(s)

- Village of Kronenwetter Plan Commission
- Kronenwetter Village Board
- Kronenwetter Public Works Department

Key Partners

- Village residents, business owners, and landowners.

Potential Funding Sources

- Village of Kronenwetter

GOAL

The Village will evaluate options to improve the public works facility.

ACTION STEPS
Utilities and Community Facilities

**Strategy**
- Conduct a feasibility study for ambulance service that identifies any deficiencies in response times and equipment.
- Evaluate options for ambulance service including maintenance of service or creation of a Village-run ambulance service.
- Evaluate alternatives at a minimum based on cost, service delivery, and response times.
- Identify alternative that best meets the needs of the Village and its residents.

**Implementation Lead(s)**
- Kronenwetter Village Board
- Kronenwetter Fire Department
- Kronenwetter Finance Committee

**Key Partners**
- Village residents, business owners, and landowners.
- Local communities
- Regional Health Care Providers
- Kronenwetter Police and Fire Commission

**Potential Funding Sources**
- Village of Kronenwetter
- Other participating municipalities

---

**GOAL**

The Village will complete a feasibility study to evaluate alternatives in provision of ambulance services.

**ACTION STEPS**
Agricultural, Natural, and Cultural Resources

Strategy

• Work with local businesses and farmers to develop a plan for implementing a regularly held Farmer’s Market event.

Implementation Lead(s)

• Kronenwetter Village Board
• Kronenwetter Park Committee

Key Partners

• Area farmers
• Area businesses

Potential Funding Sources

• Village of Kronenwetter
• Area businesses
• Area farmers

GOAL

The Village will consider developing a Farmer’s Market to support local agriculture.

ACTION STEPS
AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Strategy
• Work to make area natural resources more accessible by improving visibility, accessibility (motorized and non-motorized), and local knowledge of the areas.
• Complete Outdoor Park and Recreation Plan.

Implementation Lead(s)
• Village of Kronenwetter Park Committee
• Kronenwetter Village Board

Key Partners
• Marathon County
• Wausau Metropolitan Planning Organization
• Wisconsin Department of Natural Resources

Potential Funding Sources
• Village of Kronenwetter
• Marathon County
• Wisconsin Department of Natural Resources – Stewardship Grant

GOAL
The Village will work to improve access to local natural resources.

Identify resources the Village would like to be more accessible to the public. Identify existing accessibility problems.

Identify alternatives to mitigate existing accessibility issues. Select alternatives that are most appropriate to address the existing problems.

Budget for selected improvements.

Construction and implementation of selected improvements.

Ongoing maintenance. Identify any future improvements to begin planning for.

ACTION STEPS
Economic Development

**Strategy**

- Identify and charge a working group to complete an economic development strategy and master plan.
- Identify and evaluate techniques to aid in local economic development marketing efforts.

**Implementation Lead(s)**

- Kronenwetter Village Board
- Kronenwetter Redevelopment Authority Commission

**Key Partners**

- Village businesses
- Kronenwetter Finance Committee
- Private developers
- Marathon County Economic Development Corporation
- Local media sources

**Potential Funding Sources**

- Village of Kronenwetter
- Marathon County Economic Development Corporation
- Wisconsin Department of Commerce

---

**GOAL**

The Village will develop an economic development strategy and master plan to help guide development to appropriate locations.

---

**ACTION STEPS**

- Establish a working group to coordinate the completion of an economic development strategy plan.
- Complete economic development plan identifying preferred businesses, appropriate locations, and marketing techniques.
- Implement marketing techniques in conjunction with local media, to attract desired businesses and fill identified locations.

2010 | 2012 | 2014 | 2030
Intergovernmental Cooperation

Strategy

• Identify existing pertinent Village regional relationships and partnerships.
• Evaluate relationships to determine the pros and cons of the associations, and determine appropriate maintenance techniques for the relationships.
• Explore and evaluate new relationship and coordination opportunities.

GOAL

The Village seeks to maintain relationships with existing regional entities.

implementation

Implementation Lead(s)

• Kronenwetter Village Board

Key Partners

• Marathon County Economic Development Corporation
• Marathon County
• Wausau Metropolitan Planning Organization
• Wausau Area Transit System
• Wausau Area Visitors and Convention Bureau
• Wisconsin Water/Wastewater Agency Response Network
• Central Wisconsin Airport
• D.C. Everest and Mosinee School Districts
• Rib Mountain Metropolitan Sewerage District
• Village staff, committees and departments as appropriate to the issue.

Potential Funding Sources

• Village of Kronenwetter

ACTION STEPS
Land Use/Transportation

Strategy

- Work to improve signage on I-39 at State Highway 153, Maple Ridge Road, Business Highway 51, and State Highway 29 to identify access to the Village.

- Work with the City of Mosinee, the Village of Rothschild, and the Village of Weston on aesthetic improvements to the entrance ways. Work on developing signage connections with the communities.

- Develop a wayfinding system to be implemented consistently throughout the Village.

Implementation Lead(s)

- Kronenwetter Village Board
- Kronenwetter Public Works Department

Key Partners

- Marathon County
- Village of Rothschild
- City of Mosinee
- Village of Weston
- Wausau Metropolitan Planning Organization
- Wausau Area Visitors and Convention Bureau
- Wisconsin Department of Transportation

Potential Funding Sources

- Villages of Kronenwetter, Rothschild, and Weston, and the City of Mosinee
- Wisconsin Department of Transportation
- Marathon County

GOAL

The Village will work to improve major entrance ways to the community so as to provide for better wayfinding, community identity and improved accessibility.

ACTION STEPS

Develop a plan for Village entrance ways that identify desired improvements. Prioritize the most important improvements for the Village to accomplish.

Communicate with WisDOT, Marathon County, and neighboring communities and identify the areas of improvement and the coordination that is needed.

Coordinate with identified organizations to design mutually beneficial improvements.

Budget for, and begin construction improvements. Continue coordination efforts to get all entrance ways developed as desired.
10.4 Plan Amendments and Updates

Evaluating the Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the Plan requires updating and amendments. The time that elapses between the completion of the Plan and the need to amend the Plan will depend greatly on evolving issues, trends, and land use conditions. Periodic updates will allow for updates to statistical data, and to ensure the Plan’s goals, objectives, and actions reflect the current conditions, needs, and concerns.

The Comprehensive Planning legislation requires plan updates at least every 10 years. The Village of Kronenwetter Plan Commission will remain flexible in determining when and how often the Plan should be updated. Generally, a Comprehensive Plan update should not be expected more often than once every 5 years.

A tremendous amount of change can occur in a community over just a few years and the Village will be prepared to address changing conditions with timely plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements.

To ensure residents are involved in plan amendments, the following process and protocol should be followed to allow public involvement and comment.

1. The Village of Kronenwetter Plan Commission shall undertake a review of the Plan and shall consider the necessary amendment(s) to the Plan resulting from property owner requests and changes to social and economic conditions.

2. Upon the Plan Commission review, recommended changes to the Plan shall be forwarded to the Village Board.

3. The Village of Kronenwetter Board of Trustees shall call a public hearing to afford property owners time to review and comment on recommended Plan changes.

4. A public hearing shall be advertised in accordance with the Village’s public meeting notice procedures.

5. Based on public input, Plan Commission recommendations, and other facts, the Village Board will then formally act on the recommended amendment(s).