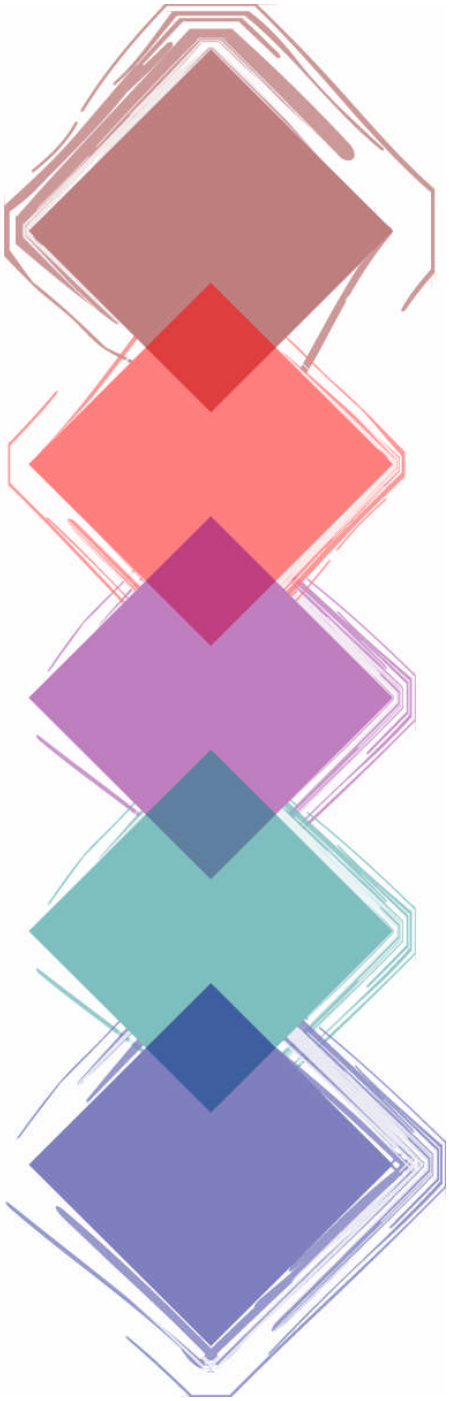

Town of La Pointe

Comprehensive Plan: 2006 to 2025

Background Element

Adopted by Town Board On: April 28, 2006

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Acknowledgements

Town of La Pointe
Comprehensive Plan -Background Document

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Funding

This plan was prepared with funding from the Town and a multi-jurisdictional planning grant the Town received from the Wisconsin Land Council along with the following jurisdictions: towns of Ashland, Agenda, Chippewa, Gingles, Gordon, Jacobs, Marengo, Morse, Peeksville, Sanborn, Shanagolden, and White River; City of Mellen; and Village of Butternut.

Additional funding was provided by the Wisconsin Coastal Management Program and the National Oceanic and Atmospheric Administration, Office Ocean and Coastal Management under the Coastal Zone Management Act, Grant #NA03NOS4190106.

Wisconsin Coastal Management Program

Vierbicher Associates, Inc.; Madison, Wisconsin

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Introduction

Town of La Pointe

Chapter Contents

- Foreword
- What is a Comprehensive Plan?
- How Will This Plan Be Used?
- Organization of Plan Document
- Participatory Photography

Foreword

In 2002, all of the jurisdictions in Ashland County worked in concert to submit a grant to the Wisconsin Land Council to help fund the preparation of comprehensive plans for each consistent with the new planning legislation adopted in 1999. The application was funded in 2003. The County hired Vierbicher Associates to assist with the county-wide plan, and plans for 15 of the 16 individual jurisdictions.

What is a Comprehensive Plan?

A comprehensive plan is a document that describes a long-term vision that a community wants to achieve. It is a broad brush look at the entire community in terms of where it is now and where it would like to be in the coming years. It looks at the many parts of the community, how the community functions, and its role in the region.

The future vision is depicted with maps showing future conditions and with goals, objectives, and policies. Tasks and activities are also identified that need to be achieved to help implement the plan. By law, this comprehensive plan must look out at least 20 years.

"A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for community-wide effort to achieve its vision."

Having described what a comprehensive plan is, it's also appropriate to describe what a comprehensive plan is not. Because a comprehensive plan is strategic in scope, it does not focus on physical design elements. It does not design a park for example, although the plan may identify a need for the park and prescribe some parameters for creating one. Neither is a comprehensive plan an engineering document intended to fix safety problems at a particular road intersection, for example. The fine details of design and engineering and many others will flow from the basic direction described in the plan.

How Will This Plan Be Used?

Prior to the passage of the comprehensive planning legislation in 1999, most comprehensive plans in Wisconsin were not used as intended. In practice, many communities used their plans sporadically and inconsistently. Other plans were soon forgotten following adoption.

After January 1, 2010, land use decisions including zoning, subdivision regulations, and official mapping will have to be consistent with this plan (Exhibit 1-1). This means that land use regulations of these types must be revised or prepared so as to implement the vision articulated in this plan. Not only do the regulations have to be consistent with the plan, all individual decisions affecting land use must be consistent with the plan.

Each rezoning after 2010, by law, has to be consistent with the community's comprehensive plan, including the future land use map.

Organization of Plan Documents

The comprehensive plan for Ashland County, as well as each individual jurisdiction, consists of two documents. The first document is the background report. It contains information that describes what is and what has been. It is organized into the following chapters:

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

The second document is referred to as the policy document. It focuses on future conditions including:

- Community Vision
- Goals, Objectives, and Policies
- Issues and Opportunities
- Plan Based Forecasts
- Future Land Use
- Future Transportation
- Future Utilities & Community Facilities

Collectively, the background document and policy document constitutes the comprehensive plan for the community.

Introduction

Housing is a very important issue for the State of Wisconsin and the people who live here. Housing costs are the single largest expenditure for most Wisconsin residents. According to the U.S. Department of Labor (1997), Midwest households, on average, spend 31 percent of their incomes on housing, compared with 19 percent for transportation, and 14 percent for food.

Over two-thirds of Wisconsin households are homeowners and it is likely that their home is their most valuable asset and largest investment. Appreciation in home value continues to be a major source of wealth in the United States, and nearly 60 percent of the net worth of the typical homeowner is equity in the home.

> "The term *housing* refers not only to owner-occupied housing, but also rental, cooperative, and condominium ownership arrangements. The term also refers not only to single family detached units, but also to multifamily units, duplexes, townhouses, manufactured homes, and accessory apartments."

While many Wisconsinites enjoy good housing situations, others are struggling in varying degrees. According to Wisconsin's 2000 *Consolidated Plan: For the State's Housing and Community Development Needs*, households in the low-income range have great difficulty finding adequate housing within their means and that can accommodate their needs, despite the state's stable economic health. Families that can not afford housing frequently become homeless. The federal government has cut back drastically on housing assistance, leaving state and local communities to grapple with these social issues.

The social benefits of housing are important, but difficult to quantify. In addition to being a place to sleep, relax, raise a family, store possessions, receive mail and telephone calls, decent shelter is important for one's self-respect. Furthermore, as people develop responsibility and pride in their homes, it is likely that they will participate more frequently in community activities, attend church, and vote.

In addition to its importance for social reasons, housing plays a critical role in the state and local economies. It is likely that housing is the largest land use in the community and the community's largest capital asset. According to a study prepared by the Wisconsin Realtors Foundation in 1992, the value of the state's housing stock was worth nearly $1 trillion dollars. In 1990, the construction industry employed 83,000 workers (not including lawyers, real estate, financial, and insurance workers), making it the state's second leading industry in employment. The study estimated that housing contributed about 12 percent to the state's gross product. Housing is also a major source of revenue for local communities in the form of property taxes.

The number of houses and apartments that families with low-wage incomes can afford to rent is shrinking, burdening more families with high housing costs and threatening many with homelessness, according to a Department of Housing and Urban Development report entitled *The Widening Gap: New Findings on Housing Affordability in America*.

The following findings are based primarily on data from the U.S. Census Bureau's latest American Housing Survey:

- Despite a period of robust economic expansion, the housing stock affordable to struggling families continues to shrink. The number of such affordable rental units decreased by 372,000 units - a 5 percent drop - from 1991 to 1997. Struggling families are defined as those with incomes at or below 30 percent of the area median.

- Rents are rising at twice the rate of general inflation. According to U.S. Bureau of Labor Statistics data, in 1997 rents increased 3.1 percent while the overall Consumer Price Index (CPI) increased by only 1.6 percent. In 1998, rents increased 3.4 percent while the overall CPI increased 1.7 percent.

> "Housing affordability is an issue that affects the entire state. However, some areas are especially hard-pressed to offer affordable housing."

- As the affordable housing stock shrinks, the number of renters at or below 30 percent of median income continues to grow. Between 1995 and 1997, the number of struggling renter households increased by 3 percent, from 8.61 million to 8.87 million - one of every four renter households in America.

The gap between the number of struggling Americans and the number of rental units affordable to them is large and growing. In 1997 for every 100 households at or below 30 percent of median income, there were only 36 units both affordable and available for rent

Housing Overview

Wisconsin's Smart Growth legislation outlines 14 local, comprehensive planning goals, one of which is to provide an adequate supply of housing for individuals of all income levels throughout each community. Related to this goal, is that of encouraging neighborhood design that supports a range of transportation options. The location of housing directly impacts adjacent land use patterns and individual choices with regard to transportation.

The term housing refers not only to owner-occupied housing, but also rental, cooperative and condominium ownership arrangements. The term also refers not only to single family detached units but also multi-family units, duplexes, townhouses, manufactured homes, and accessory apartments,[1] which offer independent apartment living as an accessory to single-family homes.

[1] Housing Wisconsin: A Guide to Preparing the Housing Element of a Local Comprehensive Plan. March 2000. UW-Extension.

Many forces influence the type and distribution of housing units and tenure patterns within a community. A number of relationships must be examined in order to understand the housing framework in La Pointe and plan for the type of housing that will be in demand over the next 20-year period.

Current trends have the potential to perpetuate land use patterns as follows:

- Continued conversion of agricultural land to residential development
- Continued dispersed development.
- Single large lot development.
- Continued loss of open space.
- Intrusion on environmental areas.
- Increasing conflict between agriculture and rural, non-farm residences.
- Unsystematic commercial development.

An important part of assessing the local housing market is to understand current conditions as well as factors that influence residential patterns. By reviewing existing conditions and the factors that influence these conditions and assessing what things are right with housing along with housing concerns, we can develop a preferred picture of the local housing market in 20 years. Generally, the housing stock should reflect the demographics and economic structure of the community.

"An important part of assessing the local housing market is to understand current conditions as well as factors that influence residential patterns."

Housing Value
The median housing value in the Town is $165,000 (2000 Census). In other towns within Ashland County there are currently single family homes selling for $59,900 to $174,900. Currently, in the Town of La Pointe there are homes on the market for $229,000 to $799,000. Asking prices for land in the Town of La Pointe range from $65,000 for about 4 acres, to $249,000 for 3.13 acres. These prices will vary depending on the size and condition of the homes as well as the location of the lot.

Building Permits
Building permit activity is an indicator of residential demand. The figures below show activity for 1999 through 2003 (Table 1). During this time span 109 building were built and 123 total dwelling units were created.

Table 1. Building Permit Data – Town of La Pointe			
Year	Housing Type	Number of Permits	Number of Units
1999	Single Family	13	13
2000	Single Family Multi Family	22 1	22 8
2001	Single Family	25	25
2002	Single Family Multi Family	25 1	25 8
2003	Single Family	22	22

Source: Town of La Pointe

Number of Housing Units

The 2000 Census indicates that there are 692 housing units in the Town of La Pointe. This figure compares to 586 in 1990, which reflects a gain of 106 units or 18.1 percent over the last 10-year period (Table 2).

> "The 2000 Census indicates that there are 692 housing units in the Town of La Pointe."

The following table illustrates housing trends in the Ashland County region over the period 1990 to 2000. The figures indicate that residential growth in northern Wisconsin is generally lower than that of the state levels. The Town of La Pointe is adding housing units at a much faster rate than other towns in the county.

Table 2. Number of Housing Units – La Pointe Town Area			
	1990	2000	Percent Change
State of Wisconsin	2,055,774	2,321,144	12.9%
Ashland County	8,371	8,883	6.1%
Agenda Town	309	328	6.1%
Ashland Town	245	277	13%
Butternut Village	200	220	10%
Chippewa Town	*287*	*280*	*-2.4%*
Gingles Town	232	273	17.7%
Gordon Town	359	397	10.6%
Jacobs Town	488	507	3.9%
La Pointe Town	***586***	***692***	***18.1%***
Marengo Town	154	191	24%
Mellen City	*445*	*436*	*-2%*
Morse Town	304	380	25%
Peeksville Town	115	125	8.7%
Sanborn Town	432	531	22.9%
Shanagolden Town	*184*	*157*	*-14.7%*
White River Town	298	312	4.7%

Source: US Census Bureau, Census 2000 Data Set SF-1

Housing Types
The majority of the residential uses on the island consist of single family dwellings (Table 3). A large number of these dwellings are vacation homes.

Table 3. Units in Housing Structure – Town of La Pointe		
Housing Type	**Number**	**Percent**
1-unit detached	638	90.0%
1-unit attached	2	0.3%
2 units	2	0.3%
3 or 4 units	17	2.4%
5 to 9 units	14	2.0%
10 to 19 units	0	0%
20 or more units	0	0%
Mobile Home	34	4.8%
Boat, RV, Van, Etc.	2	0.3%
TOTAL	709	100%

Source: US Census Bureau, Census 2000, Data Set SF-3

The homeowner vacancy rate in La Pointe is one percent. The rental vacancy rate is 36.1 percent. Some level of vacancy naturally occurs in the housing market. In the Town of La Pointe seasonal housing units represent a large majority, 78.5 percent (543), of all vacancies. According to the Federal Department of Housing and Urban Development (HUD), a generally accepted vacancy standard for owner-occupied structures is 3 percent and 5 percent for renter-occupied dwellings. At these levels, it is assumed that the local housing market is functioning efficiently. However, these standards do not necessarily relate to whether or not the mix of housing types is meeting demand.

Tenure
The figures below indicate that about 81.6 percent of the Town's housing stock is owner-occupied while renters occupy approximately 18.4 percent of households. The largest percentage o f housing units are seasonal, recreation, or for occasional use (Table 4). A number of factors influence tenure patterns including age and household income.

Table 4. Town of La Pointe Housing Occupancy				
Tenure	**1990**	**% (1990)**	**2000**	**% (2000)**
Owner Occupied	60	8.5%	102	81.6%
Renter Occupied	9	1.5%	23	18.4%
Vacant Units	517	88.2%	567	81.9%
For seasonal, recreational, or occasional use	*486*		*543*	
Total Units	**586**		**692**	

U.S. Census Bureau, Census 2000 Data Set SF-1, Census 1990 Data Set STF-1

Housing Values and Rental Rates
Change in median home price is an indicator of housing demand as is the distribution of housing values relative to income levels (Table 5) The latter helps us understand whether or not housing prices match peoples abilities to pay. As the data illustrates, housing values and

rent levels have increased steadily over the last decade in the Town of La Pointe, and in the region. This rise is a big concern for many residents. Rental rates seem to be rising fairly quickly in some parts of Ashland County. In a few cases they have stayed stable or have even dropped a small amount. Nationally, studies show that housing cost is rising faster than income.

Table 5. Median Housing Values (MHV) and Median Contract Rent Levels

	1990 MHV	2000 MHV	1990 Median Contract Rent	2000 Median Contract Rent
State of Wisconsin	$62,500	$112,200	$331	$473
Ashland County	$37,300	$60,400	$217	$317
Agenda Town	$48,900	$78,500	$150	$250
Ashland Town	$37,500	$57,000	$200	$250
Butternut Village	$31,300	$48,900	$170	$263
Chippewa Town	$43,200	$76,700	$138	$375
Gingles Town	$45,000	$78,100	$213	$394
Gordon Town	$38,300	$53,800	$169	$200
Jacobs Town	$29,000	$39,200	$167	$216
La Pointe Town	***$63,800***	***$165,000***	***$275***	***$338***
Marengo Town	$46,300	$63,000	$225	$113
Mellen City	$24,900	$39,600	$163	$219
Morse Town	$43,100	$75,800	$150	$225
Peeksville Town	$40,000	$80,000	$325	$425
Sanborn Town	$35,000	$49,300	$99	$164
Shanagolden Town	$36,700	$70,000	$238	$275
White River Town	$43,000	$65,000	$175	$310

Source: Source: U.S. Census Bureau: 1990 Census Median Contract Rent (STF 1), 1990 Median Value of Specified Owner Occupied Housing Units (STF 1), 2000 Census Median Contract Rent (SF 3), 2000 Census Median Value of Specified Owner Occupied Units (SF 3).

Income

According to 2000 Census figures the median household income of La Pointe Town residents is $33,500. The median housing value is $148,500.

The distribution of income in the Town of La Pointe is provided in Table 8. Assuming that the income needed to afford Fair Market Rent (FMR) in the Town of La Pointe is comparable to Ashland County the following tables can be referred to when determining the FMR for the Town. According to the tables, rents are at or above the fair market rate, nearly 18 percent do not have the income needed to support a one-bedroom home; and approximately 29 percent are unable to afford a three-bedroom home (Table 6). Affordability concerns are even more pronounced for persons with fixed incomes. Many La Pointe residents have expressed their concerns about the lack of affordable homes available to full time island residents.

Table 6. Income Needed to Afford FMR*				
Location	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms
Ashland Co.	$14,240	$17,480	$22,240	$25,120

Source: National Low-Income Housing Coalition (NLIHC)
**Data is not available at the place level.*

Housing that costs no more than 30 percent of a renter's income is generally considered to be affordable. Income needed to afford the FMR in the region is shown in Table 7.

Table 7. 2004 Fair Market Rent by Number of Bedrooms					
Location	Efficiency	One Bedroom	Two Bedroom	Three Bedroom	Four Bedroom
Ashland County	$320	$356	$437	$556	$628
Wisconsin	$387	$481	$605	$783	$883

Source: National Low-Income Housing Coalition

Extending the general standard of paying no more than 30 percent of household income (Table 8) as it relates to home ownership, we can develop roughly comparable scenario about household ability to make a monthly mortgage payment. However, the scenario will differ based on the down payment brought to the transaction and private mortgage insurance (PMI) that may be required as well as other items that become part of an escrow account. Following is a sample scenario to provide an understanding of ability to pay.

Assumptions:
Household income = $33,500 (median income in La Pointe)
Median home value = $165,000 (median home value in La Pointe)

Monthly household payment including mortgage and escrowed PMI, taxes and homeowners insurance = $1,191.69

$1,191.69 x 12 (months) = $14,300.28 (annual mortgage, PMI, taxes and insurance)

Household income ($33,500)/$14,300.28 (annual payment) = 42.7 percent of total household income.

Table 8. Household Income	Number	Percent
Less than $10,000	6	4.9 %
$10,000 to $14,999	17	13.9%
$15,000 to $24,999	13	10.7%
$25,000 to $34,999	28	23%
$35,000 to $49,999	26	21.3%
$50,000 to $74,999	9	7.4%
$75,000 to $99,999	13	10.7%
$100,000 to $149,999	7	5.7%
$150,000 to $199,999	0	0%
$200,000 or more	3	2.5%
TOTAL HOUSEHOLDS	**122**	**100%**
MEDIAN HOUSEHOLD INCOME	**$33,500**	

U.S. Census Bureau, Census 2000 Data Set SF-3

Housing Stock

Another aspect of housing is quality. The appearance of the housing structures within the community gives a powerful first impression to a visitor and contributes to the quality of life experienced by residents (Tables 9 and 10).

Table 9. Housing Characteristics – Town of La Pointe	
Total Housing Units	692
Average family size	2.64
Average household size	1.96
Owner Occupied	102
Renter Occupied	23
Seasonal	543
Vacant	24
Median Housing Value	$165,000
Median Contract Rent	$275

Source: U.S. Census Bureau, Census 2000 Data Set SF-1

Table 10. Age of Housing Stock	
Built 1999 to March 2000	21 / 3%
1995 –1998	83 / 11.7%
1990 – 1994	40 / 5.6%
1980 – 1989	169 / 23.8%
1970 – 1979	175 / 24.7%
1960 – 1969	72 / 10.2%
1950 – 1959	40 / 5.6%
1940 – 1949	18 / 2.5%
Built in 1939 or earlier	91 / 12.8%
Median Year Built	1978

Source US Census Bureau. Census 2000 Data Set SF-3

Housing for Special Populations

In addition to typical housing units, the Town should also consider the housing needs of special populations, including the elderly and those needing supportive services. Highlighted In Exhibit 1 are important statistics regarding the aging of Wisconsin's population and the need for long-term care.

The Types of Special Housing in Exhibit 2 lists the various types of special housing and provides a short description of each. The following sections talk about these housing types in more detail and the extent to which they are available in and around the Town.

Exhibit 1. A Snapshot of Wisconsin's Aging Population
♦ In 2020, 1 in 6 people will be age 65 or older
♦ Between 2000 and 2010, the population aged 85 and older is expected to grow an additional 29 percent.
♦ 80 percent of the adult long-term care population are over 65 years of age.
♦ About 11 percent of state residents 65 and older have long-term support needs that would allow them to receive care in a nursing home.
As one ages, the need for long-term care becomes more important: ♦ 3 percent of those 65 to 74 years old need comprehensive long-term care ♦ 11 percent of those 75 to 84 years old need comprehensive long-term care ♦ 39 percent of those 85 and older are estimated to be in need of nursing home level of care

Source: Wisconsin Department of Health & Family Services

Exhibit 2. Types of Special Housing in Wisconsin			
	General Description	Wisconsin	
		Facilities	"Beds"
Nursing home	A nursing home is a facility providing 24-hour services, including room and board, to 3 or more unrelated persons, who require more than 7 hours a week of nursing care.	411	44,319
Facility for the Developmentally Disabled (FDD)	A FDD is facility licensed to treat residents who are developmentally disabled, primarily due to mental retardation or cerebra palsy.	37	2,017
Adult Family Home (AFH)	An AFH is a place where up to four adults who are not related to the operator reside and receive care, treatment or services that are above the level of room and board and that may include up to seven hours per week of nursing care per resident. Counties certify AFHs with one and two beds and the state certifies those with three to four beds.	693	2,684
Community Based Residential Facility (CBRF)	A CBRF is a place where five or more adults, who are not related to the operator or administrator, and who receive care above intermediate level nursing care, reside and receive care, treatment of services that are above the level of room and board, but includes no more than three hours of nursing care per week per resident.	1,361	21,468
Residential Care Apartment Complex (RCAC)	A RCAC is a place where five or more adults reside in individual apartment units and where not more 28 hours per week of supportive services, personal assistance, and nursing services.	129	5,369

Source: Wisconsin Department of Health and Family Services

Nursing Homes

Within Wisconsin there are more than 400 nursing homes serving more than 44,000 state residents. Statewide, the vast majority of nursing home residents (79 percent in 2001) are admitted directly from an acute care hospital following an illness or injury. Although nursing home occupancy rates are traditionally quite high, they vary widely from a high of 100 percent to a low of 67 percent.

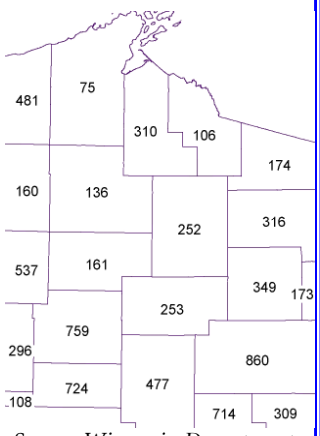
In Ashland County, there are 3 nursing homes with a total capacity of 310 beds (Exhibit 3). Two are located in the City of Ashland and the other is located in Mellen. Exhibit 4 shows the nursing home capacity in the region.

Exhibit 3. Nursing Homes in Ashland County: 2001

		Bed Capacity	Residents
Ashland Health/ Rehabilitation Center	1319 Beaser Ave, Ashland	120	83
Court Manor Health/Rehabilitation	911 3rd St. West, Ashland	150	150
Mellen Manor	450 Lake Drive, Mellen	40	40
	Total	310	219

Source: Department of Health and Family Services Accessed from http://www.dhfs.state.wi.us/provider/nh_FDDsDir01.htm July 2003
Note: Data is as of December 31, 2001

Exhibit 4. Nursing Home Beds in (Northwest) Wisconsin: 2001



Source: Wisconsin Department of Health and Family Services

Assisted Living Facilities

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

- ***Adult Family Homes (AFHs)*** During 2002 there were 693 AFHs throughout the state with a total capacity for over 2,600 individuals. While AFHs serve a wide range of clients, the three largest groups are those with disabilities, those with mental illness, and those with physical disabilities.
- ***Community Based Residential Facilities (CBRFs)*** In terms of those served, CBRFs serves the second largest number of state residents requiring special housing options. More than 87 percent of all CBRFs are relatively small (less than 20 beds). The elderly make up the largest group served by CBRFs followed by those with Alzheimer's/irreversible dementia.

Relevant Plans, Policies, Studies and Programs

The balance of the Housing Element focuses on county, state and federal policies, plans and studies relating to the housing development environment.

Housing: A State Perspective
The State of Wisconsin has developed the **Consolidated Plan for the State's Housing and Community Development Needs** to maintain eligibility for funding from the federal Department of Housing and Urban Development (HUD). The current Consolidated Plan became effective in April 2000 and is valid through March 2005.

The Consolidated Plan serves as a guide for implementing the State's strategy for the delivery of housing and community and economic development resources.
The Plan suggests that, in general, the supply of housing available to the state's low-income population does not meet the demand for such housing. Very low-income older adult households continue to be impacted by severe housing cost burden, as do persons with disabilities.

The state receives four types of funds to support the development of housing affordable to persons with low and moderate incomes as follows:

- Community Development Block Grant (CDBG);
- The HOME Program;
- Emergency Shelter Grants (ESG); and
- Housing Opportunities for Persons With Aids (HOPWA)

The state's priority housing needs are outlined through the following six goals.

- Promote the affordability of housing to all consumers, especially those with severe cost burdens to increase and maintain affordable housing.
- Encourage the production of new units, including the development of large family units and housing for older adults accompanying support services.
- Preserve and increase the availability of safe, sanitary housing for low and moderate income renters to include lead based paint hazard reduction and enhanced training and resources for these activities.
- Provide housing assistance for special needs groups to include homeless prevention activities, expansion of transitional housing programs and increased emergency shelter operating funds.
- Continue policies and activities that promote fairness and accessibility for all housing consumers, including enforcement and compliance with fair housing laws.
- Continue efforts to assist with housing disaster relief.

Housing: A National Perspective
Each year, Harvard University's Joint Center for Housing Studies produces a report titled The State of the Nation's Housing. The 2002 report states that despite upward trends in price, lower-income households have made the transition to homeownership in recent years. Spurred by the strong economy, favorable interest rates and innovations in mortgage finance, the share of home purchase loans going to lower-income households and/or households living in lower-income communities increased steadily over the last 10 years.

The emergence of a dual mortgage delivery system in which new types of lending organizations provide distinctly different mortgage products to lower-income markets that those commonly offered in higher-income markets. Government-backed loans and lending by subprime and manufactured housing specialists account for nearly two-thirds of recent increases in low-income ownership rates. Conventional lending – that is, mortgages with the lowest rates and most favorable terms – accounted for 37 percent of the growth in lower-income lending, compared with 81 percent of loans to higher-income borrowers in higher-income neighborhoods. Innovative financing has enabled many households to become homeowners but, at the same time, these loans are at higher cost.

Section 42
Also contributing to the development of rental housing is the **Affordable Housing Tax Credit** or Section 42 (section 42 of the IRS code as part of the Tax Reform Act of 1986). The Affordable Housing Tax Credit is a dollar-for-dollar reduction of federal income taxes owed by owners/investors of affordable rental housing for tenants with incomes at specified levels. To receive the tax credit, an owner/investor must maintain a minimum percentage of rent-restricted units for tenants with limited incomes for at least 15 years.

Introduction

> "Understanding the link between transportation and land use is critical to the development of policies and strategies of an effective Comprehensive Plan."

Although the nine required Comprehensive Plan Elements are all very much inter-related, understanding the link between transportation and land use is critical to the development of policies and strategies of an effective Comprehensive Plan. Land use decisions inevitably influence transportation needs, and transportation systems clearly influence future land use patterns. This relationship is particularly evident in the development patterns of the last several decades - with the shift in the majority of our nation's population and new business growth from urban to suburban areas being both ***fueled by*** the construction of new highways and arterial streets, and ***fueling*** the construction of more highways, increased capacity, and alternative transportation systems to meet increased demands. The goals, objectives, and polices that come out of the Transportation Element should focus on transportation alternatives that will most efficiently serve existing and planned land uses and community needs and desires.

Town residents depend on the transportation facilities in their community and the region to connect them to other areas of the state and to the rest of the nation and the world. The type, quality, and location of transportation facilities are an important component in residents quality of life and in developing and maintaining a sustainable economy.

There is a significant relationship between transportation and land use. New development or changes in existing land uses, whether incremental or sudden, directly affects the safety and functionality of roadways and the demand for additional transportation facilities. On the other hand, the creation of new or improving existing transportation corridors can have a significant distribution affect on the type and timing of development within a community and/or a region. Thus, this element and the Land Use Element should support and complement one another.

Source: Madeline Island Ferry Line website

For the foreseeable future, the private automobile will continue to dominate all modes of transportation. However, it is important to recognize that people have different needs and capabilities and that a good transportation system should include a variety of transportation choices.

Existing Conditions

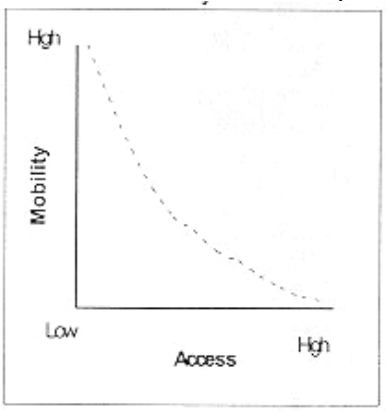
Local Road Network

Roadways serve two competing functions: access to individual properties and traffic mobility. These needs compete in that as the number of property accesses increases along a route, traffic mobility decreases.

Access Management

The primary purpose of the road network is to provide access to properties and mobility. These functions often compete. As the number of access points rise, traffic mobility decreases. This concept is often referred to in the industry as access management (Exhibit 1).

Exhibit 1. General Relationship Between Access and Mobility



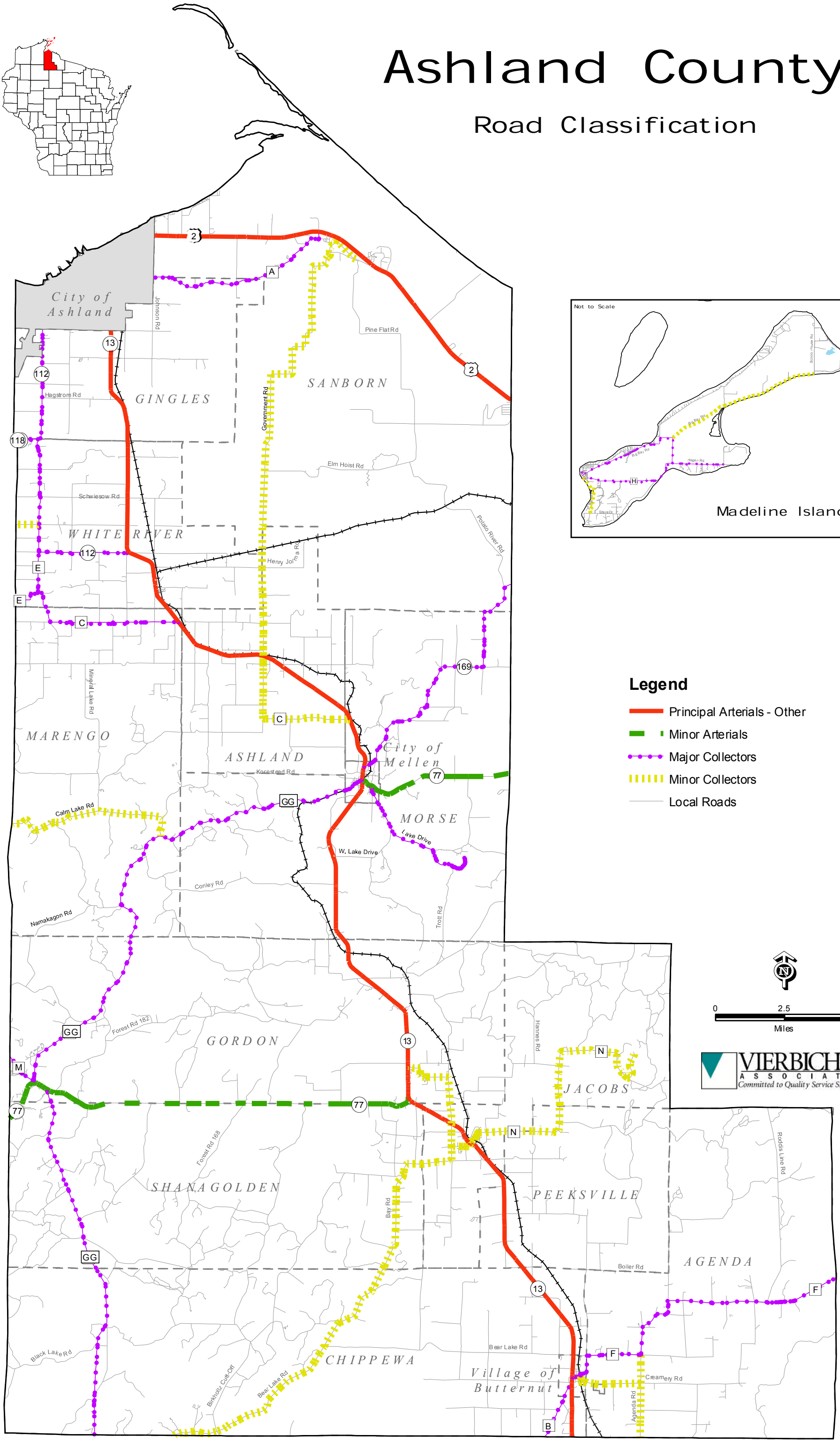
Driveway design and spacing has a substantial impact on the existing road system and preserving the flow of traffic on the surrounding road system in terms of safety, capacity, and speed. State highways and major arterial streets are typically targets of access management efforts. Access management is also of concern on main county roads when there is a transition from a rural environment to a village, town, or city. Cooperation between land use and transportation interests is vital to a well-functioning transportation network and street and driveway patterns are important determinants of community character. Although the Town does not have jurisdictional authority over state and county highways, development around these highways impacts the amount and type of traffic using the facility. In addition, the extent to which the Town's road system accommodates local travel directly impacts the amount of traffic that is diverted onto state and county roads.

Road Classifications

To help for current and future traffic conditions, it is useful to categorize roads based on their primary function. Arterials accommodate the movement of vehicles, while local streets provide the land access function. Collectors serve both local and through traffic by providing a connection between arterials and local roads. The following map shows the various roads in the Town and how they are classified according to the Wisconsin Department of Transportation (WisDOT).

Ashland County

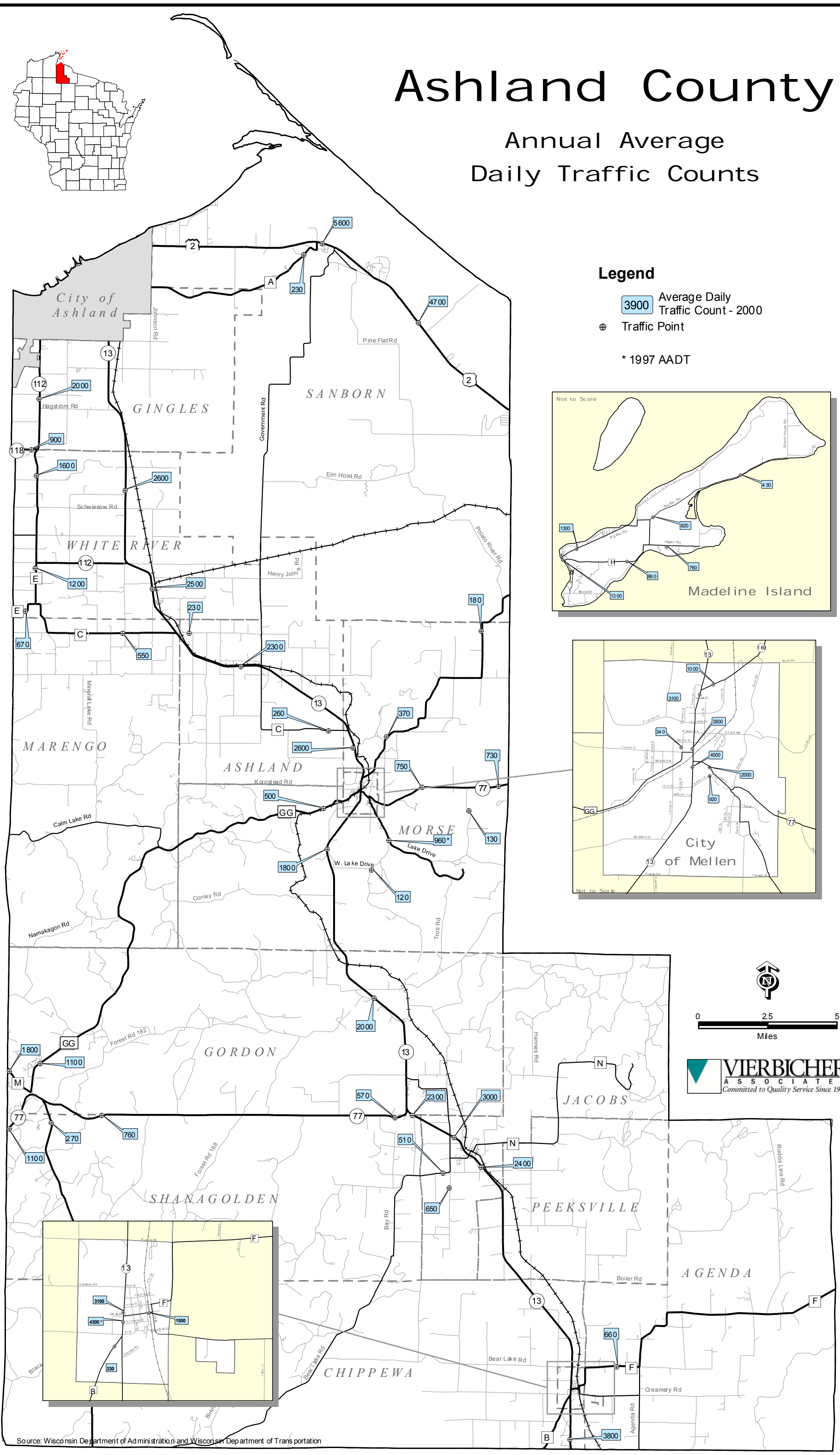
Road Classification



Source: Wisconsin Department of Administration and Wisconsin Department of Transportation

Ashland County

Annual Average Daily Traffic Counts



Principle Arterials – There are no Principal Arterials on the island.

Minor Arterials – There are no Minor Arterials on the island.

Collectors – The route the ferry takes to and from the island is considered to be a Major Collector. Big Bay Road, Black Shanty Boulevard, and a section of County Highway H are also Major Collectors. Old Fort Road and a section of County Highway H are Minor Collectors on the island.

Local Streets – All other public roads in the Town that are not classified by the WisDOT are considered to be local roads.

Roadway Mileage Inventory
Currently there are 51 miles of local roads in the Town, and approximately 21-miles of County roads on the Town.

Existing Traffic Volume Counts and Traffic Forecasting
WisDOT studies Average Annual Daily Traffic (AADT) counts for roadways at selected locations on a three-year cycle. Traffic volumes reported by WisDOT in May 2003 contain data collected from Ashland County in May 2000. The counts are depicted on the Annual Average Daily Traffic Count map. There were several traffic counts taken in the Town of La Pointe. The counts taken in May of 2000 may vary greatly than if they had been taken in July or August. In peak tourism seasons the Town experiences a lot of congestion in the downtown area due to cars waiting to load onto the ferry. During this time the counts may be far greater in number than the May counts reflect. In the future the Town will likely see increased vehicle traffic in the summer months due to tourism. Various methods of relieving this congestion should be reviewed to see which is most feasible for the island.

Pavement Condition
The surface condition of local roads is an important aspect of a local transportation network. Ensuring a safe, comfortable, and efficient transportation system requires a large public investment, and often requires balancing priorities and making difficult decisions about where to invest resources. The Pavement Surface Evaluation and Rating (PASER) system was developed by the Wisconsin Transportation Information Center to help communities evaluate the condition of the community's roads and set priorities for road maintenance and repair. The PASER system involves visual evaluation of pavement surface, and provides standard ratings to promote consistency. PASER ratings follow a scale from 1 to 10, 1 being poor and 10 representing excellent road conditions. Pavement ratings were collected for the Town of La Pointe in 2001 and 2003. At this time 2003 data is not available. Many of the roads in Ashland County are unimproved roads and therefore will not have pavement ratings.

PASER Rating System

1-2 very poor, reconstruction needed
3-4 poor to fair, structural improvement and leveling needed
5-6 fair to good, preservative treatments (sealcoating) required
7-8 good to very good, routing maintenance, cracksealing and minor patching
9-10 excellent, like new condition, no maintenance required

Table 1 shows road segments within the Town that have been identified as having low PASER ratings.

Table 1. PASER Ratings; Town of La Pointe 2001

Name	From/To	Length (mi)	PASER Rating
6th Street	Herring Street /Whitefish	0.05	2
Amundsen Road	North Shore Rd /Termini	0.25	2
Anderson Lane	CTH 1/Termini	0.27	2
Bakers Road	Old Fort Road /Termini	0.2	4
Benjamin Blvd	CTH H/North Shore Road	0.73	4
Casper Road	Termini/17th Street	0.68	2 & 4
Chippewa Trl	North Shore Rd/Termini	1.28	4 & 2
CTH H	Old Fort Rd/S. Shore Dr	3.87	1
Dahlin Ln	North Shore Rd/CTH H	1.12	4
Equaysayway Ln	Old Fort Rd/Termini	0.22	4
Griggs Approach	Whitefish St/ Termini	0.06	2
Herring St	Voyager Ln/CTH H	0.14	2
Nebraska Row	CTH H/Termini	0.13	4
Oak Circle	Raymond Rd/Termini	0.17	2
O'Brien Court	Whitefish St/Termini	0.10	4
O'Brien Lane	Termini/Termini	0.29	4
Old Fort Road	Chief Buffalo Ln/CTH H	0.37	4
Raymond Road	O'Brien Ln/S. Shore Dr	0.33	4
Rice Street	CTH H/CTH H	0.23	3
Spruce Lane	Raymond Rd/Termini	0.14	4
South Shore Drive	Old Fort Rd/Termini	0.23	4
TN Rd 4	CTH H/Termini	0.10	2
TN Rd 27	CTH H/Termini	0.10	2
Voyager Land	Whitefish St/Termini	0.13	2
Whitefish Street	Griggs Approach/Termini	0.46	2

Source: Wisconsin Information System for Local Roads. Wisconsin Department of Transportation.

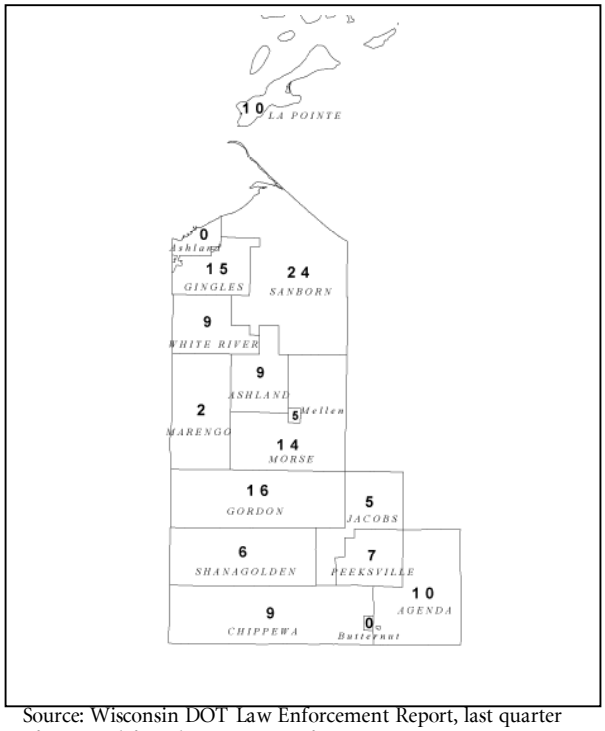
Ice Road (Ferry Service Road)
The ice road is a very important aspect of winter transportation. At the start of the winter season preparation starts with approach clean up and ice flooding in order to build up the ice at the approaches. When there is approximately 10 to 12 inches of ice it is considered safe to open the ice road. The average driving season for the past ten years has been roughly a 50-day driving season with the average opening date of January 25 and a closing date of March 15. The windsled runs for about 10 to 20 days at the beginning and end of the ice road season.

The Town, along with the Bayfield School District and the Ferry Line own the winter transportation equipment. The road is maintained by Nelson Construction.

The Town road crew installs trees in a straight line from the island approach to the Bayfield ferry breakwater, the trees are put up every 300 to 500 feet.

Based on numbers that were taken from a traffic counter that was placed on the ice road from February 8, 2000 to February 20, 2000 the average weekday count was about 489 cars per day. The weekend count average was 702 cars per day. The higher amount of travel on the weekends is likely due to sightseers.

Exhibit 2. Ashland County Accident Count Map



Source: Wisconsin DOT Law Enforcement Report, last quarter of 2002 and first three quarters of 2003.

Accident Reporting
The WisDOT prepares an accident report for every quarter of the year. Exhibit 2 illustrates the total number of accidents that occurred in 2003. In the Town of La Pointe there were 10 accidents that were reported to WisDOT by law enforcement officials. The Town is mostly concerned about the congestion in the downtown area that occurs in the summer months.

Rustic Road Conditions
Created in 1973 and sponsored by WisDOT, the Rustic Roads Program provides a tool for communities to preserve byways and back roads that contribute to the aesthetic, cultural, and historic fabric of the state. Throughout the state, there are over 680 miles in the system with 84 designated roadways.

The goals of the Rustic Roads program are:

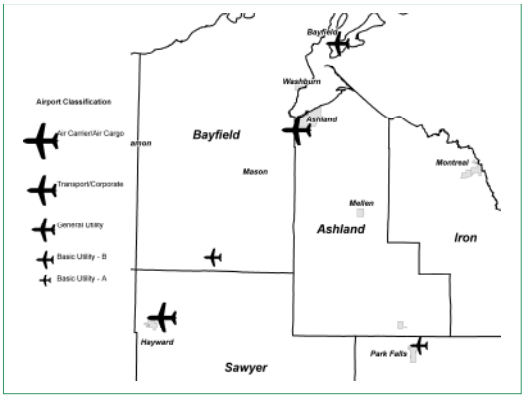
- To identify and preserve, in a naturally and essentially undisturbed condition, certain designated roads exhibiting unusual or outstanding natural or cultural beauty.
- Produce a linear, park-like system for auto, bicycle, and pedestrian travel. Identify roadways for quiet and leisurely enjoyment of local residents and the general public.
- Maintain and administer these roads for safe, public travel while preserving their scenic and rustic qualities. Establish appropriate maintenance and design standards.
- Encourage zoning and land use compatibility, utility regulations and billboard control.

An officially designated Rustic Road remains under local control. The Town has the same authority over a Rustic Road as it possesses over other highways under its jurisdiction. A Rustic Road is eligible for state aids just as any other public highway. There are not any officially designated Rustic Roads in Ashland County.

Air Transportation

Airports, aviation, and aviation-related industries play a significant role in the economic success of many Wisconsin communities. Within Ashland County there are 2 airports. John F. Kennedy Memorial in the Town of Gingles is a Transportation/Corporate (TC-C) Airport and on Madeline Island there is a GU Airport (Exhibit 3).

Exhibit 3. Ashland County Area Airports



Source: Wisconsin Department of Transportation

The Town of La Pointe owns the Madeline Island Airport. The Airport has a runway that extends for 3,000 feet. Currently the Airport is seeking approval for a 500-foot runway extension. This extension will not enable the airport to have larger planes land but the added length will make the runway safer for the types of planes that currently use the landing strip.

The City of Ashland and Ashland County jointly operate the John F. Kennedy Memorial Airport, and Bayfield County contributes some funds to help support its operation. The airport has two paved runways; both of these runways are adequate for twin-engine aircraft. The airport is primarily used for business and recreational uses. Roughly half of the flights to the airport come from businesses and industries such as C.G. Bretting, Larson Juhl, M&I Bank, Duluth Clinic, Xcel Energy, and others. It is believed that the airport will continue to grow and be an important component of the County's economic plan. In August of 2003 Governor Jim Doyle approved a $510,000 project that will develop a new hangar area and associated taxiway as well as installation of Precision Approach Path Indicators at the John F. Kennedy Memorial Airport. Construction of the new hangers will be privately funded. Facilities at the airport include a 5,200-foot primary runway and a 3,500-foot secondary runway.

There is also an airport in Park Falls in Price County called the Park Falls Municipal Airport; it is an FAA Classified General Utility (GU) airport.

FAA Airport Classification System:
The airport classification scheme was developed for planning efforts that expand upon the traditional classification system for defining the role of an airport. The classification process took into account existing conditions and planned near-term improvements as contained in airport master plans and/or airport layout plans. The classification system divides airports into four categories.

- Air Carrier Cargo (AC-C) airports are designed to accommodate all aircraft. Airports in this category are usually referenced by the types of air carrier service being provided.
  - *Short-haul air carrier*
  - *Medium-haul air carrier*
  - *Long-haul air carrier*

- Transportation/Corporate (TC-C) airports are intended to serve corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes used in commuter air services.

- General Utility (GU) airports are intended to serve virtually all small general aviation single and twin-engine aircraft, both piston and turboprop, with a maximum takeoff weight of 12,500 pounds or less.

- Basic Utility (BU) airports are intended to serve all small single-engine piston aircraft and many of the smaller twin-engine piston aircraft with a gross takeoff weight of 12,500 pounds or less.

Based on projections contained in the Wisconsin State Airport System Plan-2000, the following table depicts the classifications of airports in the area (Table 2).

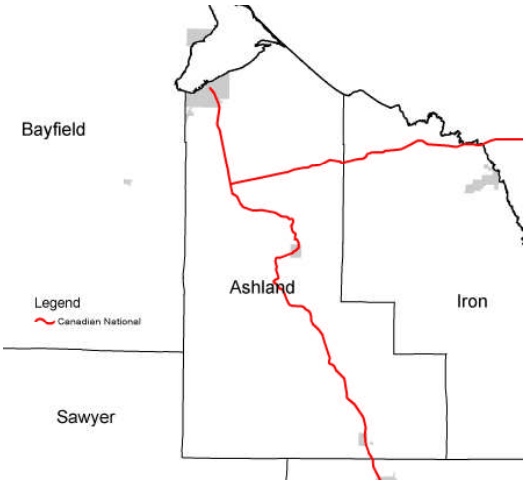
Table 2. Forecast General Aviation Operations and Classifications for Airports in State Airport System in Region: 2000 to 2020

Airport Name	2000	2010	2020
Park Falls - Park Falls Municipal	BU-B 2,300	BU-B 2,300	BU-B 2,300
Ashland – John F. Kennedy Memorial	AC/C 15,900	AC/C 15,900	AC/C 15,900
La Pointe - Madeline Island Airport	GU 2,000	GU 2,000	GU 2,000
Rhinelander – Rhinelander/Oneida County	AC/C 37,000	AC/C 38,000	AC/C 40,000
Cable – Cable Union	BU-B 3,000	BU-B 3,000	BU-B 3,000
Hayward – Sawyer County	T/C 19,000	T/C 19,000	T/C 19,000

Source: Wisconsin State Airport System Plan – 2020

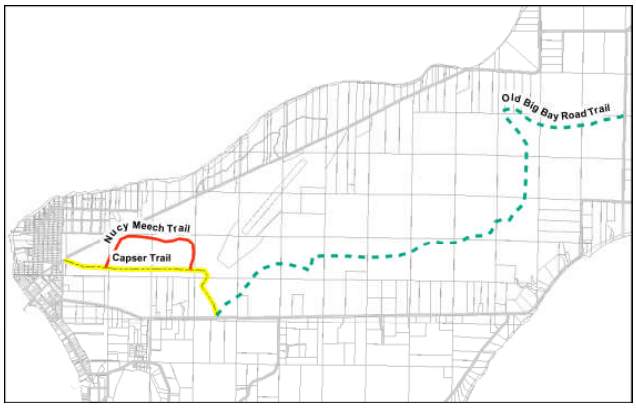
Railroad Facilities
With increased rail efficiency and truck-rail intermodal trends, traffic on some Wisconsin railroads the State Department of Transportation has forecasted some railroad lines to see continued growth in the future. However according to *Transportation Investment, Economic Development, and Land Use Goals in Wisconsin* (June 2002) due to lack of a freight-rail customer base, consolidation of rail service providers, rail abandonment, and rail-to-trails conversion initiatives most counties in Northern Wisconsin feel that rail service is lacking in their county. La Pointe does not have railroad access (Exhibit 4).

Exhibit 4. Ashland County Railroad Facilities



Bicycle and Pedestrian Facilities
Bicycling and pedestrian facilities play an important role in moving people within a community for purposes of necessity and/or pleasure. These types of mobility are often overlooked yet many individuals choose these modes for their primary transportation. The bike trails within the county are generally along roads that the county has designated as bike routes. These designated routes provide residents and tourists alike the chance to enjoy the regions natural beauty.

Exhibit 5. Nucy Meech Trail and Capser Trail

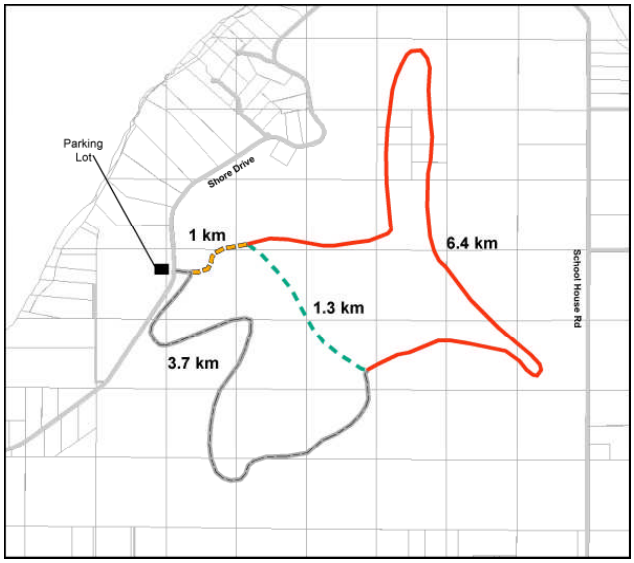


Improvements to bicycle/pedestrian facilities typically occur in conjunction with road projects and road improvement schedules are tied to local, county and state capital improvement budgets. Multiple roads on the island have a bike trail traveling alongside the roadway. There are also several miles of trails found in Big Bay State Park as well as on areas throughout the island (Exhibits 5 & 6). The following trails are located within the Town of La Pointe:

Big Bay State Park:
- Boardwalk (.5 miles)
- Lagoon Ridge Trail (2.6 miles)
- Point Trail (1.7 miles)
- Bay View Trail (1.3 miles)

Other Trails
- Old Big Bay Road
- Capser Trail
- Burroughs Trail

Exhibit 6. Madeline Island Wilderness Preserve Trails



The Town would like to pursue adding additional bike and pedestrian pathways. Additional pathways would benefit residents, seasonal visitors, and guests to the island. The pathways would provide local residents living in and near the downtown area a more efficient way to travel as well as help to alleviate some of the traffic congestion that occurs in the downtown during peak tourism season. These pedestrian and bike paths would also attract tourists to the island.

In addition to any county or local plans that may be developed, the State has adopted several pedestrian and bicycle transportation plans:

- Wisconsin Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21st Century
- Wisconsin Department of Natural Resources State Trails Network Plan

Currently the Wisconsin State Trails Network Plan does not identify that there are any trails proposed in the region.

Winter Activities

Winter sports are an important activity in Ashland County and have a significant impact on the economy. Local residents and tourists both enjoy taking part in the many snow-related sports.

Cross Country Skiing Trails
Cross-country ski trail information and maps are available from the Wisconsin Department of Tourism as well as on a local level. Near Clam Lake there is an 11-mile West Torch River Ski Trail. Copper Falls State Park has 8-miles of trail and Penokee Mountain maintains 11-miles of trail. In the Chequamagin-Nicolet National Forest there are a total of 205-miles of trails. Maps of the National Forest trails are available at the trailheads. There are also groomed cross-country ski trails in Big Bay State Park on Madeline Island.

Dogsledding
Dogsledding is a recreational activity that is available on the island; this winter sport utilizes some of the trails that are located on the island.

Snowmobile Trails
Wisconsin snowmobilers are proud of the statewide trail system that ranks among the best in the nation. This trail system would not be possible without the generosity of the thousands of landowners around the state, as 70 percent of all trails are on private land. Trails are established through annual agreements and/or easements granted by these private property owners to the various snowmobile clubs and county alliances throughout the state.

Snowmobiling and associated trail systems are an important asset to the area. Specifically, they assist in expanding the range of recreational opportunities in the Town. They also serve as a winter time attraction, assisting the area to promote its image as a year-round tourism destination. There are several snowmobile and ATV clubs in the area. According to the Wisconsin Department of Tourism Ashland County has 204 miles of County and Community Trails and Chequamegon-Nicolet Great Divide Trail National Forest contains 160 miles of trails. The Department of Tourism can provide further information regarding the location of snowmobile trails in the region.

Because of its remote location snowmobiles are not just a recreational activity to residents of Madeline Island. Snowmobiles are used for everyday transportation in the winter months and it is vital mode of transportation for islanders in the winter months. The Town has designated its snowmobiles routes along local roadways.

Water Transportation
Today, water transportation continues to serve as the most efficient method for moving bulk commodities. Wisconsin's commercial ports are major economic hubs that generate thousands of jobs. Madeline Island is considered to be a commercial port. Water transportation also provides communities recreational opportunities such as water-skiing and fishing. Elsewhere in the County, in the City of Ashland there is the Ashland Municipal Marina, as well as many other boat launch sites on lakes throughout the County.

The Madeline Island Ferry also travels between Bayfield and Madeline Island transporting vehicles as well as passengers that use the ferry to get to work and school. The ferry also serves to transport mail and freight to and from the island. The ferry can travel through up to 8 inches of ice. When the ice is thick enough cars can drive over it to get to and from Bayfield. For a brief time period between fall and winter and winter and spring the ice

becomes either too thin to drive a car on but too thick to take the ferry through. This time period generally lasts for about 10 to 20 days. During this time there is a windsled that is able to transport passengers to and from the island.

In the future the Town recognizes that it needs to work in cooperation with the Ferry Company to make operations more efficient. The Town wishes to build a seawall that would allow ferries better access to the dock. It is felt that a seawall would be a benefit to the Town and would be a step in the direction of creating a Town Harbor.

Trucking

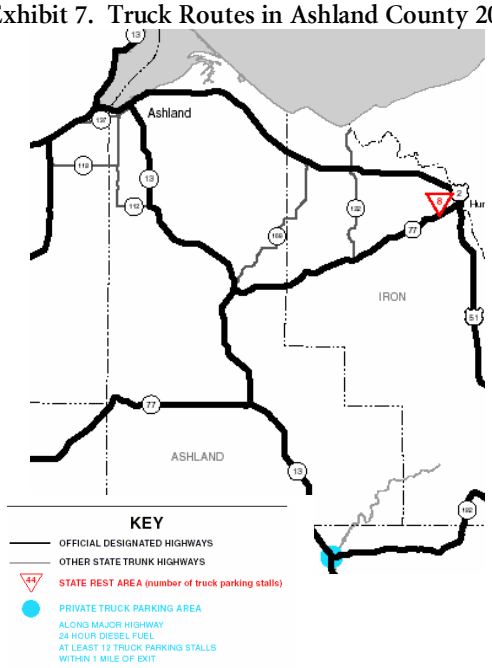
Trucks handle almost 90 percent of all freight tonnage shipped from Wisconsin, serving businesses and industries of all sizes and in all parts of the state. The state has an 112,000-mile network of state highways and local roads, including the 3,650-mile Corridors 2020 network of four-lane backbone and key connector routes. State Highways 13 and 112 are officially designated truck routes in Ashland County. Interstate Highway 2 is also designated as truck route. There are no designated truck routes within the Town (Exhibit 7).

Mass Transit

The Town does not have access to public transportation. According to the Department of Transportation the nearest available transit system is located within Bayfield County.

There are three private transportation services in the County. The previously mentioned ferry is one. There is also a taxi service that serves the City of Ashland. Another travels throughout the County and will transport people to different areas as necessary. In addition, a bus (Bay Area Rural Transit – BART) that generally services the City of Ashland is available on an as needed basis to residents of the Town of Marengo, Mellen City, Glidden, and the Village of Butternut. Currently the County is in the process of trying to coordinate with other places to offer transportation to Park Falls on selected days to residents of the Village of Butternut and Glidden. The County also coordinates with groups of

Exhibit 7. Truck Routes in Ashland County 2003



Source: Wisconsin DOT, 2003

volunteers in the County who are able to provide transportation to people going to doctor appointments. From January through September of 2003 the volunteers assisted with providing transportation for about 180 people.

Paratransit
Paratransit services provide transportation for those people whose needs are not met by traditional transit options. Paratransit service is required by the Americans with Disabilities Act (ADA) as a supplement to any fixed route public transportation system. Typically, paratransit is provided on an as needed basis, rather than a scheduled route. Eligibility to use paratransit services requires that an individual be unable to use the existing transit service. The ferry is the Towns only form of mass transit and it is handicap accessible.

Highway Projects and Maintenance
There are no known County road projects in the Town of La Pointe. WisDOT does not have any projects scheduled for the Town of La Pointe in the years from 2005 to 2009.

In the Town of La Pointe, road construction and road maintenance are more expensive than on the mainland due to the issue of transporting equipment and materials to the island. When creating new roads and improving older roads it is important to keep in mind the extra costs involved.

Review of Existing Transportation Plans
There are a number of statewide transportation planning efforts that will have a bearing on the presence or absence of transportation facilities and services in the region. Most of these efforts developed umbrella policy documents that provide general goals and policies covering the state. The following section provides a brief overview of the plans that have been completed or that are in a draft phase and how they might affect area residents and the preparation of this plan.

Existing State Transportation Plans	
Translinks 21	WI Department. of Transportation
Wisconsin Bicycle Transportation Plan 2020	WI Department of Transportation
Wisconsin State Highway Plan 2020	WI Department of Transportation
Wisconsin State Airport System Plan 2020	WI Department of Transportation
State Recreational Trails Network Plan	WI Department of Natural Resources
State Pedestrian Plan	WI Department of Transportation

- *Translink 21* – Prompted by the federal Intermodal Surface Transportation Efficiency Act (ISTEA), *Translink 21* is a broad plan intended to guide transportation investments through the year 2020. From this plan, individual plans for highways, airports, railroads, bikeways, pedestrian and transit continue to be shaped.

- *Wisconsin Bicycle Transportation Plan 2020* - This plan provides a blueprint for integrating bicycle transportation into the overall transportation system. The plan analyzes the condition of all county and state trunk highways and shows the suitability of roadways for bicycle travel. Guidelines are available for accommodating bicycle travel when roadways are constructed or reconstructed.

- *Wisconsin State Highway Plan 2020* - The State Highway Plan 2020 outlines investment needs and priorities for the state's investment needs and priorities for the state's 1,800 miles of State Trunk Highway through 2020. Given the financial realities of maintaining this extensive road network, the plan establishes priorities for funding. Most of the funding is allocated to Corridors 2020 backbone and collector routes.

- *Wisconsin State Airport System Plan 2020* - This plan provides for the preservation and enhancement of public use airports that are part of the State Airport System over a 21-year period. Overall, the Plan recommends no new airports and no elimination of existing facilities.

- *State Recreational Trails Network Plan* - The plan identifies a network of trail corridors through out the state referred to as the "trail interstate system" that potentially could consist of more than 4,000 miles of trails. These potential trails follow highway corridors, utility corridors, rail corridors, and linear natural features.

- *Wisconsin State Pedestrian Policy Plan 2020* – Wisconsin Department of Transportation. The plan outlines statewide and local measures to increase walking and promote pedestrian safety. It provides a vision and establishes actions and policies to better integrate pedestrians into the transportation network.

- *Best ManagementPractice Guidelines for the Wisconsin Portion of the Lake Superior Basin – March 2003* - This set of guidelines is meant to be a working document that is focused on reducing nonpoint pollution. This best management practice guideline is intended to building on the conservation projects of the past and incorporate newer technologies and ideas. The document is divided into sections based on different activities that have been identified as being important. These sections include project planning, roads, forestry, agriculture, critical area stabilization, habitat and development.

Funding Opportunities
WisDOT administers a number of programs to defray the cost of enhancements to local transportation systems. Eligibility options may increase through coordination due to population thresholds associated with some programs. In addition, cost savings and a more seamless transportation network between and around communities may be realized as a result of joint efforts. A complete list of programs is available at www.dot.state.wi.us and should be consulted to understand the full array of programming.

Local transportation enhancements program: The program requires a local match of 20 percent and allows for bicycle and pedestrian facility system enhancements such as the development of a bicycle commuting route, landscaping and other scenic beautification.

Elderly and disabled transportation capital assistance program: This annual grant program provides capital funding for specialized transit vehicles used to serve the elderly and persons with disabilities. The program covers 80 percent of the total cost of equipment.

State Urban/Rural/Small Urban Mass Transit Operating Assistance Program: This program provides funds for eligible project costs to public bus and shared-ride taxi programs. Eligible public transportation services include transport by bus, shared-ride taxicab, rail or other conveyance, either publicly or privately-owned, that provides general or special service on a regular and continuing basis. Local units of government are eligible to apply.

State of Wisconsin Department of Transportation Six Year Highway Improvement Program: The state highway system consists of 744 miles of Interstate freeways and 11,147 miles of state and US-marked highways. While the 11,794 miles of state highways represent only 11 percent of the 110,594 miles of public roads, they carry over 29 billion vehicle miles of travel a year, or about 58 percent of the total annual statewide travel. The remaining 99,160 miles are maintained and approved by local units of government.

Introduction

Community facilities are buildings, lands, services and programs that serve the public. Examples of community facilities are parks, schools, and fire and police protection. Public works such as water supply, sewer systems, storm water facilities and power generation and distribution make up the physical components of a community. Together, community facilities and infrastructure allow the Town to function, grow and add to the community's quality of life.

> "Together, community facilities and infrastructure allow the Town to function, grow and add to the community's quality of life."

This Plan Element takes inventory of existing facilities and services currently provided by both the public and private sectors, identifies the capacity of these services and unmet needs and evaluates the need for improvements or additional facilities over the next 20-years. The inventory divides utilities and facilities into two categories.

- Utilities/Infrastructure – the physical systems, networks and/or equipment necessary to provide for and support the basic needs of urban land uses, including systems, networks and equipment, but excluding transportation infrastructure.

- Community Facilities - public buildings and grounds that provide space, services or programs, or from which services or programs are co-ordinated, that are aimed at improving the quality of life, safety, or general welfare of community residents.

Utilities and Community Facilities

Water System

Private wells serve most of the homes and businesses in the Town. There is a private water system for some homes that are near the golf course. Unlike public water systems, protection and maintenance of private wells is largely the responsibility of homeowners. The entire community needs to work together to develop a protection plan that safeguards everyone's water supply. Good construction and proper location are critical in ensuring a safe drinking water supply. Care needs to be taken to locate the well far from potential pollution sources. NR 812, Wis. Adm. Code requires new wells to be located:

- 25 feet from septic tanks
- 25 feet from the high water mark of a lake, pond or stream
- 50 feet from livestock yards, silos, and septic drainfields
- 100 feet from petroleum tanks
- 250 feet from a sludge disposal area or an absorption, storage, retention or treatment pond
- 1,200 feet from any existing, proposed or abandoned landfill site

Wastewater Facilities

The Madeline Sanitary District is located in the Town of La Pointe. The sewer district encompasses the entire island, but not all of the island is hooked up to the central sewer system. Most residences and businesses rely on private septic systems with holding tanks. The septic waste is taken to the island treatment facility. Ashland County reviews and permits the wastewater treatment systems.

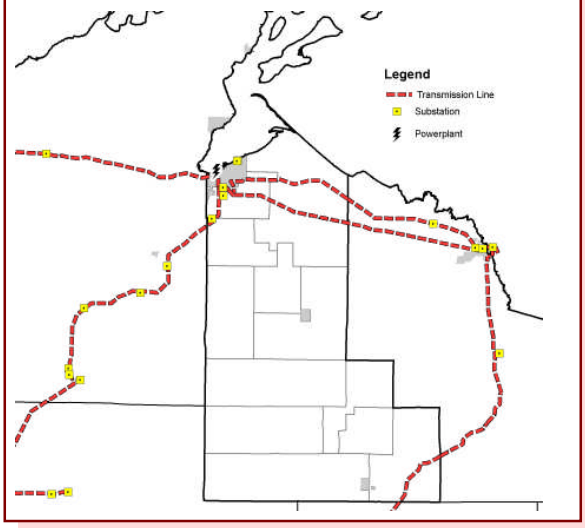
Stormwater Management

The Town does not own or operate storm water management facilities. The Town does not expect growth to occur at a density that would require developing any new facilities in the future.

Telecommunication and Fiber Optics

There is a cell tower located in the Town of La Pointe that is located on Big Bay Road. Greater cellular coverage on the island is something that some residents have indicated a need for. The Town does not have any current plans to pursue other cellular towers; however if a carrier wanted to locate a new cell tower in the Town, the Town works with and the cellular carrier to ensure the tower is located in an appropriate place that meets all regulations.

Exhibit 1. Transmission Lines



Source: Public Service Commission

Fiber optics, as well as high speed internet, is available to some sections of the island.

Electric and Natural Gas
Xcel Energy provides electrical services the Town of La Pointe (Exhibit 1). Natural gas is not available to island residents; however, some homes rely on fuel oil or propane. On the island there is one fuel oil supplier and two propane supplies.

Solid Waste Disposal/Recycling

Refuse and Recyclable: The Town has a state licensed materials recovery facility, which which runs both the garbage and recycling services. They are located at a drop-off site off of Big Bay Road. **Leaves, Wood, and Compost:** There is not a composting site within the Town.

Library Services
Library resources are an important part of the community base. No exact social standard can be applied to any one community as the needs and desires of citizens vary widely. Data for the individual library branches in Ashland County is not available, however data is given on a countywide basis. There are four libraries that are part of the Northern Waters Library Service, which services the entire county. The libraries are located in the City of Ashland, La Pointe, Mellen, and Odanah.

According to the annual Library Statistics Report compiled by the Wisconsin Department of Public Instructions the libraries are operated by approximately five librarians and about five other paid staff. The libraries are open an average of 35.5 hours in the summer months and 37 hours in the winter months. In 2002 the libraries housed 64,988 book and serial volumes and had 286 periodical titles available. There are 16 computer terminals accessible to the public; 12 of those computers offer access to the Internet. Many audio, electronic and video materials are also available to borrowers. The library also offers many programs to adults and children. In 2002 a total of 4,735 individuals within the County attended those programs (Table 1).

The libraries receive funding from state, and county appropriations. The total operating expenditure in 2002 was $572,055. A majority of those funds were from either municipal or county appropriations, which is an average per capita tax of $39.80.

Table 1. Library Capacity 2002 - Ashland County

Amenities	Planning Standard*	Existing Amount	Preferred Amount	Surplus/ (Deficit)
Book Stock	3.5 - 5 per capita	64,899	38,021	26,878
Facility Space	0.7 - 0.8 sq. ft. per capita	16,826	7,604	9,222

* *Source: Urban Land Institute standards should be used as a flexible guide and adapted to the particular needs of the community. Department of Administration 2002 county population estimates (10,863) were used to calculate this table.*
Note: Professional and experts were consulted by ULI

Parks and Open Space
One of the principle assets of a community is its recreational opportunities. The Town maintains several trails throughout the island. Big Bay State Park is located on 2,300 acres of land within the Town and the Madeline Island Wilderness Preserve is made up of 2,500 acres and Big Bay Town Park encompasses about 69 acres with an addition 40 acres that are located at the end of the lagoon (Table 2).

Table 2. Existing Parks and Trails 2004 - Town of La Pointe

Park/Trail	Facilities	Acreage/Miles
Big Bay State Park	Beach, trails, camping (60 sites), showers, restrooms	2,300
Big Bay Town Park (& land near lagoon)	Beach, trail, camping (42 sites), picnic area, restrooms	109
Joni's Beach	Beach, picnic area, restrooms, shelter, and public boat launch	1.4 acres
Madeline Wilderness Preserve	Parking area and trails	2,500 with approximately 7.7 miles of trails
Nucy Meech and Capser Trail	Trail	2.44 total miles

Source: Town of La Pointe and Wisconsin DNR

Police Service
Ashland County is serviced by a 911 Emergency Response System that is operated by the Sheriffs Department who then dispatches the calls to the appropriate departments within the county. The Ashland County Sheriffs Department patrols most of the county while the City of Mellen, Town of La Pointe, Bad River Reservation, and the City of Ashland all have their own police services. In the Town of La Pointe there is a chief of police as well as two full time, year round officers. From May through October there are two part time officers on staff to assist with the added island population due to the visiting tourists. During these months there are two officers patrolling the island at night. From September through May there is one officer on duty at a time although 24-hour coverage is not provided. The Department is located at 240 Big Bay Road (Table 3). The calls for service represent calls that include both civil and criminal complaints (Table 4).

Table 3. Town of La Pointe Police Department

Amenities	Existing Amount
Officers	2 Full Time, 2 Part Time
Vehicles	2

Source: Madeline Island Police Department

Table 4. Calls For Service – Town of La Pointe Call Volumes*		
	2002	2003
January	53	77
February	38	39
March	42	41
April	56	28
May	62	69
June	76	111
July	202	177
August	214	176
September	93	78
October	97	62
November	36	57
December	53	31
Total	**1004**	**946**

Source: Madeline Island Police Department (Mike Anderson)
**Does not include Bad River Reservation, Ashland County, City of Mellen, or the City of Ashland*

Emergency Medical Services
The Town of La Pointe receives emergency medical services from the La Pointe EMS. In 2001 and 2002, the La Pointe EMS received approximately 41 calls for service and in 2003 they received 50 calls. Town EMS volunteers note that when transporting a resident in the ambulance there is a minimum transport time of 3 hours. Helicopter transport is available from Duluth.

Fire Protection
The Town of La Pointe is serviced by a volunteer fire department made up of 24 volunteers. There are seven vehicles available for their use in an emergency.

Town Hall
The Hall serves as the headquarters for the Town Board and various other committees.

Health Care Facilities
Some communities in Wisconsin have been designated by the U.S. Department of Health and Human Services as a Health Professional Shortage Area. Either a geographic area or a specific population can be designated as an

HSPA. This designation is used to determine eligibility for at least 34 federal programs, and state programs. According to the Wisconsin Office of Rural Health portions of Ashland County have been designated as HSPA. About 20 percent of the U.S. population lives in areas designated as a shortage area. The Town of La Pointe is included in this designation.

Health care facilities available to Town residents include the Ashland Clinic, Grandview Health System Clinic, Marshfield Clinic, Memorial Medical Center, Flambeau Hospital, Chequamegon Clinic, Main Street Clinic and many other health care providers for specialized treatment. The County Human Services Department is available to serve social and health needs. Because of its remote location health care services are difficult to access from the island. There is a general practice physician who leases a space in the Town and is on the island one day a week in the summer months. This physician does not have any office hours on the island in the winter months.

Nursing Homes
There are three nursing homes in Ashland County (Table 5). There are no nursing homes on Madeline Island

Table 5. Nursing Homes

Nursing Home	Location	Number of Beds	Ownership Type
Ashland Health / Rehab Center	1319 Beaser Ave, Ashland	118	Corporation
Court Manor Heath Rehab	911 3rd St. West, Ashland	150	Corporation
Mellen Manor	450 Lake Dr., Mellen	40	Limited Liability Partnership

Source: Department of Health and Family Services

Cemeteries
There are two cemeteries in the Town. The Catholic Church owns one and the Greenwood Cemetery on Middle Road is owned and maintained by the Town.

Table 6. Ashland County Certified and Licensed Childcare Providers - 2004

Location	Licensed	Certified
City of Ashland	26	28
City of Mellen	2	-
Village of Butternut	-	1
Town of Jacobs (Glidden)	2	-
Town of White River (Marengo)	-	2
Town of Ashland (Highbridge)	-	2
TOTAL	**30**	**33**

Source: Ashland County Health and Human Services Department

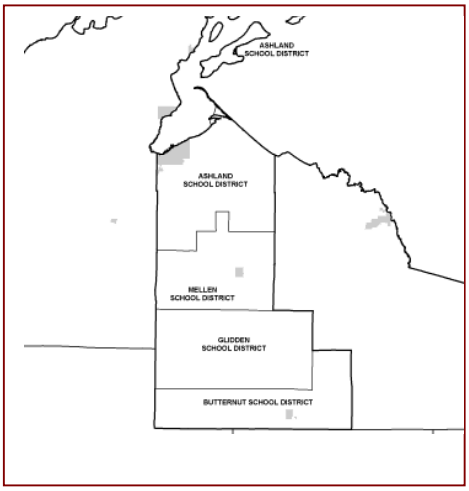
Childcare Facilities
Within Ashland County there are a total of 33 certified, and 30 licensed daycare programs with capacities ranging from 8 to 46 children. There are not any licensed day care programs in the Town of La Pointe (Table 6). A regulated program has either been licensed through the state or certified by Ashland County. A program's capacity does not necessarily reflect the number of children that are currently enrolled in programs. The capacity reflects the amount of children the program could possibly serve at any one time. Data generally shows that childcare demand outstrips

supply locally, statewide and nationally. The cost of care plays a big part in household decisions about childcare arrangements. There is a need for child care providers, however, it is difficult to keep them filled. In the summer months children ages 6 to 12 can go to the Town rec center.

Schools

The Bayfield School District currently serves school-aged children in the Town of La Pointe (Exhibit 2). Information about school aged children and the district schools they attend can be found in Tables 7 and 8. There is a K-8 school on the island. However, beginning in 6th grade, students may travel to the mainland to attend classes in the Bayfield School District. Currently, school enrollments are dropping. This is causing most schools within the county to reevaluate their services and determine the best way to provide for its residents and their school aged children. The Town will continue to work and communicate with the school districts to ensure that both district and Town needs are being met.

Exhibit 2. Ashland County School Districts



Source: US Census Bureau, 2000

Table 7. La Pointe School Enrollment 2000

Town of La Pointe	Number	Percent
Nursery School, Preschool	4	7%
Elementary school (K-8)	27	48%
High school	12	21%
College or graduate school	13	23%
TOTAL	**56**	**100%**

Source: 2000 US Census, Data Set SF-3

Table 8. Schools Attended by La Pointe Students

School	Location
La Pointe Elementary	Madeline Island
Bayfield School District	Bayfield

Source: Department of Administration

Universities and Technical Schools
In Wisconsin there are 16 technical college districts. The Town is located in the Wisconsin Indianhead Technical College district. The district includes 11 counties. Its campuses are located in Ashland, New Richmond, Rice Lake, and Superior. A 9-member board governs the district.

Other nearby post-secondary schools include Northland College, a four-year institution that is located in the City of Ashland and Gogebic Community College which is a two-year institution located in Ironwood, Michigan. The University of Wisconsin also has a campus located in Superior, and the University of Minnesota has a campus located in Duluth.

Agricultural Resources

America's farmland and open space are under ever-increasing pressure from growth and development. Each year countless acres of rural land are developed. In partial response, the President has created "The President's Council on Sustainable Development". Between June 1993, and June 1999, the PCSD advised former President Clinton on sustainable development and developed bold, new approaches to achieve economic, environmental, and equity goals. From this effort, the United States Department of Agriculture (USDA) has committed itself to a number of new principals on sustainability.

Benefits to preserving rural land are sometimes hard to measure. For example, it is difficult to place a value on scenic areas. Lacking prices, it is difficult to develop economic benefit measures for preserving open space and agricultural land. However, while agricultural production can create environmental problems, properly managed farmlands provide non-market benefits including improving water and air quality and preserving wetlands. Farmland creates aesthetically pleasing landscapes and can provide social and recreational opportunities. Conserving land for agriculture also helps preserve farming as part of the rural economy.[1]

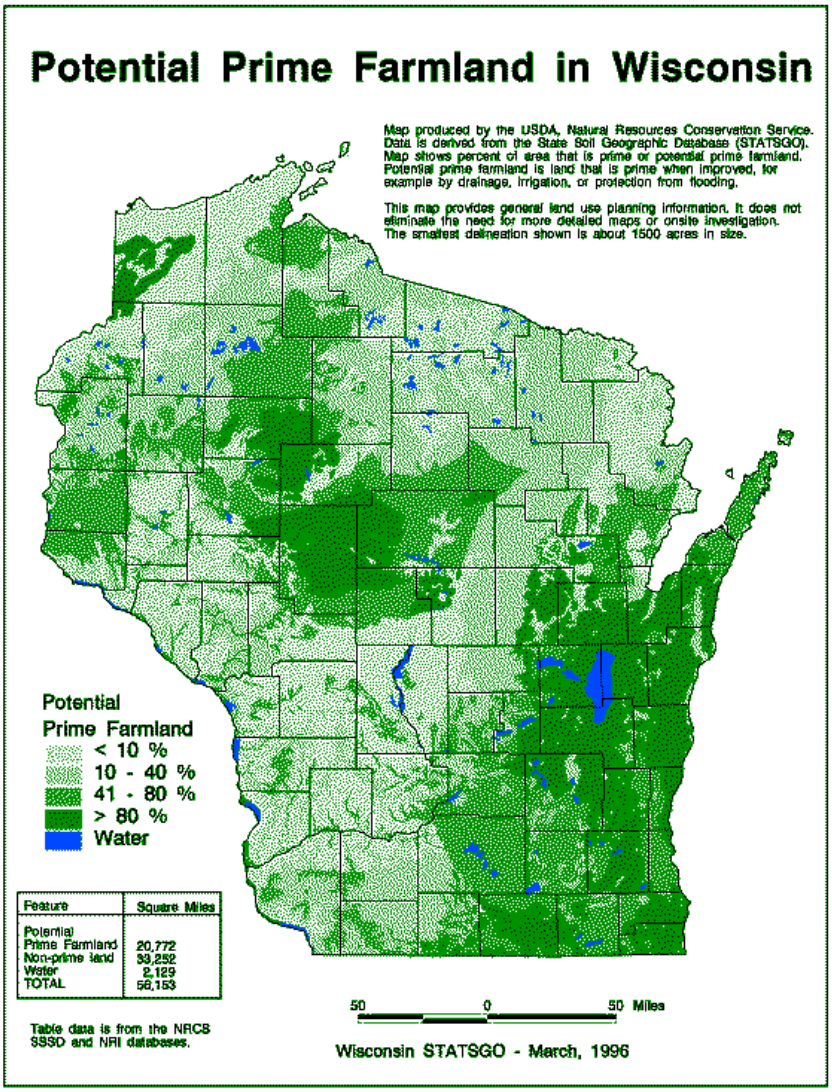
Agriculture can co-exist with development and expanding populations while at the same time providing opportunities for growing new crops. However, farmers are often faced with changing their business practices to survive in urbanizing areas as the products and services they offer are no longer as valuable, or traditional delivery and marketing mechanisms are no longer feasible. To adapt to urbanization and its associated rising land values and increased contact with new rural residents, farmers must modify their operations to emphasize higher value products, more intensive production, or a more urban marketing orientation.[2] In the northern section of Ashland County there are a number of specialty crops. Most notable are the apples that are currently being grown in the area. In the City of Ashland, there is a farmers market that only allows the sale of organic foods.

National studies and County level plans have concluded that, on average, residential development requires approximately $1.24 in expenditures for public services for every dollar generated in tax revenue. By contrast, farmland or open space generates 38 cents in costs for each dollar in taxes paid.

[1] Development at the Urban Fringe and Beyond: Impacts on Agriculture and Rural Land, Economic Research Service, U.S. Dept. of Agriculture. Agricultural Economic Report 803, June 2001.
[2] Development at the Urban Fringe and Beyond: Impacts on Agriculture and Rural Land, Economic Research Service, US Dept. of Agriculture. Agriculture Economic Report 803, June 2001.

Predominantly focused in the upper Midwest, America's prime farmland regions coincide with our traditional notions of America's farm belt. While not containing as much prime farmland area as some other upper Midwest states, Wisconsin is still home to many acres of prime land. According to 1996 findings by the USDA/NRCS, Wisconsin is home to 20,772 square miles or 13,294,027 acres of prime farmland. This area represents approximately 38 percent of the State's entire area. Most of this land area can be found in the southern and eastern portion of the State (Exhibit 1). An additional concentration of prime farmland can also be found in the central portion of the State.

Exhibit 1.

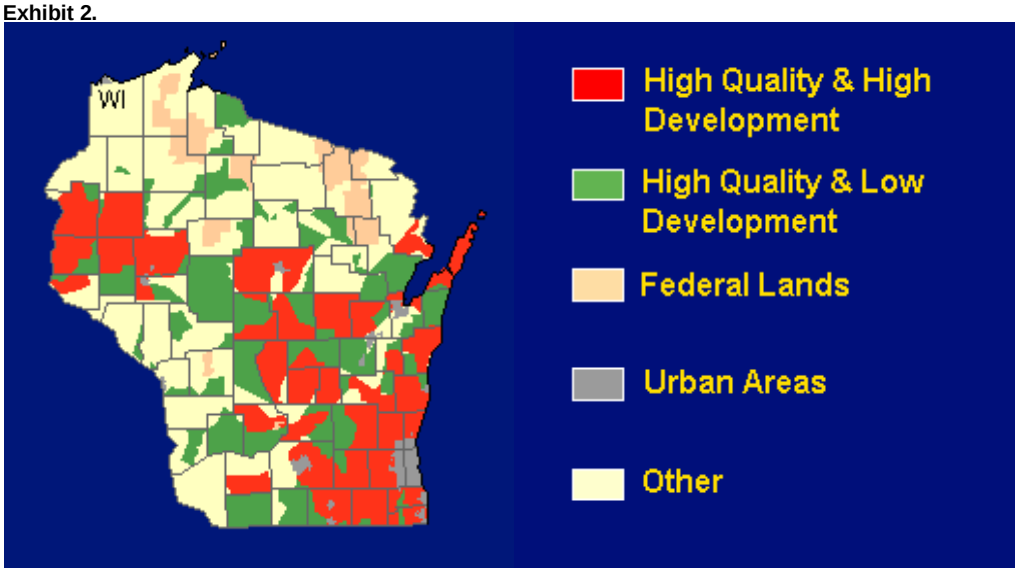


The highest concentrations of prime farmland can be found in the south central area and some of the northern portion of Ashland County. The northern coastal plan area of the County has a longer growing season due to its proximity to the lake and therefore, is a more viable area to grow crops than the southern portion of the County, which has a shorter growing season.

As further development is considered in the Town, careful consideration of the lands potential productivity must be understood in order to protect this valuable community resource.

Exhibit 2 portrays high quality farmland in Wisconsin by highlighting sub-county geographic areas that meet two threshold tests that define the importance and vulnerability of the land they encompass:

Exhibit 2.



High Quality farmland includes areas that, in 1992, had relatively large amounts (greater than their respective statewide averages) of prime or unique farmland.

High Development includes areas that experienced relatively rapid development (greater than their respective statewide averages and having at least 1,000 acres of urban conversion) between 1982 and 1992.

Other includes all areas not meeting the two threshold tests.

Unique farmland was defined to include areas where unique soil and climate conditions support the growth of specialty crops.[3]

[3] Data is from the National Resources Inventory of 1992, by the National Resources Conservation Service of the U.S. Department of Agriculture. The urban built-up areas are defined by the Bureau of Census, U.S. Department of Commerce (1991). © 1996 American Farmland Trust

Best Management Practices
There are Best Management Practice (BMP) Guidelines that have been identified for the Wisconsin Portion of the Lake Superior Basin. Within this document (*Best Management Practice Guidelines for the Wisconsin Portion of the Lake Superior Basin, March 2003)*, there are identified practices and management actions that will improve farm operations, reduce farm runoff to surface water, restore areas manipulated by farm activities, improve cover in riparian corridors, and improve fish and wildlife habitat. It is advisable that jurisdictions in Ashland County review these BMPs when projects begin on farmland or in natural areas.

Exclusive Agricultural Zoning Ordinances
At the State level, efforts to protect agricultural lands have been underway for many years. Principal among the State's many programs aimed at farmland and agricultural protection is the authority granted to counties and local governments to adopt Exclusive Agricultural Zoning Ordinances. According to the Wisconsin Department of Agriculture, Trade, & Consumer Protection, the authority to create Exclusive Agriculture Districts has been granted by the legislature to help local units of government best prevent conflicts between agricultural and nonagricultural land uses. By establishing an exclusive agricultural use district, a local government effectively decides that agricultural uses of land are appropriate in that district. An exclusive agricultural zoning ordinance can be adopted by any county or municipality in a county that has a certified agricultural preservation plan in effect. Ashland County does not have an agricultural zone.

Department of Agriculture, Trade and Consumer Protection
Preserving Wisconsin's valuable farmland is important to the Department of Agriculture, Trade, and Consumer Protection. This program assists counties in creating county agricultural preservation plans, which lay the groundwork for municipalities and the county to develop exclusive agriculture zoning districts. Farmers also can participate by signing an individual, long-term agreement. The farmland preservation program provides state income tax credits to farmers who meet the program's requirements: to meet soil and water conservation standards, and to use the land only for agriculture.

It can be noted that while exclusive agricultural zoning has been available for many years, Ashland County has yet to take advantage of it.

The 1997 U.S. Census of Agriculture revealed a number of interesting findings related to the growth and development of Ashland County.

- Land in Farms – decreased 9.2 percent from 51,208 acres in 1992 to 46,503 acres in 1997.
- Average Size of Farms – decreased 259 acres in 1992 to 250 acres in 1997.
- Full Time Farms – decreased 6.1 percent from 198 farms in 1992 to 186 farms in 1997.

The amount of land, the number of fulltime farms, and the average size of farms, all experienced a decrease. The trend leads to speculation that more farms are being operated as a hobby by long time residents and/or newcomers to the area.

While the number of farming operations in Ashland County is currently decreasing, the land values of the local farmsteads are increasing. In 1987, the average total farm value (land and buildings), was at $95,648. In 1997, the average value had grown to $165,770, an increase of 73 percent over the ten-year period.

It appears that agriculture will continue to play a limited role in the County in the future. If current trends are allowed to continue, questions on development patterns of agricultural lands in the County may need to be addressed. This will have a bigger impact as development in the northern coastal plane reaches the most viable farming land in the County.

In the northern part of the State, the most predominant type of crop is trees. This is also the case in Ashland County. There are many more forested acres of land here than of cultivated land. Countywide, many towns do not have much farmland within their boundaries. The City of Mellen and the Village of Butternut have small amounts of agricultural land within their boundaries. Many residents have noted that an increasing number of landowners are deciding to return the land that is now agricultural cropland into forested land. Some of those property owners are using the land as sport hunting and others are interested in utilizing their forestland as a managed crop area.

The Town has a strong desire to preserve and protect its rural character. Specifically, the Town wishes to comply with S. 16.965(4), Wis. Stats.: Goal #4 - "Protection of economically productive areas, including farmland & forests."

Available Funding
The following is a possible grant source for agriculture-related activities in the Town.

Agricultural Development and Diversification (ADD) Grant – Department of Agriculture, Trade and Consumer Protection (DATCP)
Provide grants to fund demonstration projects, feasibility analysis, and applied research directed toward new or alternative products, technologies, and practices that will stimulate agricultural development and diversification of economic activity within agriculture.
Program Contact: Mike Bandli, DATCP mike.bandli@datcp.state.wi.us

Natural Resources

A definite ethic of caring for the land has existed in Ashland County since the first settlers in the early 1800s. Water is a very important resource within the County. The majority of the County's land includes forested land at 526,600 acres, agricultural land at 33,377 acres, including 548 miles of streams, 4,855 acres of lakes, and 170,000 acres of wetland.

Land Management Factors (LMF)

With cooperation from the University of Wisconsin Center for Land Use Education (CLUE), communities in Ashland County participated in two Saturday afternoon mapping workshops. Individuals from each of the jurisdictions met to discuss factors that influence land management and growth throughout the county. These factors were then mapped, in addition to land uses, and became countywide Land Management Factor maps. The maps indicate natural features that have an impact on land management and growth. They identify areas that can best accommodate new growth by first identifying the natural, cultural, and regulatory factors that restrict, limit, or modify new development. The maps were then used individually by each community to develop a future land use map.

Coastal Resource Management

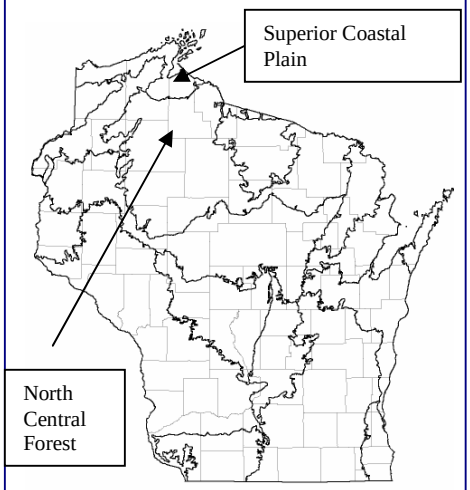
As part of the Comprehensive Plan, the County received grant funds from Wisconsin Coastal Resource Management to incorporate Coastal Resource Planning into the Plan document. The Coastal Resource Area map located in this element depicts the coastal resource area and the watersheds that are found within it. The Coastal Resource Area map clearly shows the boundary of the planning area. This boundary has also been included on each of the maps that are found in this element. The Coastal Planning Area is 340,421 acres in size. The coastal boundary is also the boundary for the Lake Superior Basin.

It is the intent of Coastal Resource Planning to identify applicable planning measures and natural resources, as well as goals, objectives, and policies that relate to Coastal Management Planning.

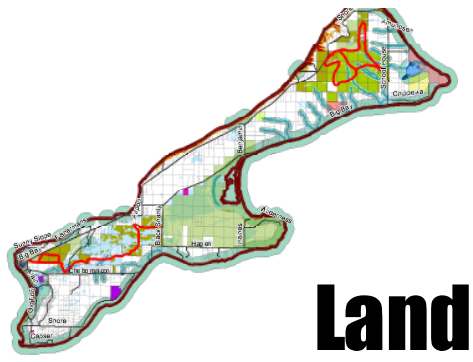
General Setting:

The Town is located within the Superior Coastal Plain, as defined by the Department of Natural Resources (Exhibit 3).

Exhibit 3.
Wisconsin's Ecological Landscapes

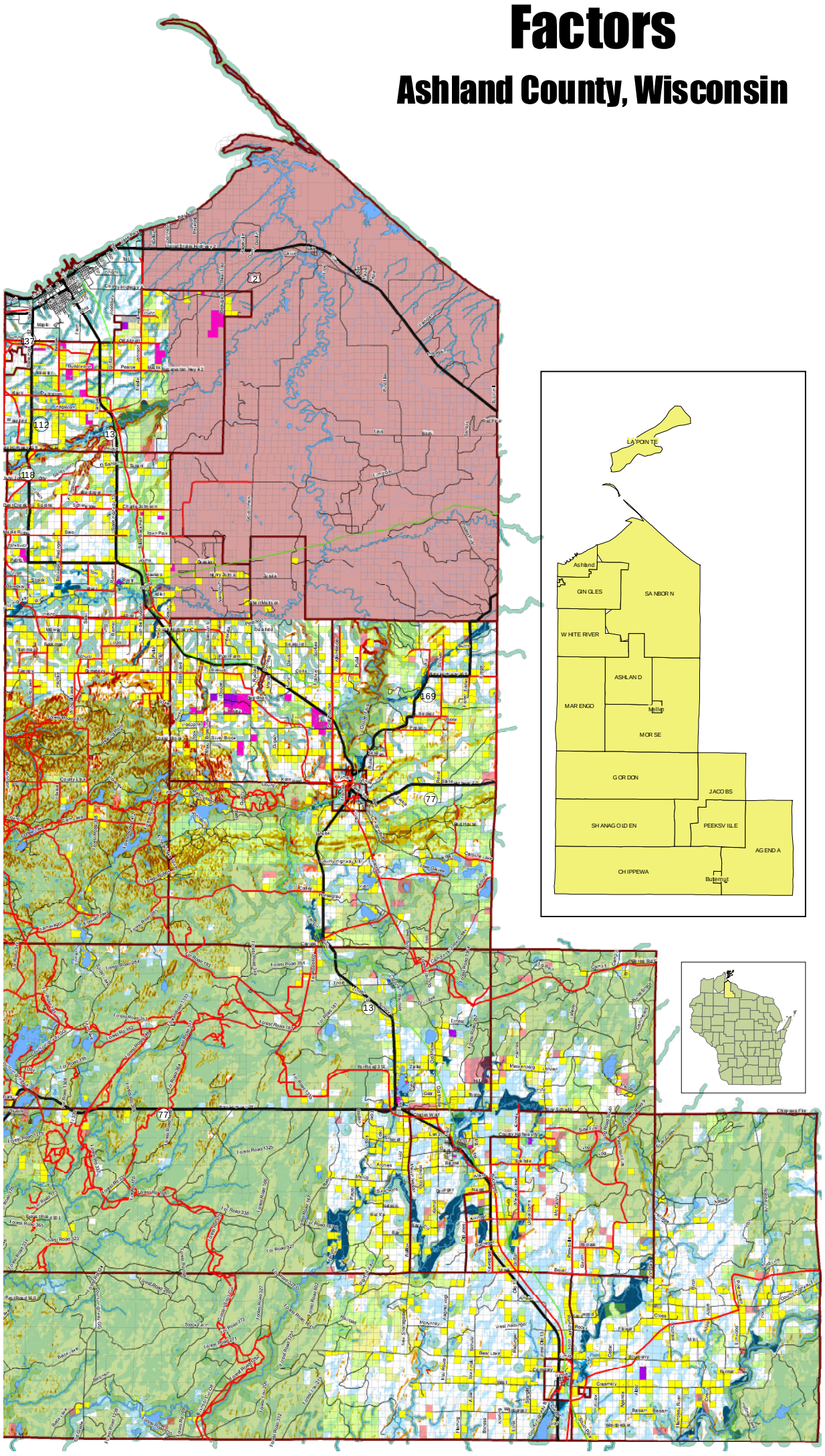


Source: Wisconsin Department of Natural Resources



Land Management Factors

Ashland County, Wisconsin



Comprehensive Planning 2005 - 2025

www.uwsp.edu/cnr/landcenter/landproject/ashland.html

Map Description

This map displays land management factors (LMF) for Ashland County, Wisconsin. The LMF map identifies areas that can best accommodate new growth by first identifying the natural, cultural, and regulatory factors that restrict, limit, or modify new development. For example, development is restricted from surface waters and road right-of-ways, while development can occur on steep slopes with engineering modifications.

This map makes no policy recommendations. The map is intended to be used by local units of government to help guide their local land use policy regarding where and how future development should occur.

Land Management Factors can be helpful to:
1. Identify areas where growth should be restricted, limited, or modified
2. Identify areas that can best accommodate development
3. Move the debate from "Where should we grow?" to "How should we grow?"

The menu of land management factors were identified by the Strategic Mapping Focus Group on September 11, 2004. The Focus Group consists of nine members representing various local planning committees throughout Ashland County. The Center for Land Use Education provided facilitation and mapping skills to compile this map.

Legend

Note: For cartographic purposes public lands, forest crop lands, managed forest lands, and tribal lands were made transparent. Colors of environmental features where they overlap with these transparent features may vary from that shown on the legend.

Land Management Factors

- Residential
- Commercial
- Industrial
- Institutional
- Major Highways
- Roads
- Railroads
- Trails
- Surface Water
- Surface Water Setback (75ft)
- DNR Wetland Inventory
- 100 - year floodplain
- 500 - year floodplain
- Slopes > 20 Percent
- Slopes > 12 Percent
- Wilderness Preserve
- Public Lands
- Tribal
- Managed Forest Law (open)
- Managed Forest Law (closed)
- Forest Crop Law
- Shoreland Zone (1000/300ft)

Sources

Surface water features from Wisconsin Department of Natural Resources (DNR) 1:24,000-scale hydrography data model (version 3). Mapped from several 1:24,000-scale sources. Contact Bradley Duncan, DNR GIS Data Specialist for more information. Bradley.Duncan@dnr.state.wi.us.

Shoreland zone and 75 foot hydrology setback created from DNR hydrography data model (version 3) by Douglas Miskowiak, Center for Land Use Education. The data in this map is not intended to be used for regulatory purposes. The actual locations of the ordinary high water mark, 75-foot setback, and shoreland zone need field verification.

Wetland features from Wisconsin Department of Natural Resources (DNR) Fisheries Management and Habitat Protection Digital Wisconsin Wetland Inventory. Polygons digitized from 1:24,000-scale Wisconsin Wetland Inventory maps. Wetlands shown are those greater than five acres.

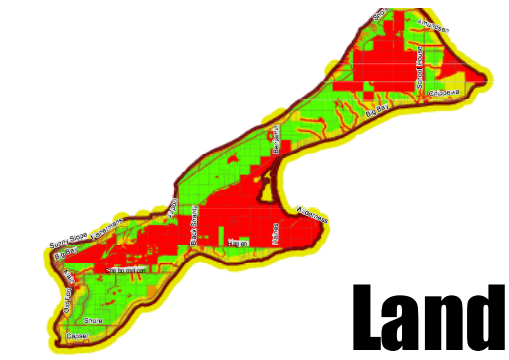
Floodplains derived from the Flood Insurance Rate Maps (FIRMs) published by the Federal Emergency Management Agency (FEMA). Mapping specifications are consistent with those requirements for mapping at a 1:24,000-scale. Hardcopy FIRM maps were either manually digitized or scanned and vectorized.
Floodplains digitized from .tiff documents obtained from DNR. Rubber sheeting techniques employed to best fit floodplains to Ashland County aerial photography. Floodplains digitized by Todd Goold, Point North Inc., September 25, 2003.

Steep slopes created using the 30 meter digital elevation model and ArcMap8.3 spatial analyst extension and surface analysis slope functionality.

Tribal lands from the Wisconsin Department of Natural Resource, 1998.

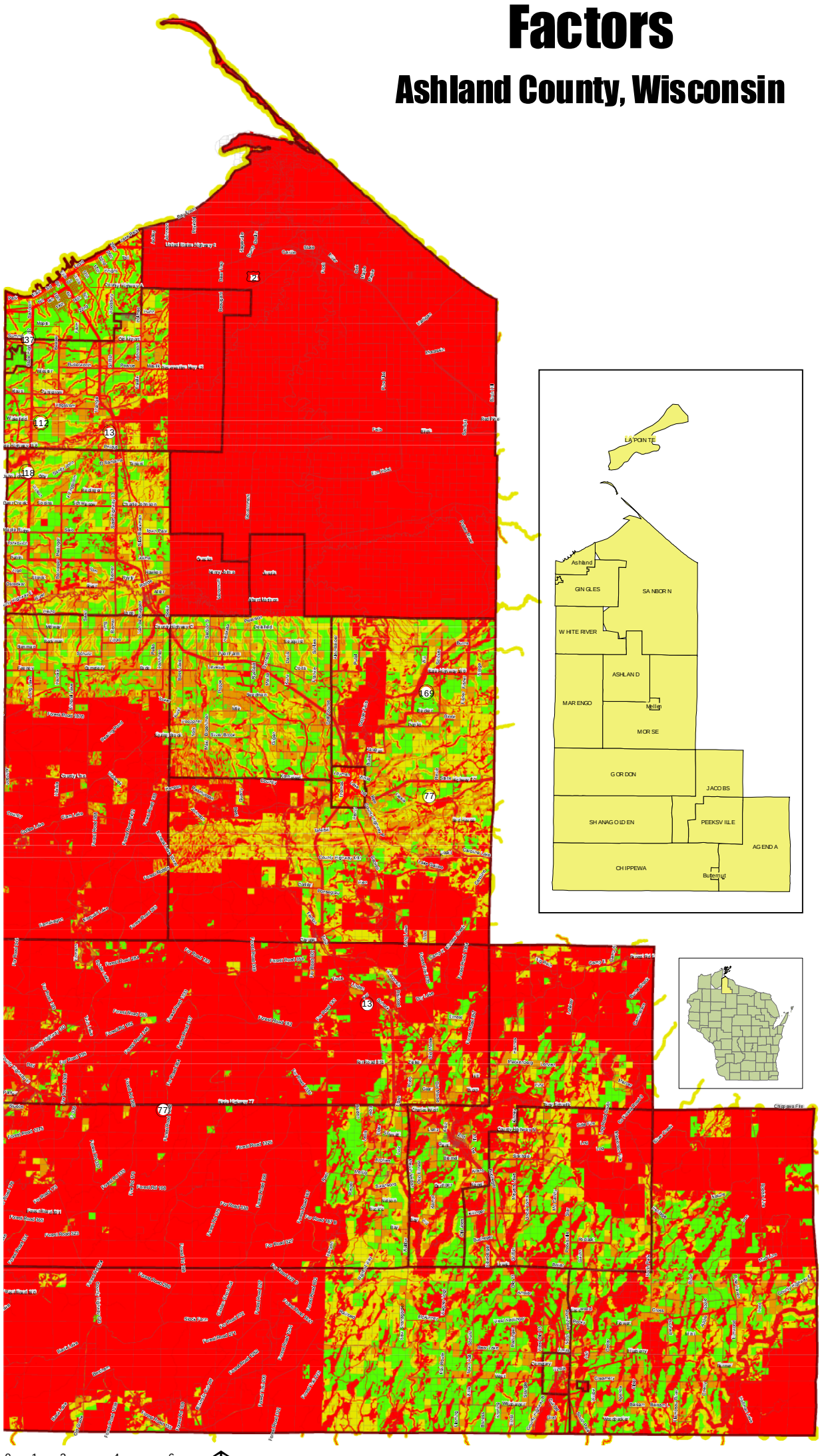
Developed parcels based from citizen land use field surveys from Vierbicher and Associates. Land use attributes overlain on ownership parcels by Douglas Miskowiak, Center for Land Use Education.

Map created by Douglas Miskowiak,
Center for Land Use Education (CLUE)
September, 2004.



Land Management Factors

Ashland County, Wisconsin



Comprehensive Planning 2005 - 2025

www.uwsp.edu/cnr/landcenter/landproject/ashland.html

Map Description

This map displays land management factors (LMF) for Ashland County, Wisconsin. The LMF map identifies areas that can best accommodate new growth by first identifying the natural, cultural, and regulatory factors that restrict, limit, or modify new development. For example, development is restricted from surface waters and road right-of-ways, while development can occur on steep slopes with engineering modifications.

The map is intended to be used by local units of government to help guide their local land use policy regarding where and how future development should occur.

Land Management Factors can be helpful to:
1. Identify areas where growth should be restricted, limited, or modified
2. Identify areas that can best accommodate development
3. Move the debate from "Where should we grow?" to "How should we grow?"

The menu of land management factors were identified by the Strategic Mapping Focus Group on September 11, 2004. The Focus Group consists of nine members representing various local planning committees throughout Ashland County. The Center for Land Use Education provided facilitation and mapping skills to compile this map.

Legend

Land Management Factors

- Major Highways
- Roads
- Trails
- Railroads
- Surface Water
- Tribal
- Surface Water Setback (75ft)
- Public Lands
- Wilderness Preserve
- Slopes > 20 Percent
- DNR Wetland Inventory
- 100 - year floodplain
- 500 - year floodplain
- Industrial
- Institutional
- Commercial
- Residential
- Slopes > 12 Percent
- Managed Forest Law (open)
- Managed Forest Law (closed)
- Forest Crop Law
- Shoreland Zone (1000/300ft)
- Remaining Land

Factors displayed in red are those that do or should RESTRICT future development.

Factors displayed in orange are those that do or should LIMIT future development.

Factors displayed in yellow are those that should MODIFY future development.

Land shown in green DO NOT restrict, limit, or modify future development.

Sources

Surface water features from Wisconsin Department of Natural Resources (DNR) 1:24,000-scale hydrography data model (version 3). Mapped from several 1:24,000-scale sources. Contact Bradley Duncan, DNR GIS Data Specialist for more information. Bradley.Duncan@dnr.state.wi.us.

Shoreland zone and 75 foot hydrology setback created from DNR hydrography data model (version 3) by Douglas Miskowiak, Center for Land Use Education. The data in this map is not intended to be used for regulatory purposes. The actual locations of the ordinary high water mark, 75-foot setback, and shoreland zone need field verification.

Wetland features from Wisconsin Department of Natural Resources (DNR) Fisheries Management and Habitat Protection Digital Wisconsin Wetland Inventory. Polygons digitized from 1:24,000-scale Wisconsin Wetland Inventory maps. Wetlands shown are those greater than five acres.

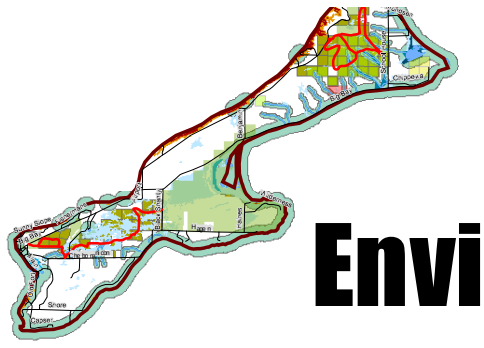
Floodplains derived from the Flood Insurance Rate Maps (FIRMs) published by the Federal Emergency Management Agency (FEMA). Mapping specifications are consistent with those requirements for mapping at a 1:24,000-scale. Hardcopy FIRM maps were either manually digitized or scanned and vectorized.
Floodplains digitized from .tiff documents obtained from DNR. Rubber sheeting techniques employed to best fit floodplains to Ashland County aerial photography. Floodplains digitized by Todd Goold, Point North Inc., September 25, 2003.

Steep slopes created using the 30 meter digital elevation model and ArcMap8.3 spatial analyst extension and surface analysis slope functionality.

Tribal lands from the Wisconsin Department of Natural Resource, 1998.

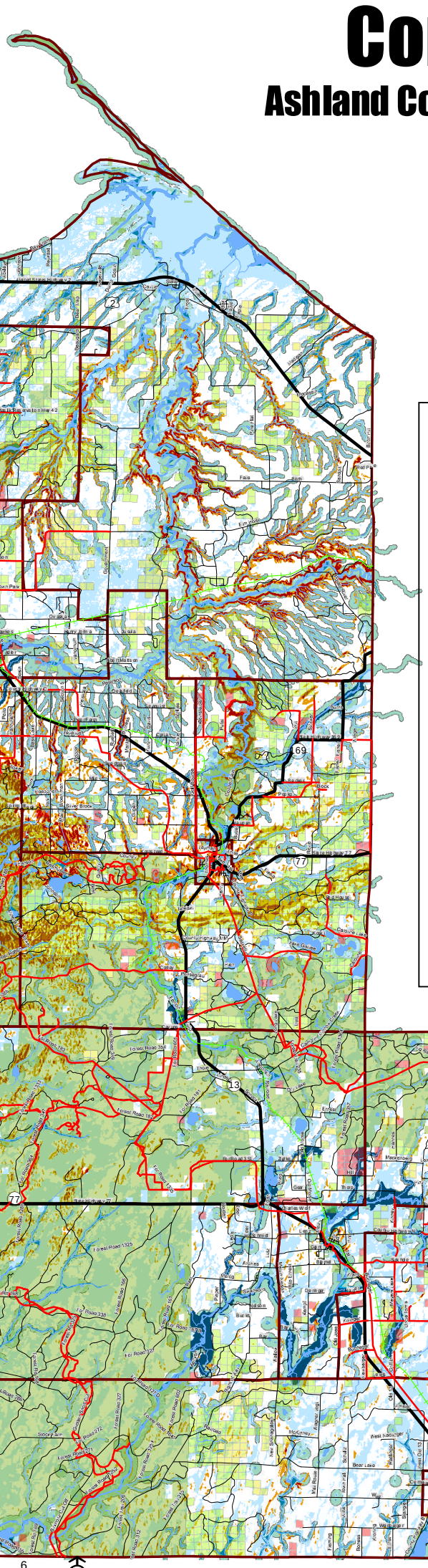
Developed parcels based from citizen land use field surveys from Vierbicher and Associates. Land use attributes overlain on ownership parcels by Douglas Miskowiak, Center for Land Use Education.

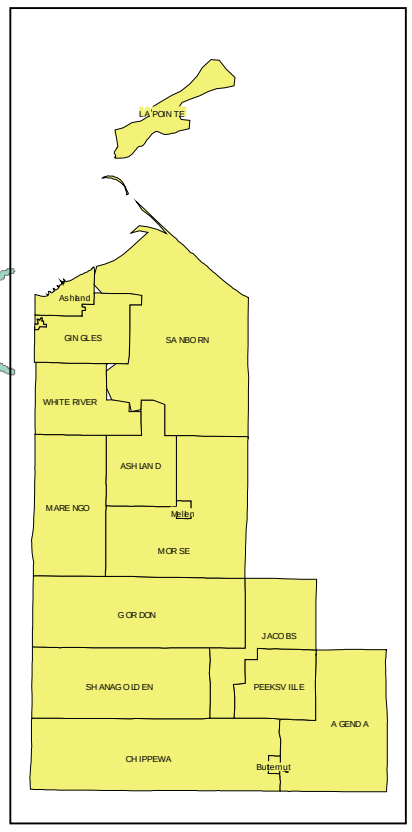
Map created by Douglas Miskowiak,
Center for Land Use Education (CLUE)
September, 2004.

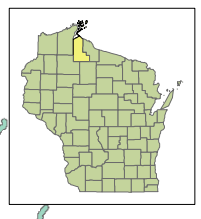


Environmental Corridor

Ashland County, Wisconsin







0 1 2 4 6 Miles

N

Comprehensive Planning 2005 - 2025

www.uwsp.edu/cnr/landcenter/landproject/ashland.html

Map Description

This map displays environmental features that contribute to an environmental corridor concept for Ashland County, Wisconsin. The environmental corridor displays areas to consider for enhanced environmental management or protection. This map makes no local policy recommendations. The map is intended to be used by local units of government to help guide their local land use policy and enhance inter-governmental cooperation regarding natural and cultural resources.

Environmental corridors can be helpful to:

1. Enhance recreational opportunities
2. Protect water quality
3. Provide wildlife habitat
4. Safeguard aesthetic values
5. Provide opportunities for development

The menu of environmental features were identified by the Strategic Mapping Focus Group on September 11, 2004. The Focus Group consists of nine members representing various local planning committees throughout Ashland County. The Center for Land Use Education provided facilitation and mapping skills to compile this map.

Legend

Note: For cartographic purposes public lands, forest crop lands, and managed forest lands were made transparent. Colors of environmental features where they overlap with these transparent features may vary from that shown on the legend.

Environmental Features

- Surface Water
- Surface Water Setback (75ft)
- Shoreland Zone (1000/300ft)
- DNR Wetland Inventory
- 100 - year floodplain
- 500 - year floodplain
- Slopes > 20 Percent
- Slopes > 12 Percent
- Public Lands
- Trails
- Managed Forest Law (open)
- Managed Forest Law (closed)
- Forest Crop Law
- Wilderness Preserve

Context Layers

- Major Highways
- Roads
- Railroads
- Minor Civil Divisions

Sources

Surface water features from Wisconsin Department of Natural Resources (DNR) 1:24,000-scale hydrography data model (version 3). Mapped from several 1:24,000-scale sources. Contact Bradley Duncan, DNR GIS Data Specialist for more information. Bradley.Duncan@dnr.state.wi.us.

Shoreland zone and 75 foot hydrology setback created from DNR hydrography data model (version 3) by Douglas Miskowiak, Center for Land Use Education. The data in this map is not intended to be used for regulatory purposes. The actual locations of the ordinary high water mark, 75-foot setback, and shoreland zone need field verification.

Wetland features from Wisconsin Department of Natural Resources (DNR) Fisheries Management and Habitat Protection Digital Wisconsin Wetland Inventory. Polygons digitized from 1:24,000-scale Wisconsin Wetland Inventory maps. Wetlands shown are those greater than five acres.

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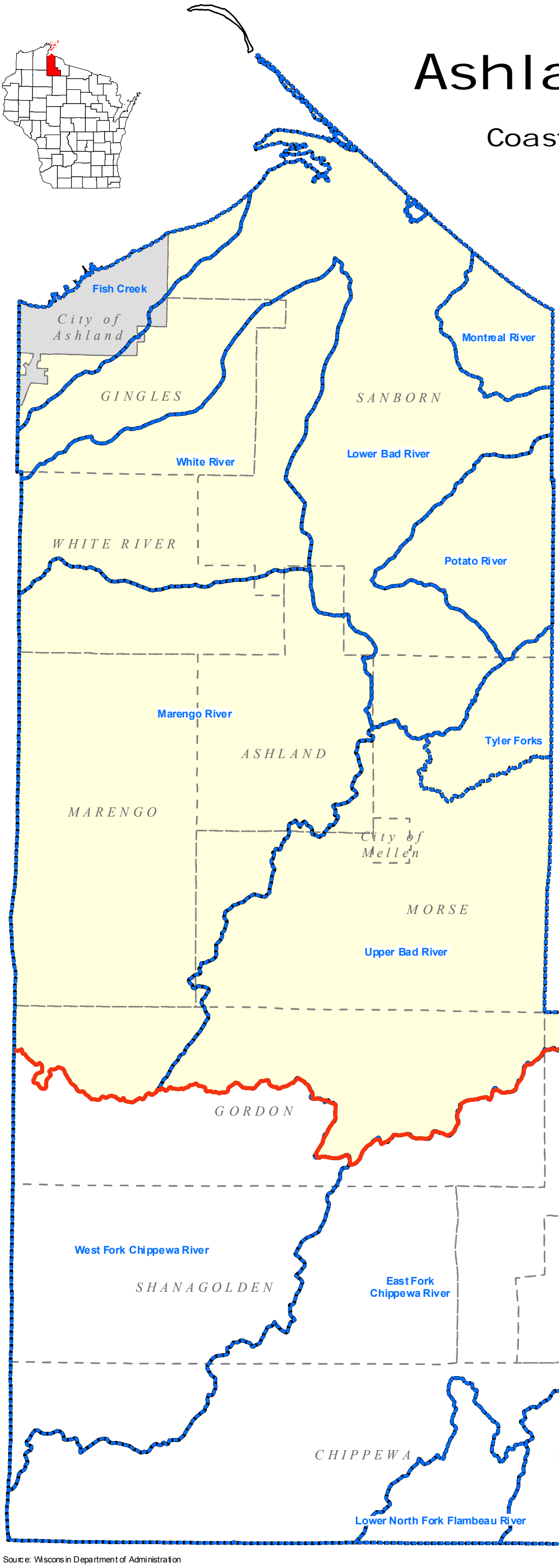
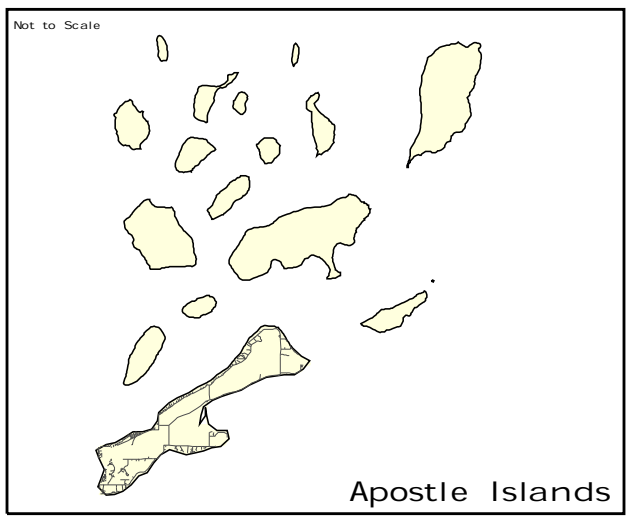
Steep slopes created using the 30 meter digital elevation model and ArcMap8.3 spatial analyst extension and surface analysis slope functionality.

Map created by Douglas Miskowiak,
Center for Land Use Education (CLUE)
September, 2004.

Ashland County

Coastal Resource Area





Legend

- Coastal Resource Area
- Lake Superior Basin Boundary
- Watershed Boundaries

0 2.5 5
Miles

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Source: Wisconsin Department of Administration

Attributes and Characteristics of the Superior Coastal Plain

The Towns of La Pointe, Sanborn, Gingles, White River, and sections of Marengo, Ashland, and Morse are located in the ecological landscape that is centered on the low plains of Lake Superior's south shore. Two large pockets of this low plain occur in Wisconsin: one between the City of Superior and Port Wing and the other between Ashland and the Montreal River. The Bayfield Peninsula ridge splits these low plains. This ecological landscape includes the near-lake portion of the ridge, as well as the Apostle Islands. An escarpment rising several hundred feet above the plain marks this ecological landscapes southern boundary. Underlying this landscape is a thick band of clay deposited when lake levels were considerably higher. Outcroppings of sandstone bedrock occur along the northern margin of the Bayfield Peninsula and along the shores of some of the Apostle Islands.

There are very few natural lakes within this landscape but many small rivers and streams dissect the lake plain and peninsula. Soils are moderately well drained (on the peninsula) to poorly drained (where the red clay is near the surface). Before European settlement, white pine, balsam fir, white spruce, and paper birch were the dominant trees in the area. This was the only area in the State to support sizable tracts of boreal forest. Trembling (quaking) aspen is now dominant throughout the landscape as a result of past disturbance and management for earlier succession forests. Boreal forest remnants consisting of spruce, fir, white pine, and associated hardwoods (aspen, balsam poplar, white birch, and red maple) still exist.

The majority of this ecological landscape remains forested, with only a small amount of the land being used for agriculture. Urban development threatens some coastal wetlands. The Kakagon-Bad River Sloughs are of special ecological concern. Public lands within this area include the Apostle Island National Lakeshore, Chequamegon National Forest, Brule River State Forest, St. Louis River Streambank Protection Area, Superior Municipal Forest, and several State Parks and Natural Areas.

DNR Legacy Places

In 2000, the DNR comprised a list of places that were believed to be critical in meeting conservation and recreation needs. The criteria were applied to identify specific places using data on the distribution of various ecological, population, and geographical features. The Legacy Places were then categorized under which ecological landscape they fall under (Exhibit 3). Values were then given to each of the places based on size, the amount of protection initiated, the amount of the area that still needs protection, its conservation significance, and its recreation potential.

Big Bay State Park – Madeline Island. (Photo: DNR)

In the Superior Coastal Plain area, there are several Legacy Places. Some key characteristics of this area are the coastal estuaries, sandscapes, boreal conifer-hardwood forest, shoreline cliffs, red clay soils, and concentrations of migratory birds. The extensive, high quality coastal wetlands and estuaries in this area provide critical habitat for many migratory songbirds, waterfowl, shorebirds, and rare plants. In addition to the important wetland areas, the shoreline also consists of many sandstone cliffs and clay bluffs that are home to many rare plant species.

The Bad River Legacy Place consists of the area that the Bad River flows through. Starting in the Penokee-Gogebic Range it quickly drops through deep forests down to lowland forests and then out to sloughs where it flows into Lake Superior. Many other high quality waters feed this river, notably the White, Marengo, Burnsweiler, Potato, and Tyler Forks Rivers. The lower stretches of the Bad and White Rivers flow through the Bad River Indian Reservation. Copper Falls State Park is a Legacy Place because of the areas of canyons, streams, and waterfalls that are found within the Park.

At the mouth of the Bad River are some of the largest and highest quality coastal wetland in the Great Lakes region. This is characterized as the Chequamegon Point-Kakagon Slough Legacy Place. Along with these wetlands is a long narrow sandspit, Chequamegon Point-Long Island, which provides critical nesting and resting habitat for many migratory waterfowl, shorebirds, and songbirds. This vast wetland complex of sloughs is also an important spawning and nursery area for many fish species.

Big Bay State Park is also considered a Legacy Place. This large area is located on the Eastern Coast of Madeline Island and contains a coastal barrier spit, beach and dunes, xeric pine forest, lagoon, and a diverse array of peatlands. Coastal fen, coastal bog, shrub swamp, and tamarack swamp border the lagoon. An abandoned sandspit, now three-quarters of a mile inland from Lake Superior, separates a much more acid complex of peatland types, including open bog, muskeg, and black spruce swamp, from the more mineral-rich types to the east. The primary coastal spit is mostly forested, with all three pine species native to the State present.

Soils

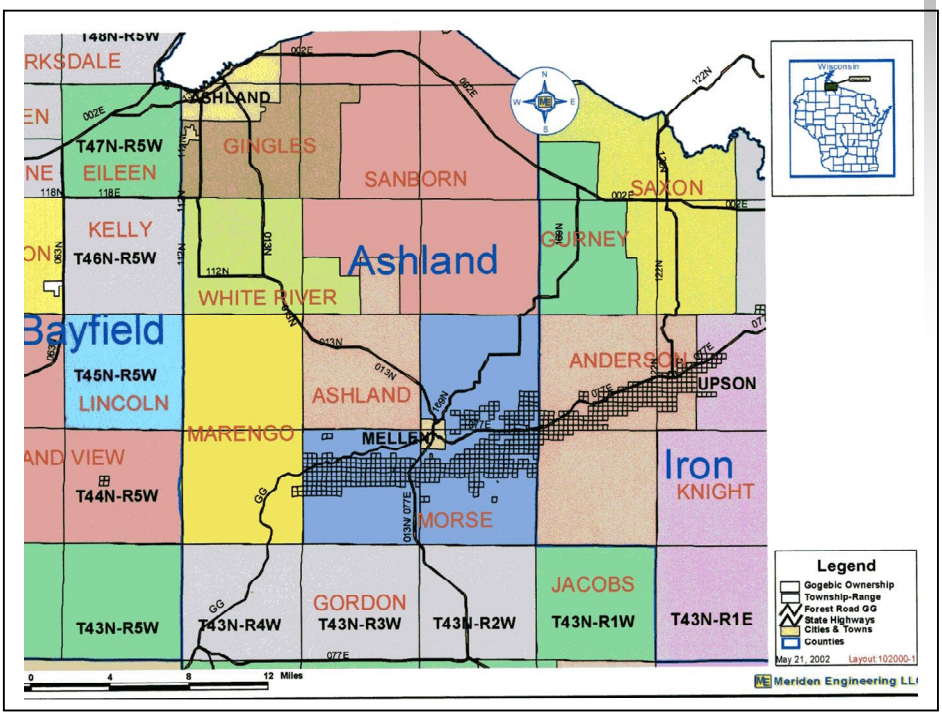
Currently, there is limited soil data available for Ashland County. According to the Ashland County Forest 10-Year Plan (1996), the soils of the County are largely derived from the weathering of the glacial drift deposits and show a great variation within relatively short distances. Water action, wind, and the accumulation and incorporation of organic material since the glacial period have modified the soils. Soil types within the County are not generally found in extensive continuous areas of any one soil classification, but are scattered in smaller groupings. The majority of the soils in the County are loamy and silt, soils over loamy till, and sandy loam soils over outwash plains. The basic soil components are sand, gravel, silt, clay, and organic material. The different soil types are composed of various combinations of each component. Soils in the Town of La Pointe may include forested silty soils, forested loamy soils, or forested sandy soils (UW Extension Wisconsin Geological and Natural History Survey, 1993). A soil survey has been conducted for Madeline Island, but one for Ashland County should become available in 2005.

Mineral Resources

Metallic

Bedrock in some areas of northern Wisconsin contains metallic minerals. In some localized areas, significant concentrations of these metallic minerals may be appropriate for economic development, depending on local geology, price of metal, and environmental review and permitting processes. The potential and pace for metal mining in northern Wisconsin is affected by the geology of the region, by the prices for metals on national and international commodities markets, and by the time involved in completing the State's environmental review and permitting processes. When a mining company has completed exploration drilling of a metallic mineral deposit and has determined that the prospect contains economically viable amounts of recoverable minerals, the company must decide whether to initiate the formal metallic mining permitting process. This process involves receiving licenses and permits from the DNR.

Exhibit 4. La Pointe Iron Company Land Ownership



Source: La Pointe Iron Company& Meriden Engineering LLC

There is a large amount of iron ore that remains in the County. The area where the metal is concentrated is known as the Gogebic Iron Range and a majority of either the land or the mining rights to the area is owned by the La Pointe Iron Company (Exhibit 4). The Company has developed a conceptual iron/taconite mining development area that includes land in the Towns of Marengo and Morse. There are areas that are found in Bayfield and Iron Counties; however, the majority of the property is located in Ashland County. The mining plans for the area are still in the planning stages and the La Pointe Iron Company has expressed interest in working with the County and its residents to create future plans for this land.

Nonmetallic

Another asset of Ashland and the Town of La Pointe is the potential accessibility of non-metallic resources. These resources can provide for economic activity within the Town. However, these resources also represent potential erosion concerns and groundwater infiltration concerns. These must be carefully managed so as to avoid any potential negative impacts through their development and use. If accessed and used, it is critical that mitigation plans be put into place in order to ensure a pre-disturbance landscape in appearance and usability once they have yielded their resources. Additional concerns about noise, hours of operation, dust, and blasting impacts are also common.

NR135 of the Wisconsin Administrative Code establishes a statewide program regulating nonmetallic mine reclamation. As of September 2001, nonmetallic mines may not operate without a reclamation permit. The program is administered at the local level. These mines are required by law to develop a reclamation plan that will designate an approved land use once mining operations have ceased. Mines need to be in compliance with NR216 and they need to secure stormwater permits. Both private and municipally owned mines are required to obtain such coverage. Registration allows for identification, preservation, and planning for future development of marketable resources. There are two active sand pits on Madeline Island, which operate under County permits. There are a total of 38 non-metallic mines in the County, seven of which are inactive.

Water Resources

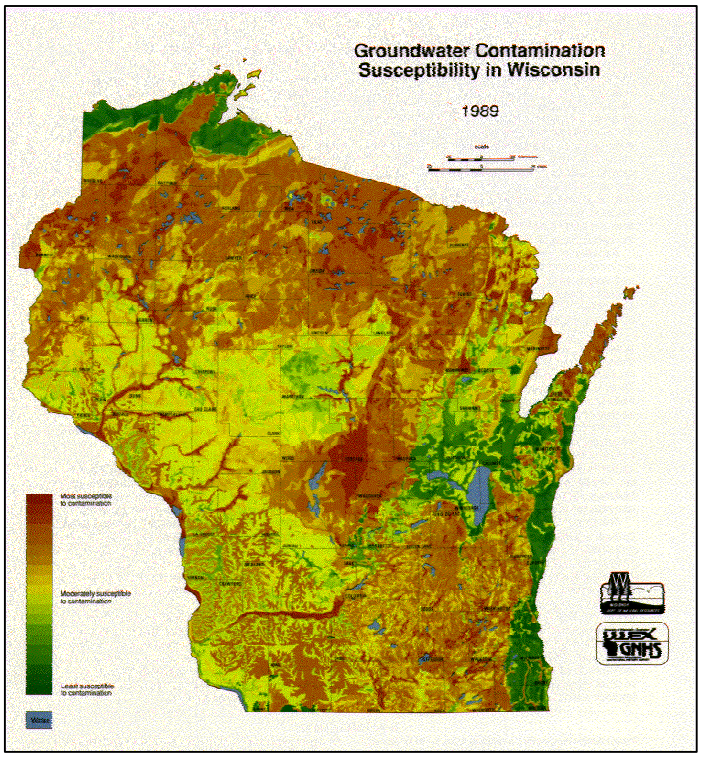
Within Ashland County, there are 85 lakes, 96 flowages, and 548.1 miles of streams, of this number there are 257.7 miles of streams that are classified as trout streams. There are two different watersheds in Ashland County. Streams located in the northern basin flow into Lake Superior, and streams in the southern portion of the county (south of the Great Divide) flow into streams that eventually enter the Mississippi River.

As part of this comprehensive planning process, a document entitled *Ashland County's Water Resource: Issues and Recommendations* was prepared by the Center for Land Use Education. This document was prepared to highlight critical water issues the region is facing, and recommend multiple strategies that could be implemented to address these issues. The entire document can be found in Appendix A of the Agricultural, Cultural, and Natural Resources Element in the Countywide Plan.

Ground Water

Wisconsin is a state with a large quantity of groundwater. There have not been any concerns about the availability of good quality groundwater in or near the Town. According to the Ashland and Bayfield County Land and Water Resource Management Plan, groundwater is found under nearly the entire county and is generally of very good quality.

A Wisconsin Geological and Natural History Survey map delineates groundwater susceptibility to contamination based on five physical resource characteristics. These characteristics are the type of bedrock, depth to bedrock, depth to water table, soil characteristics, and surficial deposits. Based on these characteristics, the area near the Town is moderately susceptible to contamination.



The Department of Natural Resources maintains a Groundwater Retrieval Network Database, which includes monitoring data from public and private water supply wells. A review of this database indicates that there has been a number of monitoring results that exceed the preventative action limit (PAL) for:

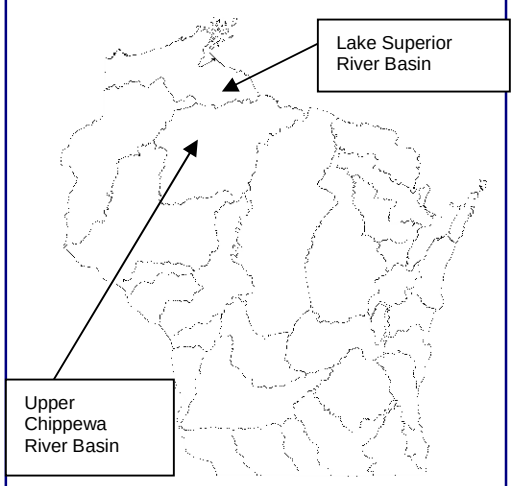
- Nitrate (NO3): Water normally contains a very small amount of nitrate, but elevated nitrate levels indicate contamination. Some common sources of nitrate contamination include individual septic systems, sewage treatment plants, fertilizers, and animal waste.
- Coliform: Coliform bacteria are found in the feces of humans and other animals, as well as in surface water. Their presence in groundwater (wells) shows that unfiltered or poorly-filtered surface water or near-surface waters have found their way into the groundwater or entered through an opening in, around, or at the top of the well casing.

There are also some wells that exceed limits for metals in the water. Metals in groundwater can be naturally occurring or the result of human activities. For example, iron is a common, naturally occurring metal, while cadmium and chromium are associated with metal plating operations. Other elements are often found affiliated with metals. Although exceeding the PAL is not a violation of the groundwater rules, it does serve as a “trigger” for remedial actions to reduce the concentration of the substance below the PAL.

Surface Water

The Town is located in the Lake Superior River Basin (Exhibit 5), which includes the watersheds of Fish Creek, Lower Bad River, Montreal River, White River, Marengo River, Tyler Forks, and Upper Bad River. There are several streams, lakes, and rivers in the region that are experiencing problems as a result of increased amounts of sediment due to erosion. The County encourages that BMPs be utilized when activities affecting transportation or building occur. There are also many other activities that could impact the stability of the soil in an area. Current research indicates that the percentage of forest cover within a watershed will significantly affect peak flows within the area. Erosion and resulting sedimentation within the region is due to high peak flows (*Ashland County Water Resources).*

Exhibit 5. Wisconsin Basins



Source: Wisconsin Department of Natural Resources

The County has prepared a lake classification guide. Lakes have been placed into the following classes (not all lakes have been given a classification):

- Class 1 lakes are large and highly developed. Minimum allowed lot sizes here are 30,000 square feet, minimum lot width is 150 feet, and minimum lot depth is 200 feet.
- Class 2 lakes are less developed and more sensitive to development pressure. Minimum allowed lot sizes here are 40,000, minimum lot width is 200 feet, and the minimum lot depth is 200 feet.
- Class 3 lakes are usually small, have little or no development, and are very sensitive to development pressures. It is important to note that the County has given rivers and streams the same standards as Class 3 lakes. Minimum allowed lot sizes here are 62,500 square feet, minimum lot widths are 250 feet, and the minimum lot depth is 250 feet.

Floodplains

The floodplain is land that has been, or may be, covered by floodwater during the 100-year flood. It is also described as the flood level that has a one percent chance of occurring in any given year. Floodplain locations are determined by FEMA. If a property is located within a floodplain that has been identified by FEMA then that property owner is required to purchase flood insurance for their home. Development in the floodplain reduces the floodplain's storage capacity, causing the next flood of equal intensity to crest even higher than the last. The Town of La Pointe has an area near the State and Town Park that is located in a floodplain (See Wetland and Floodplain Map).

Wetlands

Wisconsin's wetlands provide a variety of critical functions, they provide habitat for wildlife, store water to prevent flooding, and protect water quality. However, wetlands continue to be destroyed and degraded, as they are drained and filled for agriculture, development, roads, and are impacted by pollutants.

According to the Wisconsin Wetlands Inventory, Ashland County contains 168,388 acres of wetland, comprising 25.2 percent of the County's total land area, and 3.1 percent of the State's wetlands. This data is based on aerial photography and includes only wetlands larger than two acres. As a result, the wetland acreage numbers are likely to undercount the existing wetland area. For wetland locations please see the Wetland and Floodplain Map.

The DNR has profiled larger wetland areas that are found in the County. The Bad River-Kakagon Slough is mainly located in the Town of Sanborn and on the Bad River Reservation. It contains major wetland communities including emergent marsh, coastal fen, coastal bog, tamarack swamp, and shrub swamp. There are 18 rare elements of either bird, fish, or plant habitat that have been identified. These rare elements are included in the Wisconsin Heritage Inventory, that is located later in this element. The second identified large wetland complex is the Long Island-Chequamegon Point area. This is Lake Superior's most extensive, and least disturbed coastal barrier spit. Many types of plants and animals are found here. There are 15 rare elements of beetle, bird, community, grasshopper, and plant that have been identified for the area. These can also be found in the Wisconsin Heritage Inventory. The third large wetland area that has been identified is the Big Bay Wetland, located in the Town of La Pointe. This area is located within a state park and a town park and has been designated as a state natural area. There are 22 rare elements of bird, butterfly, community, and plants that are found here. These rare elements are listed in the Wisconsin Heritage Inventory.

Phase II of the DNR's *Coastal Wetland Assessment* prioritized wetland areas in the State. The assessment ranks ecological significance and the priority that each of the wetland are ranked for the need of future surveys. Out of the 28 wetland sites on Lake Superior, the assessment concentrated on five of the wetlands located in Ashland County. The wetland areas are:

- Kakagon–Bad River Slough
- Outer Island Sandspit and Lagoon
- Big Bay Wetlands
- Stockton Island Tombolo
- Long Island-Chequamegon Point
- Hoffman Lake

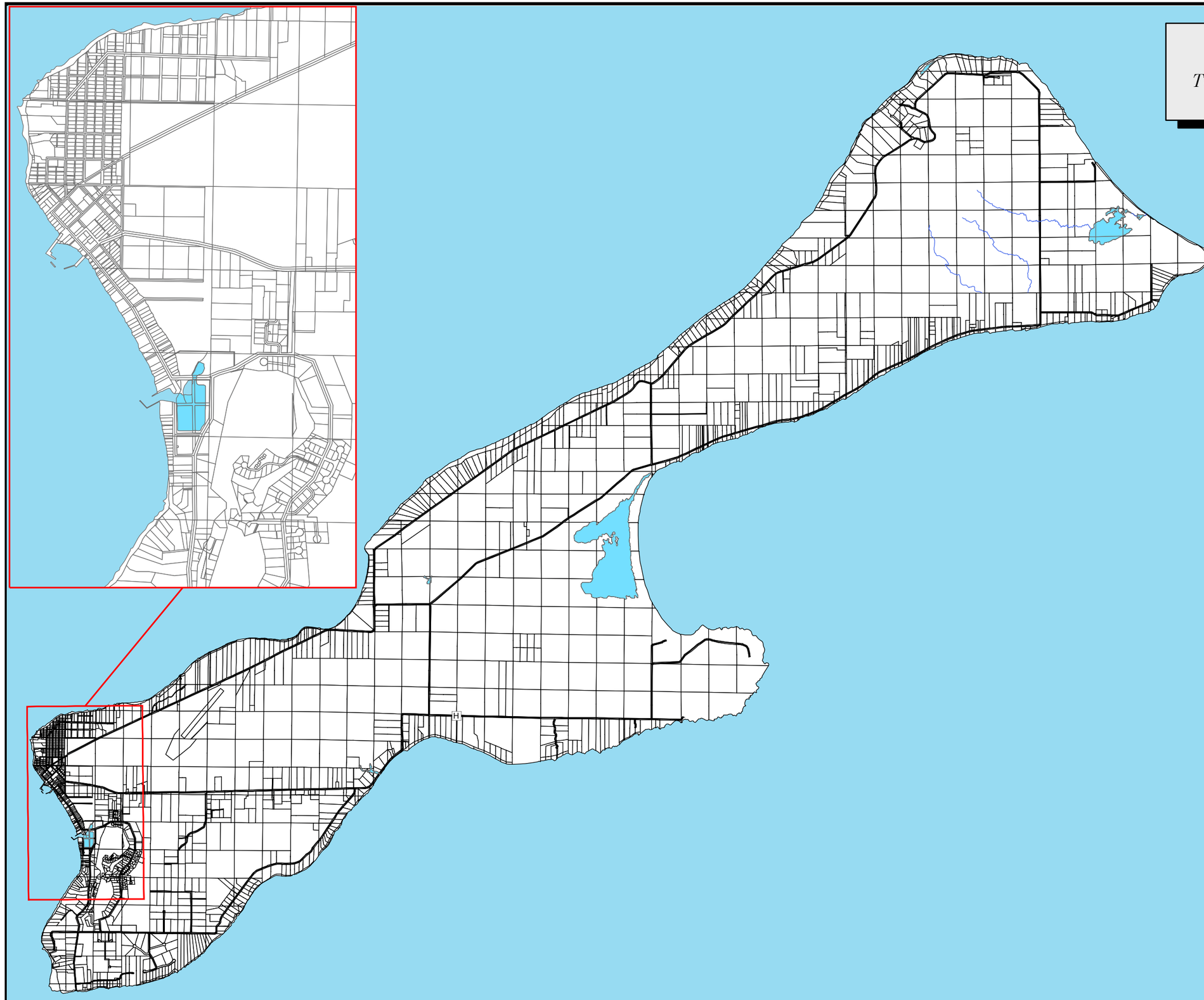
In both of the rankings, the wetlands in Ashland County fell in the top 20 for known ecological significance, and the need for future field surveys due to data gaps.

Point Sources

The DNR regulates the discharge of pollutants to waters through the administration for the Wisconsin Pollutant Discharge Elimination System (WPDES). Ashland County has six facilities with WPDES permits:

- Ashland Sewage Utility
- Village of Butternut
- Glidden Sanitary District
- Madeline Sanitary District
- Columbia Forest Products
- Xcel Energy

(Source: *Ashland County's Water Resource)*



Surface Water
Town of La Pointe: 2004

Ashland County Comprehensive Plan Map

Legend

Surface water

0 0.25 0.5 1
Miles

NORTH

Base Map: Ashland County

Map Created: October, 2004

Map Edited: February 18, 2005

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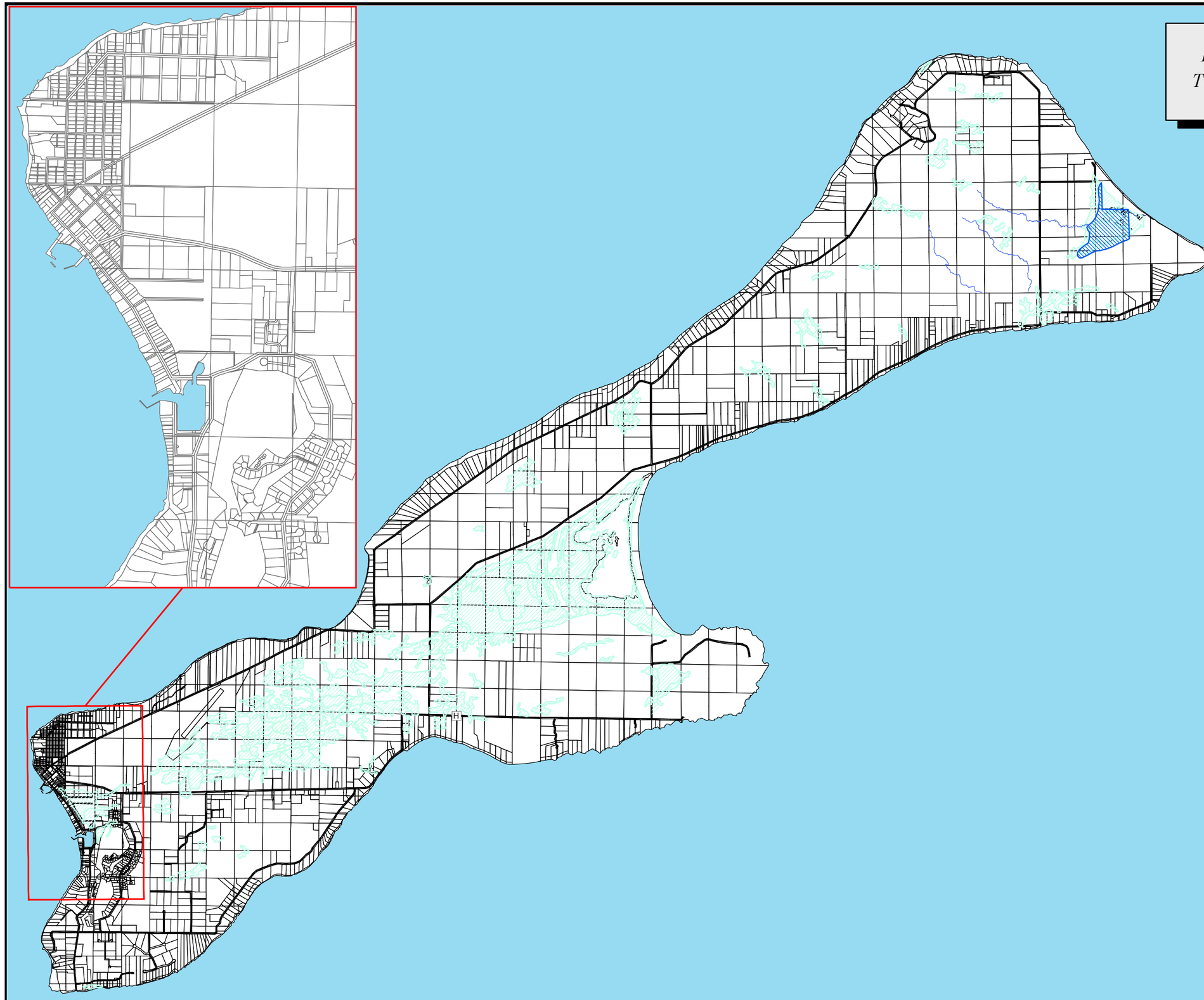

Floodplain and Wetlands
Town of La Pointe: 2004

Ashland County Comprehensive Plan Map

Legend

- 100-year floodplain
- Wetlands

0 0.25 0.5 1
Miles

NORTH

Base Map: Ashland County

Map Created: October, 2004

Map Edited: February 18, 2005

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Forest Resources

The Department of Natural Resources has identified 16 million acres of forestland (46 percent of Wisconsin's total land area) and millions of urban trees that significantly contribute to the quality of life in Wisconsin. These forests are important for their recreational opportunities, wildlife habitat, air quality enhancement, water protection, biodiversity, products, and a variety of other values. However, 70 percent of the forestland is in private ownership making sustainable forest management more complex. The DNR defines forest land as *land area that is at least 16.7 percent covered by forest trees or was in the past, and is not currently developed for non-forest use.*

As part of this comprehensive planning process, a document entitled *Ashland County's Forest Resource: Trends, Issues, and Actions* was prepared by the Center for Land Use Education. This Document was prepared to highlight forest resource trends in Ashland County, identify critical forest issues the region is facing, and recommend multiple strategies that could be implemented to address these issues. Much of this information is included in this element; however, the document can also be found in Appendix B of the Agricultural, Cultural, and Natural Resources Element in the Countywide Plan.

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

Changes were made to the Managed Forest Law in April 2004. Under these changes, forest landowners will pay taxes of approximately $1.30 per enrolled acre if the property is open to public access for hunting, fishing, sightseeing, hiking, and cross country skiing. They will pay approximately $6.50 per enrolled acre if the property is closed to public access. Land that is enrolled after this legislation passes will be allowed to close up to 160 acres. Another change that has been made is that 80 percent of the yield tax will be returned to the municipality and the County will receive 20 percent.

According to the Wisconsin DNR (2003), there are 160 FCL acres in La Pointe, and there are 1,054 acres that are enrolled in MFL. 54 acres of this land is closed to the public and the remainder is open to public access.

Wisconsin has 32 river basins, which are divided into 23 management "basins" or Geographic Management Units (GMUs). These geographic areas are the basis for carrying out resource management work in the Watershed Management, Fisheries Management and Habitat Protection, and Drinking Water and Groundwater Management Programs. Ashland County is located within two different GMUs. The northern portion of the County is located within the Lake Superior GMU.

According to the DNR, forests in the GMU have been relatively stable for the past 13 years. The most recent survey of this GMU indicates that the forestland makes up 69 percent of the total area. The number of live trees over ten feet tall in the forest increased by nearly 150 million, between 1983 and 1996, to 1 billion. The most common forest type is aspen-birch. The tree species found in the greatest volume is the aspen, followed by hard maple,

balsam fir, soft maple, white pine, and red pine. Private individuals own 43 percent of the timberland area. The forest industry owns eight percent of the timberland, 47 percent of the timberland is owned by various levels of government, and two percent is owned by Native American tribes.

The other GMU that encompasses the southern portion of the County is the Upper Chippewa GMU. The most recent survey of the area indicates that forestland makes up 64 percent of the total land area of the GMU, an increase of approximately 100,000 acres since the previous survey. The number of live trees over ten feet tall in the GMU forest has increased by nearly 300 million, between 1983 and 1996, to 1.8 billion. Maple-basswood is the most common forest type and the tree species that are found in greatest volume are the hard maple, aspen, soft maple, basswood, and balsam fir. Approximately 49 percent of the forestland in this GMU is owned by private individuals. Forest industries own nine percent of the forestland, 39 percent of the timberland is owned by various levels of government, and three percent of the land in the GMU is owned by Native American tribes (DNR).

County Forest Land

The County is currently in the process of updating their County Forest 10-Year Plan (1996). The objectives of the County Forest 10-Year Plan is to:

- Specify in this plan the operating policies and procedures, which Ashland County will follow in administration of the Forest.
- Provide the reader of the Plan with background information regarding the County Forest.

The plan provides a summary of 10-year forest management needs, as well as detailed annual needs for the 10-year timeframe.

In County Forest areas, approximately 93 percent of the area is forested (1996 County Forest Plan). At the time the 10-year Forest Plan was written there were approximately 32,279 acres, with five forest cover types comprising the commercial forest. The Northern Hardwood type alone comprises approximately 40 percent of the total commercial forest acreage. The following is a breakdown of the kinds of wood found in the County Forest

- Northern Hardwood (40%)
- Fir-Spruce (12%)
- Swamp Conifers (13%)
- Aspen (15%)
- Other (20%)

The County Forest Lands are open for public use and for foot travel. There is also a system of forest roads and trails, which allow for at least seasonal access to almost every section of land within the forest. Recreational opportunities within the forest include beaches, boat landings, canoe campsites, and snowmobile, ATV, hunter, and walking trails. The Ashland County Department of Forestry has 62 management compartments that range in size from 142 to 827 acres. Approximately 72 percent of this is County-owned and 28 percent remain in private holding. The following is a list of towns containing County Forest Land.

- Town of Jacobs – 13,586.46 acres (34%)
- Town of Agenda – 15,058.46 (37.6%)
- Town of Morse – 5,439.65 (13.6%)
- Town of Peeksville – 5,914.71 (14.8%)

(Source: Ashland County's Forest Resource: Trends, Issues, and Actions)

School Forests

School forests are lands owned or controlled by school districts and that are registered under Community Forest Law. These forests provide educational, recreational, and economic opportunities for local communities and their schools. Though school forests do have forest management plans, many of them are not up to date. The following is a list of school forests that are found in Ashland County:

- Odana School Forest – 40 acres
- Butternut School Forest – 27 acres
- Mellen School Forest – 50 acres
- Sanborn School Forest – 28 acres
- Glidden School Forest – 40 acres
- Cozy Valley School Forest – 40 acres

(Source: Ashland County's Forest Resource: Trends, Issues, and Actions)

National Forest Land

The Chequamegon-Nicolet National Forest consists of four separate contiguous units. Approximately 179,460 acres of the National Forest are found in Ashland County. There is a wide variety of tree species and other vegetative communities that are found in this forest, as well as over 300 wildlife species that inhabit the area. The following is a list of towns that contain National Forest Land:

- Chippewa
- Gordon
- Shanagolden
- Marengo
- Morse

(Source: North West Regional Plan Commission)

State Forest Land

State Forest Lands totaling around 2,283 acres are scattered throughout the County. These parcels range in size from 40, to approximately 277 acres. The following is a list of towns that contain State Forest Land:

- Town of La Pointe
- Town of Chippewa
- Town of Shanagolden
- Town of Gordon
- Town of Jacobs
- Town of Morse
- Town of Sanborn
- Town of Gingles
- Town of Agenda

Tribal Forest Land

Approximately 77 percent of the Bad River Reservation is forested. Of this area, 45,700 acres of forested lands are considered by the Bureau of Indian Affairs (BIA) as being suitable for commercial timber management. Additionally, there are 3,191 acres of fee lands that are capable of timber production. There is a side mix of tree species with aspen dominating almost 50 percent of the Tribe's forestland. To protect and encourage pre-settlement animal species the Reservation aims to restore late successional habitats.

Private Industrial Forest Land

There are several private firms who own large tracts of forestland in the County. In recent years, the transfer of private industrial forestland ownership has increased. At least 23,688 acres of this land have transferred ownership since 2000. Based on data from 1996, private industrial forestland ownership makes up approximately 12 percent of the total forestland in the County (*Ashland County's Forest Resource: Trends, Issues, and Actions).*

State Park

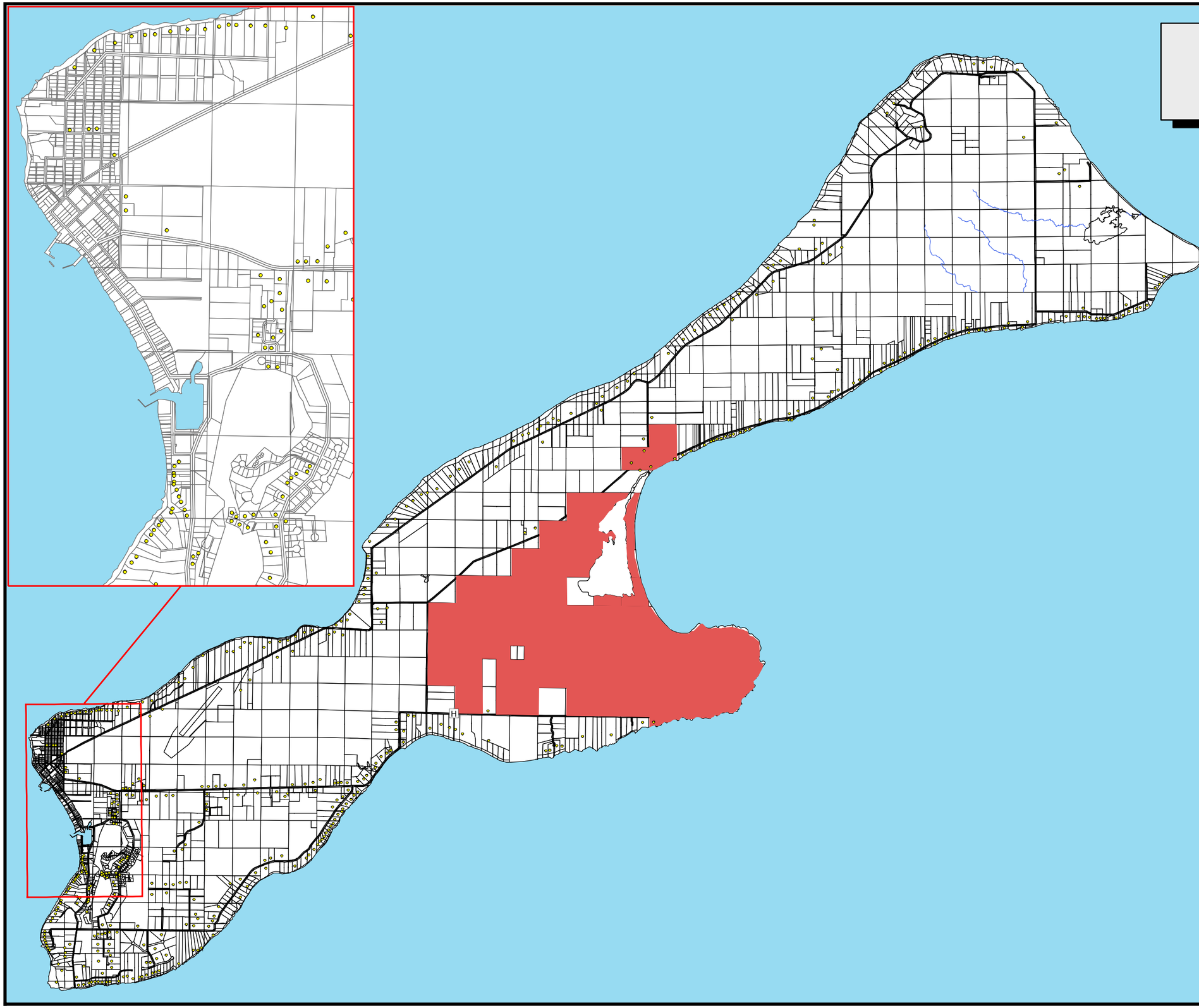
Big Bay State Park in the Town of La Pointe encompasses 2,300 acres. The Copper Falls State Park in the Town of Morse is comprised of 2,600 acres.

Apostle Islands National Lakeshore

The Apostle Island National Lakeshore is found in both Ashland and Bayfield Counties. It consists of shoreline in Bayfield County and includes 21 of the Apostle Islands. The approximate amount of area found in Ashland County is around 35,253 acres. The lakeshore's forests have a wide variety of disturbance histories, ranging from pristine old-growth forest, without a history of deer browsing, to forests that have been subjected to logging, fires, and extensive deer browsing. At present, most of the Lakeshore is covered with unbroken mature second-growth forest. In addition to forestland, there are many other natural and cultural resources that are found in this area. Wildlife found in this area includes a diverse population of nesting and migratory birds, and a variety of mammals, amphibians, and fish.

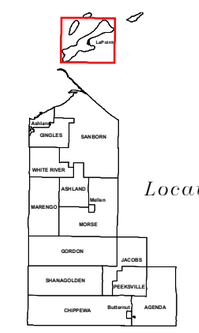
Forest And Park Lands
Town of LaPointe: 2004

Ashland County
Comprehensive Plan Map



Legend

- County Forest
- County Park
- Chequamegon National Forest
- State of Wisconsin
- Copper Falls and Big Bay State Park



Locational Map

0 0.25 0.5 1
Miles

NORTH

Base Map: Ashland County

Data Source: Vierbicher Associates windshield survey conducted on August 25th

Map Created: October, 2004

Map Edited: October, 2004

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Wildlife Habitat

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

Large tracts of high quality natural areas in Ashland County include nine State Natural Areas. These are:

- Big Bay Sandspit and Bog
- Apostle Islands Maritime Forest
- Apostle Islands Maritime Cliffs
- Apostle Islands Sandscapes
- Apostle Islands Critical Species
- Chequamegon Hardwoods
- McCarthy Lake and Cedars
- Spider Lake
- Copper Falls

State Natural Areas are designated by the Department of Natural Resources to protect outstanding examples of native natural communities, significant geological formations, and archaeological sites. State Natural Areas also provide the last refuges in Wisconsin for rare plants and animals. The Copper Falls State Natural Area is located in the Town of Morse.

In 1995, 25 elk were released into the Chequamegon National Forest as part of a monitoring project. The DNR is now responsible for monitoring the herd, which has grown to approximately 80-90 elk. In Ashland County, their primary range includes the portions of the Towns of Gordon, Shanagolden, Marengo, Morse, and Chippewa.

Wildlife Management Areas

The Hoffman Lake Hay Creek Wildlife Area encompasses a total of 13,784 acres that are located in Ashland and Iron Counties. The area in Ashland County is roughly half of the total acreage and lies in the Town of Agenda. The area is managed by the DNR whose main goal is to manage the property for wildlife, with the objective of maximizing the aspen acreage in the area. According to the DNR, there are 52 species of song birds, bear, beaver, grouse, deer, snowshoe hares, and wolves that all benefit from the aspen habitat either directly or indirectly.

The White River Wildlife Area encompasses an area of approximately 1,000 acres. The Wildlife Area is located in the Town of Gingles. This area does not have a master plan like the Hoffman Lake Hay Creek Wildlife Area does. It is much smaller and is basically unmanaged. The main goal for the area is to provide and maintain a winter deer yarding area. The Wildlife Area provides winter deer habitat with steep pine ravines, aspen, white pine , and red pine stands. The area is predominantly red clay soil. The last timber sale took place in 1993. The White River flows through the northern part of the wildlife area and the County snowmobile trail travels around the west side of the property.

Other Conservation Areas

Nature Conservancy

In 1997, the Nature Conservancy acquired 1,043 acres near Caroline Lake in Ashland County from George-Pacific Corporation. This area is located in the Town of Morse. Caroline Lake forms the headwaters of the Bad River, which flows into the Kakagon-Bad River Slough. This area provides important habitat for many species of birds and contains a large variety of forested area, wetlands, and lake areas. The area is open to the public and is also being utilized as a research area for Northland College students.

Nature Conservancy/Bad River Band of Lake Superior Tribe of Chippewa Indians

In 2003, the Nature Conservancy of Wisconsin transferred 21,322 acres of forested land in the Chequamegon Bay Area to the Bad River Band of Lake Superior Tribe of Chippewa Indians. The lands that were included in this transaction are composed of multiple parcels that range in size from 20 to 3,500 acres and are covered mostly by forests and wetlands. The Conservancy and the Tribe have signed a Memorandum of Understanding describing the two parties' working relationship on this conservation project.

Madeline Island Wilderness Preserve

The Madeline Island Wilderness Preserve is working to protect wilderness areas and open land. By preserving this space they will protect the diversity of the natural ecosystems and their plant and animal life. The group strives to promote awareness and appreciation of nature. The Wilderness Preserve is located on approximately 2,240 acres of land.

Big Bay Town Park

This Town Park is located on Madeline Island and is found about seven miles from La Pointe. The Park is adjacent to Big Bay State Park. There is no fee for daily use and there are 40 primitive campsites on a first-come, first-served basis. The Park provides trail access to trails in Big Bay State Park.

Environmentally Sensitive Areas

The Town is located in an area of the State that is characterized by numerous wetlands, which provide habitat for threatened or endangered species. Areas of this type are sensitive to development activity, and may be damaged by development that is too close to inappropriate for the individual location. The ecological services provided by these areas are important and may be difficult or costly to replicate.

Threatened or Endangered Species

Wisconsin's Natural Heritage Inventory (NHI), established in 1985 by the Wisconsin Legislature, is maintained by the Wisconsin Department of Natural Resources' (WDNR) Bureau of Endangered Resources. The NHI Program is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features in Wisconsin. The Wisconsin NHI Program is part of an international network of inventory programs that collect, process, and manage data on the occurrences of natural biological diversity using standard methodology. This network was established and is still coordinated by The Nature Conservancy (TNC), an international non-profit organization. The network now includes natural heritage inventory programs in all 50 states, most provinces in Canada, and many countries in Central and South America.

Wisconsin's Natural Heritage Inventory Program's three objectives are to collect information on occurrences of rare plants and animals, high-quality natural communities, and significant natural features in Wisconsin; standardize this information, enter it into an electronic database, and mark locations on base maps for the state; and use this information to further the protection and management of rare species, natural communities, and natural features.

Based on data contained in Wisconsin's Natural Heritage Inventory, there are 26 known rare or endangered plant species and 7 known rare or endangered animal species in Ashland County (see following tables).

Rare, Threatened, and Endangered Species and Natural Communities in Ashland County

Understanding the Town of La Pointe and Ashland County's threatened and endangered species allows for proper examination of any potential impacts proposed developments may have. While specific geographic locations of species or communities are not defined in this element, field investigations at proposed new development sites may be called for in the review and approval process. Collaborative relationships with County staff and State agency representatives will serve as valuable networks to ensure that these resources are protected and preserved within the Town of La Pointe.

Key
End = Endangered
Thr = Threatened
Sc = Special Concern
Sc/M = Fully protected by federal and state laws under the Migratory Bird Act
Sc/P = Fully protected
Sc/N = No laws regulating use, possession, or harvesting.
Sc/H = Take regulated by establishment of open closed seasons.
Sc/Fl = Federally protected as endangered or threatened, by not so designated by WDNR

Beetle		
Common Name	**Species Name**	**Wisconsin Status**
Cicindela Hirticollis Rhodensis	Beach-Dune Tiger Beetle	Sc/N

Birds		
Common Name	**Species Name**	**Wisconsin Status**
Accipiter Gentilis	Northern Goshawk	Sc/M
Catharus Ustulatus	Swainson's Thrush	Sc/M
Dendroica Caerulescens	Black-Throated Blue Warbler	Sc/M
Dendroica Cerulea	Cerulean Warbler	Thr
Dendroica Tigrina	Cape May Warbler	Sc/M
Empidonax Flaviventris	Yellow-Bellied Flycatcher	Sc/M
Falcipennis Canadensis	Spruce Grouse	Thr
Falco Columbarius	Merlin	Sc/M
Oporornis Agilis	Connecticut Warbler	Sc/M
Vermivora Peregrina	Tennessee Warbler	Sc/M
Ammodramus Leconteii	Le Conte's Sparrow	Sc/M
Botaurus Lentiginosus	American Bittern	Sc/M
Bucephala Clangula	Common Goldeneye	Sc/M
Charadrius Melodus	Piping Plover	End
Chlidonias Niger	Black Tern	Sc/M

Circus Cyaneus	Northern Harrier	Sc/M
Cygnus Buccinator	Trumpeter Swan	End
Haliaeetus Leucocephalus	Bald Eagle	Sc/Fl*
Mergus Merganser	Common Merganser	Sc/M
Pandion Haliaetus	Osprey	Thr
Sterna Hirundo	Common Tern	End

Butterfly		
Common Name	**Species Name**	**Wisconsin Status**
Hesperia Comma	Laurentian Skipper	Sc/N
Oeneis Jutta	Jutta Arctic	Sc/N
Boloria Frigga	Frigga Fritillary	Sc/N
Erebia Discoidalis	Red-Disked Alpine	Sc/N
Lycaena Dorcas	Dorcas Copper	Sc/N
Lycaena Epixanthe	Bog Copper	Sc/N
Pieris Virginiensis	West Virginia White	Sc/N

Caddisfly		
Common Name	**Species Name**	**Wisconsin Status**
Lepidostoma Libum	A Bizarre Caddisfly	Sc/N

Community		
Scientific	**Common**	**Wisconsin Status**
Boreal Forest	Boreal Forest	Na
Dry Cliff	Dry Cliff	Na
Great Lakes Barrens	Great Lakes Barrens	Na
Great Lakes Beach	Great Lakes Beach	Na
Lake Dune	Lake Dune	Na
Moist Cliff	Moist Cliff	Na
Northern Dry Forest	Northern Dry Forest	Na
Northern Dry-Mesic Forest	Northern Dry-Mesic Forest	Na
Northern Mesic Forest	Northern Mesic Forest	Na
Alder Thicket	Alder Thicket	Na
Black Spruce Swamp	Black Spruce Swamp	Na
Coastal Fen	Coastal Fen	Na
Emergent Aquatic	Emergent Aquatic	Na
Ephemeral Pond	Ephemeral Pond	Na
Floodplain Forest	Floodplain Forest	Na
Great Lakes Alkaline Rockshore	Great Lakes Alkaline Rockshore	Na
Hardwood Swamp	Hardwood Swamp	Na
Interdunal Wetland	Interdunal Wetland	Na
Lake--Deep; Soft; Drainage	Lake--Deep; Soft; Drainage	Na
Lake--Shallow; Soft; Drainage	Lake--Shallow; Soft; Drainage	Na
Lake--Soft Bog	Lake--Soft Bog	Na
Northern Sedge Meadow	Northern Sedge Meadow	Na
Northern Wet Forest	Northern Wet Forest	Na
Northern Wet-Mesic Forest	Northern Wet-Mesic Forest	Na
Open Bog	Open Bog	Na
Poor Fen	Poor Fen	Na
Shrub-Carr	Shrub-Carr	Na
Stream--Fast; Soft; Cold	Stream--Fast; Soft; Cold	Na
Stream--Slow; Hard; Cold	Stream--Slow; Hard; Cold	Na
Stream--Slow; Hard; Warm	Stream--Slow; Hard; Warm	Na
Stream--Slow; Soft; Warm	Stream--Slow; Soft; Warm	Na
Tamarack Swamp	Tamarack Swamp	Na

Dragonfly		
Scientific	Common	Wisconsin Status
Aeshna Eremita	Lake Darner	Sc/N
Cordulegaster Obliqua	Arrowhead Spiketail	Sc/N
Gomphurus Ventricosus	Skillet Clubtail	Sc/N
Ophiogomphus Howei	Pygmy Snaketail	Thr

Fish		
Scientific	Common Name	Wisconsin Status
Acipenser Fulvescens	Lake Sturgeon	Sc/H
Clinostomus Elongatus	Redside Dace	Sc/N
Coregonus Artedi	Lake Herring	Sc/N
Coregonus Hoyi	Bloater	Sc/H
Coregonus Kiyi	Kiyi	Sc/H
Coregonus Zenithicus	Shortjaw Cisco	Sc/H
Etheostoma Microperca	Least Darter	Sc/N
Prosopium Coulteri	Pygmy Whitefish	Sc/N

Grasshopper		
Scientific	Common Name	Wisconsin Status
Melanoplus Flavidus	Blue-Legged Grasshopper	Sc/N

Herptile		
Scientific	Common Name	Wisconsin Status
Clemmys Insculpta	Wood Turtle	Thr*

Invertebrate		
Scientific	Common Name	Wisconsin Status
Alasmidonta Marginata	Elktoe	Sc/H
Gomphus Viridifrons	Green-Faced Clubtail	Sc/N
Ophiogomphus Carolus	Riffle Snaketail	Sc/N
Stylogomphus Albistylus	Least Clubtail	Sc/N

Other		
Scientific	Common Name	Wisconsin Status
Bird Rookery	Bird Rookery	Sc
Migratory Bird Concentration Site	Migratory Bird Concentration Site	Sc

Mammal		
Scientific	Common	Wisconsin Status
Napaeozapus Insignis	Woodland Jumping Mouse	Sc/N

Plant		
Scientific	Common	Wisconsin Status
Asplenium Trichomanes	Maidenhair Spleenwort	Sc
Botrychium Lunaria	Moonwort Grape-Fern	End
Botrychium Minganense	Mingan's Moonwort	Sc
Botrychium Mormo	Little Goblin Moonwort	End
Botrychium Oneidense	Blunt-Lobe Grape-Fern	Sc
Cardamine Maxima	Large Toothwort	Sc
Carex Concinna	Beautiful Sedge	Thr
Carex Pallescens Var Neogaea	Pale Sedge	Sc
Carex Prasina	Drooping Sedge	Thr
Clematis Occidentalis	Purple Clematis	Sc
Deschampsia Flexuosa	Crinkled Hairgrass	Sc
Dryopteris Expansa	Spreading Woodfern	Sc
Dryopteris Fragrans Var Remotiuscula	Fragrant Fern	Sc
Gnaphalium Sylvaticum	Woodland Cudweed	Sc
Gymnocarpium Robertianum	Limestone Oak Fern	Sc
Leucophysalis Grandiflora	Large-Flowered Ground-Cherry	Sc
Listera Convallarioides	Broad-Leaved Twayblade	Thr*
Lycopodium Selago	Fir Clubmoss	Sc
Melica Smithii	Smith Melic Grass	End
Moehringia Macrophylla	Large-Leaved Sandwort	End
Ophioglossum Vulgatum	Adder's-Tongue	Sc
Orobanche Uniflora	One-Flowered Broomrape	Sc
Osmorhiza Chilensis	Chilean Sweet Cicely	Sc
Pinguicula Vulgaris	Common Butterwort	End
Platanthera Flava Var Herbiola	Pale Green Orchid	Thr
Platanthera Orbiculata	Large Roundleaf Orchid	Sc
Polystichum Braunii	Braun's Holly-Fern	Thr*
Primula Mistassinica	Bird's-Eye Primrose	Sc
Ranunculus Gmelinii	Small Yellow Water Crowfoot	End*
Ribes Hudsonianum	Northern Black Currant	Sc
Ribes Oxyacanthoides	Canada Gooseberry	Thr
Salix Pellita	Satiny Willow	End
Salix Planifolia	Tea-Leaved Willow	Thr
Scirpus Torreyi	Torrey's Bulrush	Sc
Senecio Indecorus	Plains Ragwort	Thr
Streptopus Amplexifolius	White Mandarin	Sc
Trisetum Spicatum	Narrow False Oats	Thr
Vaccinium Vitis-Idaea Ssp Minus	Mountain Cranberry	End
Amerorchis Rotundifolia	Round-Leaved Orchis	Thr*
Arethusa Bulbosa	Swamp-Pink	Sc
Calamagrostis Stricta	Slim-Stem Small-Reedgrass	Sc
Calypso Bulbosa	Fairy Slipper	Thr
Carex Assiniboinensis	Assiniboine Sedge	Sc
Carex Capillaris	Hair-Like Sedge	Sc
Carex Exilis	Coast Sedge	Thr
Carex Lenticularis	Shore Sedge	Thr
Carex Livida Var Radicaulis	Livid Sedge	Sc
Carex Michauxiana	Michaux Sedge	Thr
Carex Tenuiflora	Sparse-Flowered Sedge	Sc

Plant (continued)		
Scientific	Common	Wisconsin Status
Ceratophyllum Echinatum	Prickly Hornwort	Sc
Cypripedium Arietinum	Ram's-Head Lady's-Slipper	Thr
Cypripedium Parviflorum	Small Yellow Lady's-Slipper	Sc
Cypripedium Reginae	Showy Lady's-Slipper	Sc
Deschampsia Cespitosa	Tufted Hairgrass	Sc
Drosera Anglica	English Sundew	Thr
Drosera Linearis	Slenderleaf Sundew	Thr*
Eleocharis Robbinsii	Robbins Spikerush	Sc
Epilobium Palustre	Marsh Willow-Herb	Sc
Epilobium Strictum	Downy Willow-Herb	Sc
Equisetum Palustre	Marsh Horsetail	Sc
Equisetum Variegatum	Variegated Horsetail	Sc
Parnassia Palustris	Marsh Grass-Of-Parnassus	Thr
Platanthera Dilatata	Leafy White Orchis	Sc
Rhynchospora Fusca	Brown Beakrush	Sc
Triglochin Maritimum	Common Bog Arrow-Grass	Sc
Utricularia Purpurea	Purple Bladderwort	Sc
Utricularia Resupinata	Northeastern Bladderwort	Sc

Salamander		
Scientific	Common	Wisconsin Status
Hemidactylium Scutatum	Four-Toed Salamander	Sc

Turtle		
Scientific	Common	Wisconsin Status
Clemmys Insculpta	Wood Turtle	Thr
Source: Wisconsin DNR		

[1]**Wisconsin Status:**
Endangered: continued existence in Wisconsin is in jeopardy.
Threatened: appears likely, within the near future, to become endangered.
Special Concern: species for which some problem of abundance or distribution is suspected but not proven. **SC/N** = no laws regulating use, possession or harvesting; **SC/H** = take regulated by establishment of open closed seasons, SC/FL = federally protected as endangered or threatened, but not so designated by WDNR; SC/M = Fully protected by federal and state laws under the migratory bird act.
Rule: protected or regulated by state or federal legislation or policy; neither endangered nor threatened.
* : Fact sheet about species and its habitat is available on the DNR website.

Air Quality
National Ambient Air Quality Standards (NAAQS) have been established by the U.S. Environmental Protection Agency[4] to protect public health and the environment. The pollutants regulated by these NAAQS include suspended particulate matter, carbon monoxide, ozone, oxides of nitrogen, oxides of sulfur, and lead. Ashland County is designated as an attainment area and does not have air quality problems.

In the Clean Air Act Amendments of 1977, Congress specified the initial classification of lands for Prevention of Significant Deterioration (PSD) purposes. There are not any areas within the County that fall under this classification.

Relevant Studies, Reports, and Findings

A Guide to Planning for Coastal Communities in Wisconsin (Draft) – (Wisconsin Coastal Management Program)
This comprehensive planning Guide is for communities in Wisconsin that lie within the coastal zone of the state. It is intended to address the preparation of a coastal element of a comprehensive plan and provides additional information for addressing coastal related issues within plans.

A Data Compilation and Assessment of Coastal Wetlands of Wisconsin's Great Lakes (Phases I, II, & III) (Natural Heritage Inventory Program, DNR)
The goals of the project were to compile existing information on coastal wetlands for Lakes superior and Michigan and in Wisconsin, Select ecologically significant primary coastal wetland sites, and identify existing data or inventory gaps.

Apostle Islands Wilderness Suitability Study – 2003 (NPS)
The purpose of the study was to determine which of the 21 islands in the park are suitable for inclusion in the National Wilderness Preservation System. It is recommended that 80 percent of the park be included in this system and that no changes should be made to motorized access to the islands.

Ashland and Bayfield Land and Water Resource Management Plan January 1999
The land and water resource management plans are intended to be action oriented, flexible and reflect the resource management needs identified through public input and focuses on coordinated implementation. The goals of the plan are as follows:

- Improve forestland management to control sediment and erosion.
- Improve manure and nutrient management to reduce nonpoint pollution.
- Improve town and forest road maintenance and construction to reduce nonpoint pollution.
- Improve shoreland management to reduce nonpoint pollution.
- Reduce crop
- Land soil erosion.

[4] Section 109 of the Clean Air Act.

Ashland County Forest 10-Year Plan – 1996 (Ashland County Forestry Department)
The purpose of this plan is to specify the operating policies and procedures, which the County will follow in administration of the forest. The plan also serves to provide background information regarding the County Forest.

Bad River Band of Lake Superior Tribe of Chippewa Indians. (2001). Integrated Resources Management Plan.
This document describes the Integrated Resources Management Plan (IRMP) that the Bad River Band developed. The plan focuses on soils, minerals, water, air, transportation, recreation, cultural, vegetation, wetlands, timber, fish, wildlife, and threatened and endangered species. This document describes the current condition of each of these resources, lists a set of known issues or problems relating to each resource, and outlines a series of goals and objectives designed to begin addressing the issues.

Best Management Practice Guidelines for the Wisconsin Portion of the Lake Superior Basin – March 2003 (Ashland, Bayfield, and Iron County Land Conservation Offices)
This set of guidelines is meant to be a working document that is focused on reducing nonpoint pollution. This best management practice guideline is intended to build on the conservation projects of the past and incorporate newer technologies and ideas. The document is divided into sections based on different activities that have been identified as being important. These sections include project planning, roads, forestry, agriculture, critical area stabilization, habitat, and development.

Chequamegon-Nicolet National Forest – Draft Environmental Impact Statement (USFS)
This document discusses the effects of applying alternative ways of managing the Chequamegon-Nicolet National Forest. It provides information that helps determine what aspects of the current Forest Plans need change, alternatives to how they may be changed, and the effects of implementing each of the alternatives.

Chequamegon-Nicolet National Forests – Proposed Land and Resource Management Plan 2003 (USFS)
This document, still in its draft form, is a guide for all resource management activities in the Chequamegon-Nicolet National Forests. It includes the following: forest-wide multiple-use goals and implementing objectives; forest-wide management requirements; management area direction, including area-specific standards and guidelines, desired future conditions and management practices; identification of lands suited/not suited for timber management; monitoring and evaluation requirements, and finally recommendations to Congress for additional wilderness.

Chequamegon-Nicolet National Forests – Roads Analysis 2002 (USFS)
This document was prepared to assist Chequamegon-Nicolet National Forest in evaluating their road systems and in response to changing priorities, concerns, funding, and needs. It provides a physical, biological, social, cultural, and economic description of the existing road system in this National Forest. It also details several issues related to current road maintenance, public, private, and administrative access provided by roads, the roads' effect on aquatic environment and water quality, the role of roads in proliferation of non-native invasive species, effects of roads on wildlife, and the maintenance cost and environmental effects of placing roadways on slopes. Opportunities and priorities for future management of the primary transportation system within this forest are also identified.

Our Watershed, Our Water – Understanding and Protecting a Watershed (The Nature Conservancy)
This document was created with input and collaboration of many sources, including residents of the Chequamegon Bay Area. The guide provides general watershed information and is intended to encourage local citizen to protect the clean water conditions that exist today so that future generations can enjoy these same things.

Wisconsin Water Quality Assessment Report of Congress 2002 (DNR)
This report describes the known quality of our surface water and groundwater. The information in this report is gathered, interpreted, and understood through the prism of existing social, economic, and political conditions. The report contains a statewide update of water quality assessment data for lakes and a partial update of river assessment information. Additionally, the report makes some recommendations to Congress.

Ashland County's Forest Resource: Trends, Issues, and Actions (*See Appendix B in Countywide Comprehensive Plan)

Ashland County's Water Resource: Issues and Recommendations (*See Appendix A in Countywide Comprehensive Plan)

Ashland County Bibliography (*See Appendix C in the Countywide Comprehensive Plan)
As part of the Comprehensive Plan preparation, a bibliography of important natural resource related documents was gathered together. Many of the resources in the document are listed above, to see the bibliography in its entirety please refer to the Countywide Comprehensive Plan.

Ashland County Land, Water, and Habitat Issue Identification Workshop
A workshop was held in April 2004, to help County residents, as well as State and local officials identify areas of importance that they wish the comprehensive plan to address. The top ten identified issues are as follows:

- Protect watersheds/systems, including headwaters, riparian zones, buffers, to keep water clean.
- Use of proper forestry-management practices
- Balance development with conservation & preservation
- Landowner education and assistance for streambank protection and restoration (i.e. White River), including lakeshore
- Balance economy and environment to consider "hidden costs"
- High deer population problems
- Need better planned, engineered, built, and enforced trails
- Protect forest industry
- Rising property values
- Protect/restore environmental corridors (riparian zones, wetlands)
- Mining

These issues are addressed in the goals, objectives, and policies of applicable elements. For a list of all the issues that were discussed at the workshop please refer to the Vision Chapter of the policy document where the workshop issues can be found in an appendix.

Available Funding
The following is a listing of possible grant or loan resources that a city, village, town, or county could utilize. This list is not an exhaustive list, however it provides a place to start when searching for funds.

- **Wisconsin Environmental Education Board (WEEB)**
  WEEB has a grant program category that is available to encourage school districts to apply for funding for school forests.

- **Department of Agriculture, Trade, and Consumer Protection**
  Chemical and Container Disposal - Clean Sweep
  Collect unwanted agricultural pesticides and chemicals from farmers, rural properties, and businesses for safe, legal disposal. The program also assists in the collection and management of empty pesticide containers. *Contact: Roger Springman, DATCP, roger.springman@datcp.state.wi.us*

- **Wisconsin Department of Natural Resources**
  The Clean Water Fund Program (CWFP) provides low interest loans to municipalities for wastewater treatment facilities and urban storm water runoff projects. In addition to regular CWFP loans, there are two subprograms within the Clean Water Fund Program:

  -Hardship assistance is available to municipalities that meet certain criteria. [not available for storm water projects]

  -Small Loans provides a subsidy to the interest rate on a loan that a municipality obtains from the State Trust Fund. [not available for storm water projects]

  The Safe Drinking Water Loan Program (SDWLP) provides low interest loans to municipalities for drinking water facilities.

  The Land Recycling (Brownfields) Loan Program (LRLP) provides low interest loans to municipalities for investigation and remediation of certain contaminated properties.

- **Wisconsin Coastal Management Program – Department of Administration**
  To support the management, protection, and restoration of Wisconsin's coastal resources, and increase public access to the Great Lakes. *Contact – Mike Fviis coastal@doa.state.wi.us*

Cultural Resources

Architectural Structures
Old buildings have a special relevance to our lives today, bringing a "sense of place" to our lives and our communities. They also tell the social, cultural, economic, and political history of people in a way that no printed word or photograph can. Thus, telling the story of Wisconsin's historic architecture is a way of documenting the diverse experiences of Wisconsin people and places.

The National and State Register of Historic Places gives honorary recognition to places that retain their historic character and are important to understanding local, state, or national history. These are official listings of properties that are worthy of preservation or significant to Wisconsin's heritage. There are 12 sites located in La Pointe that are listed in the National Register of Historic Places and/or State Register of Historic Places.

The Wisconsin Architecture & History Inventory is a collection of information on historic buildings, structures, sites, objects, and historic districts that illustrate Wisconsin's unique history. The database is maintained by the Wisconsin Historical Society, and is comprised of written text and photographs of each property, which document the property's architecture and history. Most properties become part of the Inventory as a result of a systematic architectural and historical survey, and inclusion in this inventory conveys no special status, rights or benefits to owners of these properties. The Wisconsin Architecture & History Inventory also contains many records of locations of historical significance within the Town.

The Town of La Pointe contains some of the most historic places in the State and a truly unique combination of cultural resources. The importance of the area is confirmed by noting that 12 of the sites are listed on the National and State Register of Historical Places. This is an unusually high number. Many other sites in the Town certainly may be eligible and important.

Archeological Sites
The Wisconsin Historical Society maintains a list of archaeological sites and cemeteries referred to as the Archaeological Site Inventory Database (ASI), which is a part of the Wisconsin Archaeological and Historic Resource Database (WisARD). This list is the most comprehensive list of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites that are present in the State. The only sites that are included in this database are sites that have been reported to the Wisconsin Historical Society. Archaeological evidence indicates that people have lived in what is now Wisconsin for over 12,000 years. It is estimated that nearly 80 percent of the archaeological sites that once existed in the State have been destroyed or severely damaged, primarily by modern land practices such as development and farming. Some of the remaining evidence includes Native American effigy mounds, often constructed in the shapes of turtles, birds, bears, and other animals. Ashland County is not located in a part of the State where effigy mounds are common.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance. If a burial mound or an unmarked or marked burial is present in an area the Burial Sites Preservation Office should be notified.

Archaeological sites include places where people have lived, worked, and worshipped. These sites are non-renewable resources and once a site is destroyed, either by natural or human related activities, it cannot be reclaimed. Because of the fragile nature of these sites, identifying them and determining their locations is a very important part of the planning process. A wide variety of methods used to protect natural resources can also be used to protect archaeological sites. For example, land purchases, easement purchases, zoning, and a state operated tax credit program available to property owners. Up to this point in time, 92 archaeological sites and cemeteries have been reported for the Town. The following types of sites have been identified:

- Cemeteries; including, unmarked graves, burial mounds
- Logging camps
- Cabins/homesteads
- Docks/piers
- Communities; villages, camp sites
- Rock art
- Brownstone quarries
- Lighthouses
- Shipwrecks
- Trading posts
- Military sites

Maritime Archaeological Sites

In addition to the Town's array of archaeological and architectural sites, the Town is in close proximity to many maritime archaeological sites. Many of which are unique to Wisconsin due to the presence of the Chequamegon Bay. The Town also shares a rich maritime history with other communities on Lake Superior. Centuries of exploration, travel, commerce, and recreation on the Great Lakes have left an impressive trail of maritime cultural sites along Wisconsin's Great Lakes shorelines and bottomlands. To foster wider public appreciation of the State's rich maritime past and encourage preservation of unique historic sites such as shipwrecks, lighthouses, and historic waterfronts, the Wisconsin Historical Society established the Maritime Trails Program. Title to Wisconsin's historic shipwrecks is held in public trust by the State of Wisconsin.

Bad River Band of Lake Superior Tribe of Chippewa Indians

The Bad River Band is one of the six Wisconsin Ojibwe Bands that are federally recognized tribes. The tribe has over 6,000 members; about 1,500 of these members live on the reservation. The Chippewa migrated from the east and settled on Madeline Island in the early 1600's. The Bad River Reservation was established by the treaty of 1854, and includes over 124,000 acres of land in Ashland and Iron Counties. Ashland County has many archaeological sites that date back to the tribal community. Sites located within federally-recognized tribal lands are not reported in this document.

Preservation of Wisconsin Archaeological Sites

It is estimated that nearly 80 percent of the archaeological sites that once existed in the state have been destroyed or severely damaged, primarily by modern land practices such as development and farming. Many sites have also been damaged by looting.

Laws and Statutes

Federal Projects

Section 106 of the National Historical Preservation Act of 1966, As Amended requires federal agencies to insure that their actions (grants, funding, permits, activities such as highway building, etc.) do not adversely affect archaeological sites on or eligible for the National Register of Historic Places.

State Projects

Archaeological sites can be protected during the course of state agency activities (grants, funding, permits, ground disturbing projects) if the sites have been recorded with the Office of the State Archaeologist. See Section 44.40 Wisconsin Statutes.

Political Subdivision Projects

Archaeological may be protected during the course of village, city, county, and other political subdivision projects (e.g. building, road construction, etc.), but only if the site is listed on the National Register of Historic Places. See Section 44.43 Wisconsin Statutes

Burial Sites

All human burial sites, including cemeteries and Indian mounds, are protected under state law Section 157.70 Wisconsin Statutes. The law applies to both public and private lands. Owners of burial sites may receive property tax exemptions. The law is administered by the SHSW Burial Sites Program.

Rock Art Site

Destruction and vandalism of ancient rock art sites listed on the National Register of Historic Places, without landowner permission, is a felony under Section 943.01 Wisconsin Statutes.

Public Lands

Federal Lands: It is illegal to remove artifacts, or otherwise disturbed archaeological sites, on federal lands without a permit under the Archaeological Resource Protection Act of 1979. Federal lands in Wisconsin include National Forests, National Parks, and Federal Trust Lands, such as Indian Reservations.

State Lands

It is illegal to remove artifacts, or otherwise disturb archaeological sites, on state or political subdivision (village, city, county) lands without a permit under The Field Archaeology Act Section 44.47 Wisconsin Statutes. The law applies to both archaeological sites on public lands and submerged sites, such as Shipwrecks on publicly owned bottomlands under lakes and rivers. Permits are administered by the Office of the State Archaeologist. Permits are normally only given to professional archaeologists.

Tax Incentives

Most types of archaeological sites are **NOT** protected from destruction by private landowner activity on privately owned lands; exceptions are covered above. As an incentive for private landowners to protect archaeological sites on their lands, the state offers a property tax exemption if the landowner formally agrees to protect the site.

Local Preservation Efforts

Significant Archaeological sites in your community may be protected by special community landmarks ordinance. Contact your local landmarks commission. For more information on ways to preserve archaeological sites in your community, contact the SHSW Regional Archaeologist near you.

Native American Tribal Preservation Programs

The eleven Wisconsin Indian tribes are very active in the preservation of archaeological sites and sacred areas. Most have historic preservation programs or contacts.

Archaeological Consultants

The Office of the State Archaeologist maintains a list of archaeological consultants qualified to conduct archaeological studies, to identify and evaluate sites under various federal and state historic preservation laws and statutes.

Economic Development Element

Town of La Pointe

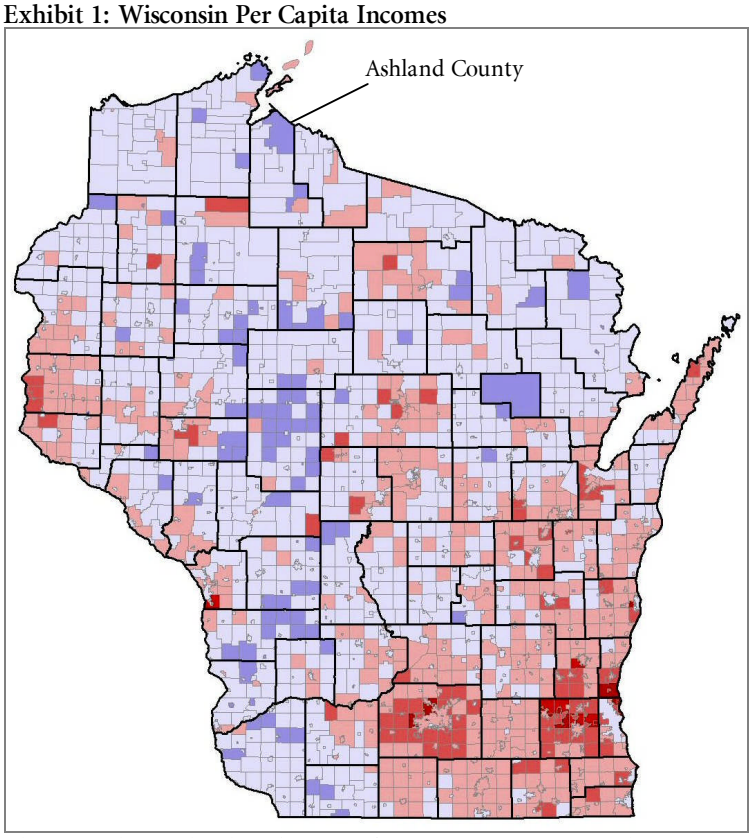
Introduction

The degree and quality of economic development in a community and the region has a direct impact on quality of life. The income of residents, revenue of local government, funding of community organizations, range of career options, and variety of shopping and services are all heavily dependent upon the diversity, stability, and growth of the local and regional economy. The local and regional economy also has a significant influence on the landscape and environment – influencing the quality of air and water, noise levels, traffic, and the overall look and feel of the community.

Although it is difficult for a local community to change its economic structure, it can have a significant influence on the quality and quantity of economic activity – and given enough time, effort and investment even the local economic structure can be changed.

The intent of the economic development element is to provide basic information on the Town's economy and population, analyze trends and identify potential issues and opportunities so that as a whole the comprehensive plan will support the economic development goals of the Town.

Exhibit 1: Wisconsin Per Capita Incomes



The map shows the distribution of per capita incomes. The municipalities in blue were below the average per capita income in Wisconsin of $19,923 and those in red were above. The darker the red or blue shade, the further away from the average.

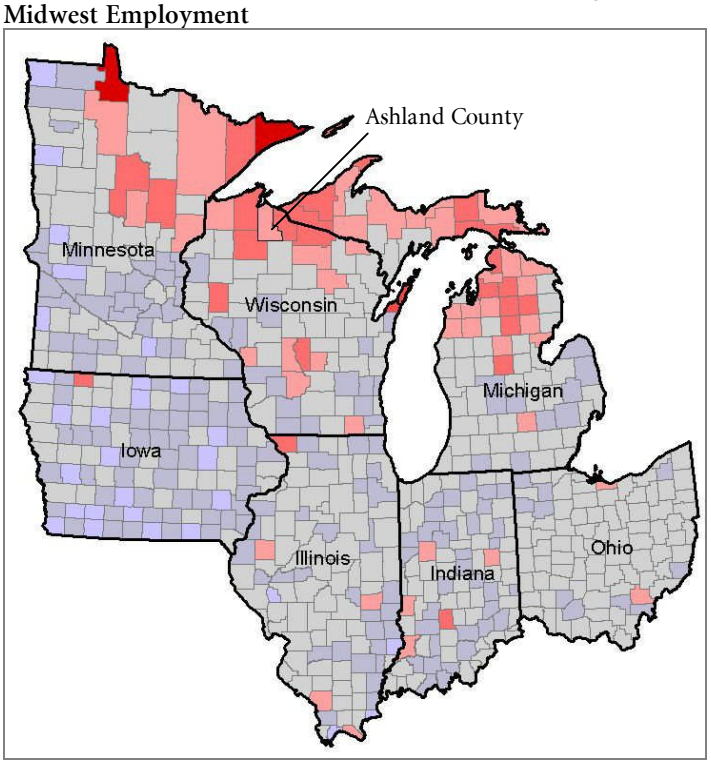
Source: 2000 U.S. Census

Background

Historically, the industry category with the most employment in Ashland County has been manufacturing, followed by health care and social assistance, and retail trade. Unlike state and national trends, manufacturing employment in Ashland County has actually increased between 1997 and 2001. Wood product manufacturing lead the way, especially the manufacturing of wood veneer and plywood manufacturing in Mellen and Butternut.

The fastest growing industry in Ashland County today is tourism. According to the 2000 census, Ashland County had 8.4 percent of total employment in the category of "Accommodation and Food Service." The map below shows how this Ashland County percentage compares to the other counties in the Midwest (Exhibit 2). The counties in red have more than the national average of 6.2 percent in accommodation and food service and the counties in blue are below the average. The graphic shows how important tourism is to the rural areas on the Great Lakes. Ashland County actually had more jobs in Accommodation and Food Service in 2000 than its neighbors Bayfield and Iron Counties, but Ashland also had a lot more employment in other categories like manufacturing.

Exhibit 2: Accommodation / Food Service As Percentage of Midwest Employment



Source: 2000 U.S. Census

Revenues from tourism have risen 221percent in Ashland County between 1993 and 2002. This is the 5th highest increase among all Wisconsin counties. The county tourism industry and implications for the Town of La Pointe are discussed later in this element.

Population and Labor Force

The goal of any government unit is to increase the quality of life and opportunities for its citizens. This section studies the residents of La Pointe in terms of population, employment status, income, and education level. These are all indicators of how the local government is performing and how the local economy is functioning. This is also an opportunity to look at the labor force of La Pointe and consider its strengths and weaknesses for attracting new industries.

Population & Unemployment
The total population in La Pointe increased 67.3 percent from 1990 (147) to 2000 (246), which is much greater than the Ashland County growth of 3.4 percent and the Wisconsin growth of 9.6 percent. The Town of La Pointe is a popular destination for retirees. In 2000 the median age in La Pointe was 45.8, in Ashland County it was 36.9 and in the State it was 36.0.

Unemployment is a serious problem in Ashland County. In 2000 the County unemployment rate was 8.1 percent, much higher than the State average of 4.7 percent. The La Pointe unemployment rate is 10.4 percent and 68.4 percent of the population is participating in the labor force. The following table shows the basic population and unemployment figures for the Town of La Pointe, adjacent municipalities, Ashland County, and Wisconsin (Table 1).

Table 1: Population & Unemployment – Town of La Pointe and Comparable Areas: 2000

	La Pointe	Ashland City	White River	Sanborn	Ashland County	Wisconsin
Total Population	246	8,620	892	1,272	16,866	5,363,675
Population Age 16+	196	6,926	565	825	13,138	4,157,030
In labor force:	134	4,512	401	592	8,504	2,872,104
In Armed Forces	0	0	0	0	2	2,868
Civilian Employed	120	4,121	375	537	7,810	2,734,925
Civilian Unemployed	14	391	26	55	692	134,311
Labor Force Participation	68.4%	65.1%	71.0%	71.8%	64.7%	69.1%
Unemployment Rate	10.4%	8.7%	6.5%	9.3%	8.1%	4.7%

Source: U.S. Census SF3: 2000

Household Income
La Pointe has a median household income of $33,500, slightly higher than Ashland County averages but considerably below the State figure. The table below shows incomes in La Pointe compared to adjacent jurisdictions, Ashland County, and Wisconsin (Table 2).

Table 2: Household Incomes – Town of La Pointe and Comparable Areas: 2000

	La Pointe	Ashland City	White River	Sanborn	Ashland County	Wisconsin
Total Households	122	3,491	273	424	6,697	2,086,304
Income Less than $15,000	18.9%	25.3%	11.4%	28.1%	22.8%	13.0%
Income $15,000 - $24,999	10.7%	14.7%	18.3%	18.9%	15.6%	12.7%
Income $25,000 - $34,999	23.0%	16.9%	15.0%	17.5%	16.8%	13.2%
Income $35,000 - $49,999	21.3%	18.7%	27.1%	15.1%	19.3%	18.1%
Income $50,000 - $74,999	7.4%	17.1%	15.4%	13.4%	17.5%	22.7%
Income $75,000 - $99,999	10.7%	4.7%	4.8%	4.5%	5.0%	10.9%
Income $100,000 - $149,999	5.7%	1.5%	4.4%	1.9%	1.8%	6.4%
Income $150,000 - $199,999	0.0%	0.2%	0.7%	0.0%	0.2%	1.5%
Income $200,000 and over	2.5%	0.9%	2.9%	0.7%	1.0%	1.5%
Income $50,000 and over	26.2%	24.4%	28.2%	20.5%	25.5%	43.0%
Median Household Income	$ 33,500	$ 30,853	$ 38,250	$ 26,711	$ 31,628	$43,791
Per Capita Income	$ 23,352	$ 16,330	$ 15,667	$ 11,664	$ 16,069	$21,271
Percent of Families Below Poverty Level	0.0%	7.5%	3.4%	23.7%	7.8%	5.6%

Source: U.S. Census. Table DP-3. Profile of Selected Economic Characteristics: 2000

Educational Attainment
According to the 2000 census, La Pointe has the highest level of educational attainment in Ashland County and is even higher than State averages. Only 5.8 percent of the residents never finished high school and 70.3 percent of the population have some post high school education. Table 3 represents educational attainment in La Pointe, adjacent municipalities, Ashland County, and Wisconsin.

Table 3: Highest Educational Attainment – Town of La Pointe and Comparable Areas: 2000

	La Pointe	Ashland City	White River	Sanborn	Ashland County	Wisconsin
Population Age 25+	185	5,336	449	682	10,668	3,475,878
Less than 9th grade	6.5%	7.0%	3.8%	4.3%	6.4%	5.4%
Some High School, no diploma	5.9%	8.5%	8.2%	12.3%	9.5%	9.6%
High School Graduate (or GED)	17.3%	37.1%	45.9%	41.1%	40.5%	34.6%
Some College, no degree	26.5%	19.9%	24.1%	22.9%	19.7%	20.6%
Associate Degree	3.8%	7.1%	7.8%	7.0%	7.3%	7.5%
Bachelor Degree	25.4%	12.8%	7.6%	10.1%	11.2%	15.3%
Graduate or Professional Degree	14.6%	7.6%	2.7%	2.3%	5.4%	7.2%
Total with Some Post High School Education	70.3%	47.5%	42.1%	42.4%	43.6%	50.5%

Source: U.S. Census. Table DP-3. Profile of Selected Economic Characteristics: 2000

Occupations

In comparison to State and County averages, a large percentage of the employed persons in La Pointe have white-collar occupations such as management, professional, and related occupations. There is also a large percentage of employment in the construction, extraction, and maintenance category. The breakdown of occupations for employed persons in the Town of La Pointe, Ashland County, and Wisconsin is shown in the table below. Note that this is not the industry they are employed in but what type of position they have with that company (Table 4).

Table 4.

Occupation	Town of La Pointe	Percent	Ashland County	Percent	Wisconsin	Percent
Service occupations:	12	10.0%	1,624	20.8%	383,619	14.0%
Sales and office occupations:	22	18.3%	1,710	21.9%	690,360	25.2%
Production, transportation, and material moving occupations:	12	10.0%	1,531	19.6%	540,930	19.8%
Management, professional, and related occupations:	45	37.5%	2,043	26.2%	857,205	31.3%
Farming, fishing, and forestry occupations	0	0.0%	211	2.7%	25,725	0.9%
Construction, extraction, and maintenance occupations:	29	24.2%	691	8.8%	237,086	8.7%
Total:	120	100.0%	7,810	100.0%	2,734,925	100.0%

Source: U.S. Census Bureau, Table DP-3.
Profile of Selected Economic Development Characteristics: 2000.

Economic Base

Ashland County Primary Industry Groups

The U.S. Census Bureau collects data on industries continually and publishes a yearly report called County Business Patterns (CBP). The CBP can provide a profile of Ashland County's employers and economic activity. Note that these data reflect the employment provided by Ashland County firms, not the employment of Ashland County residents.

The following table shows the general groupings of industries in Ashland County and how the number of establishments and employees has changed from 1998 to 2001 (Table 5).

Table 6: Employment and Establishments – Ashland County 1998-2001

Industry	Establishments				Employees			
	1998	1999	2000	2001	1998	1999	2000	2001
Manufacturing	34	32	31	32	1,424	1,450	1,582	1,661
Health Care and Social Assistance	57	58	54	55	1,391	1,652	1,553	1,457
Retail Trade	115	112	102	103	1,024	1,030	968	980
Accommodation and Food Services	71	73	72	70	719	692	801	833
Construction	45	50	54	57	281	308	347	297
Other Services, except Public Admin	55	55	55	57	199	258	283	270
Finance and Insurance	33	31	30	28	191	179	183	187
Transportation and Warehousing	28	30	29	31	162	189	205	202
Wholesale Trade	17	17	16	17	142	124	119	173
Information	11	11	11	11	138	148	154	156
Professional, Scientific, and Technical Services	35	37	35	32	118	133	147	144
Agriculture, Forestry, Fishing, and Hunting	26	27	23	20	95	86	61	49
Real Estate and Rental and Leasing	12	15	17	16	63	20-99	68	47
Unclassified Establishments	4	8	4	3	0-19			3
Educational Services	4	4	4	4	500-999			
Utilities	4	4	4	4	20-99			
Art, Entertainment & Recreation	13	12	12	13	20-99			
Admin, Support, Waste Management, & Remediation Services	16	14	14	15	60	20-99		

Source: U.S. Census County Business Patterns Database

The main provider of jobs for Ashland County has been manufacturing. The table above shows that the number of establishments has stayed steady, but employment has increased. Between 1998 and 2001, Ashland County manufacturing employment grew 16.6 percent. In this same period manufacturing employment declined 4.4 percent in Wisconsin and 6.3 percent nationally (Table 5).

Industry Sub-Categories

The following table shows the individual industries that employ at least 100 people in Ashland County (Table 6).

Table 6: Employment and Establishments – Ashland County 1998-2001

Industry	Establishments				Employees			
	1998	1999	2000	2001	1998	1999	2000	2001
Wood Product Manufacturing	14	15	13	13	779	795	827	914
Food Services and Drinking Places	59	60	61	59	576	569	690	643
Ambulatory Health Care Services	35	35	33	31	470	512	487	485
Accommodation	12	13	11	11	143	123	111	190
Food and Beverage Stores	16	16	14	14	259	248	196	189
Religious, Grantmaking, Civic, and Professional Organizations	27	26	26	27	119	184	192	175
Special trade contractors	26	29	35	39	119	132	170	171
Professional, Scientific, and Technical Services	35	37	35	32	118	133	147	144
Motor Vehicle and Parts Dealers	13	13	10	10	133	143	115	135
Gasoline Stations	17	17	16	17	102	91	109	112
Publishing Industries (except Internet)	4	4	4	5	100-249	100-249	100-249	106
Truck Transportation	19	20	18	20	68	92	100	102

Source: U.S. Census County Business Patterns Database

Wood product manufacturing is the largest industry category for employment. Between 1998 and 2001 this industry added 135 new jobs, which accounts for 57 percent of the total increase in manufacturing employment in Ashland County.

Table 7 shows the most detailed industry groupings for the wood product manufacturing category. At this level of detail, the employment is displayed as a range to protect the confidentiality of the companies. Still, it is clear that the majority of employment comes from hardwood and veneer manufacturing, employing at least 500 people.

Table 7: Employment by Individual Industries – Ashland County: 2001

Industry	Firms	Employees
Wood container & pallet mfg	1	0-19
Cut stock, resawing lumber & planing	1	20-99
Other millwork (including flooring)	2	20-99
Hardwood veneer & plywood mfg	3	500-999
Truss mfg	1	0-19
Sawmills	2	20-99
All other miscellaneous wood product mfg	3	218

Source: U.S. Census County Business Patterns Database

The other established and growing industries are the restaurant and accommodation categories, which can largely be attributed to the growing tourism industry.

Largest Employers in Ashland County

The largest employers in Ashland County are a reflection of the dominant industries. They are all associated with tourism, forest products, or serving the local population. The Bad River Indian Community is the largest employer with at least 500 employees (Table 8)

Table 8: Largest Employers - Ashland County

Name	NAICS Description	Location	Size
Bad River Indian Community	American Indian and Alaska Native Tribal Governments	Sanborn	500-999
Memorial Medical Center	General Medical and Surgical Hospitals	City of Ashland	250-499
C G Bretting Manufacturing	Paper Industry Machinery Manufacturing	City of Ashland	250-499
Ashland School District	Elementary and Secondary Schools	City of Ashland	185-425
Coop Educational Service	Administration of Education Programs	City of Ashland	100-249
Larson-Juhl US	All Other Miscellaneous Manufacturing	City of Ashland	100-249
Northland College	Colleges, Universities, and Professional Schools	City of Ashland	100-249
Wal-Mart	Discount Department Stores	City of Ashland	100-249
Columbia Forest Products	Hardwood Veneer and Plywood Manufacturing	City of Mellen	100-249
Birds Eye Veneer	Hardwood Veneer and Plywood Manufacturing	Butternut	100-249
Duluth Clinic – Ashland	Offices of Physicians	City of Ashland	100-249
Lori Knapp Inc	Other Community Housing Services	City of Ashland	100-249
Beverly Health & Rehabilitation	Nursing Care Facilities	City of Ashland	100-249

Source: WI DWD, Bureau of Workforce Information, ES-202 Database

La Pointe Employment by Industry

The economy of La Pointe has undergone many transformations in its history. Early industries were centered upon extraction of natural resources. Fur trading existed from the early 1600s until al least 1850. Fishing grew out of the fur trade in the 1840s, reached a high point around 1900 and lasted until the last full-time fisherman was hired away from the island in 1970. Mining and logging prospered in the late 1800s and lasted until the early 1900s. Quarrying for the local brownstone structures occurred between the 1880s and 1910s. These early extraction industries laid the infrastructure on the island and made the modern tourism economy possible.

Today, the arts, entertainment, recreation, accommodation and food services industries employ a quarter of the La Pointe population, followed by construction. La Pointe is far above the State and County averages in these sectors and it demonstrates the dominance of tourism and a strong housing market on the island. Following is a table showing the industries employing those in the Town of La Pointe compared to Ashland County and Wisconsin. Note that the list below shows the number of La Pointe residents employed in each industry, not the number of jobs offered by local employers (Table 9)

Table 9: Employment by Industry: Town of La Pointe, Ashland County, Wisconsin - 2000

Industry	Town of La Pointe	Percent	Ashland County	Percent	Wisconsin	Percent
Agriculture, forestry, fishing and hunting, and mining	0	0.0%	352	4.5%	75,418	2.8%
Construction	25	20.8%	476	6.1%	161,625	5.9%
Manufacturing	0	0.0%	1,336	17.1%	606,845	22.2%
Wholesale trade	0	0.0%	99	1.3%	87,979	3.2%
Retail trade	7	5.8%	822	10.5%	317,881	11.6%
Transportation and warehousing, and utilities	10	8.3%	338	4.3%	123,657	4.5%
Information	8	6.7%	126	1.6%	60,142	2.2%
Finance, insurance, real estate and rental and leasing	4	3.3%	283	3.6%	168,060	6.1%
Professional, scientific, management, administrative, and waste management services	7	5.8%	356	4.6%	179,503	6.6%
Educational, health and social services:	14	11.7%	2,015	25.8%	548,111	20.0%
Arts, entertainment, recreation, accommodation and food services	31	25.8%	876	11.2%	198,528	7.3%
Other services	9	7.5%	299	3.8%	111,028	4.1%
Public administration	5	4.2%	432	5.5%	96,148	3.5%
TOTAL	120	100%	7,810	100%	2,734,925	100%

Source: U.S. Census Bureau, Table DP-3. Profile of Selected Economic Development Characteristics: 2000.

Employers in the Town of La Pointe

Table 10: Largest Employers – Town of La Pointe		
Name	NAICS Description	Size
TOWN OF LA POINTE	Executive and Legislative Offices, Combined	79
MADELINE ISLAND FERRY LINE INC	Coastal and Great Lakes Passenger Transportation	10-19
BELL STREET TAVERN	Full-Service Restaurants	10-19
ST HIST SOC MADELINE ISLND	Historical Sites	5-9
MADELINE ISLAND YACHT CLUB INC	Marinas	5-9
THE MADELINE ISLAND PUB INC	Hotels (except Casino Hotels) and Motels	5-9
NORTH WOODS CONSTRUCTION OF	New Single-Family Housing Construction	5-9
MADELINE SANITARY DISTRICT	Regulation and Administration of Communications, Electric, Gas, and Other Utilities	5-9
BRUMMER CO	Liquefied Petroleum Gas (Bottled Gas) Dealers	1-4
DALLIN PRODUCTIONS INC	Independent Artists, Writers, and Performers	1-4
BRITTANY COTTAGES	Bed-and-Breakfast Inns	1-4
MADELINE ISLAND CHAMBER OF COMMERCE	Business Associations	1-4
NELSON BUILDERS INC	Finish Carpentry Contractors	1-4
BREMER BANK NA	Commercial Banking	1-4
LOTTA'S LAKESIDE CAFE	Full-Service Restaurants	1-4
L & D TRADING POST INC	Convenience Stores	1-4
SAMOA PACIFIC CELLULOSE LLC	Corporate, Subsidiary, and Regional Managing Offices	1-4
ELLA'S ISLAND CAFE	Drinking Places (Alcoholic Beverages)	1-4
WINDSLED TRANSPORTATION INC	Unclassified	1-4
L & L QUALITY MEATS & SEAFOOD LLC	Meat and Meat Product Merchant Wholesalers	1-4
MADELINE ISLAND RENTALS INC	Residential Property Managers	1-4
SUPERIOR PROPERTIES	Offices of Real Estate Agents and Brokers	1-4
US POSTAL/LA POINTE	Postal Service	1-4
EVA J MAY	Private Households	1-4

Source: WI DWD, Bureau of Workforce Information, ES-202 Database

The largest employer in the Town of La Pointe is the Town government. However, of these 79 employees, only 10 are full-time, 8 are elected officials, and 61 are part-time, in addition to many volunteers. Most of these employees are also residents of the island. According to Town officials, only seven of the employees are non-residents. The next largest employer is the Madeline Island Ferry Line Inc. According to locals, much of this employment has transferred to non-residents of the island (Table 10).

Sustainability
The La Pointe economy has four primary groups that all play a vital role in the economy. The first group is the locals who are committed to living on the island year-round. This group is largely employed in construction, transportation, real estate, government, or the manufacture of unique goods. The second group is the summer cottage owners who are employed elsewhere but live on the island part-time. This is a more affluent group and brings in money from outside the island to support the real estate and construction industries. The third group is the tourists who either rent cottages from the second or camp in the State and Town Park. These tourists are in addition to the many daily visitors to the island who also have an impact on the local economy. The fourth is the service sector that supports the tourists by selling meals, gifts, and operating the myriad of businesses that open during the summer.

These groups all need each other to keep the economy going but care must be taken to ensure the balance is maintained. The part-timers and tourists bring in much of the money to support the island economy because it provides a scenic escape from their other lives. What draws the part-timers and the tourist is the scenic beauty of the island and the unique island life that is still lived by the locals. However, the number of locals has been shrinking over the years as employment opportunities continue to dwindle and land prices continue to rise. If these forces continue and the locals are driven off the island, much of what attracts the part-timers and the tourist will also be gone. Places that become too commercialized or populated with tourists often lose the scenic, natural beauty that attracted the tourists in the first place.

As the popularity of La Pointe grows, there should not be difficulty in maintaining or growing the tourism economy. This should grow without much intervention from the community. The area where intervention may be needed is in making the island viable for year-round employment and residency of the locals. This requires year-round infrastructure, transportation, and business support services.

State of Wisconsin Trends
The following three pages contain the latest projections from the Wisconsin Department of Workforce Development on industries which are projected to increase or decline in Wisconsin over the next ten years.

Figure 1-4: Thirty Fastest Growing Industries, 2000 to 2010

SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 Employment Change	2000-2010 Percent Change
89	Services, Not Elsewhere Classified	440	630	190	43.2%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
07	Agricultural Services	15,680	20,860	5,180	33.0%
83	Social Services	76,420	100,500	24,080	31.5%
84	Museums, Botanical, Zoological Gardens	1,420	1,850	430	30.3%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
81	Legal Services	13,850	17,760	3,910	28.2%
47	Transportation Services	6,510	8,130	1,620	24.9%
80	Health Services	233,240	287,930	54,690	23.4%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
73	Business Services	152,990	181,300	28,310	18.5%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
86	Membership Organizations	74,740	86,860	12,120	16.2%
67	Holding & Other Investment Offices	4,550	5,280	730	16.0%
62	Security & Commodity Brokers	8,240	9,450	1,210	14.7%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
57	Furniture & Homefurnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
72	Personal Services	26,170	29,310	3,140	12.0%
45	Transportation by Air	13,990	15,550	1,560	11.2%
16	General Contractors, Except Building	12,600	13,860	1,260	10.0%
82	Educational Services	245,780	270,350	24,570	10.0%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
15	General Building Contractors	30,360	33,090	2,730	9.0%
61	Nondepository Institutions	6,930	7,540	610	8.8%

Employment rounded to nearest 10.

Numbers may not add due to rounding.

Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development

Figure 1-3: Thirty Industries Adding the Most New Jobs, 2000 to 2010

SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 New Jobs	2000-2010 Percent Change
80	Health Services[1]	233,240	287,930	54,690	23.4%
73	Business Services	152,990	181,300	28,310	18.5%
82	Educational Services[1]	245,780	270,350	24,570	10.0%
58	Eating and Drinking Places	173,380	197,940	24,560	14.2%
83	Social Services	76,420	100,500	24,080	31.5%
86	Membership Organizations	74,740	86,860	12,120	16.2%
87	Engineering & Management Services	40,650	52,750	12,100	29.8%
59	Miscellaneous Retail Stores	73,760	85,760	12,000	16.3%
79	Amusement & Recreation Services	31,070	42,790	11,720	37.7%
93	Local Government, ex. Education & Hospitals[1], [2]	126,080	135,000	8,920	7.1%
17	Special Trade Contractors	81,110	88,850	7,740	9.5%
75	Auto Repair Services and Parking	22,040	28,540	6,500	29.5%
50	Wholesale Trade, Durable Goods	80,850	86,960	6,110	7.6%
70	Hotels & Other Lodging Places	30,770	36,600	5,830	18.9%
55	Auto Dealers & Service Stations	58,560	64,300	5,740	9.8%
07	Agricultural Services	15,680	20,860	5,180	33.0%
53	General Merchandise Stores	66,360	71,500	5,140	7.7%
63	Insurance Carriers	48,600	53,200	4,600	9.5%
81	Legal Services	13,850	17,760	3,910	28.2%
51	Wholesale Trade, Nondurable Goods	57,740	61,540	3,800	6.6%
42	Trucking and Warehousing	53,590	57,370	3,780	7.1%
54	Food Stores	65,150	68,400	3,250	5.0%
72	Personal Services	26,170	29,310	3,140	12.0%
24	Lumber and Wood Products	32,220	35,000	2,780	8.6%
15	General Building Contractors	30,360	33,090	2,730	9.0%
25	Furniture and Fixtures	18,640	21,300	2,660	14.3%
41	Local and Interurban Transit	15,920	18,520	2,600	16.3%
57	Furniture & Homefurnishings Stores	19,210	21,780	2,570	13.4%
65	Real Estate	20,270	22,760	2,490	12.3%
52	Building Materials & Garden Supplies	26,140	28,280	2,140	8.2%

[1]State and local government employment in education and hospitals is removed and included with Educational Services (SIC 82) and Health Services (SIC 80).

[2]Local government includes tribal owned operations.

Employment rounded to nearest 10.
Numbers may not add due to rounding.
Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development

Figure 1-5: Declining Industries, 2000 to 2010

SIC Code	Industry Title	2000 Estimated Employment	2010 Projected Employment	2000-2010 Employment Change	2000-2010 Percent Change
35	Industrial Machinery and Equipment	109,410	104,100	(5,310)	-4.9%
33	Primary Metal Industries	26,170	23,300	(2,870)	-11.0%
36	Electronic & Other Electrical Equipment	46,700	44,100	(2,600)	-5.6%
37	Transportation Equipment	34,240	31,800	(2,440)	-7.1%
34	Fabricated Metal Products	67,790	65,600	(2,190)	-3.2%
31	Leather & Leather Products	3,500	1,600	(1,900)	-54.3%
88	Private Households	5,540	4,000	(1,540)	-27.8%
26	Paper & Allied Products	52,250	50,800	(1,450)	-2.8%
27	Printing & Publishing	54,690	53,400	(1,290)	-2.4%
40	Railroad Transportation	3,770	2,490	(1,280)	-34.0%
56	Apparel and Accessories Stores	16,170	14,930	(1,240)	-7.7%
23	Apparel and Textile Products	5,810	5,000	(810)	-13.9%
38	Instruments and Related Products	17,730	17,300	(430)	-2.4%
22	Textile Mill Products	2,410	2,000	(410)	-17.0%
884[1]	Unpaid Family Workers	2,200	1,890	(310)	-14.1%
14	Nonmetallic Minerals, Except Fuels	2,720	2,480	(240)	-8.8%
29	Petroleum and Coal Products	430	400	(30)	-7.0%
46	Pipe Lines, Except Natural Gas	120	90	(30)	-25.0%
91	Federal Government[2]	16,620	16,600	(20)	-0.1%

[1]This code is used for occupational projection purposes. This code includes all family members who work unpaid in family-owned businesses, regardless of the industry.

[2]Postal Service employment is taken out of Federal Government employment and is shown as SIC 43.

Employment is rounded to the nearest ten.
Numbers may not add due to rounding.

Employment derived using data from 2000 Current Employment Statistics (2001 Benchmark), 2000 Covered Employment and Wages, and unpublished data from the U.S. Bureau of Labor Statistics and U.S. Census Bureau.

Source: Projections Unit, Office of Economic Advisors, Wisconsin Department of Workforce Development

Distribution Network

If Ashland County and the Town of La Pointe want to attract new business and support the existing industries, investment in the distribution network for goods and services will have to continue. This includes road, rail, water, air, and telecommunication networks.

- **Road**
  The road network in La Pointe is sparse and unpaved in many areas. The island does not experience the heavy trucking traffic like other municipalities in Ashland County but it may need upgrading in the future.

  A primary concern with transport on the island is the reliability of fuel sources and shipping options during the winter. After the ferry stops operating and the tourism season is over, fuel deliveries are unreliable and no full-service gas stations are operational. This makes is difficult to support a year-round economy on the island.

- **Rail**
  Ashland County has one primary rail line that runs parallel along Highway 13 through the City of Ashland to Butternut and on to Price County. Much of this line is currently unused or not frequently used and there is talk about removing the underused sections. Communities along the rail corridor must seriously consider the consequences of removing this rail line if they ever hope to attract industry or build an industrial park in the future. Once the line is removed, trucking is the only means of transportation to many municipalities and replacing the rail line later would be more expensive.

- **Water**
  The most pressing transportation concern to La Pointe residents and the island economy is ferry service to the mainland. The ferry is privately owned and operated and therefore must provide service during times when the demand is great enough to pay for the operation. The number of weekend and late night trips are reduced during off-peak months and there is infrequent service after 10 or 11 p.m., even during primary summer season months. This makes it difficult to support establishments like high-quality restaurants that would need a larger customer base than what exists on the island. It also makes it difficult to rent property on the island to people going to events on the mainland like Chautauqua. In the past, the ferry service has accommodated schedule conflicts by adding additional trips to the mainland when needed.

  The tourism industry in Bayfield has a dramatic impact on the number of visitors that take the ferry to La Pointe each year. In the future, the island needs to continue to work with Bayfield to promote local business in La Pointe, and work in conjunction with business-owners to provide seasonal hours that are profitable and accommodate tourists. Thought should be given to why businesses in La Pointe close so early in the season and what impact that has on the Island economy.

Expanding the ferry service could greatly benefit the economy of the island. Either subsidizing the current service from public funds or transitioning the service to a publicly owned and operated line have been considered, but residents have indicated they are not interested in these options. Residents of the island currently use discounted coupon books to reduce their ferry cost approximately 30 percent over the full price.

The waterways usually freeze during the winter and the ferry stops operation completely. For 10 to 20 days before and after the ferry operates, the ice road is not ready and the only service to the island is by windsled. During this period, there are limited deliveries of goods to or from the island.

- **Air**
  Major renovations are currently underway at the Ashland Airport and these investments should continue for economic development in the County to succeed. Today, access to air travel is one of the most important factors in choosing firm locations. No matter what the product is, firms need the ability to reach other cities for meetings and to move clients and executives. Many manufacturing firms today even use air as the primary means of shipping because they produce small, high-value products that require immediate delivery. This is especially true for the growing cottage arts and crafts industry that sells products via catalogue or on the Internet and needs quick air shipping by companies like Federal Express. The tourism industry in Ashland County will also become increasingly dependent on air travel as it becomes a more popular destination.

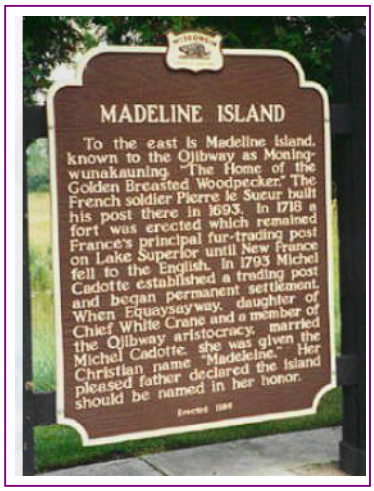
  For the Town of La Pointe, although expensive, the expansion of the island airport could provide a transportation and shipping alternative for the 10 to 30 days before and after winter when the ferry is not operating and the ice road is not open. Overcoming this break in reliable transportation would be a major step towards making the island viable for year-round employment for non-residents and expanding current home-based businesses. The airport is also the only land on the island zoned for industrial use. As the island's cottage industries grow, this industrial space will be vital for warehousing and/or manufacturing.

- **Telecommunication**
  With a large number of residents currently working from home and expanding the Madeline Island arts and crafts industry, one of the most vital networks to the island is the Internet and the phone system. Sales are made on the island to summer tourists, but much of the business is conducted through catalogues and the internet. The Town should continuously evaluate its telecommunication infrastructure and enhance the network when needed.

Businesses

Tourism

Tourism is an important part of the Wisconsin economy and almost every region of the State is affected. According to the Wisconsin Department of Tourism, travelers spend $32 million per day in Wisconsin or $370 per second. State and local government revenues generated by tourism in 2002 were estimated at 11.6 billion. This results in $6.6 billion in employee wages, $1.1 billion in state government revenues, and $778 million in local government revenues. The largest single expenditure category was retail shopping at $3.5 billion.



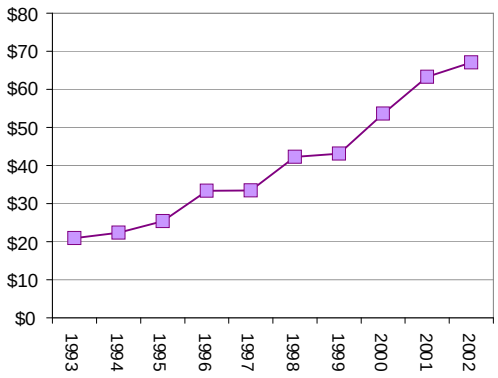
More people are traveling to Ashland County every year for its natural attractions including a large section of the Chequamegon National Forest, Copper Falls State Park, miles of Lake Superior coastline, Madeline Island, the Flambeau River, and the elk herd near Clam Lake. There are cultural attractions in the Bad River Reservation and the ethnic festivals throughout the county. Travelers are also drawn to the county for year-round recreational activities like hunting, fishing, skiing, biking, and snowmobiling.

A 1995 survey showed Ashland County to have the following amenities for tourists: 15 campgrounds, 271 campsites, 180 miles of hiking trails, 16 miles of mountain bike trails, 51 miles of cross country skiing trails, and 297 miles of snowmobile trails.

Ashland County tourism expenditures were estimated at $67 million dollars in 2002. Summer was the biggest season with expenditures of $35 million (Exhibit 3). Fall travelers spent $16 million and winter/spring visitors spend $15 million. Ashland County's revenue in 2002 was only 44th out of Wisconsin's 72 counties, but expenditures have risen 221 percent between 1993 and 2002. This is the 5th highest increase among all Wisconsin counties. Tourism is one of the largest areas of growth for the Ashland County economy and every town, village and city in the region could benefit from its growth. The chart to the right shows the steady increase of Ashland County's tourism revenues.

Exhibit 3

Ashland County Tourism Revenue: 1993-2002 (Millions)



A 1990 survey completed by the UW Extension specifically studied the types of tourists that come to Wisconsin for State Parks and trails. They found that these tourists spent roughly $190 per group, per

trip (depending on the size of the group and length of stay). Importantly, they found that these tourists spend most of their money on groceries, eating and drinking, and automobile-related items.

Hunting / Fishing
Several Ashland County lakes are listed on the DNR website as fishing destinations. Quality sportfish are plentifull in many areas including Musky (Galilee Lake), Bass (Day Lake, East Twin Lake, Lake Three, Mineral Lake, Spillerburg Lake, and Little Clam Lake), and Walleye (Mineral Lake and the Spider/Moquah Chain). In 2003 there were 4,530 fishing licenses issued in Ashland County to Wisconsin residents and 1,287 issued to residents of other states.

In 2003 there were 6,152 hunting licenses issued in Ashland County to Wisconsin residents and 234 to residents of other states. The majoirty of these were deer hunting with 4,181 gun and archery permits. The DNR estimates that 5,444 deer were killed in Ashland County in 2003 (4,425 by gun and 1,019 by archery). The next largest category was small game permits with 1,170 issued in 2003. Ashland County is a nationally recognized grouse hunting destination.

Education, Arts and Crafts
The Town is very interested in building upon its already solid arts community by encouraging things such as arts schools, music camps, seminars, Elderhostel's, and workshops. They are also interested in expanding ways different types of artists are able to be included in the community in both the residential and economic sense.

Sustainable Forest Products and Utilization
The Town would like to work with current and future residents of the island to identify various ways that interested people can participate in maintain forested land in a sustainable manner. The sustainable management of lands could mean a wide variety of things such as utilizing woods for crafts or furniture that could be purchased on the island. It will be important to investigate other types of low impact activities that could take the island, and share these ideas with others.

Local Products
Madeline Island is a tourist destination and the town sees value in encouraging the sale of local products to visitors. This sale of local products goes hand in hand with the town's desire to welcome artists to the community as well as encouraging sustainable uses of forest products. The Town would like to see more raw materials become finished products. For example, trees from the island could be used for crafts or furniture, or wool could be spun into yarns all crafted on the island.

Home Occupation Permits
The Town believes that one important way of making many of the above mentioned small businesses not only economically feasible but allowable in the town would be to rewrite

their zoning ordinance to accommodate home occupations. To the town these occupations represent the future of the town's growth.

Town of La Pointe Tourism

La Pointe is one of the largest tourist attractions in Ashland County. As shown by the list of employers and occupations of residents, the La Pointe economy is largely driven by tourism. Popular activities in La Point include boating, golfing, wildlife viewing, hiking & biking, kayaking, and dog sledding. These activities support businesses and employment at hotels, restaurants, gift shops, parks, moped and watercraft rentals, and guided tour companies. The tourism economy is largely limited to the summer months and the town changes dramatically during the peak seasons. If the residents of La Pointe hope to eventually sustain year-round employment on the island, expanding the winter tourism market could be an answer.

Tourism not only provides tourism-related employment, but assists in paying for transportation and infrastructure that is necessary for La Pointe to be viable to other industries. Many of the basic services and resources like grocery stores, banks, shipping, and transportation companies close for the winter. This makes it difficult to operate home-based businesses that need reliable services to operate.

With the natural beauty and scenic nature of La Pointe being the prime attraction, the Town must ensure that tourism does not harm the attraction--as it has in other scenic destinations. Winter activities like cross-country skiing, snowshoeing, and dog sledding are perfect examples of eco-friendly activities that could be further developed. Developing this industry may require Town investment in amenities and facilities for the winter season. The possibility of convention facilities or other additions on the island should be explored. The expansion of the airport is another municipal expense that could help the tourism industry and provide transportation options. Other summer tourist destinations similar to La Pointe have had to make this same change to stabilize their boom and bust economies.

Commuting Patterns

Commute Type
The 2000 Census indicates that 108 La Pointe residents or 43.9 percent of the population commute to work and 88 of these people reported traveling under 20 minutes to work. Another 10 people reported that they worked at home. So over 90 percent of the residents find work within the Town of La Pointe. This explains why the average commute time is only 11.7 minutes, much lower than the Ashland County average of 15.8 and the Wisconsin average of 20.8.

Table 11: Commuting to Work – Town of La Pointe	
Car, truck, van – alone	72.9%
Carpool	8.5%
Walking	7.6%
Other means	2.5%
Working at home	8.5%
Total Persons Commuting	108
Percentage of Total Population	43.9%

Source: U.S. Census Bureau: 2000. SF3

Ashland County
The table to the right shows which counties, besides Ashland, employ Ashland County residents. Only 14.5 percent of the residents travel to other counties, primarily Price and Bayfield (Tables 11 & 12).

Table 12: Ashland Co. Commuter Destinations		
Destination County	Persons	Percentage
Ashland Co.	6,559	85.5 %
Price Co. WI	519	6.8 %
Bayfield Co. WI	301	3.9 %
Douglas Co. WI	46	.6 %
Sawyer Co. WI	37	.5 %
St. Louis Co. MN	29	.4 %
Iron Co. WI	20	.3 %
Wood Co. WI	19	.2 %
Gogebic Co. MI	19	.2 %
Taylor Co. WI	16	.2 %
Dane Co. WI	14	.2 %
Fond du Lac Co. WI	10	.1 %
St. Croix Co. WI	10	.1 %
Elsewhere	75	1.0 %
Grand Total	7,674	100 %

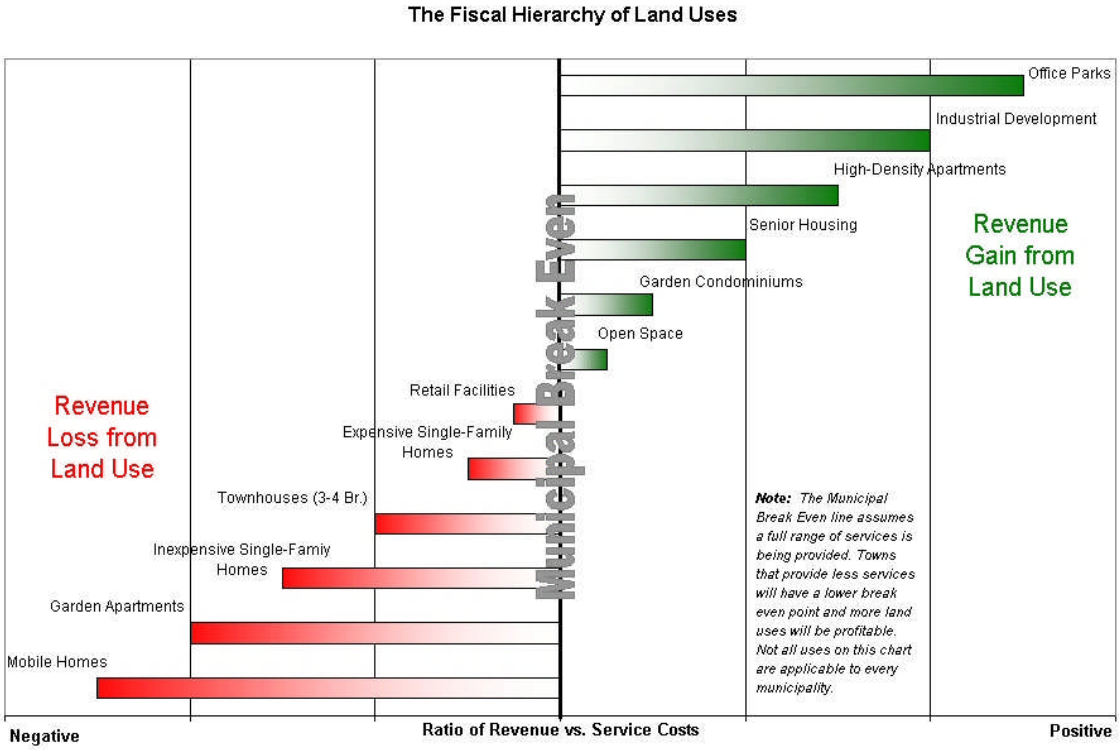
Source: U.S. Census 2000

Land Values and Tax Base

Local property taxes are paid by all non-exempt property owners on the basis of the value of property – land, improvements, and personal property. These taxes are used to fund the operations of local government – providing for public safety, schools, maintaining streets, and funding programs that improve the quality of life for residents. There are three primary classes of property – residential, commercial, and manufacturing. Although each class of property pays taxes at the same rate, they all have different values and impose differing costs on the local government. Residential property clearly imposes the greatest costs per unit – it typically accounts for 75% of all property in a community, it is typically the most dispersed land use and therefore the costliest to serve with infrastructure, and residents demand higher levels of services – particularly public safety and education. Many cost-of-service studies indicate that residential development does not generate sufficient revenue from property taxes and fees to pay for the costs it imposes on local government.

The following graphic shows the "Fiscal Hierarchy of Land Uses" when it comes to maximizing the revenue from every dollar paid in government services. The municipal break-even line is different for every community and the line in the graphic represents the approximate point for a *full-service* municipality (Exhibit 4). Most of the municipalities in Ashland County provide a limited range of services and would have a lower break-even point.

Exhibit 4



Property Taxes
The Wisconsin Department of Revenue maintains a database of assessed property values for every municipality in the State. The table below shows how the different municipalities in Ashland County compare in total assessed value, per-capita assessed value, and how the municipality's total value is distributed across types of use. The "total value" column is the assessed value of all land and improvements in each jurisdiction. The "per capita value" is the total value divided by the population. All things being equal, towns with higher per-capita assessed values are capable of providing higher levels of service to each resident (Table 13).

Table 13. Property Values and Distribution Across Land Uses – Ashland County

			Land Use Percentages (land and improvements)					
Category	Total Value	Per Capita Value	Residential	Agriculture	Manuf.	Commercial	Forests	Other
Agenda Twp	$37,709,000	$73,507	44.6%	0.6%	0.0%	0.5%	49.6%	4.7%
Ashland City	$321,647,200	$37,314	63.3%	0.0%	4.3%	26.9%	0.4%	5.1%
Ashland Twp	$26,652,500	$44,200	44.9%	1.9%	0.3%	2.4%	44.0%	6.5%
Butternut Village	$9,780,800	$24,031	67.3%	0.1%	3.2%	22.4%	2.9%	4.1%
Chippewa Twp	$40,505,900	$93,547	43.8%	0.7%	0.0%	1.3%	47.6%	6.5%
Gingles Twp	$32,132,900	$50,208	65.3%	0.5%	0.3%	5.9%	20.9%	7.0%
Gordon Twp	$36,598,800	$102,518	74.0%	0.0%	0.0%	4.7%	20.2%	1.0%
Jacobs Twp	$34,009,700	$40,730	52.5%	0.1%	3.1%	4.9%	36.7%	2.7%
La Pointe Twp	$207,806,600	$844,742	92.5%	0.0%	0.0%	4.6%	1.6%	1.3%
Marengo Twp	$16,208,400	$44,775	50.1%	3.1%	0.0%	0.1%	39.0%	7.7%
Mellen City	$19,832,600	$23,471	61.0%	0.0%	16.3%	16.5%	0.3%	5.9%
Morse Twp	$35,757,700	$69,432	52.4%	0.4%	0.0%	2.1%	40.6%	4.5%
Peeksville Twp	$16,324,600	$92,753	28.4%	0.7%	0.0%	0.7%	63.6%	6.6%
Sanborn Twp	$23,607,000	$18,559	39.4%	0.0%	0.0%	2.6%	56.3%	1.7%
Shanagolden Twp	$16,635,800	$110,905	42.6%	0.3%	0.0%	2.2%	51.0%	4.0%
White River Twp	$32,859,100	$36,838	50.2%	3.4%	0.3%	3.8%	31.6%	10.7%
Ashland County	$908,068,600	$53,840	65.1%	0.4%	2.1%	12.3%	15.9%	4.3%
State Averages	$325,578	$74,946	71.9%	0.9%	3.4%	18.2%	2.7%	3.1%

Source: Wisconsin Department of Revenue, Database of Assessed Values, 2002

The vast majority of the land value in the State of Wisconsin comes from residential and commercial uses. Municipalities in Ashland County are special cases because they are largely undeveloped and have considerable forestlands. The total value of non-exempt forestland accounts for almost 16 percent of the total land value in Ashland County with some municipalities having over 50 percent of their value in forests. While this land generates revenue and costs very little in services, it will never generate the kind of revenue that comes from commercial or manufacturing property.

The number in the table Property Values and Distribution Across Land Uses shows that La Pointe has per capita land value of $844,742 per person. This number is a bit misleading as it is calculated by using the amount of people living on the island who responded to the 2000 Census (247 people). A rough estimate of the actual summer population on the island is about 2,500. If this number is used to determine the per capita value of land it comes out to $83,122, which is a bit more realistic considering most people who live full-time on the island own land and dwellings that are much different than the land and dwellings that seasonal residents own.

Town of La Pointe

The Town of La Pointe has a very high per-capita assessed value compared to many municipalities in Ashland County due to its low population and large amount of valuable residential land. The Town contains approximately 13,168 acres[1] at about $4,179 dollars per acre for a total of over $55 million dollars in taxable land. This equates to $223,695 of value for each of the 246 residents in La Pointe. This is incredibly high when compared to the County average of $53,840 and the state average of $74,946. Of course this is inflated because of the summer cottage owners who were not counted in the Census and the extra demands of the tourism industry. Still, this large tax base provides revenue to deliver a high level of service to the residents of La Pointe.

[1] This number only includes assessed taxable acreage.

Funding From Tax-Exempt Lands

The primary source of funding for local jurisdictions in Wisconsin is property tax. Since much of Ashland County is comprised of tax-exempt land, either National, State, County, or Tribal land, the tax base would not be sufficient to cover the costs of services. Fortunately, there are several mechanisms in place to compensate local governments for services they provide on tax-exempt lands. The type of mechanism depends on which unit of government owns the land. The only entity providing Payments In Lieu of Taxes (PILT) funding to La Pointe is the State of Wisconsin. The table to the right shows the amounts of payments made to Ashland County municipalities between 1999 and 2003 (Table 14).

Table 14: PILT Payments Made to Municipalities by the State of Wisconsin

Municipality	Acres of Forestland	1999	2000	2001	2002	2003
Agenda	6,477	$8,758	$8,758	$9,171	$9,270	$9,326
Chippewa	6	$29	$29	$29	$29	$29
Gingles	960	$845	$845	$845	$845	$845
Gordon	7.4	$6	$6	$6	$6	$6
La Pointe	2,363	$2,058	$3,069	$3,275	$3,406	$4,031
Morse	2,480	$2,404	$2,565	$2,453	$2,687	$2,837
Sanborn	120	$133	$99	$66	$60	$60
Mellen	Unk	$0	$146	$133	$159	$161
Total	12,413	$14,233	$15,517	$15,978	$16,462	$17,296

Source: Wisconsin Department of Natural Resources

Environmentally Contaminated Sites

"Brownfields are abandoned, idle or underused industrial or commercial facilities, the expansion or redevelopment of which is adversely affected by actual or perceived environmental contamination."
– *Wisconsin Department of Natural Resources*

Former gas stations are common brownfields in rural areas.

- **Background**

When economic development is hampered by costs associated with removing remnants of prior uses, including demolishing buildings and cleaning up environmental contamination, this property can be identified as a "brownfield." Just the suspicion of contamination may be enough to stop development. Identifying properties where this dynamic is present and removing the obstacles to development should be a top priority of local municipalities.

- **What Can Municipalities Do?**

The first step is to identify the brownfield properties in the jurisdiction. There is no comprehensive database for this and every case is different. The municipality may have to ask local developers what properties they would consider if the parcel was free of all contamination, buildings, and other remnants of former uses.

Once a brownfield is identified, the first step is often conducting Phase I and Phase II environmental assessments. This relatively inexpensive option may be enough to allay the fears of developers about the presence of environmental contamination. In other cases, it may be in the best interest of the municipality to have dilapidated structures removed and environmental contaminants cleaned up. Grants are frequently offered by the Wisconsin Department of Natural Resources (DNR) to pay for assessments, building demolition, and environmental clean-up.

- **Town of La Pointe**

At this time, no brownfield sites have been identified in the Town of La Pointe. A search of the DNR's reported spills and contaminated land databases did not return any significant results. Local officials were also asked to identify brownfield sites, but none were sited.

Regional, State, and Federal Economic Development Programs

Following is an inventory of regional, state, and national resources available to the town and/or businesses for economic development projects and programs.

Regional Programs

Northwest Wisconsin Business Development Fund, Northwest Business Development Corporation. Purpose: to promote private sector investment in long-lived assets and to create jobs by addressing capital gains in the market for long-term debt. Program provides low-interest, fixed-rate subordinated debt for up to 40 percent of a project. Eligible industries primarily timber and wood, manufacturing, and tourism in Northern Wisconsin. Projects must create one job for every $5,000 loaned. Eligible counties include Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn. Contact Info: Northwest Business Development Corporation, Mr. Bruce T. Davis, Executive Director, 715-635-2197.

Intermediary Relending Program, Northwest Business Development Corporation. Purpose: to promote private sector investment in long-lived assets and to create jobs by addressing capital gains in the market for long-term debt. Program provides fixed rate loans for up to 50 percent of total project, not to exceed $150,000. Eligible industries include business (excluding tourism). Projects must create one job for every $15,000 loaned. Eligible counties include Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn. Contact Info: Northwest Business Development Corporation, Mr. Bruce T. Davis, Executive Director, 715-635-2197.

Economic Development Loan Program, Xcel Energy. Purpose: to stimulate private investment and foster economic diversification within Xel's service territory. Program provides up to 50 percent of an eligible project cost financed by debt, up to a maximum of $50,000;or by loan guarantee up to maximum of $200,000. Only businesses relocating to Xcel's territory from another territory are eligible. Contact Info: Xcel Energy, Economic Development Department. Eau Claire, WI 715-839-2570.

Ashland County Revolving Loan Fund Program, Ashland County. Purpose: to develop and retain a positive business climate. The program is designed to partially address the gap in private capital markets for long-term, fixed-rate financing. To be eligible, companies must be located in Ashland County and produce a minimum of one job per $20,000 in financing. Contact info: Ashland Area Development Corporation, Frank R. Kempf, Executive Director. Ashland, WI (715) 682-8344.

State of Wisconsin Programs

The Department of Commerce has a broad range of technical and financial assistance programs designed to assist businesses to successfully launch or expand operations. Services and programs include business planning, site selection, working capital, permitting, employee training and research and development. Although not comprehensive, the list below outlines available resources and programs. A complete list can be found at www.commerce.state.wi.us.

- *Industrial Revenue Bonds* - the Industrial Revenue Bond (IRB) program allows cities, villages and towns to support industrial development through the sale of tax-exempt bonds. The proceeds from the bond sale are loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Even though IRBs are municipal bonds, they are not general obligations of the municipality. The company or business that will use the facilities provides the interest and principal payments on the loan. The local government is in partnership with the business, lending its name, but not its credit, to the bond issue.

- The *Brownfields Initiative* provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located or cannot meet the cleanup costs. Contact Jason Scott, 608/261-7714.

- The *Customized Labor Training (CLT) program* assists companies investing in new technologies or manufacturing processes by providing a grant up to 50 percent of the cost of training employees on the new technologies.

- The *Community Development Block Grant (CDBG)-Economic Development Program* provides grants to communities to loan to businesses for start-up, retention, and expansion projects based on the number of jobs created or retained. Communities can create revolving loan funds from the loan repayments. Eligible project costs include construction and expansion, working capital and acquisition of existing businesses, land, buildings and equipment.

- The *Community-Based Economic Development Program* is designed to promote local business development in economically-distressed areas. The program awards grants to community-based organizations for development and business assistance projects and to municipalities for economic development planning. The program helps community-based organizations plan, build, and create business and technology-based incubators, and can also capitalize an incubator tenant revolving-loan program. Contact Doug Thurlow, 608/266-7942.

- The Rural Economic Development Program is designed to provide working capital or fixed asset financing for businesses. Since it's inception in 1990, the RED program has provided more than $1.4 million to over 110 Wisconsin businesses. Eligible businesses must be locating in a city, village, or town of less than 6,000 people. Contact info: Department of Commerce Regional Manager Marty Ambros, (715) 836-2630.

Also under the umbrella of the Wisconsin Department of Commerce is *Forward Wisconsin*, a statewide public-private marketing and business recruitment organization. Its role is marketing outside Wisconsin to bring new businesses, jobs and increased economic activity to the state.

Wisconsin Department of Transportation (WisDOT)

- The *Freight Railroad Infrastructure Improvement Program* awards loans to businesses or communities to rehabilitate rail lines, advance economic development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement.

- The *Transportation Economic Assistance (TEA) Program* provides matching grants to governing bodies, private businesses for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.

- The *Transportation Enhancements (TE) Program* promotes activities that enhance a transportation project or area served by a transportation project.

The *Wisconsin Housing & Economic Development Authority (WHEDA)* provides financing to investors and local governments to stimulate housing, small business and agribusiness development. Contact info: www.wheda.com, (608) 266-7884.

Federal Programs

CFDA = Catalog of Federal Domestic Assistance
Detailed program descriptions can be found at http:\\www.cfda.gov

Rural Business Opportunity Grants CFDA: 10.773, Agency: RBS
Objectives: Grant funds may be used to assist in the economic development of rural areas by providing technical assistance, training, and planning for business and economic development.

Community Development Block Grants/Entitlement Grants CFDA: 14.218, Agency: HUD
Objectives: To develop viable urban communities, by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for persons of low and moderate income.

Farm Operating Loans CFDA: 10.406, Agency: FSA
Objectives: To enable operators of not larger than family farms through the extension of credit and supervisory assistance, to make efficient use of their land, labor, and other resources, and to establish and maintain financially viable farming and ranching operations.

Interest Assistance Program CFDA: 10.437, Agency: FSA
Objectives: To provide a 4 percent subsidy to farmers and ranchers, who do not qualify for standard commercial credit. Guaranteed loans are serviced by a lender who has entered into a Lenders Agreement with the agency.

Business and Industry Loans CFDA: 10.768, Agency: RBS
Objectives: To assist public, private, or cooperative organizations (profit or nonprofit), Indian tribes or individuals in rural areas to obtain quality loans for the purpose of improving, developing or financing business, industry, and employment and improving the economic and environmental climate in rural communities including pollution abatement and control.

Empowerment Zones Program CFDA: 10.772, Agency: USDA
Objectives: The purpose of this program is to provide for the establishment of empowerment zones and enterprise communities in rural areas to stimulate the creation of new jobs, particularly for the disadvantaged and long-term unemployed, and to promote revitalization of economically distressed areas.

Community Development Block Grants/Special Purpose Grants/Technical Assistance Program CFDA: 14.227, Agency: HUD

Community Development Block Grants/Brownfield Economic Development Initiative CFDA: 14.246, Agency: HUD
Objectives: To return brownfields to productive use by assisting public entities eligible under the Section 108-Guaranteed Loan program carry out qualified economic development projects on brownfields authorized by Section 108(a) of the Housing and Community Development Act of 1974, as amended. Grant assistance must enhance the security of loans guaranteed under the Section 108 program or improve the viability of projects financed with loans guaranteed under the Section 108 program.

Bank Enterprise Award Program CFDA: 21.021, Agency: TREAS
Objectives: To encourage insured depository institutions to increase their level of community development activities in the form of loans, investments, services and technical assistance within distressed communities and to provide assistance to community development financial institution's through grants, stock purchases, loans, deposits and other forms of financial and technical assistance. The program rewards participating insured depository institutions for increasing their activities in economically distressed communities and investing in community development financial institutions.

Construction Grants for Wastewater Treatment Works CFDA: 66.418, Agency: EPA
Objectives: To assist and serve as an incentive in construction of municipal wastewater treatment works which are required to meet State and/or Federal water quality standards and improve the water quality in the waters of the United States.

Brownfield Assessment and Cleanup Cooperative Agreements CFDA: 66.818, Agency: EPA
Objectives: To provide funding: (1) to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites; (2) to capitalize a revolving loan fund (RLF) and provide subgrants to carry out cleanup activities at brownfield sites; and (3) to carry out cleanup activities at brownfield sites that are owned by the grant recipient.

Farm Ownership Loans CFDA: 10.407, Agency: FSA
Objectives: To assist eligible farmers, ranchers, and aquaculture operators, including farming cooperatives, corporations, partnerships, and joint operations to: Become owner-operators of not larger than family farms; make efficient use of the land, labor, and other resources; carry on sound and successful farming operations; and enable farm families to have a reasonable standard of living.

Rural Community Development Initiative CFDA: 10.446, Agency: RHS
Objectives: To develop the capacity and ability of private, nonprofit community-based housing and community development organizations, and low income rural communities to improve housing, community facilities, community and economic development projects in rural areas.

Rural Economic Development Loans and Grants CFDA: 10.854, Agency: RBS
Objectives: To promote rural economic development and job creation projects, including funding for project feasibility studies, start-up costs, incubator projects, and other reasonable expenses for the purpose of fostering rural development.

Procurement Assistance to Small Businesses CFDA: 59.009, Agency: SBA
Objectives: To assist small business in obtaining a "fair" share of contracts and subcontracts for Federal government supplies and services and a "fair" share of property sold by the government.

Small Business Loans CFDA: 59.012, Agency: SBA
Objectives: To provide guaranteed loans to small businesses which are unable to obtain financing in the private credit marketplace, but can demonstrate an ability to repay loans granted.

Service Corps of Retired Executives Association CFDA: 59.026, Agency: SBA
To use the management experience of retired and active business management professionals to counsel and train potential and existing small business owners.

Small Business Development Center CFDA: 59.037, Agency: SBA
Objectives: To provide management counseling, training, and technical assistance to the small business community through Small Business Development Centers (SBDCs).

Certified Development Company Loans (504 Loans) CFDA: 59.041, Agency: SBA
Objectives: To assist small business concerns by providing long- term, fixed-rate financing for fixed assets through the sale of debentures to private investors.

Intergovernmental Cooperation

Town of La Pointe

Introduction

Given the number and range of public and quasi-public entities that can affect the daily lives of Town residents, intergovernmental cooperation is a very important consideration in this plan.

Cooperation can take many forms (Exhibit 1). Relationships may be informal, based on verbal agreements or other informal arrangements. Or, cooperation may be more formal as expressed in a legally binding agreement. Most intergovernmental cooperation is done for the purpose of delivering services or exercising joint powers. Some cooperation is undertaken to receive services or make cooperative purchases.

> "Intergovernmental cooperation is any arrangement by which two or more governmental entities work together to address an issue of mutual interest."

Intergovernmental relations can be described as vertical or horizontal. Vertical relationships are those linking a municipality to governments of broader jurisdiction. For example, the relationship between a local unit of government to the state and the federal government is vertical. Actions of one, often have a direct bearing on the others. For the most part, this relationship occurs in a top down fashion. For example, when the state adopts a statewide policy plan, it in essence directs future activities with counties, villages, cities, and towns. As discussed in the Transportation Element of this plan, the Wisconsin Department of Transportation has adopted a number of statewide policy plans that directly affect transportation activities within the jurisdictions of local units of government. It is therefore imperative that when such policies are considered, local units of government, individually or cooperatively, work with the appropriate state bodies to develop a mutually beneficial relationship.

Exhibit 1. Examples of Intergovernmental Cooperation	
♦ Transfer of territory (annexation, detachment)	♦ Joint ventures
♦ Sharing information, staff, resources, etc.	♦ Revenue sharing
♦ Communication	♦ Boundary agreements
♦ Consolidating services / trading services	♦ Areawide service agreement
♦ Areawide planning	♦ Joint use of a facility
♦ Special purpose districts serving multiple jurisdictions	♦ Cooperative purchasing

Horizontal relationships describe the Town's connection to adjacent communities. Together, these relationships cut across each of the nine functional elements of this plan.

Over the years, and most recently with the Kettl Commission report, there has been a statewide push for consolidating governmental services at the local level. The Commission on State-Local Partnerships (Kettl Commission) calls for the creation of "growth-sharing areas: within which local units of government would collaborate to serve the needs of their citizens. The report recommends that local governments adopt "Area Cooperation Compacts" with at least two other governments in at least two functional areas including: law enforcement, housing, emergency services, fire, solid waste, recycling, public health, animal control, transportation, mass transit, land-use planning, boundary agreements, libraries, parks, recreation, culture, purchasing or e-government. The Commission also advocates for the reform of state aids to municipalities.

Governmental Structure

Organizational Structure of the Town
The Town operates through a Board/Supervisor form of government. The Town Board consists of four supervisors and a chair.

The Board of Supervisors is elected at-large and is responsible for setting policies. The Town Board Chair, also elected at-large, presides at Town Board meetings, and votes on all matters before the board. Generally, the Town Chair is assigned certain administrative responsibilities but does not carry veto power.

As shown in Exhibit 2, numerous boards and committees operate within the Town. These committees work on a specific area and develop proposals and recommendations for various elements of the Town.

Exhibit 2. Town Boards, Committees, and Commissions	
♦ CAPP	♦ Board of Adjustment
♦ Winter Transportation Committee	♦ Sanitary District
♦ Celebrations Committee	♦ Library Board
♦ Zoning and Planning Commission	♦ School Board

Area Local Units of Government

County Government
The Town is located in Ashland County. The County was created in 1860. The Board of Supervisors consists of 21 supervisors each representing a geographic area. Town residents are located in supervisory district 12. The supervisor that represents the Town also represents the area of the Town of Sanborn. The Town would like to become a better integrated part of the county and desires more representation from the island within County Government.

Surrounding Communities
The Town has no bordering communities as the entire Town consists of one main island, Madeline Island, and 15 other smaller islands that are part of the Apostle Islands National Lakeshore. The closest town in Ashland County is the Town of Sanborn. The closest community is the City of Bayfield in Bayfield County. The Town would like to strive for better communication between the City of Bayfield, Bayfield County and the Bayfield School District.

Regional Governmental Bodies

Regional Planning Commission
There are eight regional planning commissions within Wisconsin created pursuant to §66.0309, Wis. Stats. (Exhibit 3). The governor with consent of local governing bodies creates them. RPCs are formed to provide a wide range of services to local units of government within its geographic boundary. As part of these services, the RPC can offer planning assistance on regional issues, assist local interests in responding to state and federal programs, provide advisory service on regional planning problems, act as a coordinating agency for programs and activities, and provide cost shared planning and development assistance to local governments. A six-county area in the southern part of the state is not served by a RPC (Columbia, Dane, Dodge, Jefferson, Rock and Sauk counties).

The Town is located within the Northwest Regional Planning Commission (NWRPC). NWRPC was created in 1959 by local units of government of northwest Wisconsin. It is the oldest planning commission in Wisconsin and one of the first multi-county planning commissions in the nation. The Commission is a cooperative venture of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties and the tribal units of Bad River, Red Cliff, Lac du Flambeau, Lac Courte Oreilles, and St. Croix.

Exhibit 3. Regional Planning Commissions in Wisconsin

NWRPC has created three affiliated corporations. Northwest Wisconsin Business Development Corporation was created in 1984 to manage NWRPC's loan funds. Northwest Affordable Housing Inc. was established in 1996 to coordinate the creation of affordable housing. Wisconsin Business Innovation Corporation (WBIC), created in 1996, encourages development of technology-based companies in rural Wisconsin. Badger Oil Company, a subsidiary of WBIC, was created in June 1999.

Special Purpose Districts

Special purpose districts are local units of government that are created to provide a specified public service. Like municipalities, special purpose districts derive their authority from state statutes. They have geographic boundaries that may or may not coincide with those of counties, villages, cities, or towns. Once a special district is created, it becomes an

autonomous body often with its own taxing authority. In a few instances, state statutes create unique districts (e.g., professional team districts) but typically authorize counties, towns, cities, and villages to create special districts according to the requirements contained in the statutes. Exhibit 4 provides a sample of non-educational special purpose districts authorized by state statute. Local school districts and the vocational educational districts in the state are also considered special districts because they have been created to provide a single service – education.

Exhibit 4. Sample of Non-educational Special Purpose Districts in Wisconsin

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

School District

The Town is located in the Bayfield School District. The school district's offices are located at 315 Sweeny Ave in Bayfield. School aged children on the island can attend grades K-8 at school facilities on the island, but usually after 6th grade the children attend middle and high school in Bayfield.

The Town has a good working relationship with the school district but would like to encourage an even greater level of communication and services. Even though the Town has a fluctuating enrollment in the school district, it does contribute a significant amount of tax dollars to the school district and would like to see a higher level of teaching services provided by the district to school aged children on the island.

Exhibit 5. School Enrollment for Bayfield School District

Year	Enrollment	Difference
1998	503	
1999	525	4.3%
2000	536	2.1%
2001	536	0.0%
2002	544	1.5%
2003	504	-7.3%
2004	494	-2.0%

Town Sanitary District

The Town has a sanitary district that serves much of the eastern end of Madeline Island. Please refer to the Future Utilities Map for future expansion plans.

Technical College District
In Wisconsin there are 16 technical college districts. The Town is located in the Wisconsin Indianhead Technical College District (Exhibit 5). The district includes 11 counties. Its campuses are located in Ashland, New Richmond, Rice Lake, and Superior. A nine-member board governs the district.

Exhibit 5 Wisconsin Indianhead Technical College District

State Agencies

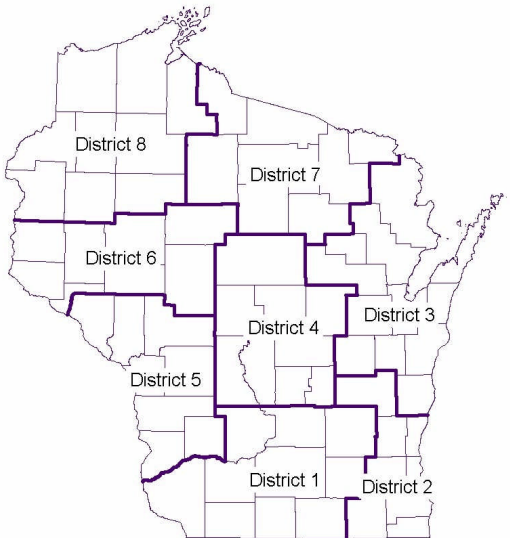
By virtue of their roles, there are a number of state agencies that are integral partners in Town policies, programs, and projects.

Department of Natural Resources (DNR)
The DNR has a wide range of statewide responsibilities for environmental quality, state parks, and recreation. It is governed by the Natural Resources Board, which has legal authority to set agency policy, recommend regulations for legislative approval, approve property purchases and accept donations. Together with the DNR staff, the board works to establish policies and programs, administer state laws and rules, distribute grants and loans, and work with many government and non-government entities. Most of the DNR workforce is assigned to field offices in five regions (Exhibit 866). Their work is further subdivided into 23 geographic management units (GMU) whose boundaries roughly match the state's natural river basins and large waterways. DNR staff are responsible for defining the area's natural ecology and identifying threats to natural resources and the environment. The DNR is composed of a broad range of expertise, and staff efforts are often combined with local government and private efforts to manage public resources. The Town is located in the Northern Region, which serves the following counties: Ashland, Barron, Bayfield, Burnett, Douglas, Florence, Forest, Iron, Langlade, Lincoln, Onieda, Polk, Price, Rusk, Sawyer, Taylor, Vilas, and Washburn. Local DNR service centers are found in the following communities: Antigo, Ashland, Hayward, Ladysmith, Park Falls, Rhinelander, Spooner, Superior, and Woodruff.

Exhibit 6. Department of Natural Resources Regions

Department of Transportation
The Wisconsin Department of Transportation (WisDOT) is divided into eight districts for administrative and programmatic purposes. The Town is located in District 8. This district includes the following counties: Ashland, Barron, Bayfield, Burnette, Douglas, Polk, Rusk, Sawyer, and Washburn (Exhibit 967). The district office is located in Superior.

Exhibit 967. Department of Transportation Districts



Department of Commerce
The Department of Commerce is another state agency with regulatory responsibility. The Safety and Buildings Division administers and enforces state laws and rules relating to building construction and safety and health, and performs all local fire department inspections. Plan review and site inspection is part of the division's role in protecting the health and welfare of people in constructed environments.

Department of Agriculture, Trade and Consumer Protection
The Department of Agriculture, Trade and Consumer Protection (DATCP) has regulatory duties concerning the Farmland Preservation Program and certain agricultural practices.

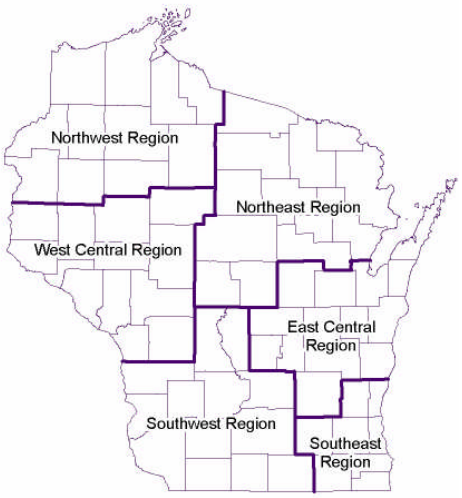
Department of Revenue (DOR)
The Department of Revenue is responsible for a number of functions relating to local governments. The DOR oversees the shared revenue program, and other programs that distribute tax revenue to municipalities (e.g., lottery tax credits). The DOR also oversees and approves municipal Tax Increment Financing Districts.

Department of Administration
The Department of Administration (DOA) fulfills a number of functions. Some of those functions related to land use planning include reviewing incorporations, cooperative boundary plans, and all annexation requests occurring in counties with a population of 50,000 or more. Additionally, the Division of Intergovernmental Relations (DIR) within DOA provides information and resources to enhance and facilitate local planning. DIR also provides technical assistance and advice to state agencies and local governments with land information responsibilities, among other things. DIR will review this comprehensive plan to ensure consistency with the State's 'Smart Growth' legislation.

Along with regulating local activities, all of these state agencies provide information, education and training. They also maintain funding programs to help local governments with development efforts and provide a basic level of health and safety.

Wisconsin Emergency Management
Wisconsin Emergency Management (WEM) is charged with a wide range of responsibilities for disaster mitigation, planning, response, and education. It administers a number of grants to local communities and is responsible for preparing and administering several statewide policy plans. Most recently, it completed a statewide hazard mitigation plan for natural and technological hazards in conformance with the Disaster Mitigation Plan of 2000.

Exhibit 8. Wisconsin Emergency Management Regions



Regional directors are located in each of the six regional offices throughout the state (Exhibit 10668). They work directly with municipal and county programs in planning, training exercising, response and recovery activities, as well as the coordination of administrative activities between the Division and local governments. When disasters and emergencies strike, they are the Division's initial responders and serve as field liaisons with the state. The office of the Northwest Region is located in Spooner.

Federal Agencies

Apostle Islands National Lakeshore
The Town of La Pointe is part of the Apostle Islands National Lakeshore, which receives more than 150,000 visitors each year. The only one of the Apostle Islands that is not included in the approximately 70,000-acre National Lakeshore is Madeline Island. Established in 1970, the National Lakeshore is intended to "conserve and develop for the benefit, inspiration, education, recreational use, and enjoyment of the public certain significant islands and shoreline of the United States and their related geographic, scenic, and scientific values"[1]. The Apostle Islands National Lakeshore is under the direction of the National Park Service. However, local jurisdictions retain certain land rights and work in conjunction with the state to manage concurrently.

[1] Public Law 91-424; September 26, 1970

Recent management activities include developing special regulations to allow snowmobiles and off-road vehicles on the frozen lake surface of Lake Superior within the National Lakeshore boundary, and developing an Environmental Impact Statement and proposal to designate the Apostle Islands National Lakeshore as wilderness. Issues such as these have a great deal of impact on the local residents and culture, and coordination between the Town and the National Park Service is important in resolving these issues.

Coast Guard
The United States Coast Guard is a part of the United States Department of Homeland Security. The Town of La Pointe is located in the Ninth District. This district employs nearly 7,000 active duty, reserve, auxiliary and civilian members. The district includes 2 air stations, 2 air facilities, 5 Group offices, 8 Marine Safety offices, 9 cutters and 46 small boat stations. These units are responsible for over 1,000 miles along the Canadian border and 6,700 miles of U.S. shoreline spanning eight states and all five Great Lakes. The Coast Guard's responsibilities include Search and Rescue (SAR), Maritime Law Enforcement (MLE), Aids to Navigation (ATON), Icebreaking, Environmental Protection, Port Security, and Military Readiness.

U.S. Fish and Wildlife Service
The U.S. Fish and Wildlife Service works with Ashland County, local governments, and WDNR on many programs related to natural resources.

Tribal Governments

Bad River Band of Lake Superior Tribe of Chippewa Indians
The Bad River Reservation is located in parts of Ashland and Iron Counties, specifically in the Towns of Ashland, Gingles, La Pointe, Sanborn, and White River in Ashland County. The Bad River Reservation was established through the Treaty of September 30, 1854. The Band is a federally recognized Indian Tribe organized under Section 16 of the Indian Reorganization Act of 1934, 25 U.S.C., Subsection 476. The Band is organized as a tribe for the common welfare of the membership, to conserve and make use of our natural resources, and to enjoy the rights of home rule, which are enumerated in the Tribal Constitution as amended.

Land within the reservation boundaries currently includes both tribal land, and land that is privately owned by non-Band members. Much of the reservation land was originally allotted to individual Band members in 80-acre tracts, and subsequently some of those tracts were sold or transferred into private ownership by non-Band members. The pattern of land ownership is highly fragmented, with approximately 47 percent of the land within the reservation boundaries in private ownership. This fragmented pattern of ownership requires that the Towns and Bad River Band interact and cooperate on certain matters including the provision of some services (roads, fire protection), and resource management efforts.

Interstate Agencies

As allowed by the state's constitution, Wisconsin is party to a number of interstate organizations and compacts. One multi-state agency will be described here.

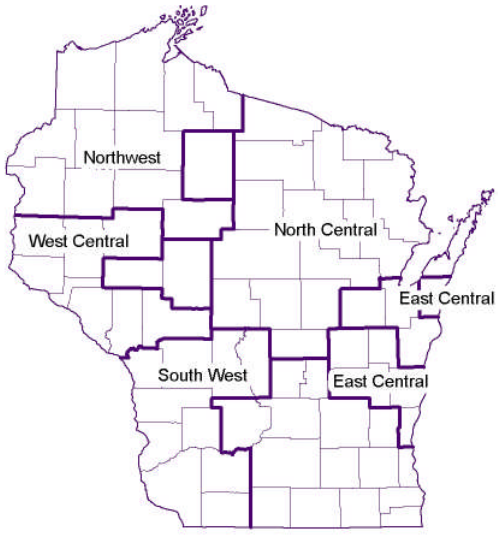
The **Great Lakes Commission** is a binational organization focused on land and water resource protection and use surrounding the Great Lakes. It was established in 1955 by joint legislative action between the great lakes states. It is composed of eight member states, and two Canadian provinces that border the Great Lakes. The Commission provides information on public policy issues that affect the land and water resources in the region, and provides a forum for coordinating public policy between the member states and provinces.

Nongovernmental Organizations

In addition to governmental organizations there are other types of organizations that can affect the daily lives of Town residents. These may include a chamber of commerce, non-profit organizations, and similar organizations that are actively working to promote the quality of life in the area. It is imperative that governmental and nongovernmental organizations work together for the good of all residents. The following section briefly describes some of these organizations and how they are organized and their purpose.

Forward Wisconsin
Forward Wisconsin, Inc., is a public-private statewide marketing and business recruitment organization. It was created in 1984 as a not-for-profit corporation. Its job is marketing outside Wisconsin to attract new businesses, jobs and increased economic activity to the state. It is governed by a board of directors that reflect the public-private partnership. Governor Jim Doyle is chairman of the board. Private sector representation includes Wisconsin's utilities, banks, educational institutions, investment firms, law firms, and manufacturers. Public sector representation includes four state legislators and the Secretary of the Department of Commerce. Funding for Forward Wisconsin comes from private-sector contributors and from the state through a contract with the Wisconsin Department of Commerce. Forward Wisconsin is headquartered in Madison and has offices in Eau Claire, Milwaukee, and Chicago.

Exhibit 9. International Trade, Business and Economic Development Councils



International Trade, Business and Economic Development Councils
Since 1992, five regional International Trade, Business and Economic Development Councils (ITBECs) have been created in Wisconsin to expand economic development in the state by promoting tourism from foreign lands and the exporting of Wisconsin products to other countries. ITBECs are a public-private partnership between business leaders, county elected officials, and tribal representatives. What began as 11 counties in the northwest part of the state now includes 54 counties.

The Town is located in the Northwest ITBEC (Exhibit 9). The Northwest ITBEC was the first ITBEC created in Wisconsin. Since its inception in 1992, it has grown to include Douglas, Bayfield, Ashland, Iron, Price, Sawyer, Washburn, Burnett, Polk, Barron, Rusk, and Taylor counties.

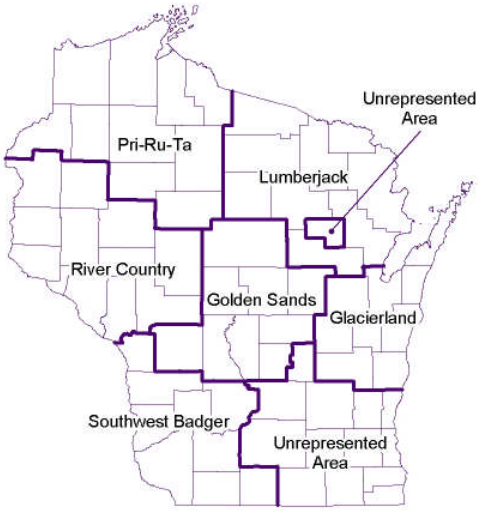
Resource Conservation and Development Councils
Resource Conservation and Development Councils (RC&Ds) are private, non-profit organizations created pursuant to state enabling legislation to improve the social, economic, and environmental opportunities of the area. Nationally, there are more than 200 districts and there are five in Wisconsin (Exhibit 10). The Town is located in the Pri-Ru-Ta RC&D.

> "RC&Ds provide an areawide framework for addressing locally-defined issues with assistance of state and federal agencies and other partners."

Working through its RC&D council, local citizens provide leadership and work together to set program priorities. Each RC&D district establishes an area plan (also known as a resource conservation and utilization plan), which provides direction for the council in making community improvements and conducting activities. A variety of government agencies, organizations, and companies provide assistance in accomplishing program goals.

RC&D councils have broad authority to seek help from a variety of sources including federal or state agencies, local government, community organizations, and private industry. Help may be technical or financial assistance in the form of donations, loans, grants, or cost-sharing programs.

Exhibit 10. Resource & Conservation Development Councils in Wisconsin



Recent activities of the Pri-Ru-Ta Council include the following:

- ***Superior Shores Agricultural Cooperative, Inc. of Ashland-Bayfield Counties*** – Developed yogurt cheese with added fruits, dairy-fruit beverages and fluid milk marketing.
- ***Bayfield Lamb Cooperative*** -- Developed a new generation cooperative to help farmers develop and market value-added lamb meat products.
- ***Forest Stewardship*** -- Worked with private woodland owners to develop a forest stewardship plan to help them manage their woodlots more profitably.
- ***Native American Youth Natural Resources Field Week*** at Lac Courte Oreilles Ojibwe Community College.

Other Organizations
Some other non-governmental organizations that are active in the Town of La Pointe are the Wilderness Preserve, the Art Guild, and the Madeline Island Chamber of Commerce.

The Island Association
Mission Statement: The purpose of the Island Association is to provide funding to cause which will improve Madeline Island for its residents, both permanent and seasonal, and enhance the Madeline Island experience for visitors.

The Island Association will accomplish this by directing financial resources to projects which are cultural, educational, celebratory, and health and safety oriented in nature.

The Island Association is made up of about 150 members.

Past grants have included money for:

- An accessible playground at the school
- Electrical wiring for Woods Hall Craft Shop
- Children's program at the New Day Shelter in the City of Ashland
- A community posting board at the post office
- Microphones and speaker system
- Other community events

There has also been supplemental funding for

- A program manager for a Summer Art Program
- EMT Funding
- Fire department funding
- Scholarship money for graduates of the Island School

The Island Association wishes to provide a vehicle by which all those who love the Island and wish to see it preserved, and at the same time improved, can do so by being a member of the Association and also by being able to donate monies for either general or specific purposes/projects.

Existing Intergovernmental Cooperation

State statutes set up a number of tools for local units of government to formally cooperate on a number of issues of common concern. Exhibit 11 summarizes these tools and the following sections describe them in more detail and if the Town is currently using them.

Exhibit 11. Types of Intergovernmental Agreements

	General Agreement	Stipulation & Order	Revenue Sharing Agreement	Cooperative Boundary Agreement
State Authorization	§66.0301	§66.0225	§66.0305	§66.0307
Uses	services	boundaries	revenue sharing	boundaries, services, & revenue sharing
Who decides?	participating municipalities	municipalities involved in the lawsuit, the judge, and area residents if they request a referendum	participating municipalities	participating municipalities and Department of Administration, Municipal Boundary Review
Referendum?	no	binding referendum possible	advisory referendum possible	advisory referendum possible

Source: Intergovernmental Cooperation, Wisconsin Department of Administration

Stipulations and Orders
Section 66.0225, Wis. Stats., allows local units of government to resolve an on-going legal battle over a boundary conflict with a legally binding stipulation and order. The Town is not party to a stipulation and order.

General Agreements
State statutes (§66.0301) authorizes local units of government to cooperate for the "receipt or furnishing of services or the joint exercise of any power or duty required or authorized by law". The La Pointe Fire Department has a mutual aid agreement with the DNR for wild land fire suppression. The Town also has a verbal agreement with the school district and the ferry line to provide winter transportation for the school district.

Municipal Revenue Sharing Agreements
Under §66.0305, Wis. Stats., adjoining local units of government can share taxes and fees with a municipal revenue sharing agreement. This type of agreement can also include provisions for revenue sharing. The Town is not party to any revenue sharing agreement.

Cooperative Boundary Agreements
Cooperative boundary agreements (§66.0307, Wis. Stats.) can be used to resolve boundary conflicts between villages, cities, and towns and may include revenue sharing or any other arrangement. With adoption of a cooperative boundary agreement, the rules of annexation do not apply. The Town is not party to any cooperative boundary agreement.

Existing or Potential Areas of Conflict
The Town enjoys a good working relationship with the surrounding towns. The Town has also acknowledged that the County has offered good support to the Town when they have projects that they would like to do. While these relationships are good there are various ways in which they could be enhanced. One of the main concerns that the Town has is that they desire better support from the Bayfield School District. The other concern is that there is not enough representation at the county level from the Town. The Town is concerned that they are not receiving a comparable level of services to the rest of the county. A set of goals and objectives are included in the policy document that describe the ways in which the Town will attempt to avoid and/or minimize conflict and maximize cooperation and communication with its surrounding neighbors.

Overview

During the planning process many aspects of land use are analyzed with an eye toward developing a future land use plan. Existing land development patterns are considered along with the existence of any brownfield sites[1]. Local real estate forces are considered and again will be used in fashioning the future land use plan and supporting goals, objectives, and policies. Relationships between the Town, the county, and other nearby jurisdictions also play an important role when determining how land in the Town could be developed in the coming years.

Existing Land Use

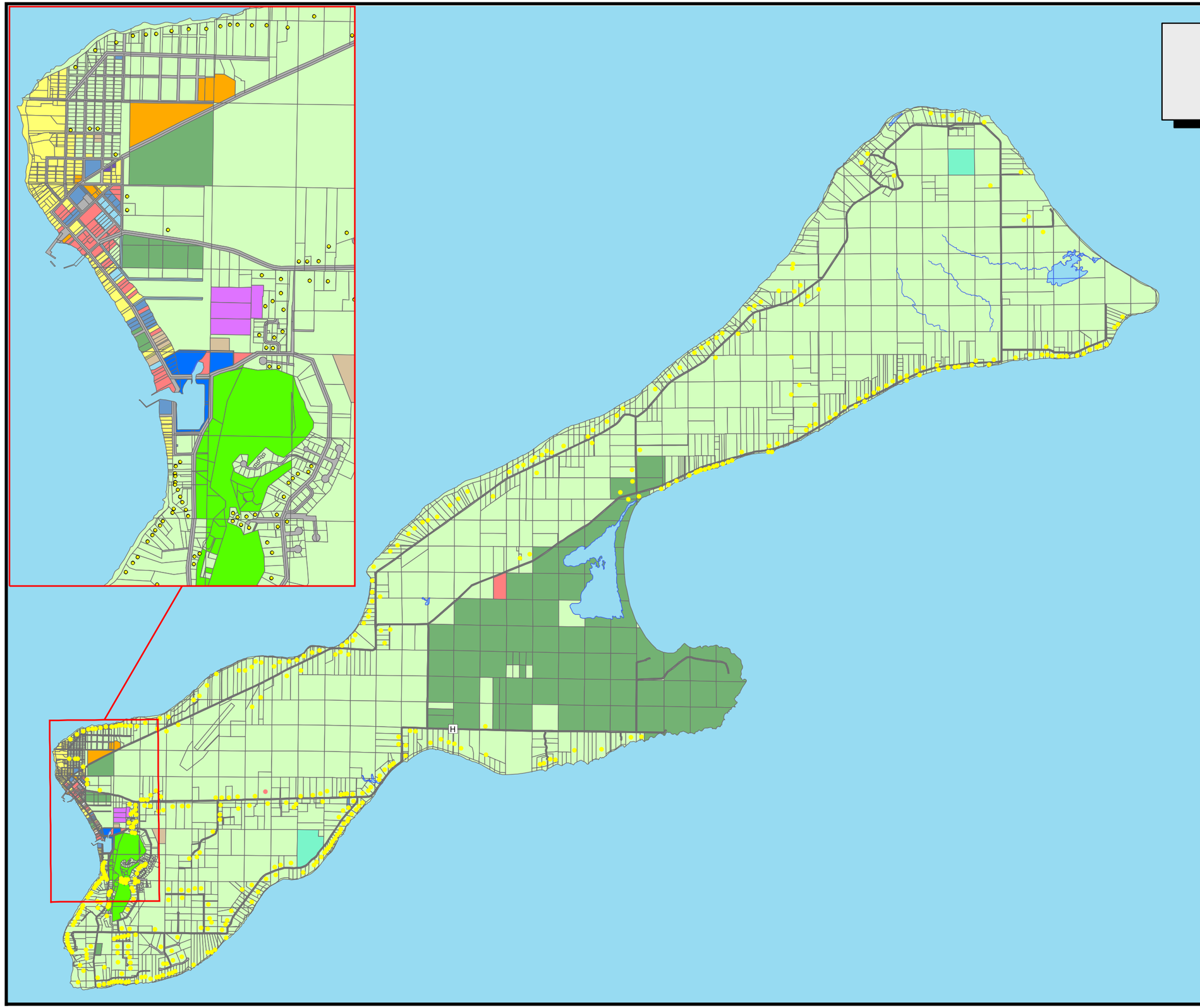
Table 1 provides a summary of land uses in the Town by type. Map 1, Existing Land Use, depicts the current land uses in the Town. A majority of space is taken up by wetlands and shore protection areas. Most of the southern portion of the island has developed as residential land, with commercial in the downtown area.

Table 1. Existing Land Use: 2004

Land Use	Types of uses	Acres	% Of Total
Single Fam. Residential	Detached single-family homes	**42.8**	**0.29**
Multi Fam. Residential	Multiple homes in one structure	13.3	0.09
Commercial	Any combination of commercial uses on the same site	32.4	0.22
Industrial	Manufacturing / industry uses	13.2	0.09
Governmental services	Municipal buildings, libraries, community centers, schools, post offices	17.7	0.12
Infrastructure	Roads, railroads, airports, parking lots, right-of-way	**414.6**	**2.81**
Park & Recreation	County & State park/recreation land, golf courses	2,393.1	15.49
Agriculture, woodlands, and open space	Forested and shrub areas, agricultural land and support buildings and residences	**11,486**	**77.94**
Quarry	Gravel and/or sand extraction	**83.9**	**0.57**
Institutional	Hospitals, churches, group homes, nursing homes	**9.6**	**0.06**
Water	Lakes and streams	**223.1**	**1.51**
Other	Vacant, utility, and unknown	**7.1**	**0.05**
Total		**14,737**	**100%**

Note: The percents may not total 100, due to rounding
This data is based on a windshield survey that was done by the planning committee members or by the consultant.
Single family acreage counts are based on parcels or of an average size of 2 acres.

[1] A brownfield is a site consisting of one or more properties that are abandoned or underutilized because of concerns about environmental contamination.

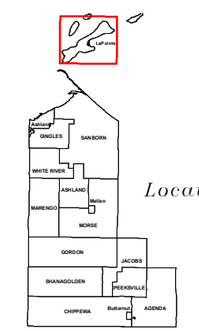


Existing Land Use
Town of LaPointe: 2004

Ashland County
Comprehensive Plan Map

Legend

- Single-family
- Multi-family
- Commercial
- Governmental Services
- Institutional
- Industrial
- Marina
- Park & Recreation
- Agricultural / Woodlands / Open Space
- Transportation
- Utility
- Golf Course
- Quarry / Pit
- Water
- Vacant



Locational Map

0 0.25 0.5 1
Miles

NORTH

Base Map: Ashland County

Data Source: Vierbicher Associates windshield survey conducted on August 25th

Map Created: October, 2004

Map Edited: October, 2004

VIERBICHER ASSOCIATES
Committed to Quality Service Since 1976

Land Supply and Demand

To provide a snapshot of the local real estate trends a local realtor as well as a realty website were reviewed. In the Town there were homes for sale ranging from $189,000 to $989,000. There were a few lots on the market within the Town, and the price for land ranges from $12,871 to $87,337.

Waste Disposal and Contaminated Sites

Identification of brownfield sites is an important consideration in forming an appropriate land use plan, in fostering economic development, and in ensuring a clean and healthy environment. Cleanup and redevelopment of brownfield sites makes common sense by returning abandoned or under-utilized properties to the tax rolls and to productive use. Redevelopment of brownfield sites also makes optimal use of existing infrastructure.

To identify brownfield sites, the following sources were reviewed:

- Bureau of Remediation and Redevelopment Tracking System (BBRTS)
- Registry of Waste Disposal Sites in Wisconsin
- Superfund Sites
- Local knowledge

The DNR identified ten contaminated sites throughout the Town:

Spills

2086 North Shore Drive	-	2086 North Shore Drive
Xcel Energy	-	506 Middle Rd. on Madeline Island
LaPointe Airport	-	Madeline Island

Leaking Underground Storage Tanks

Brummer Oil Company	-	N752 Main Street
LaPointe TN Garage	-	Madeline Island
Madeline Island Yacht Club	-	N633 Main Street
St. John's United Church of Christ	-	N708 Main Street
Superior Petrol	-	Main & Middlepond

No Action Required

Madeline Island Ferry Company	-	County Highway H
St. John's Church-Craft Shop	-	N708 Main Street

Opportunities for Redevelopment
Currently there are no areas in need of redevelopment in the Town.

Development Factors
There are a number of physical conditions that limit or restrict land development within and around the Town. Other physical factors include conditions that favor a particular use (such as agriculture), or environmental features that make construction more difficult. Examples of these, and hydric soils, water features, public lands, and federal trust lands (see the *Wetland and Floodplain* and the *Forest and Park Land* maps in the Agricultural, Cultural, and Natural Resources Element). Physical features and land ownership do not necessarily prevent development from occurring, they may just pose significant challenges. Land that is delineated as wetland, however, can prohibit development from occurring.

Future growth in the Town of La Pointe is limited to areas that are not in a wetland, or are not federal trust land.

Land Use Conflicts
Conflicts often develop over time when certain land uses are located inappropriately, or adequate buffering is not provided between conflicting land uses. Sometimes industrial land uses have characteristics associated with them that can potentially be viewed as a nuisance by surrounding residents including noise, dust, odors, and truck traffic. While the land uses in La Pointe are generally uniform throughout, the Town is not immune to these types of conflicts that may occur in the future.

Demographics

♦ Overview

A community can directly and indirectly affect how fast it grows and the type of growth that occurs through the policies it adopts and the actions it takes. A community could capture a disproportionate share of the growth potential within the region by proactively creating opportunities for new development through any number of actions, including infrastructure improvement and creation of incentives, for example. A community could create a public private partnership and use its resources to make a project happen that would not otherwise occur. Likewise, it could slow the natural rate of growth by instituting certain policies to limit new development.

Although a community can affect the rate of growth, it needs to take stock of historical growth patterns and understand its strengths and weaknesses relative to the other locales within the regional market. Obviously, a community needs to be realistic in preparing population forecasts because it affects many parts of the comprehensive plan. If a community uses unrealistic population forecasts, the plan will be flawed (although it can be adjusted by amendment).

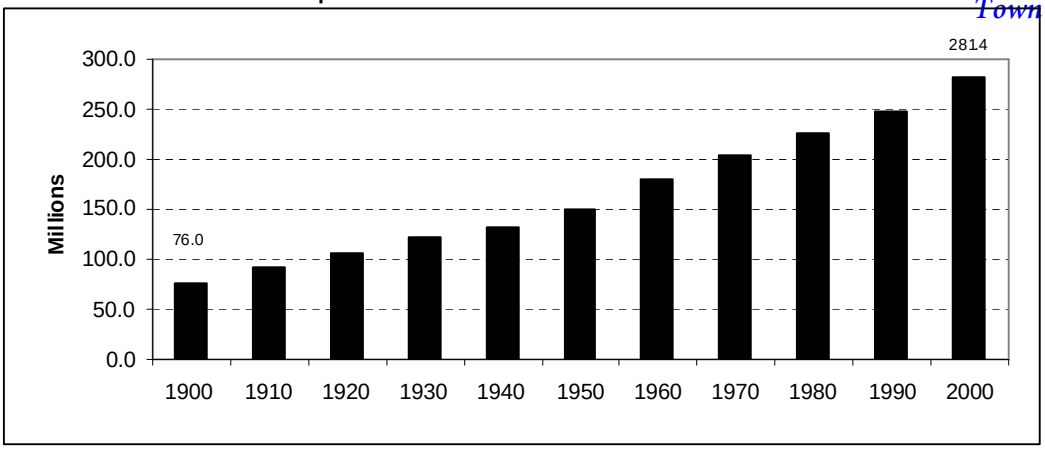
♦ National and Statewide Demographic Trends

Before describing the historical population change in the Town of La Pointe, it is important to consider the larger picture by briefly looking at national and statewide demographic trends and shifts. As depicted in Exhibit 1, the population of the United States has increased steadily from its founding to the current day. During the last decade (1990-2000), however, the rate of population growth was near record levels. Most of the growth resulted from immigration, not from natural increase through births. Changes in immigration law at the federal level will likely continue to facilitate immigration from other countries, especially from Mexico and countries throughout Latin America.

Because of the significant level of immigration in recent years and other demographic shifts, the population center of the United States is moving south and west, and as a consequence the Midwest and Northeast are losing ground (Exhibit 2).

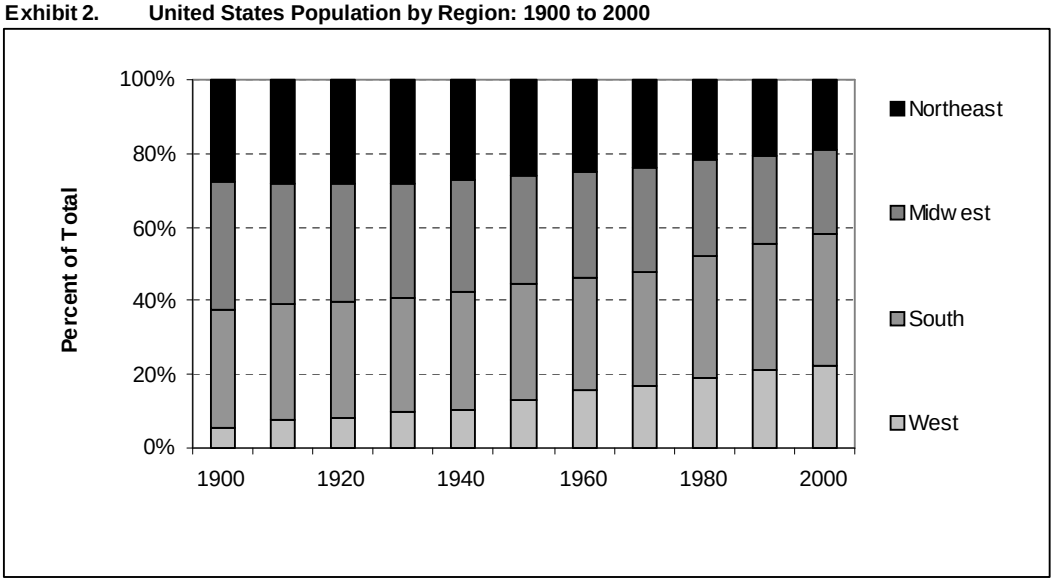
This population shift will have profound implications on Wisconsin's labor force and it's economic development potential in the coming years, not to mention political influence at the national level. Some economic development specialists in Wisconsin are predicting a labor shortage in the coming years and see immigration to Wisconsin as one way of addressing this potential impediment to sustained economic activity.

Exhibit 1. United States Population: 1900 to 2000



Source: Census Bureau

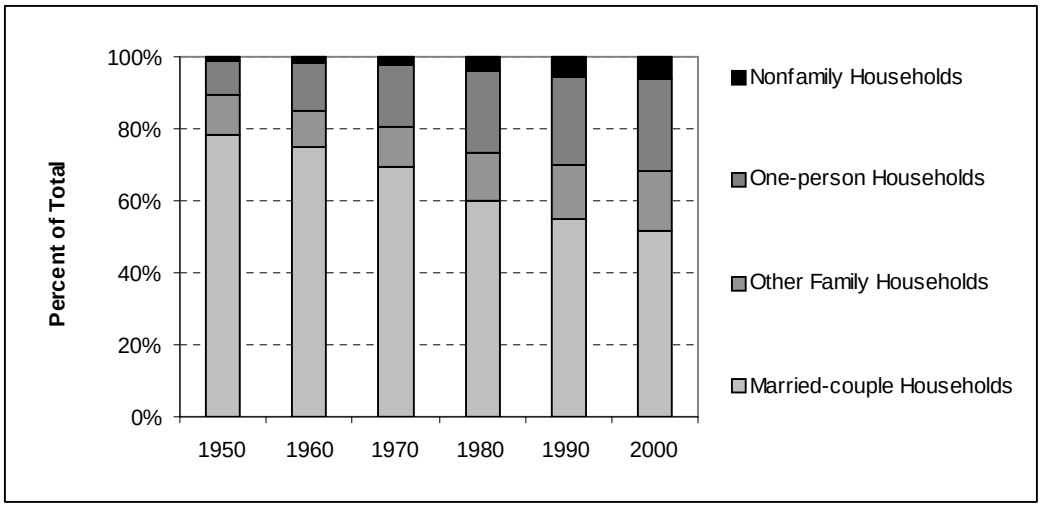
Exhibit 2. United States Population by Region: 1900 to 2000



Source: Census Bureau

The nature of households is also changing throughout the United States. Although married-couple households are most common, they are losing ground to other living arrangements (Exhibit 3). As the proportion of married-couple households declines, we see a significant growth in one-person households. Although the data presented here is for the entire United States and may not reflect precisely what is happening in the Town of La Pointe, it is a trend that should be considered in fashioning this plan and especially in assessing the types of housing units that may be needed in the coming years in the region.

Exhibit 3. Households by Type; United States: 1950 to 2000

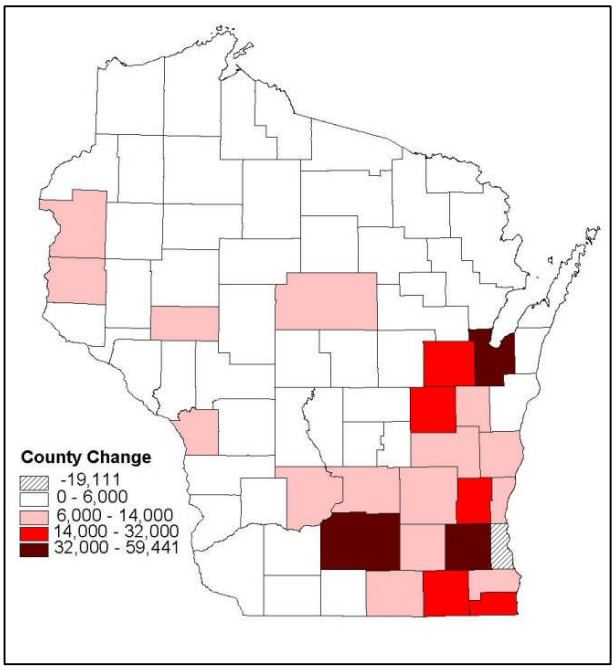


Source: Census Bureau

At the state level, the population has been increasing, but slower than the national rate, and at a substantially slower rate when compared to many states in the west and south as noted in the previous section. Between 1970 and 2000, nearly one million new residents have been added to the state. The rate of growth between 1990 and 2000, was 9.6 percent, which was twice the rate of growth experienced in the preceding decade.

Most of the state's growth is centered in and around the Madison and Milwaukee metropolitan areas, along the Fox River Valley, and in St. Croix County (Exhibit 4).

Exhibit 4. Numeric Population Change; Wisconsin: 1990 to 2000



Source: Census Bureau

♦ Regional Demographic Trends

Ashland County's population grew approximately 3.4 percent or by about 559 people from 1990 to 2000, much lower than both State and national levels. The largest numeric increase within the County was in the Town of Sanborn followed by the Town of Gingles. The Town of La Pointe experienced a numeric increase in population of 99 persons during this time period.

In percentage points, the Town of La Pointe experienced the highest growth rate during the 1990 to 2000 period at 67.3 percent, followed by the Town of Gingles (30.1 percent). The Towns of Marengo and Sanborn (27.5 percent), Town of Gordon (18.6 percent), Town of White River (15.7 percent), Morse Town (7.1 percent), Town of Chippewa (6.9 percent),

Town of Ashland (6.3 percent), Town of Peeksville (5.4 percent). Declining in population were the Village of Butternut (-2.2 percent), Town of Jacobs (-5.6 percent), the City of Mellen (-9.6 percent), Town of Shanagolden (-12.8 percent), and the Town of Agenda (-13.2 percent).

"Ashland County's population grew approximately 3.4% or by about 559 people from 1990 to 2000."

Table 1. Population Change 1990 - 2000

	1990	2000	Difference	Percent Change
State of Wisconsin	4,891,769	5,363,675	471,906	9.6%
Ashland County	16,307	16,866	559	3.4%
Agenda Town	591	513	-78	-13.2%
Ashland Town	567	603	36	6.3%
Butternut Village	416	407	-9	-2.2%
Chippewa Town	405	433	28	6.9%
Gingles Town	492	640	148	30.1%
Gordon Town	301	357	56	18.6%
Jacobs Town	885	835	-50	-5.6%
La Pointe Town	147	246	99	67.3%
Marengo Town	284	362	78	27.5%
Mellen City	935	845	-90	-9.6%
Morse Town	481	515	34	7.1%
Peeksville Town	167	176	9	5.4%
Sanborn Town	998	1,272	274	27.5%
Shanagolden Town	172	150	-22	-12.8%
White River Town	771	892	121	15.7%
Bad River Reservation	1,070	1,411	341	31.9%

Source: US Census 2000

♦ Age

The median age in the Town is 45.8, which compares to 36.9 in all of Ashland County. Fourteen percent of the Town's population is between the ages of 35 and 44 and nearly 20 percent are between the ages of 45 and 54. This means that by 2020, approximately 34 percent of this population will be retired or approaching retirement (Table 2).

"The median age in La Pointe is 45.8, which compares to 36.9 in Ashland County."

Table 2. Population by Age Group – Town of La Pointe		
	Number	Percent
Under 5 years	16	6.5%
5 to 9	14	5.7%
10 to 14	10	4.1%
15 to 19	8	3.3%
20 to 24	6	2.4%
25 to 34	25	10.2%
35 to 44	35	14.2%
45 to 54	49	19.9%
55 to 59	15	6.1%
60 to 64	20	8.1%
65 to 74	36	14.6%
75 to 84	11	4.5%
85 and over	1	.4%
MEDIAN AGE	**45.8**	

Source: US Census Bureau. Census 2000 Data Set SF-1

In-migration of new residents and out-migration of existing residents will also be a factor. The guidelines above are general but provide one of several tools to determine the type of housing units needed in the future. The distribution of households over time may create demand for a greater mix of housing types. Older adults tend to move into a variety of housing arrangements when they are no longer interested in or able to maintain larger homes and lots.

Between 1990 and 2000, La Pointe's population increased by 67.3 percent or 99 persons. The total number of households increased from 1990 to 2000 by 81.2 percent adding 56 additional households. Overall, residential growth occurred at a faster rate than population growth in La Pointe over the last ten-year period.

♦ Household Income Levels

The 2000 median household income for the Town of La Pointe was $33,500. This compares with $31,628 for Ashland County, and $43,791 for the State of Wisconsin. This level of income has an impact on the affordability of housing and potential economic growth within the Town.

♦ Employment and Education Levels

A general overview of local income/employment and educational attainment was undertaken to gain perspective on the local economy and its link to regional growth dynamics. Since the mid-1980s, the State of Wisconsin has realized a growing economy but a shortened supply of labor. In general, labor shortages and competition have lead to recruitment outside the State and internationally.

Data from the 2000 Census shows that 17 percent of the 246 people in the Town of Ashland have high school diplomas while some 70 percent have some post-high school education. There are 134 people in the Town's labor force. Countywide 41 percent of the 16,866 people in the County have high school diplomas while some 44 percent have some post high school education. In the entire county there are about 8,504 people in the labor force. The Town does not offer much in the way of employment opportunities, this is the case throughout a majority of the County. Many of La Pointe's residents are employed in management, professional, and related occupations. More information on employment and education levels is included in the Economic Development Element.

Appendix 10-1:

Town of La Pointe Comprehensive Plan
Survey Results Summary

Town of LaPointe

Confidential Community Survey - 2003

Ashland County and its participating communities are in the process of preparing a comprehensive plan and want to learn more about your preferences on a number of issues. The information you provide by completing and returning this survey will assist us in planning for an Ashland County future that meets your expectations. This survey is completely confidential.

About the Town of LaPointe

Future Growth and Development

1. Over the last decade, the population has grown by 67.3% or 99 people, generating 106 new housing units. Compared to the last decade, how should your community grow in the future?

Slower	46.8%	Same Rate	41.9%	Faster	5.6%

2. What type of new growth, if any, do you wish to see occur in your community (check all that apply).

None	17.7%	Industrial	4.8%	Retail	39.5%	Forestry	5.6%
Residential	46.0%	Hospitality	25.8%	Cottage Industry	39.5%	Mining	0.8%
Commercial	21.8%	Service	30.6%	Agricultural Production	13.7%	Home Based Business	46.0%

3. In your opinion is there currently a need for any of the following housing types in your community?

	Yes	No
Single Family (Renter and Owner Occupied)	54.8%	31.5%
Duplexes	25.8%	56.5%
Apartments (Three or more units)	25.0%	61.3%
Condominiums	22.6%	58.1%
Seasonal Residences	40.3%	42.7%
Assisted Living for Seniors	46.0%	44.4%
Nursing Homes	14.5%	66.9%
Mobile Homes	12.1%	72.6%

4. What do you think the minimum, <u>non-subdivision</u>, size of residential lots should be?

1 Acre	23.4%	6 - 10 Acres	17.7%	16 - 20 Acres	5.6%	26 - 30 Acres	0.0%	36 - 40 Acres	0.0%
2 - 5 Acres	45.2%	11 - 15 Acres	1.6%	21 - 25 Acres	0.8%	31 - 35 Acres	0.0%	More than 40 Acres	2.4%

Regulatory Environment

5. Do you believe existing regulatory controls (i.e. zoning, subdivision, land division, sanitary permits, well permits) are sufficient to achieve your vision of your community's future?

Yes	40.3%	No	28.2%	Unsure	29.8%

6. Do you believe your community should plan for adopting any of these additional methods of growth management?

	Yes	No	Unsure
Driveway Permitting	34.7%	37.9%	15.3%
Storm Water and Erosion Control	62.9%	21.0%	7.3%
Nonmetallic Mining	33.1%	49.2%	10.5%
Uniform Dwelling Code	40.3%	40.3%	12.1%
Design Review	37.9%	44.4%	9.7%
Purchase of Easements	35.5%	27.4%	29.8%
Development of Impact Fees	29.8%	38.7%	23.4%
Density Standards	66.1%	20.2%	8.1%
Local Zoning Control	62.9%	23.4%	8.9%
Local Shoreland Zoning Control	59.7%	23.4%	10.5%
Local Signage Control	62.9%	24.2%	7.3%
Local Land Division Control	58.1%	22.6%	12.1%
Local Subdivision Control	61.3%	22.6%	10.5%

Government Services

7. Do residents have an adequate opportunity to express their opinions on issues? Yes ..... 50.8% No 41.9%

8. Please rate the following services

	Good	Fair	Poor	No opinion
Police protection	57.3%	26.6%	9.7%	4.0%
Fire protection	59.7%	26.6%	7.3%	4.8%
EMS (Emergency Medical Service)	75.0%	12.1%	3.2%	8.1%
Trash collection	30.6%	11.3%	15.3%	30.6%
Recycling	74.2%	7.3%	7.3%	9.7%
Water and sewer	29.8%	16.9%	16.1%	29.0%
Storm water	18.5%	21.0%	8.9%	42.7%
Snow removal	30.6%	12.1%	18.5%	32.3%
Road repairs and maintenance	39.5%	41.1%	12.1%	4.0%
Library services	71.8%	9.7%	3.2%	12.1%
Traffic enforcement	43.5%	30.6%	7.3%	14.5%
Planning and zoning	22.6%	38.7%	25.0%	8.1%
School district	27.4%	24.2%	14.5%	29.0%
Communication with residents	21.0%	39.5%	27.4%	7.3%
Recreation for youth	35.5%	27.4%	6.5%	26.6%
Recreation for adults	32.3%	26.6%	12.9%	25.0%
Recreation for the elderly	8.9%	16.1%	27.4%	42.7%
Administrative services	16.1%	42.7%	16.1%	20.2%

Local Questions

9. Do you favor the construction of affordable housing? Yes....54.8% No 39.5%

10. Would you like to see LaPointe develop a more year-round economy? Yes ...66.9% No 28.2%

About Ashland County

11. How do you feel about Ashland County as a place

	Excellent	Good	Fair	Poor
to live	22.6%	53.2%	9.7%	3.2%
to work	9.7%	21.0%	36.3%	8.9%

12. Over the last ten years, the quality of life in the County has

improved .....29.8% stayed the same.39.5% declined.....15.3%

13. From the following list, rank the importance of the County efforts and services with 1 being the most important and 5 being the least important.

Continue to promote industrial development	66.9%
Continue to promote tourism	81.5%
Continue to promote economic diversification	75.8%
Do more to expand Health Service	78.2%
Do more to protect water quality	79.8%
Do more to protect open space	83.1%
Do more to enforce existing ordinances	64.5%
Do more to improve the transportation system	66.1%
Do more to work cooperatively with local governments	71.8%
Do more to communicate with County residents	71.0%
Do more to enforce traffic regulations	64.5%
Focus on recruiting value added businesses to compliment existing businesses	67.7%

14. Please rate the following County Services

	Good	Fair	Poor	No opinion
UW-Extension	12.9%	14.5%	2.4%	59.7%
Child Support Agency	5.6%	7.3%	4.8%	71.8%
County Surveyor and Land Records	25.0%	25.8%	6.5%	32.3%
Emergency Government	15.3%	15.3%	4.0%	54.8%
Forestry	15.3%	21.0%	7.3%	46.0%
Highway Department	22.6%	32.3%	8.9%	25.0%
Human Services	6.5%	19.4%	7.3%	55.6%
Land Conservation	7.3%	30.6%	12.9%	38.7%
Health Department	9.7%	24.2%	8.1%	47.6%
Sheriff's Office	18.5%	22.6%	8.9%	40.3%
Veteran's Service	4.8%	6.5%	6.5%	71.8%
Zoning	12.9%	34.7%	14.5%	27.4%

Background Questions

15. Are you a . . .

Seasonal property owner.....74.2%

Year-round resident.....25.0%

16. What is your age?

18 - 24 .....0.8%

25 - 45 .....13.7%

46 - 65 .....57.3%

Over 65.....27.4%

17. If you are a year-round resident, do you own or rent your dwelling unit?

Own 36.3%

Rent 1.6%

18. How long have you resided at your current address?

Less than 5 years 21.0%

11 - 20 years.....14.5%

6 - 10 years.....16.9%

Over 20 years 33.9%

Please complete survey and return within 10 days. Thank you.