VILLAGE OF ROBERTS & TOWN OF WARREN JOINT COMPREHENSIVE PLAN UPDATE

Community Visioning Workshop
January 17, 2024

WCWRPC
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

AGENDA- VISIONING WORKSHOP

- Introduction
- What is a Comprehensive Plan
- Project Overview
- Overview of a Few Key Trends
- Community Survey Results
- Next Steps

Introduction

WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

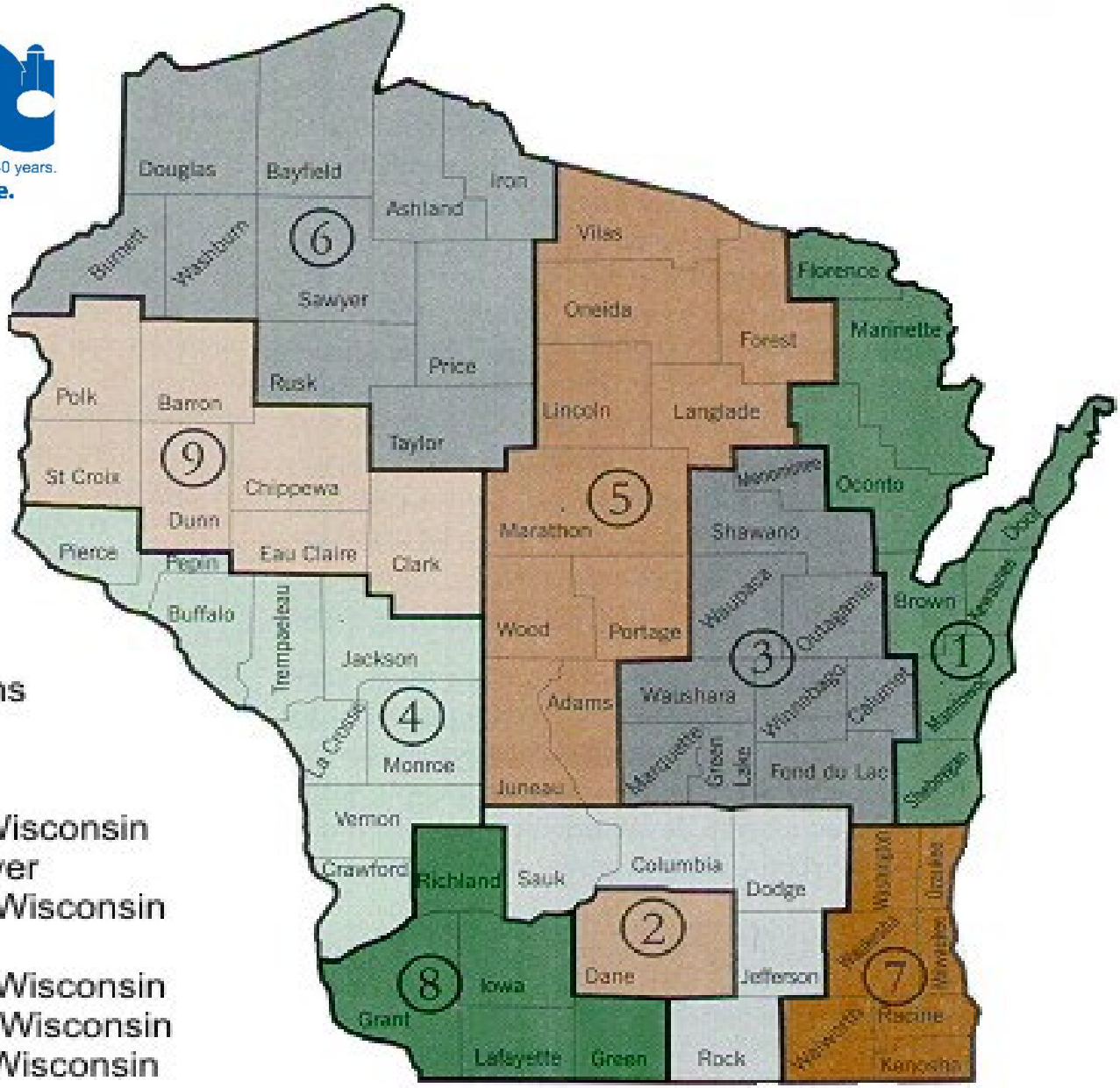
- Authority: RPC's Created Under §66.945 (now §66.0309)
  - Collect, conduct, analyze, and distribute data, studies, maps, reports, etc.
  - Provide advisory services to local govt's and other public and private agencies
  - May act as a coordinating agency of local govt' and agencies
- WCWRPC Established March 22, 1971
- Economic Development, Transportation, Community Planning/Development, Conservation, & Mapping

WCWRPC coordinate. partner. advocate. serve.

WCWRPC

An innovative leader in responsible planning and development for over 40 years.

coordinate. partner. advocate. serve.



Statutory Jurisdictions of Wisconsin's Regional Planning Commissions

Regional Planning Commissions

1. Bay-Lake
2. Capital Area
3. East Central Wisconsin
4. Mississippi River
5. North Central Wisconsin
6. Northwest
7. Southeastern Wisconsin
8. Southwestern Wisconsin
9. West Central Wisconsin

WHAT IS A COMPREHENSIVE PLAN?

OVERVIEW OF COMPREHENSIVE PLANNING

Comprehensive planning is working together and have a conversation as a community to:

- Consider existing conditions & trends
- Decide what is important
- Identify a vision of the future
- Develop a guide for future growth and local decision making

This is the Village & Town Plan.

- ***your*** **vision**
- **your issues**
- **your plan recommendations**

WISCONSIN COMPREHENSIVE PLANNING LAW (1999 WIS ACT 9)

"Beginning on January 1, 2010, if a local governmental unit engages in any of the following actions: zoning ordinances, subdivision regulations, official mapping, or shoreland/wetland zoning, as defined within Wisconsin Statutes § 66.1001(3), those actions shall be consistent with that local governmental unit's comprehensive plan."

What are the objectives of this consistency requirement?

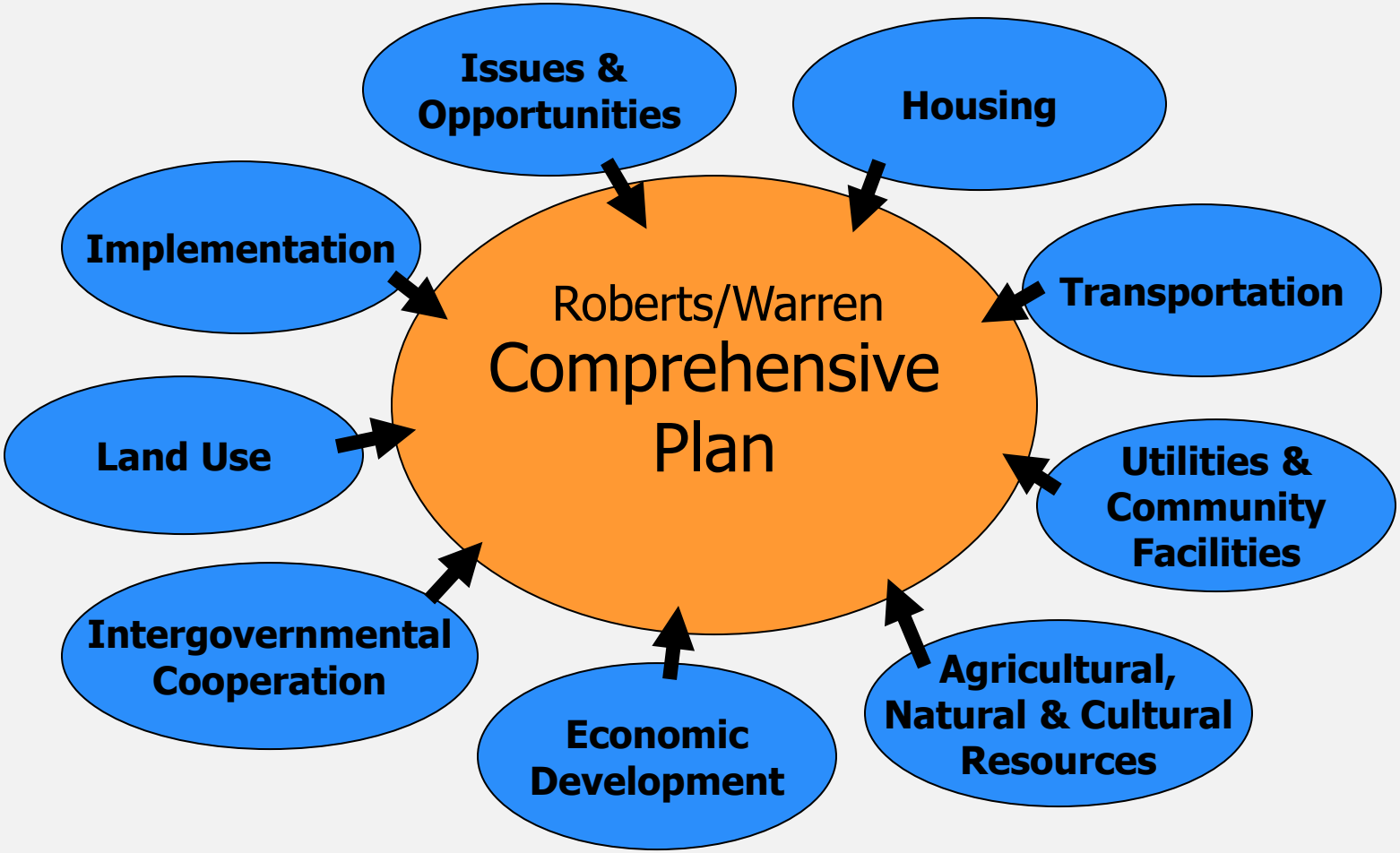
#1 A comprehensive plan becomes a prerequisite for decisions regarding these types of land use regulations.

#2 Encourage local governments to follow their comprehensive plans when they enact or amend their land use regulations.

PUBLIC PARTICIPATION

- Open meetings
- Community opinion survey
- Public workshop
- Public hearing
- Public noticing

COMPREHENSIVE PLAN ELEMENTS



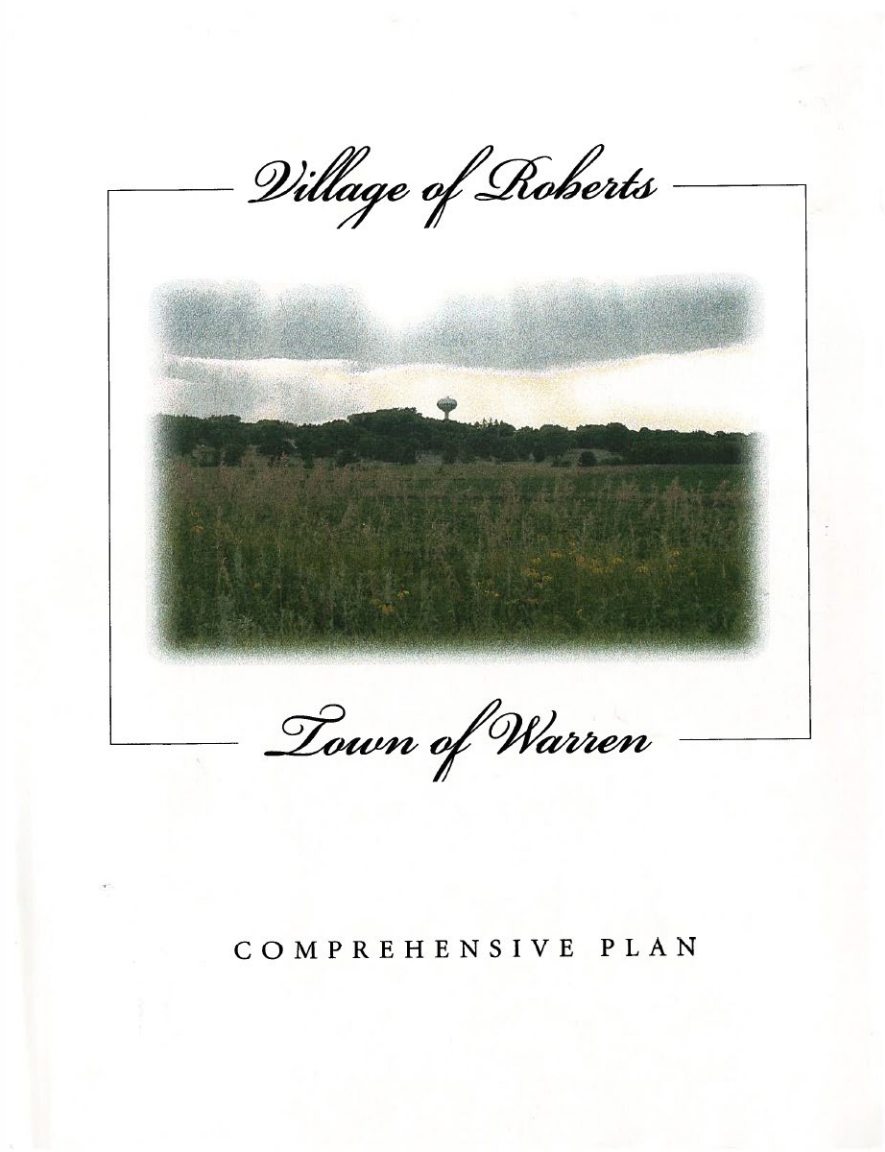
State statutes do not require a local government to adopt specific policies or regulations pertaining to the above elements.

The issues and recommendations are at the discretion of the Village & Town.

PROJECT OVERVIEW

VILLAGE OF ROBERTS / TOWN OF WARREN 2002 COMPREHENSIVE PLAN

- Adopted in 2002, with periodic updates the last which was in 2021
- Village & Town are working together to update the plan to address demographic, economic, land use changes in the communities



Project Schedule & Approach

June – Sept 2023

Pre-Planning Activities:
Plan Committee Homework
- Review draft Existing Land Use Map
- Redline the goals, objectives, and strategies/policies for the plan elements individually or as a group
- Provide existing municipal utility maps (or GIS/CAD files)
- Provide any additional pictures, graphics, maps, studies, or materials that may be helpful

Village Board and Town Board adopt public participation procedures.
- WCWRPC provides the Village and Town with model public participation procedures and resolution.

Note: This proposed planning process includes the statutorily-required notifications for all meetings, public hearing, and a public survey, as means of inviting public participation.

WCWRPC recommends that all joint Plan Committee meetings (in-person or remote) be open to the public and WCWRPC welcomes public input and participation during these meetings. The methods of public noticing and public participation for these meetings is at the discretion of the Village and Town and in accordance with applicable State rules.

October 2023

MEETING #1- Plan Committee and WCWRPC (2-2.5 hours)
- Review "What is a comprehensive plan?", FAQs, the Plan Committee's role, and the project scope
- Discuss key demographic, housing, economic, and land use trends
- Issues and opportunities exercise
- Discuss approach for community survey

Oct - Dec 2023

Community Survey
A statistically significant sample survey of Town and Village residents will be conducted. The survey will be drafted with guidance from the Plan Committee. It is the intent to utilize University of Wisconsin – River Falls Survey Research Center for assistance with survey distribution and analysis.

Oct - Dec 2023

WCWRPC commences to analyze data, explore additional resources and strategy alternatives, and draft the Comprehensive Plan text and maps

Nov - Dec 2023

MEETING #2 – Plan Committee, Town and Village Plan Commissions, and WCWRPC (2-2.5 hours)
Intergovernmental Work Session with Village and Town to discuss existing or potential conflicts between the two units of government and potential processes to resolve such conflicts.

January 2024

Community Visioning Workshop
– Presentation of survey results, public input opportunity

February 2024

MEETING #3- Plan Committee and WCWRPC (2-2.5 hours)
- Review community survey results
- Review and update Vision Statement
- Begin review of plan elements – Population & Housing, Economic Development, Cultural/Historic Resources
- Finalize Existing Land Use Map

March 2024

MEETING #4- Plan Committee and WCWRPC (2-2.5 hours)
- Continue review of plan elements – Transportation, Utilities and Community Facilities

April 2024

MEETING #5 – Plan Committee and WCWRPC (2-2.5 hours)
- Continue review of initial draft plan elements – Land Use, Agricultural and Natural Resources
- Discuss future land use forecasts and Future Land Use Map

June 2024

MEETING #6 – Plan Committee and WCWRPC (2-2.5 hours)
- Continue review of initial draft plan elements – Land Use, etc.

August 2024

WCWRPC will complete the working draft Plan
- The working draft may not be 100% complete and may include some remaining discussion items.
- The working draft will be distributed to the joint Plan Committee.
- The joint Plan Committee will be asked to review the draft plan and come prepared to discuss.
- The Plan Committee may meet without WCWRPC to discuss the working draft plan.

September 2024

Open House on Draft Plan (2 hours)
WCWRPC will present the draft plan and allow attendees to provide comments on the plan.

October 2024

MEETING #7 – Plan Committee and WCWRPC (2-2.5 hours)
- Review and discuss and comments received at the Open House.
- Review the working draft plan and address any remaining questions and sections
- Finalize the draft Future Land Use Map

October 2024

WCWRPC completes final draft plan
- WCWRPC provides joint Plan Committee with final draft plan, model public hearing notice, and model adopting documents.
- Village and Town distribute final draft plan to Plan Commission, Village Board, Town Board, library, and adjacent/overlapping jurisdictions
- Final draft plan also available at Village Offices and Town Offices for review during regular office hours and add to websites.

November 2024

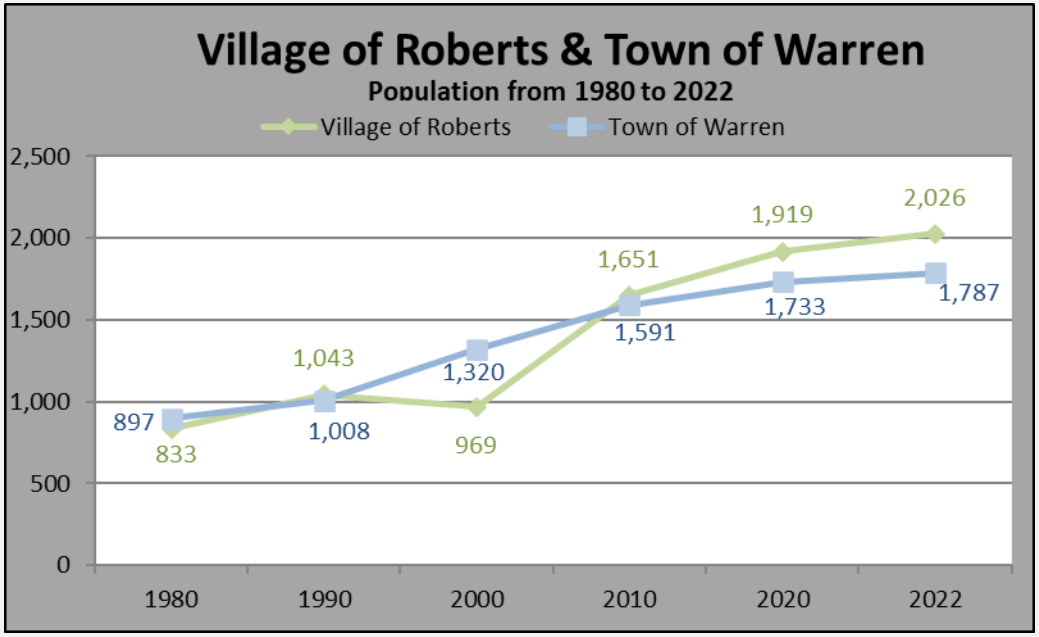
MEETING #8 – Plan Committee and WCWRPC (2-2.5 hours)
- Review the final draft plan and address any remaining questions and sections
- Discuss public hearing and adoption process

Dec 2024/ Jan 2025

Public Hearing and Plan Adoption
- 30-day public notice required prior to public hearing.
- At least 30 days in advance, send notice to non-metallic mining interests.
- Public Hearing on draft ordinance (options for public hearing will be discussed with Village & Town).
- Plan Commissions adopt resolutions to recommend adoption of the plan.
- Town and Village Boards respond to any public written comments on the plan.
- Town and Village Boards adopt the plan by ordinance.
- WCWRPC integrates the ordinances and resolutions into the plan and provides the adopted plan update to the Town and Village in PDF format with a 24x36 full-color future land use map.
- WCWRPC staff will present highlights from the planning effort at the public hearing.

OVERVIEW OF *A FEW* KEY TRENDS

POPULATION



WDOA 2022
Village Pop: 2,026
Town Pop: 1,787

2010-2020
Village: +268 (+16.23%)
Town: +142 (+8.93%)

2000-2020
Village: +950 (+98.04%)
Town: +413 (+31.29%)

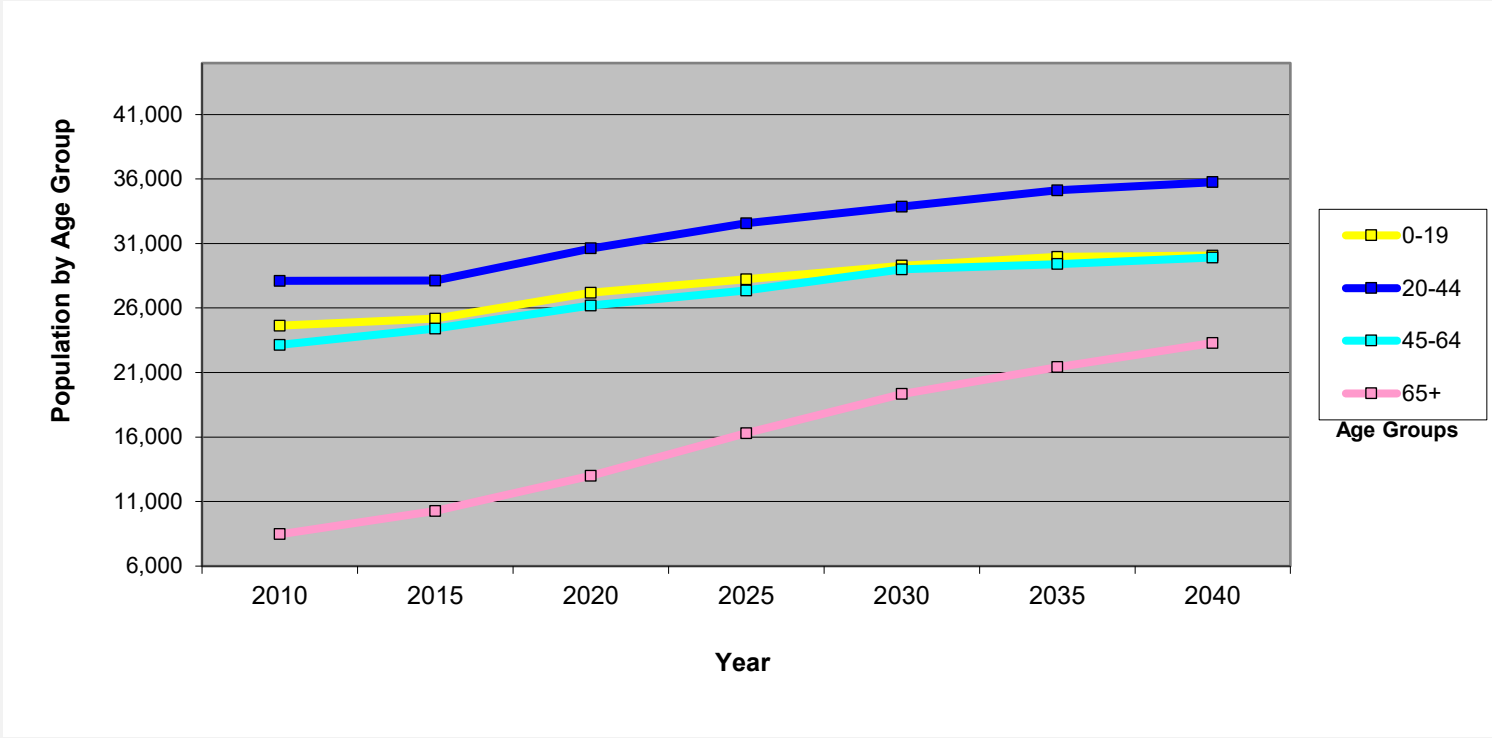
MEDIAN AGE

Village of Roberts 2020: 33.6
Town of Warren 2020: 42.1

2000-2020
Village: +1.8
Town: +6.2

POPULATION TREND IMPLICATIONS

WisDOA Population Projections, St. Croix County, 2010-2040



DO THESE POPULATION TRENDS REFLECT THE GROWTH IN THE VILLAGE & TOWN?

Incomes are improving, but still a concern for some households…

Median Household Income, 2010 - 2021

	2010	2021	% change 2010 to 2021
Village of Roberts	$50,917	$79,688	56.5%
Town of Warren	$86,447	$126,500	46.3%
St. Croix County	$67,446	$91,320	35.4%
Wisconsin	$51,598	$67,080	30.0%

Source: U.S. Census 2006-2010 & 2017-2021 5-Year ACS

- In 2021, Village households with a householder aged 65 and older had a median household income of $46,406. In comparison, Village households consisting of families had a median of $80,761.
- In the Town of Warren, in 20201, Town households with a householder aged 65 and older had a median household income of $58,750. In comparison, Town households consisting of families had a median income of $135,000.

Housing Occupancy and Tenure, Village of Roberts, 2000 to 2020

	2000	% of Total	2010	% of Total	2020	% of Total	# Change '10--'20	% Change '10--'20
Total Housing Units	402		724		775		51	7.0%
Occupied Housing Units	392	97.5%	625	86.3%	747	96.4%	122	19.5%
Owner-Occupied	287	73.2%	454	72.6%	513	68.7%	59	13.0%
Renter-Occupied	105	26.8%	171	27.4%	234	31.3%	63	36.8%
Vacant Housing Units	10	2.5%	99	13.7%	28	3.6%	-71	-71.7%
Seasonal/Rec/ Occasional Use	2	20.0%	7	7.1%	0	0.0%	-7	
Average Household Size of owner-occupied unit	2.59		2.69		2.94		0.25	
Average Household Size of renter-occupied unit	2.16		2.53		1.9		-0.63	

Source: U.S. Decennial Census 2000, 2010, & 2020, 2020 Avg HH Size from 2017-2016-2020 ACS 5-Year Estimates

Village of Roberts:

- 2020 Homeowner vacancy rate: .1.3%
- 2020 Rental vacancy rate: 4.1%

Town of Warren:

- 2020 Homeowner vacancy rate: 0.0%
- 2020 Rental vacancy rate: 0.0%

Housing Occupancy and Tenure, Town of Warren, 2000 to 2020

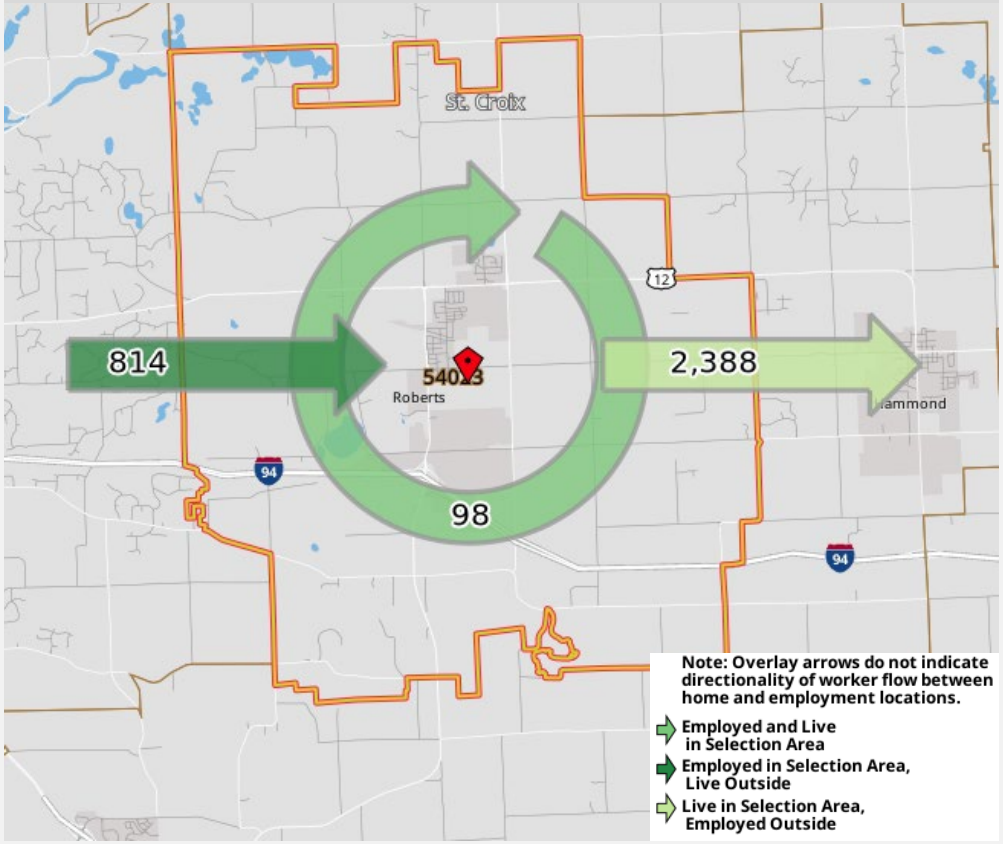
	2000	% of Total	2010	% of Total	2020	% of Total	# Change '10--'20	% Change '10--'20
Total Housing Units	437		571		643		72	12.6%
Occupied Housing Units	426	97.5%	548	96.0%	628	97.7%	80	14.6%
Owner-Occupied	401	94.1%	496	90.5%	569	90.6%	73	14.7%
Renter-Occupied	25	5.9%	52	9.5%	59	9.4%	7	13.5%
Vacant Housing Units	11	2.5%	23	4.0%	15	2.3%	-8	-34.8%
Seasonal/Rec/ Occasional Use	6	54.5%	6	26.1%	2	13.3%	-4	
Average Household Size of owner-occupied unit	3.14		2.92		2.68		-0.24	
Average Household Size of renter-occupied unit	2.44		2.77		3.2		0.43	

Source: U.S. Decennial Census 2000, 2010, & 2020, 2020 Avg HH Size from 2017-2016-2020 ACS 5-Year Estimates

IS THERE ANYTHING SURPRISING?

DOES THE DATA REPRESENT THE HOUSING SITUATION IN THE TOWN & VILLAGE?

2021 Primary Job Commuting Data 54023



- Roberts Unemployment: 2000 – 8.0%; 2020 – 1.0%
- Warren Unemployment: 2000 – 7.2%, 2020 – 2.6%
- 2021 avg commute time in Village was 30.0 min.; 29.7 min. for Town
- Over 80% commute alone
- 6.3% of Village workers work at home while 8.6% of Town workers work at home

Top Locations coming to 54023 for Work:
Town of Hammond
City of New Richmond
Village of Baldwin
Village of Hammond
City of River Falls
City of Hudson
City of Menomonie
Town of Richmond

Top Locations 54023 going to work:
City of Hudson
City of St. Paul
Village of Hammond
Village of Baldwin
City of Minneapolis
Town of Hudson
City of New Richmond
City of Woodbury

- What industries are residents employed in?

Employment by Industry for Residents, Village of Roberts and Town of Warren, 2021

Industry	Village of Roberts		Town of Warren	
	Number	Percent of Total	Number	Percent of Total
Agriculture, forestry, fishing and hunting, and mining	29	2.7	28	2.9
Construction	92	8.5	92	9.4
Manufacturing	196	18.1	183	18.8
Wholesale trade	99	9.1	10	1.0
Retail trade	111	10.2	102	10.5
Transportation and warehousing, and utilities	54	5.0	66	6.8
Information	12	1.1	12	1.2
Finance and insurance, and real estate and rental and leasing	55	5.1	106	10.9
Professional, scientific, and management, and administrative and waste management services	74	6.8	46	4.7
Educational services, and health care and social assistance	191	17.6	165	16.9
Arts, entertainment, and recreation, and accommodation and food services	70	6.5	53	5.4
Other services, except public administration	73	6.7	52	5.3
Public administration	28	2.6	61	6.3
TOTAL CIVILIANS EMPLOYED, 16+ YEARS	1,084		976	

Source: U.S. Census, 2017-2021 ACS 5-Year Estimates

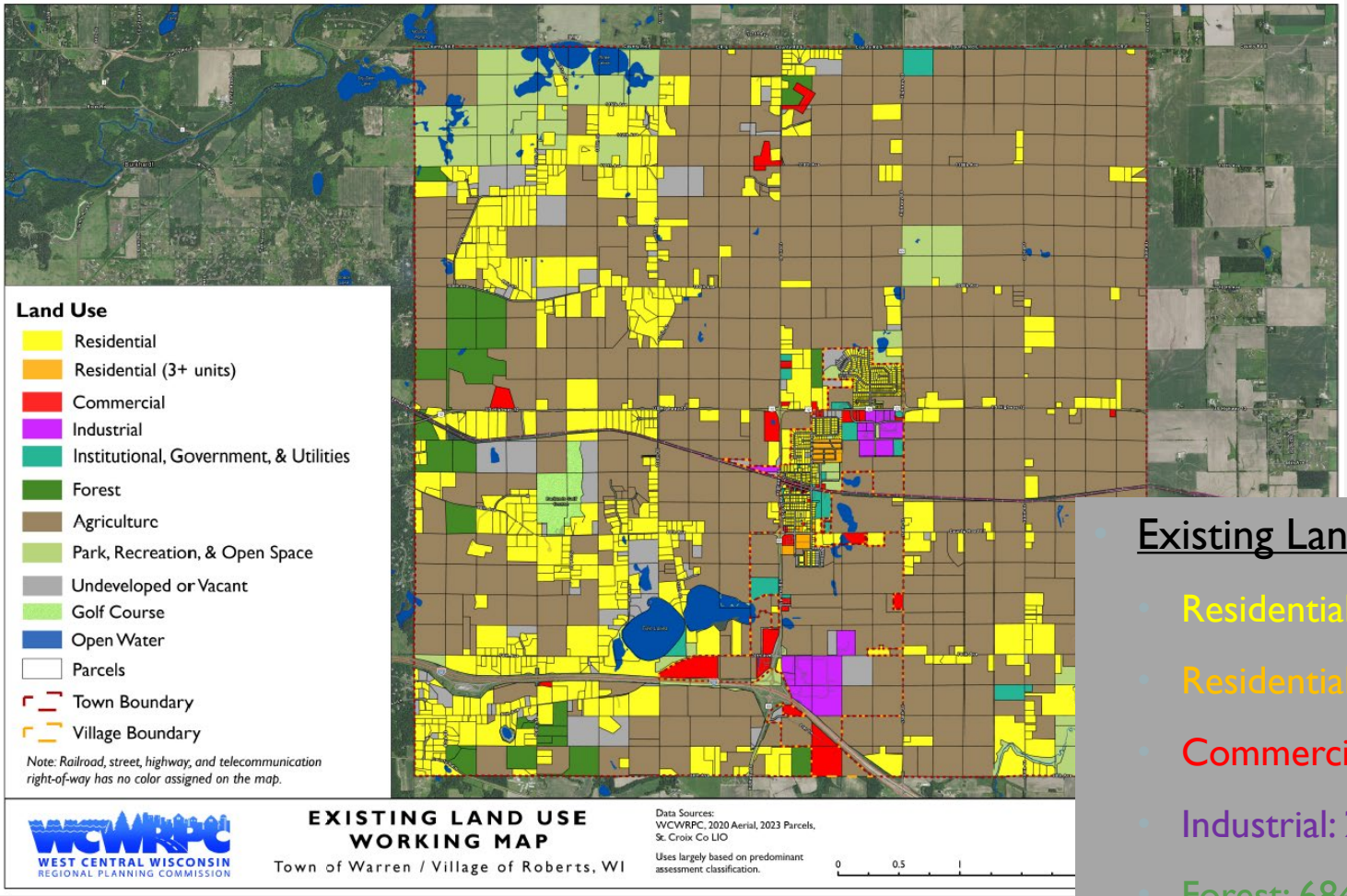
DOES THIS DATA MATCH THE LOCAL ECONOMY?

- Within the 54023 zip, top industries with most jobs as of 2023:
  - Education
  - Local Government
  - Textile Product Mills (Embroidery, Carpet, etc.)
  - Restaurants & Eating Places
  - Pet Care Services
  - Machine Shops
  - Plastics Product Manufacturing
  - Gasoline Stations
  - Assisted Living

LAND USE ASSESSMENT 2012-2022 CHANGE

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
Village of Roberts									
2012 Acres	759	19	37	61	57	113	59	0	1,105
2022 Acres	734	8	51	77	83	271	80	0	1,304
2012-2022 Change	-25	-11	14	16	26	158	21	0	199
Town of Warren									
2012 Acres	13,339	659	940	1,411	2,468	224	1	137	19,179
2022 Acres	13,148	378	824	1,627	2,461	243	2	150	18,833
2012-2022 Change	-191	-281	-116	216	-7	19	1	13	-346
Village of Roberts & Town of Warren									
2012 Acres	14,098	678	977	1,472	2,525	337	60	137	20,284
2022 Acres	13,882	386	875	1,704	2,544	514	82	150	20,137
2012-2022 Change	-216	-292	-102	232	19	177	22	13	-147

DO YOU THINK THESE LAND USE TRENDS WILL CONTINUE?



EXISTING LAND USE 2023

- **Existing Land Use:**
  - Residential: 4,132 ac
  - Residential (3+ units): 45 ac
  - Commercial: 258 ac
  - Industrial: 225 ac
  - Forest: 684 ac
  - Agriculture: 14,192 ac
  - Park, Rec & Open Space: 1,548 ac
  - Undeveloped or Vacant: 759 ac
  - Golf Course: 121 ac

COMMUNITY SURVEY RESULTS

- Resident opinion survey conducted by UWRF-Survey Research Center (SRC)

- Mailed survey to 1,329 residents of the region (608 from Town of Warren, 721 from Village of Roberts).

- SRC received a total of 620 responses (322 from Town and 298 from Village) for a response rate of about 47%. Estimates presented have greater accuracy than estimates that follow the statistical standard.

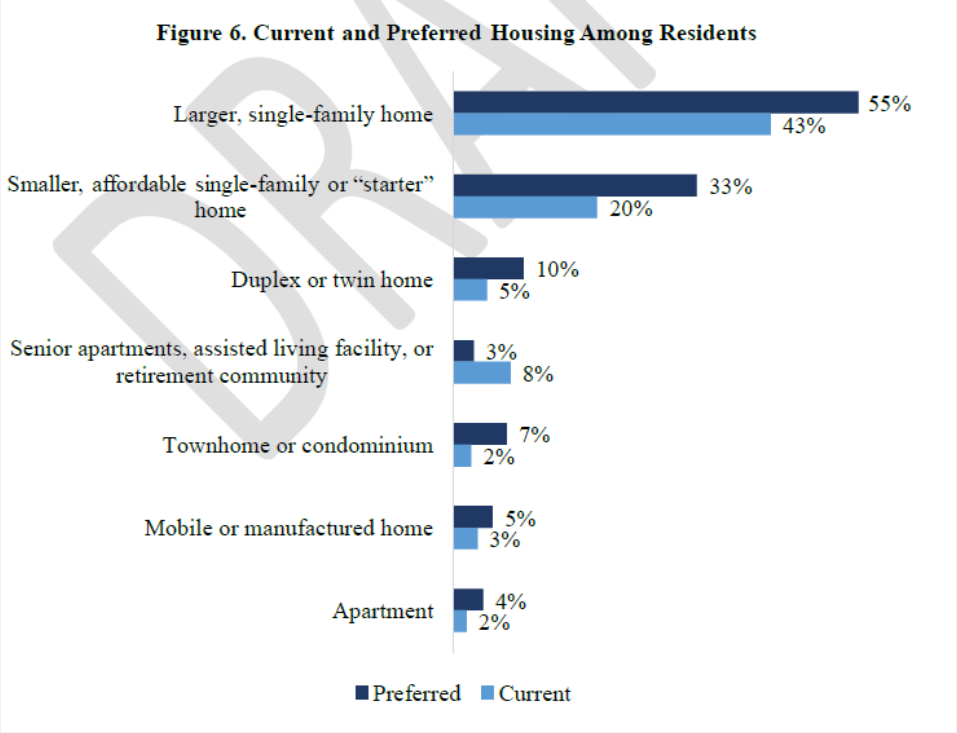
- Survey report with all findings will be available and released once finalized by SRC.

Quality of Life

- 95% of respondents expressed satisfaction with the quality of life in the Village and Town.
- Top reason why residents choose to live in Village and Town is the region's small town atmosphere and rural lifestyle. Other reasons among top three include cost of a home/land and low crime rate.
- Just over 90% agree that seniors can live safely, independently, and comfortably in the area.
- Majority (83% in V and 90% in T) agree that overall character of the Village/Town should continue to be what it is today.
- 65% of Village respondents **disagree** that the Village offers things to do and job opportunities for teens and young adults.

Housing

- 95% of respondents prefer to own their own home in the next 5 years.
- Interest in both larger single-family and smaller single-family homes
- 43% of respondents agree or strongly agree that they have not been able to find preferred housing at an affordable price.
- 29% of respondents agreed or strongly agreed that their household prefers to downsize in the next five years



Facilities & Services - Village of Roberts

- Three facilities and services with the highest proportion of "poor" responses include parks and recreation (12%), water service (19%) and sewer service (25%).

- Most important functions of the Village of Roberts:
  - Ensure public safety (60%)
  - Preserve small Village character (45%)
  - Protect groundwater & surface water (34%)
  - Plan for and maintain roads and infrastructure (32%)

Facilities & Services - Town of Warren

- Three facilities and services with the highest proportion of "poor" responses include high speed internet/broadband service (29%), cell service (11%) and street and road maintenance/snow plowing (8%).

- Most important functions of the Town of Warren:
  - Protect groundwater and surface water quality (51%)
  - Ensure public safety (42%)
  - Preserve small town character (42%)
  - Plan for and maintain roads and infrastructure (41%)

Transportation

- Opinions divided on satisfaction with the condition of local roads: 4% excellent, 48% good, 38% fair, 10% poor

- Village Top Transportation Priorities:
  - Road/street repair and maintenance: 90% important/very important
  - Sidewalk & trail maintenance: 66% important/very important
  - Improving pedestrian and bicycle connections: 59% important/very important
- Town Transportation Opinions:
  - 91% agree/strongly agree that overall road network in Town meets needs
  - 77% agree/strongly agree there should be more off-road biking & walking trails in the Town
  - 66% agree/strongly agree there should be more biking and walking lanes along public roadways
- ATV/UTV Connections:
  - Majority agree (46%) or strongly agree (38%) that the Village and Town should work together to create ATV and UTV connections.

IS THERE ANYTHING SURPRISING SO FAR?

Agricultural, Natural and Cultural Resources

- Groundwater, air quality, and lakes, rivers and streams had highest response as important/very important aspects to be preserved in Village and Town.
- 58% agree and 26% strongly agree that additional public outdoor recreational opportunities and programming are needed.
- Nitrates and Bacteria on Private Wells in Town of Warren
  - 43% of respondents who have private well have had well tested in last 3 years
  - Of those wells tested, 27% did not meet safe level of nitrates in water
- 62% of Town respondents support large-scale farms (500 animals or more) in areas designated for agricultural use.
- 84% of Town respondents agree or strongly agree that too much farmland is being converted to non-farm uses

Land Use and Growth

- 91% of respondents indicated support for land use agreements between the Town and Village on future land growth.
  - Seniors are 20% more likely to strongly agree than younger residents
  - Residents in the Village are 10% less likely to strongly agree than Town residents

- Majority of Town and Village respondents agree or strongly agree that:
  - New development should occur in a planned and orderly manner
  - New development should be required to pay fees
  - Appearance and upkeep of buildings and yards is important
  - Visual impacts are important when evaluating proposed developments
- Majority of Town and Village respondents disagree or strongly disagree that landowners should be allowed to develop land any way they want.

- Within the Village – majority (54%) disagree or strongly disagree that any new residential development is good for the community.

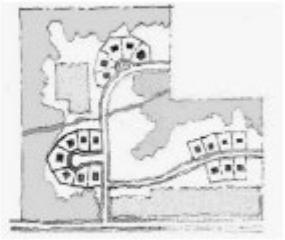
Land Use and Growth Continued

- Design of Housing Development in the Town:

152 OPTION A

51%

144 OPTION B

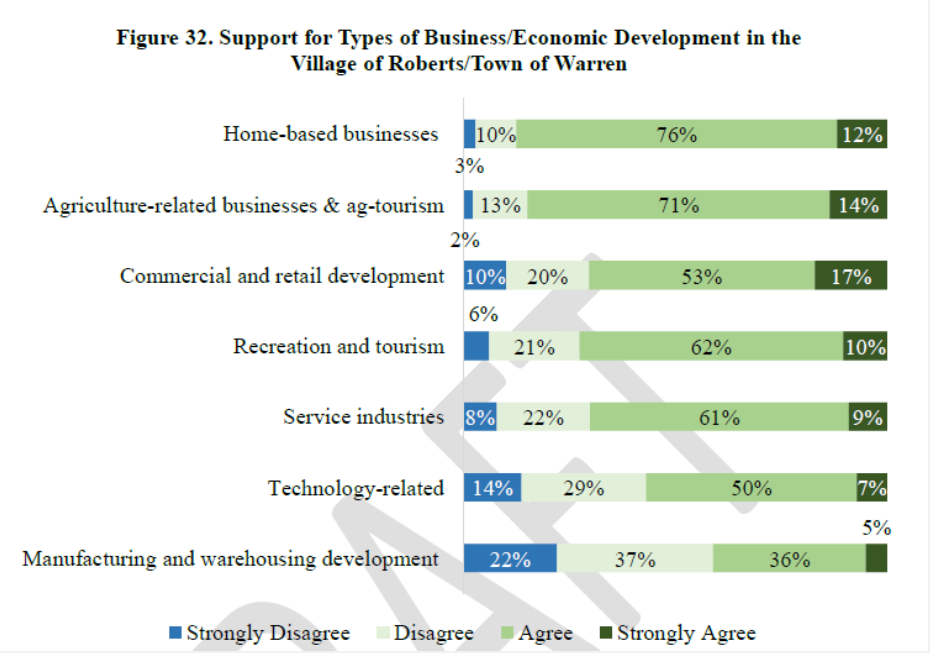


49%

  - Where in the Town should residential growth occur? Top responses:
    - Near the Village of Roberts – 51%
    - In new subdivisions adjacent to existing subdivisions in the rural area – 35%
  - 84% of Town respondents have no intention on selling property for residential/commercial development while 7% intends to sell within the next 10 years.

Economic Development

- Majority of Town and Village respondents want industrial/commercial development to occur near existing development
- 23% of Town respondents do not believe industrial or commercial development should be located in the Town
- Majority of respondents indicated they agree or strongly agree that home-based businesses (88%) and ag-related business and tourism (85) are appropriate for Roberts & Warren
  - Village of Roberts residents are 22% more likely to strongly agree that commercial and retail developments are appropriate compared to Town respondents



Economic Development Continue

- Economic Development in the Village: Majority of Village respondents agree:
  - More new businesses and light industry are needed in the Village
  - It is important to provide a high quality of life in order to attract and retain workers for local businesses
- Village divided on whether the Village should use incentives to recruit or promote new business and industry (59% agree or strongly agree) and that the Village provides adequate growth opportunities and support for businesses (55% agree or strongly agree)
- 81% disagree or strongly disagree that downtown Roberts is inviting and vibrant
- Economic Development in the Town:
  - While 44% of Town respondents agree or strongly agree that more new business and light industry are needed in the Town, only 34% agree or strongly agree that the Town should use incentives to recruit or promote new business and industry.

NEXT STEPS

NEXT STEPS

- Joint Roberts/Warren Comprehensive Plan Committee to continue to meet – agendas and minutes available on the Town and Village websites

- Comments provided from tonight will be shared with the Committee and help form the plan recommendations

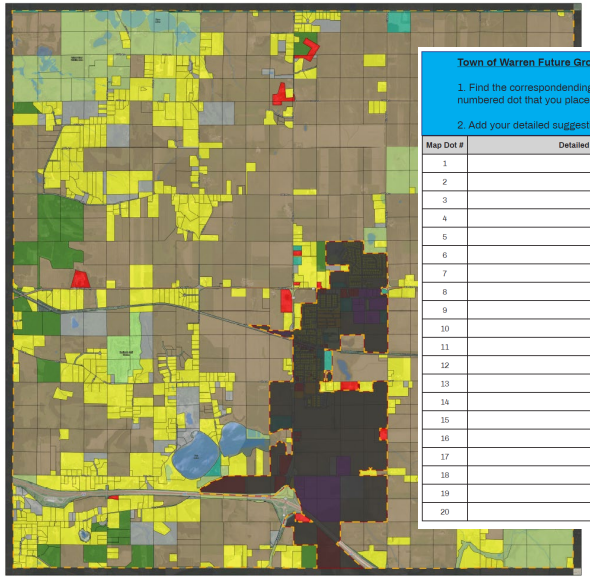
- Draft Comprehensive Plan **open house to be held in fall 2024** – include your e-mail address on the sign-up sheet to stay informed!

Please share your ideas by completing the four (4) public input activities!

What is one thing you like about living or working in the Village of Roberts or Town of Warren?

What are priority challenges/issues for the Village and Town to address in the plan update?

Over the next 20 years, the **Town of Warren** is expected to experience a population increase of 382 persons, or a 22% increase from 2020. What challenges or ideas do you have for how or where growth should occur in the next 20 years? Use the numbered dots to identify potential areas for growth, improvements, future access, etc. Use the corresponding comment sheet to detail your comments or suggestions.



Town of Warren Future Growth Comments

1. Find the correspondending numbered line to match the numbered dot that you placed on the Town map.

2. Add your detailed suggestion or comment.

Map Dot #	Detailed Suggestion or Comment
1	
2	
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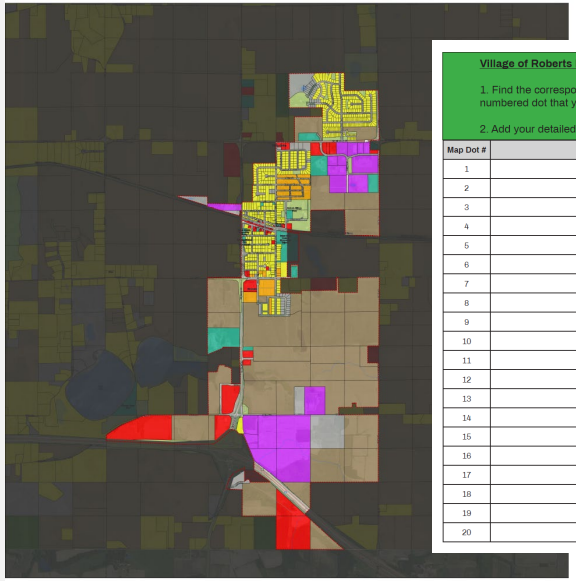
18	
19	
20	

Over the next 20 years, the **Village of Roberts** is projected to grow by 441 persons, or a 23% increase from 2020. What challenges or ideas do you have for how or where growth should occur in the next 20 years? Use the numbered dots to identify potential areas for growth, improvements, future access, etc. Use the corresponding comment sheet to detail your comments or suggestions.



Village of Roberts Future Growth Comments

1. Find the correspondending numbered line to match the numbered dot that you placed on the Village map.

2. Add your detailed suggestion or comment.

Map Dot #	Detailed Suggestion or Comment
1	
2	
3	
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10	
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Now that you've heard data on trends and the community survey results, please help prioritize challenges/issues that should be address in the plan update.

Below are some of the issues identified by the Joint Plan Committee. Place your 3 dots next to the challenge(s) that you feel is a priority to address in the plan update. You can place all 3 dots on one item or split them up.

Land Use & Growth Challenges	
Maintaining a "small town" feel	
Ensuring services can meet the projected growth demands	
Ensuring growth occurs in a planned manner; preventing land use conflicts	
Preserving and renovating downtown buildings	
Lack of grocery store and other services	
Future boundaries of Town and Village	

Housing Challenges	
Housing options for seniors	
Housing availability	
Housing costs	

Additional Challenges/Issues

Transportation Challenges	
Lack of walking/biking trails and sidewalks	
Paying for road maintenance	
High traffic volumes on Highway 65 & Highway 12	

Utilities & Community Facility and Natural Resource Challenges	
Groundwater and wellhead protection	
Need for park improvements (new activities and spaces)	
Water runoff, flooding at Twin Lakes	
Agricultural preservation	

Other Challenges	

- We have compiled many of the issues/challenges identified by the joint Plan Committee and have added other issues noted tonight.
- Each of you will be given 3 yellow dots – use them to 'vote' on the top issues/challenges to address in the plan update.
- You can place all 3 dots on one issue or split them up.

THANK YOU!!!

Susan Badtke, AICP - Senior Planner

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