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FROM: Susan Badtke, WCWRPC

DATE: March 24, 2025

SUBJECT: Village of Roberts & Town of Warren Public Hearing Draft Comprehensive Plan - Edit to Preferred Future Land Use Map

During review of the February 19, 2025 Public Hearing Draft *Village of Roberts & Town of Warren Comprehensive Plan 2025-2045* it was discovered that there is an inconsistency on the Preferred Future Land Use Maps (specifically Maps 30 & 31). The mapping inconsistency relates to lands in the Deer Hills development; specific lands are outlined in red on the map images below. This land has been developed as single-family attached dwelling units with each unit on an individual parcel; while shown as residential 3+Units (orange) in the current draft FLUP map, it is more appropriate and consistent for this to be identified as residential (yellow). The map images below show the change needed to the FLUP map to address this inconsistency. Revised plan Maps 30 & 31, which incorporate this map edit, are also included as part of this memo.

Current Draft Preferred FLUP Map

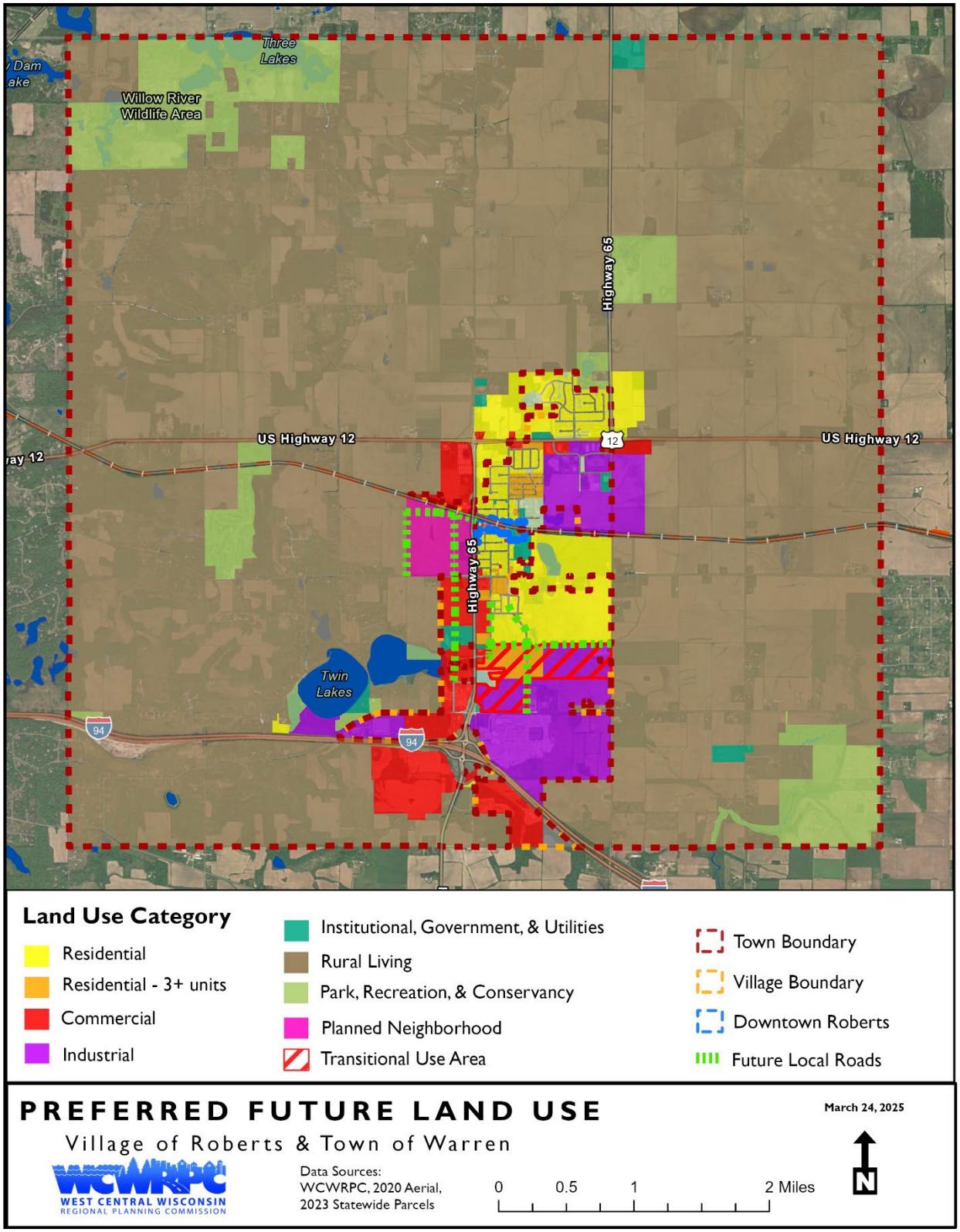


Edited Preferred FLUP

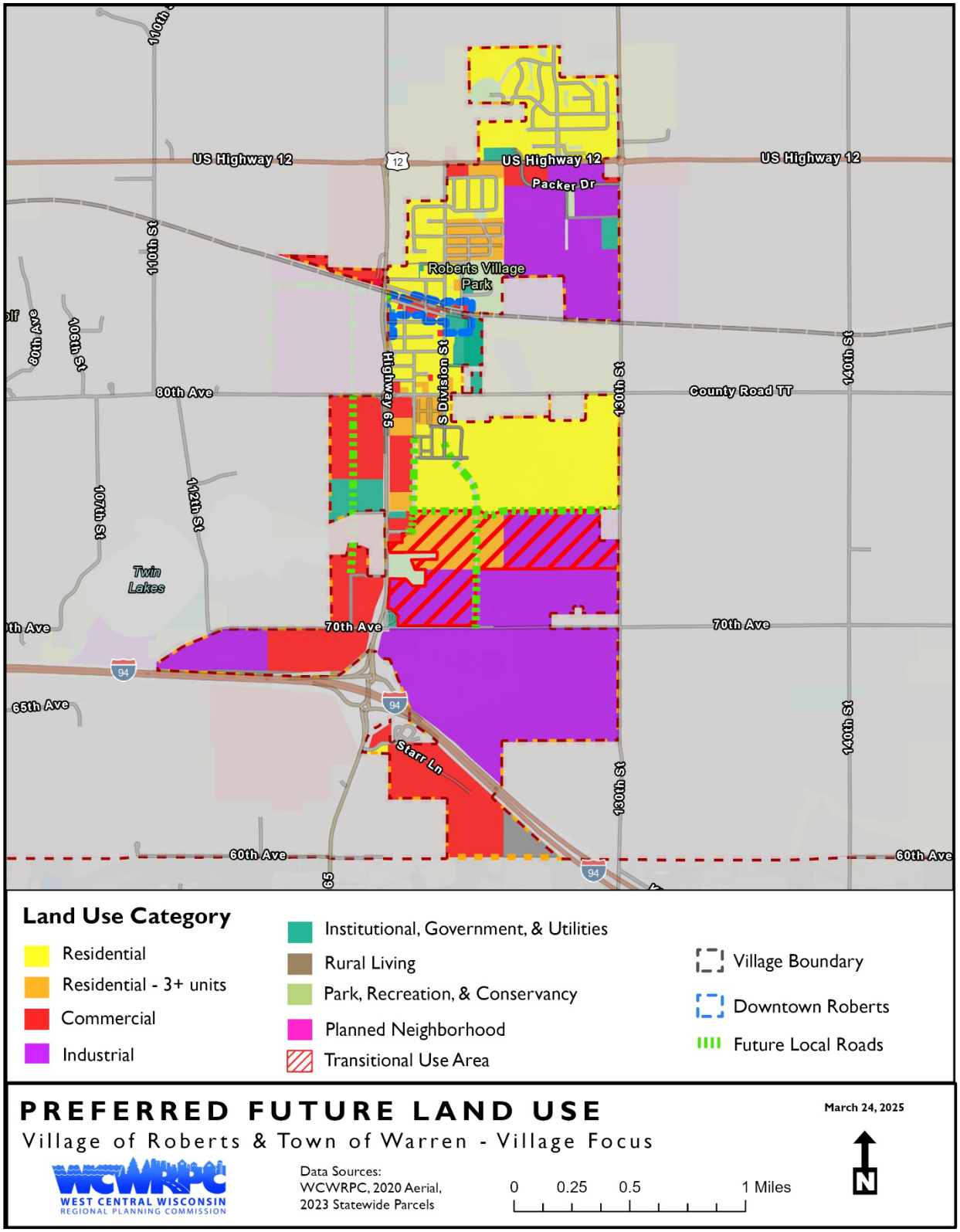


West Central Wisconsin Regional Planning Commission
800 Wisconsin Street ● Building D2-401 ● Mail Box 9 ● Eau Claire, WI 54703-3606
Phone: 715-836-2918 ● Fax: 715-836-2886 ● Email: wcwrpc@wcwrpc.org

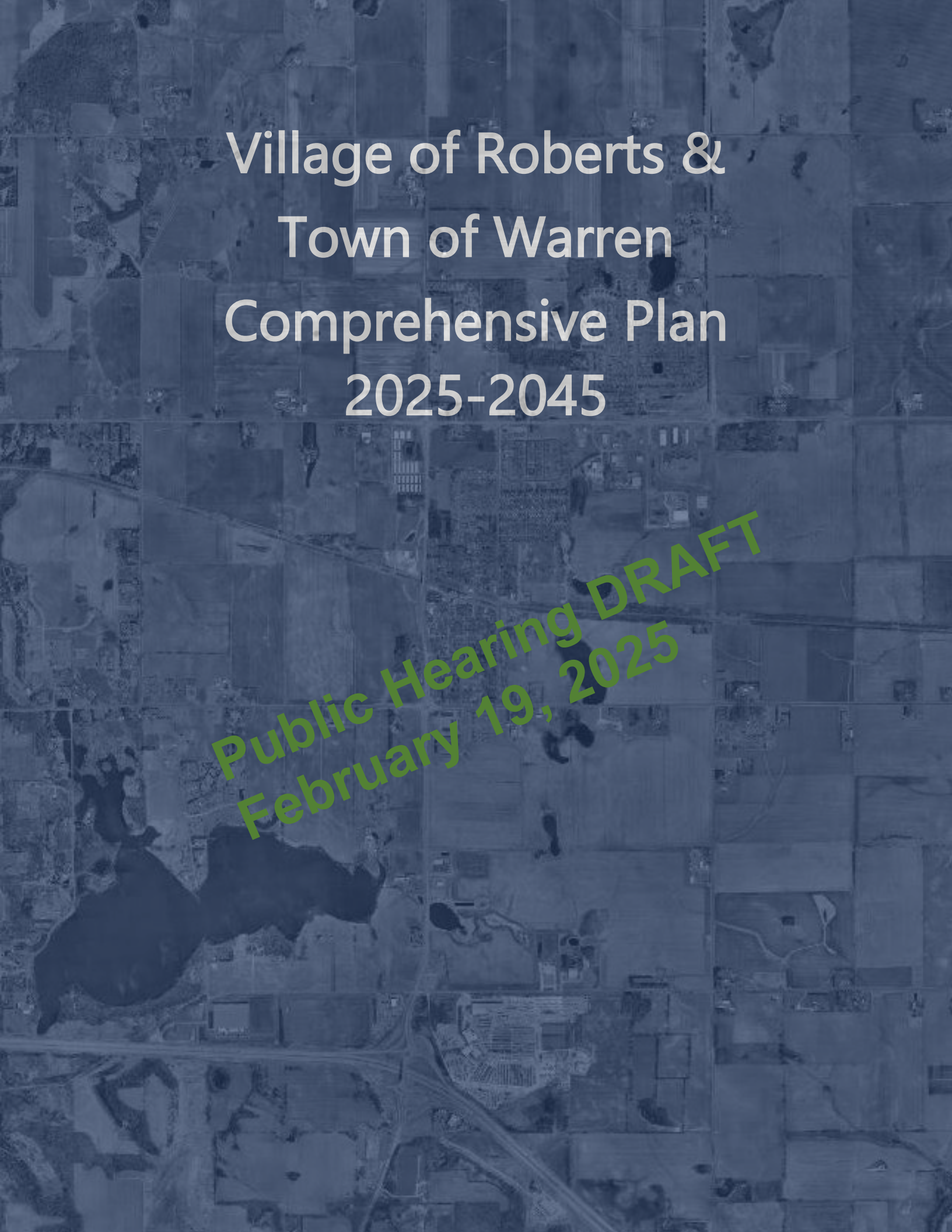
Map 30. Roberts-Warren Area Preferred Future Land Use Map (edited 3/24/2025)



Map 31. Village of Roberts Preferred Future Land Use Map (edited 3/24/2025)



Village of Roberts & Town of Warren Comprehensive Plan 2025-2045



Public Hearing DRAFT
February 19, 2025

Village of Roberts & Town of Warren Comprehensive Plan 2025-2045

prepared with assistance from
West Central Wisconsin Regional Planning Commission



Adopting Resolutions

Adopting Ordinances

Acknowledgements

The Village and Town recognize and thank the following community members for their participation and input in this plan update:

Joint Comprehensive Plan Committee

To help guide the plan update, the Town and Village established a Joint Comprehensive Plan Committee. Members include:

Town of Warren Members:
Geno Hanson, Town Chair
Michelle Aho, Joint Plan Committee Co-Chair
Grace Hoyer,
Henry Nechville
Warren Tracy

Village of Roberts Members:
Katy Kapaun, Village President & Joint Plan Committee Co-Chair
Tim Johnson
Steve Melby
Patty Kuebker-Johnson
Stephanie Lamia

Thank you to those community members who contributed to the plan update through the community survey, at the public visioning session and open house, or by providing comments on the draft plan.

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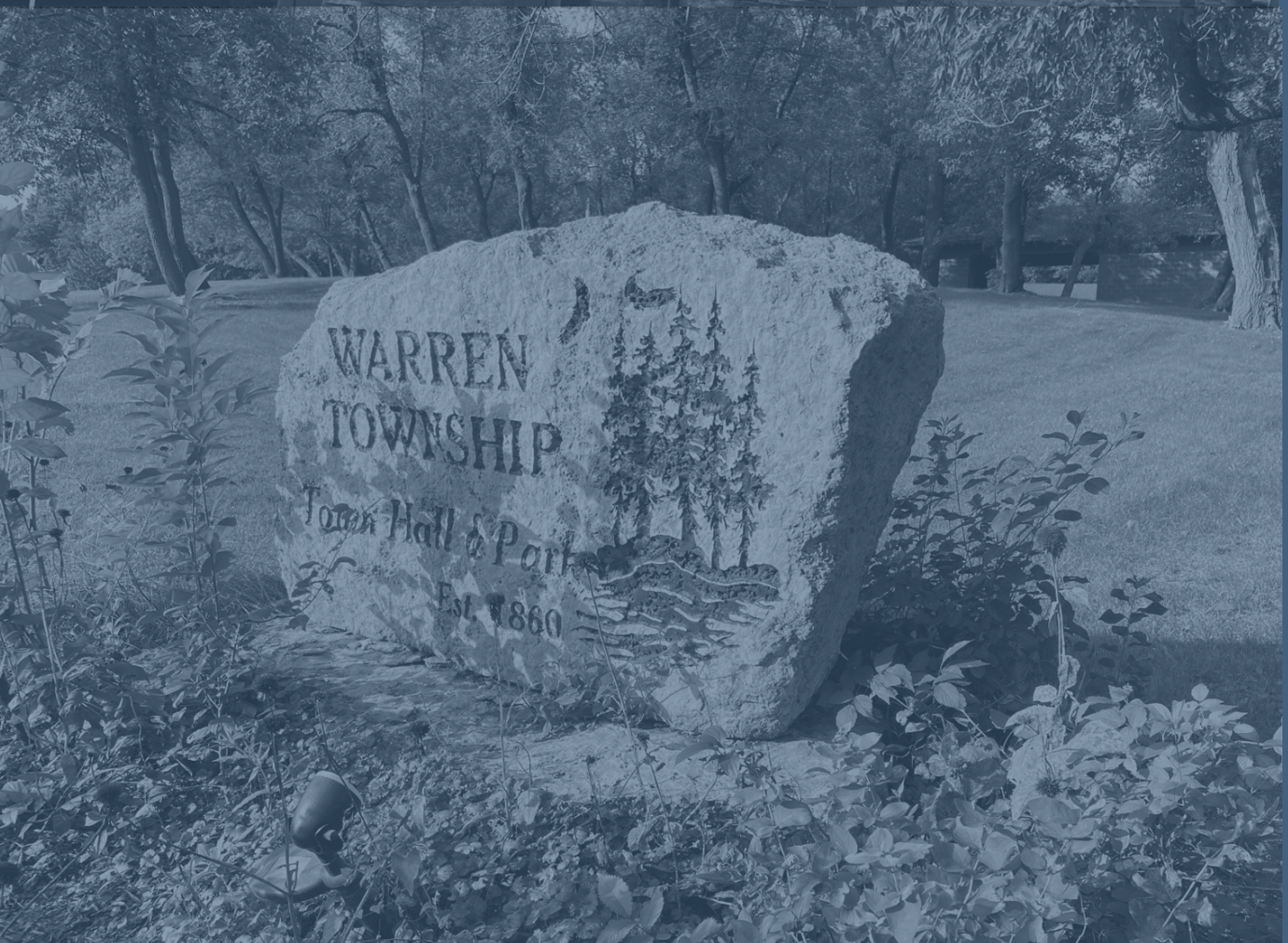
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1. INTRODUCTION

1. Introduction

1.1 Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9, which is currently codified as Wisconsin Statutes § 66.1001.

Beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, those ordinances shall be consistent with (i.e., furthers and not contradicts) the objectives, goals, and policies of that local governmental unit's comprehensive plan: official mapping, zoning, subdivision regulations, or shoreland/shoreland-wetland zoning. Under Statute, a conditional use permit that may be issued does not need to be consistent with the local government's comprehensive plan.

According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must incorporate 20-year land use projections and encourage public participation during the planning process. Additionally, each plan must, at a minimum, address nine key elements:

1) Issues & Opportunities
2) Housing
3) Transportation
4) Utilities & Community Facilities
5) Agricultural, Natural, & Cultural Resources
6) Economic Development
7) Intergovernmental Cooperation
8) Land Use
9) Implementation

The *Village of Warren & Town of Warren Comprehensive Plan 2025-2045* update fully addresses the requirements of Wisconsin Statutes §66.1001. Given that this Plan update was not funded with a State grant specifically earmarked for comprehensive planning, the fourteen State of Wisconsin Comprehensive Planning Goals identified in Wisconsin Statutes §16.965 are considered advisory.

1.2 2002 Village of Roberts & Town of Warren Comprehensive Plan

This document is an update of the Village of Roberts and Town of Warren Comprehensive Plan, which was prepared in 2002 by Ayres Associates, with amendments to the Future Land Use Map in 2007 and most recently 2021. The issues, goals, objectives, and policies from the 2002 Plan were reviewed and updated as part of this document. The maps, data, and a review of existing programs and plans were also updated, with much of the data and program information incorporated into the appendices.

The Town of Warren and Village of Roberts (also referred to in this plan as the Roberts-Warren Area) have been working collaboratively to manage growth and development for many years. The two units share many of the same community interests, assets and challenges but also have some unique differences. This joint plan is intended to reiterate the collaborative spirit and dedication to working together for the best interests of both communities.

1.3 2025 Comprehensive Plan Update Process

The Roberts-Warren plan update was coordinated by the Village and Town Clerks with facilitation support from West Central Wisconsin Regional Planning Commission (WCWRPC). A joint Village and Town ad hoc joint comprehensive plan committee, representing a broad range of community stakeholders from the Village and Town, was created and appointed to guide the plan update effort.

The planning process offered numerous opportunities for public input in accordance with the public participation requirements of Wisconsin Statutes §66.1001. All meetings were open to the public, properly noticed, and met the requirements of the Wisconsin Open Meeting's Law. To encourage additional public input, the process also included: a mailed community opinion survey, a public visioning workshop, an open house, and a properly noticed public hearing. A timeline of the planning process is summarized below:

June 17, 2023 **Town Adoption of Public Participation Porcedures**

July 17, 2023 **Village Adoption of Public Participation Procedures**
The Village Board and Town Board adopted public participation procedures as required by Wis. Stats. §66.1001.

September 20, 2023 **Joint Comp Plan Committee Meeting #1**
Identified issues & opportunities, discussed existing land use map, and discussed planning process & survey questions.

Oct – Nov 2023 **Mailed Community Comprehensive Plan Survey**

December 13, 2023 **Joint Comp Plan Committee, Town Plan Commission, Village Plan Commission**
Discussed intergovernmental relationships and identified potential strategies for cooperation and conflict mitigation.

January 17, 2024 **Public Visioning Workshop**
Shared details on the plan update process along with preliminary survey findings and trends with the public and invited attendees to identify top issues and opportunities to be addressed in the updated plan.

February 7, 2024 **Joint Comp Plan Committee Meeting #2**
Discussed visioning workshop results, vision statement, and Population & Housing element.

March 20, 2024 **Joint Comp Plan Committee Meeting #3**
Discussed Cultural & Historic Resources element and Economic Development element.

April 17, 2024	**Joint Comp Plan Committee Meeting #4** Continued discussion on Economic Development element and discussed Transportation element.
May 15, 2024	**Joint Comp Plan Committee Meeting #5** Discussed Utilities & Community Facilities element, Agricultural and Natural Resources element, specific discussion on water and wastewater and also provided a transportation update from Wisconsin Department of Transportation.
August 21, 2024	**Joint Comp Plan Committee Meeting #6** Discussed Implementation element & Land Use element.
Oct - Nov 2024	**Review of Working Draft Plan** Working Draft Plan was reviewed by the Joint Plan Committee.
January 15, 2025	**Open House on Draft Plan conducted by WCWRPC.**
February 19, 2025	**Joint Plan Committee Meeting #7** Discussed comments received and Open House and finalized the draft plan.
March XX, 2025	**Final Draft Plan Available for Public Input & Public Hearing Notice Published**
May-June 2025	**Public Hearing & Plan Adoption** Public Hearing conducted by Joint Plan Committee Village & Town Plan Commissions approve resolutions recommending plan adoption Village & Town Board plan adoption by ordinances

1.4 Plan Framework

The framework of this plan helps to ensure consistency with the Wisconsin Comprehensive Planning law as well as foster consistency within the plan itself. With the exceptions of the **Chapter 2: Issues and Opportunities** and **Chapter 10: Implementation**, each element has the following general structure:

1. A brief introduction to the element, which provides a generalized explanation and identifies the importance of the element to community development.
2. The background research and statistical data specific to that element and the Village and Town, which helped frame discussions on that element with the Joint Comp Plan Committee and community at large. In most chapters, highlights from the data will be provided in the chapter itself, while the additional data and statistics are in the appendices.
3. A Community Perspective, which highlights the results of the public engagement efforts related to the element, including input from the community survey, public workshop, joint comp plan committee, and open house. This section also includes element-specific issues and opportunities.
4. The Goals, Objectives, Policies, and Strategies for the element.
    a. Goals are overarching statements that portray the Village & Town in the desired future. They are written as if the future has occurred, and the Village & Town have fulfilled its vision statement.
    b. Objectives are a list of more measurable aims that will help bring the identified Goals to fruition.

c. Policies are on-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.

d. Strategies are actionable tasks with a clearly defined result or deliverable. [1] Strategies have designated timelines for their completion: Immediate, Short-Range, Medium-Range, and Long-Range. These designations are discussed in **Chapter 10: Implementation**.

5. A reference to additional plans and programs at the local, regional, state and federal levels that may impact implementation of the element. Local plans and programs will be listed in the chapter itself, with non-local plans and programs identified in the appendices.

Implementation of this plan is more thoroughly explained in **Chapter 10: Implementation**, however, it is valuable to reiterate the following key implementation policies:

1. This plan should be utilized and applied in its entirety. The elements of this plan do not exist in isolation from one another. For example, when contemplating an action that will impact land use and development, that action must be considered for its compliance with all goals, objectives, policies, and strategies identified in this plan. This is discussed further in Chapter 10.
2. This plan is a guiding document that must be flexible, adaptable, and regularly updated throughout its useful life. It is the culmination of a year-long process to establish a 20-year vision for the Roberts-Warren Area. The priorities, trends, and resources in place today may not be the same as those in the years to come. As the priorities and resources of the Village and Town shift over time, the Plan should be updated to reflect those changes.
3. There are overlapping or repetitive aspects within this plan and some topics and actions do not fit perfectly within a single element. In order to reduce redundancy, some plan aspects (i.e., data, community input, goals/objectives, policies/strategies, programs) have been organized according to the most-applicable plan element rather than repeating in multiple elements.
4. This is a joint plan for the Village of Roberts and the Town of Warren communities as a whole, not a strategic plan for the local governments. The local Village and Town governments are not responsible for implementing all recommended strategies; strong partnerships are vital to achieving the plan vision and goals.

[1] State statutes do not make a distinction between policies and strategies. Strategies and policies in this plan together constitute policies as described under Wisconsin Statutes § 66.1001. The main difference between policies and strategies in this plan lies in the ability to measure the completion or achievement.

2. ISSUES & OPPORTUNITIES

2. Issues and Opportunities

This element provides background information on the Roberts-Warren Area and the vision statement serves as a statement of the Village and Town's overall goals and objectives for the 20-year planning period. The element does not stand alone, but is supplemented and expanded upon by the data, issues, and opportunities identified in the other plan elements in chapters 3-9 as well as the data and programs included in the Appendices B-E.

2.1 Planning Area & Regional Perspective

Planning Area

The study area for this plan includes all lands in the Village of Roberts and the Town of Warren municipal limits. Roberts is approximately 1,932 acres in size while Warren contains approximately 20,991 acres. Together, the two communities complete a full six-mile by six-mile (36 square miles) area. The boundaries of the Village and Town are shown on **Map 2**.

The Roberts-Warren Area is located along Interstate 94 in western St. Croix County, in west central Wisconsin. The County is separated from Minnesota by the St. Croix River to the west. The proximity to the Twin Cities Metropolitan Area and the rural lifestyle makes the County a desirable place for residential and business growth. The U.S. Census estimates that the County added 3,234 residents between April 2020 (93,529 population) and July 2023 (96,763 population), the third most of any county in the state[2]. The WI Department of Administration estimates that as of January 1, 2023, the Roberts-Warren Area had an estimated population of 3,857 residents (1,803 in the Town of Warren and 2,054 in the Village of Roberts). This total represents a 19% increase in the Area's population since 2010. Further analysis of the Area's growth and population characteristics can be found in **Chapter 3: Population & Housing**.

The County encompasses roughly 469,760 acres of land and water; according to the County 17% is in forest cover and 70% is used for agriculture[3]. Within St. Croix County there are 21 towns, 11 villages, and 4 cities. The City of Hudson is the county seat and is located to the west of the Roberts-Warren Area along the St. Croix River.

St. Croix County is the most easterly county in the Minneapolis-St. Paul Metropolitan area, as shown on **Map 1**. In 1980 the County was added to the Minneapolis-St. Paul Metropolitan Statistical Area. The influence of the metro area has influenced the economic opportunities and residential migration in the County. The proximity to the metro area has also placed development pressure on the Village of Roberts and Town of Warren as will be discussed in more detail throughout this Plan.

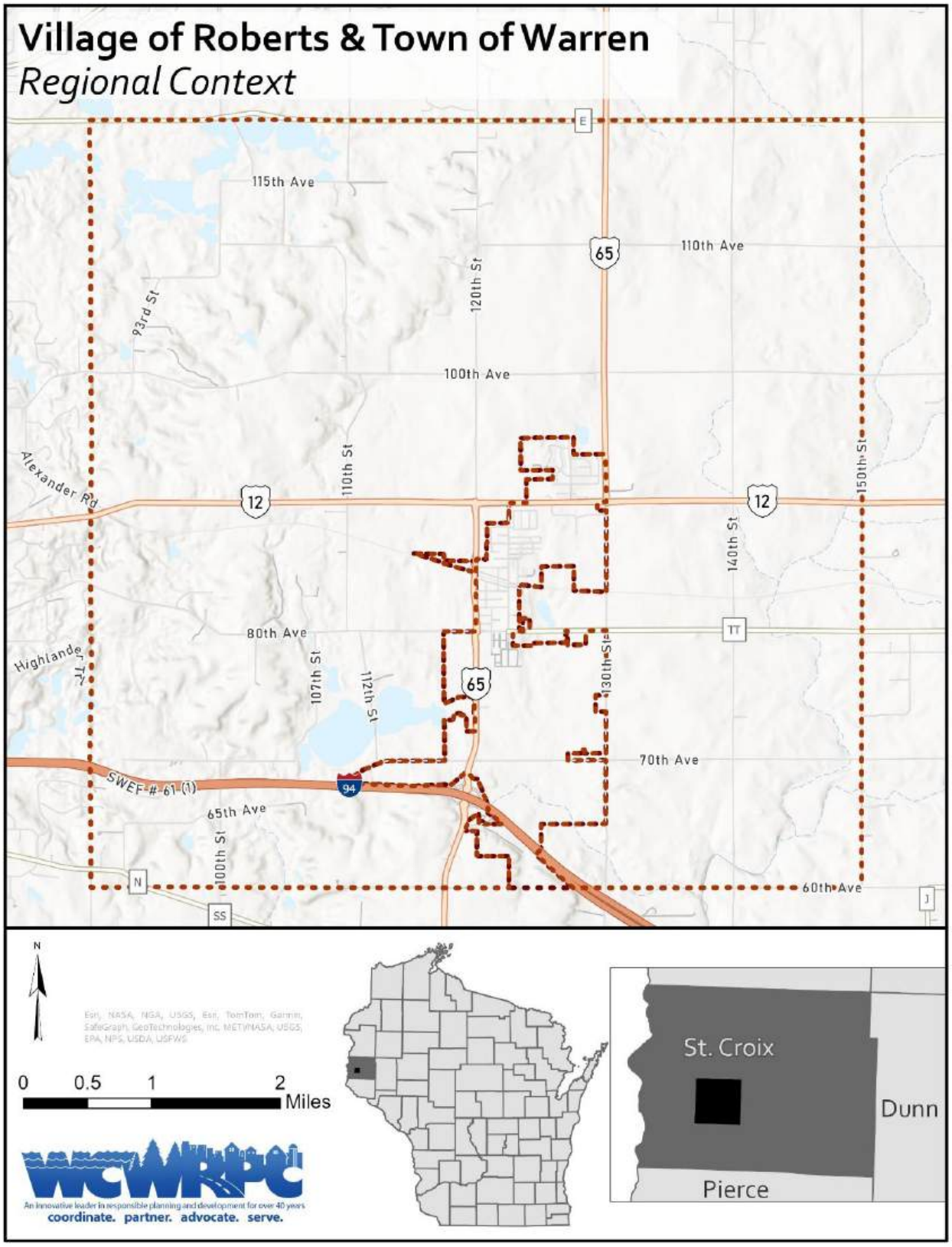
Map 1. Minneapolis-St. Paul Metropolitan Statistical Area



source: St. Croix County Comprehensive Plan.

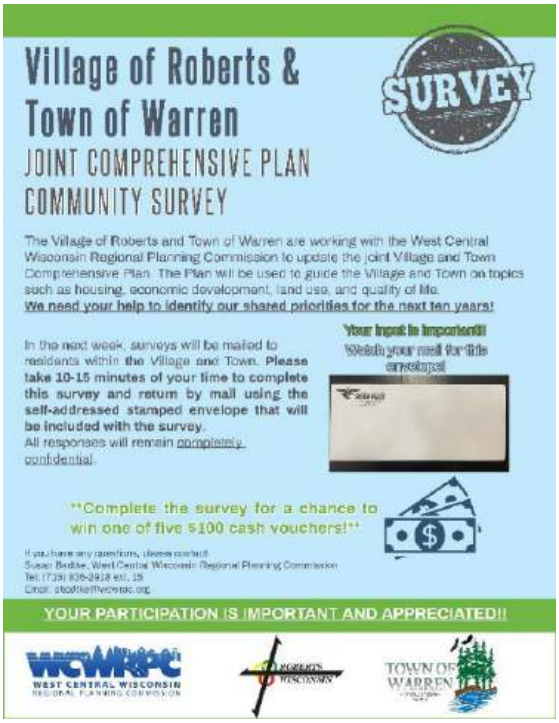
[2] https://www.census.gov/data/tables/time-series/demo/popest/2020s-counties-total.html
[3] https://sccwi.gov/DocumentCenter/View/8897/St-Croix-County-Comprehensive-Plan-2024-2045

Map 2. Roberts & Warren Planning Area



2.2 2023 Comprehensive Plan Community Survey

The University of Wisconsin – River Falls Survey Research Center (UWRF-SRC) was contracted to conduct a community survey that offered residents in the Town and Village an opportunity to provide input into the issues, opportunities, needs, and priorities for the Roberts-Warren Area. The survey was mailed to 1,329 residents of the Area (608 from the Town of Warren and 721 from the Village of Roberts) on February 8, 2023. UWRF-SRC received a total of 620 responses (322 from Town and 298 from Village) for a response rate of about 47%.



The survey report is provided in **Appendix E**, with some selected findings highlighted here:

- The majority of respondents expressed satisfaction with the quality of life in the Village of Roberts and Town of Warren, with more than a third (34%) indicating that they were "very satisfied" with their quality of life.
- The top reason why residents live in the Village and Town is the region's small-town atmosphere and rural lifestyle. Other reasons among the top three included the cost of a home/land and the area's low crime rate.
- About 95% of respondents indicated that they plan to own a home in the next five years; 94% of respondents currently own their own home. Larger, single-family homes are the most prevalent current type of housing as well as the most preferred type of housing among current residents.
- A majority of residents of Robert and Warren support the Village and Town working together to create ATV/UTV connections in the area.
- Resident respondents in the Village and Town prioritize preserving the area's groundwater, air quality and lakes, rivers and streams.
- Respondents desire additional outdoor recreational opportunities in the area.
- 91% of respondents in the Village and Town supported the statement that the Village and Town should seek agreements with each other on future land use and growth. The majority also agree that development should occur in a planned and timely manner.
- 81% of respondents do not find downtown Roberts inviting or vibrant.
- The majority of respondents agree that new home-based businesses, agriculture-related businesses, and ag-tourism are appropriate economic development uses for the Area.

In addition to the specific questions, respondents were provided the opportunity to share other comments or suggestions for a number of questions, which can also be found in **Appendix E.**

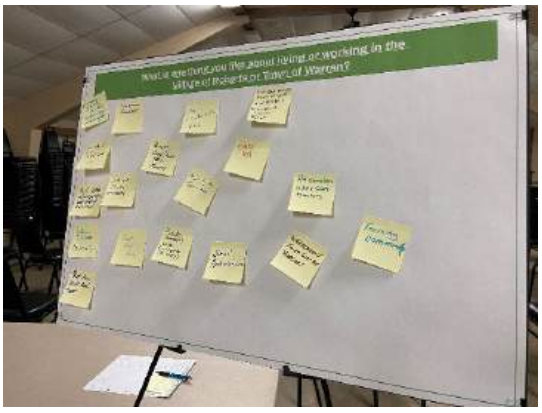
2.3 2023 Public Visioning Workshop



The community was also invited to attend a public visioning workshop, which was held on January 17, 2024, at the Village of Roberts Park Building and facilitated by WCWRPC. The workshop offered attendees an opportunity to learn more about the comprehensive planning process, hear some results of the community survey and share their ideas on the vision for the Village and Town's future. Approximately 25 people attended the workshop with many sharing their ideas on the issues and opportunities for the Village and Town.

Attendees were asked to identify one thing they like about living in the Village of Roberts or Town of Warren. Responses included:

- Safe and friendly community
- Small town feel
- Quiet, small-town feel, farms
- Most people are nice
- Proximity to the Twin Cities.
- Rural (Warren) with City Center (Roberts)
- Rural feel
- Small businesses
- Just above everyone knows everyone. Great neighbors, great owners of businesses.
- ¾ wheels, side x side tractors
- Promoting growth but not so fast that we can't handle it
- Waving at your neighbors
- Rural-urban atmosphere and lack of business
- School District and community
- That it's a small rural town
- Location, people
- Independent from Hudson
- Farming community





Attendees were also asked to identify priority challenges/issues for the Village and Town to address in the plan update. Identified issues include:

- Main street
- Farmland preservation
- Groundwater quantity & quality
- Encouraging more small business
- Preserving/supporting a robust Main Street
- $ for needed infrastructure updates

- We are not Hudson – do not make us an extension of Hudson – slow growth!
- More focus on serving families
- How to keep small town feel & allow Roberts to have business & growth
- Some people thing they run the town
- Water & sewer bills
- Roads
- Team work
- More sidewalks
- WWTP growth and Twin Lakes effect
- Lack of green space and recreational spaces
- Everyone work together for the benefit of our communities
- Expanding infrastructure funding
- Water plant – growth
- Improved park facilities (walking paths, splash pad, dog park)
- Keeping the small town as we grow small local businesses
- How to grow to benefit both the Village and Town without one feeling the other has more control
- Local/small retail
- Unique role in the region

Attendees were then asked to prioritize the issues/challenges to address in the plan update. The top three priority issues, as ranked by workshop attendees, were:

- **Capacity of infrastructure (sewer, water, roads) and cost to maintain and expand**
- **Maintaining a "small town" feel**
- **Preserve & support Main Street (overlaps with encouraging entrepreneurship and small businesses)**

2.4 Issues and Opportunities

In addition to the survey and workshop, the Joint Plan Committee also reviewed the issues and opportunities in the 2002 Comprehensive Plan and discussed updates to reflect current conditions. The following is a list of items identified by the Committee.

Challenges / Issues

Growth & Land Use

- Want to maintain "small town" feel but need to grow to sustain/be able to attract more business
- Managing growth so that the Village service can keep up with the demand
- Rate of growth (residential)
- Boundary agreement between village and town? Need to address annexation.
- Land use and industrial/commercial areas setup
- Lack of grocery store (in a food desert)
- Downtown preservation and renovation

Transportation

- Lack of walking/biking trails/sidewalks
- Road financing
- Traffic volumes on Highway 65 north to New Richmond & Highway 12

Utilities/Community Facilities/Recreation

- Twin Lake sewer effluent discharge (landlocked lake) – WWTP capacity and discharge
- Interest in a dog park

- Expansion of municipal projects – fire station, water tower

Natural Resources

- Water quality (nutrient) trading and adaptive management

Assets / Opportunities

Planning & Vision

- Chance to help plan what the Village/Township will look like
- Cooperation between the two governments is a great opportunity on housing/lot size/density; trails/recreation/Village to Town Hall Trail
- Experience for visitors driving into our community from 94- this is an opportunity to work together on this!

Growth & Land Use

- Zoning to include growth for commercial retail
- Available development space within the Village
- Merging of Village and Town outlining ideas for development
- Use of commercial properties to serve residents
- Expand Main Street west underpass under Highway 65
- Close proximity to shopping centers

Transportation

- Don't like to be "stuck" in traffic – want traffic to flow smoothly from Roberts to the freeway, New Richmond, Hudson, and River Falls
- I94 access for north and south development
- Traffic: Highway 65 North to New Richmond including Highway 12 for development
- Easy on/off access to the community

Recreation

- Additional Park and Recreation space including parks, paths, and activities
- Combine/connect recreational spaces. (parks, walking paths, bike routes)
- Park improvements
- Recreation areas
- More access to lakes – possible boat launch for non-motor boats
- Improvements to Village Park – pickle ball
- Park enhancements

Natural Resources

- Nutrient trading

While the list above attempts to group issues and opportunities by plan element, an individual issue or opportunity may be addressed in multiple sections within the plan. The lists above, including those from the community survey, public visioning workshop and the Committee discussion, provide insight into some of the important topics that this Plan addresses but is not necessarily inclusive of all such issues and opportunities facing the communities.

2.4 Existing Plans, Programs, and Regulations

Section 1.2 briefly discussed the joint Village and Town existing Comprehensive Plan, which was adopted in 2002 with Future Land Use Map amended in 2007 and most recently in 2021. The Village utilizes Municode.com to publish its ordinances online. The Roberts Code of Ordinances can be found at https://library.municode.com/wi/roberts/codes/code_of_ordinances. The Town posts all ordinances and resolutions on it's website at https://townofwarrensccwi.gov/ordinances/.

Existing plans and programs adopted by the Village of Roberts, Town of Warren, or other organizations within the community that are most pertinent to this Plan are discussed within the different Plan elements. **Appendix D** highlights potential programs and resources that are available to help address the issues and opportunities and implement the recommendations within this plan.

2.5 Village of Roberts & Town of Warren - Joint 2044 Vision Statement & Overall Planning Goals & Objectives

A vision statement defines the future that a community wants, but it does not define how it gets there. Visioning helps build consensus, can emphasize assets, identifies desirable change, and provides direction and context for the planning goals and policies later in the process. After considering community trends, issues, opportunities, community survey results, and visioning workshop comments, the Joint Comprehensive Plan Committee reviewed and updated the vision statement for the Roberts-Warren Area.

The vision statement is a statement of overall goals, objectives, policies, and programs of the Roberts-Warren Area to guide the future development and redevelopment of the community over a 20-year planning period. This vision statement is further expressed and defined through the goals and objectives found later in each subsequent plan element.

In 2045, the Roberts-Warren Area will have its own "sense of place" and be recognized by residents and visitors as a desirable place to live, work, and shop.

OVERALL PLANNING GOAL

Orderly, attractive community growth that:

- Maintains and enhances the identity and historical character of the Roberts-Warren Area.
- Achieves a well-balanced land use pattern.
- Enhances compatibility of land uses.
- Provides connections within and between the Village and Town.
- Balances growth where the Village boundary and Town boundary meet.

OBJECTIVES:

1) The small town feel and sense of community are maintained.
2) New development is designed to fit a neighborhood context appropriate for a historic small town.
3) Natural features are valued and integrated into development.
4) Developments along the Village boundary provide open space areas as a transition into the Town.
5) Natural, cultural, and historic amenities are preserved.

6) Residential areas are protected from incompatible land uses through appropriate buffering and transitioning of uses.
7) Within the Village, development is incrementally phased in to avoid “lead-frog” sprawl.

The Village and Town continue to experience growth pressure. As will be discussed in further detail in Chapter 9, the communities have been able to manage growth in a way that maintains the rural, small-town feel that is desired by residents. To continue to achieve this, the Joint Plan Committee’s framework is to guide additional growth to locate within and adjacent to the Village so as to keep the Town a rural community.



3. POPULATION & HOUSING

3. Population and Housing

Housing costs are the single largest expenditure for most residents. However, affordability is just one reason a community may plan for housing. A variety of local and regional housing issues and demands can be addressed through planning, such as type (e.g., single-family, rental, manufactured), condition (e.g., age, aesthetics, rehabilitation), and safety (e.g., codes, disaster preparedness, accessibility).

Many variables impact housing, and housing impacts many other elements in the Plan. For example, in order to be a vibrant community, it is vital that the area has an adequate supply of housing for workers in all price ranges. In order for communities to develop their economies, they must create jobs, and in turn, must have housing for workers who fill those jobs.

This element identifies specific policies and programs that: promote the development and redevelopment of housing for residents; provide a range of housing choices that meet the needs of persons of all income levels and of all age groups; and maintain or rehabilitate the existing housing stock. The element assesses the age, structural value, and occupancy characteristics of the existing housing stock and includes a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand. While comprehensive plans must describe programs that are available to provide an adequate supply that meets existing and projected demand, it is not assumed that the Village or Town is solely responsible for managing and providing these programs. In fact, housing tools and programs are available from a variety of public and non-profit sources as will be discussed in sub-section 3.4 and Appendix D. But it is important to first understand the population characteristics and trends that drive the demand for housing and other community services.

3.1 Population Estimates, Characteristics, and Projections

Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. Housing trends are directly related to the demands of the population. Appendix A provides a variety of population and demographic data for the Village of Roberts and Town of Warren while Appendix B provides a variety of housing data for the Village and Town.

Population Estimates

As of January 1, 2022, the Village of Roberts had 2,026 residents and Town of Warren has 1,787 residents according to the official State of Wisconsin population estimates. For both the Village and Town this is an increase from the 2020 U.S. Census population. According to the decennial U.S. Census data , the total population in the Village increased by 268 persons (+16.23%) from 2010 to 2020 while the population in the Town increased by 142 persons (+8.93%) over the same 10-year period. The Roberts-Warren Area has continued to grow in population over the last 20 years.

Demographic & Economic Characteristics

The following are some key demographic characteristics for the Roberts-Warren Area:

- In 2020, approximately 11 percent of the Village's, and 15% of the Town's, population was 65 years or older.
- Since 2000, the Roberts-Warren Area population has been aging. Between 2000 and 2020, the median age in the Village increased by 1.8 years and by 6.2 years in the Town. The Town's 2020 median age of

42.1 is higher than that of the Village which is 33.6 years. This compares to the median age of 39.9 in St. Croix County.

- It is estimated that in 2021, the Village's median household income was $79,688; the Town is estimated to have had a median income of $126,500. In both the Town and the Village, households with a householder age 65+ had lower median household incomes compared to households consisting of families.

The national trend of a shifting age structure is evident across Wisconsin; St. Croix County is no exception. This is largely due to the baby-boomer generation, which is a large segment of the overall population. As this age group gets older the demand for services such as health care will increase, as well as employment opportunities in certain industries and the demand for certain housing types. It will become increasingly important for municipalities to recognize these trends and also to plan for the new demands that will need to be met.

Table 1 shows the population distribution by age in the Village of Roberts from 2000 to 2020; Table 2 shows this same data for the Town of Warren. Looking at the cohorts, the group with the highest population in 2010 within the Village was the 20-44 age group; the highest group in the Town was the 45 to 64 age group. Between 2000 and 2020, the Village and Town experienced the largest increase in the number of residents that were under 5 years of age.

Table 1. Population by Age, Village of Roberts, 2000, 2010, & 2020

	2000		2010		2020		% Change 2000-2020
Age (years)	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	62	6.4%	172	10.4%	165	8.6%	166.1%
5 to 19	210	21.7%	348	21.1%	400	20.8%	90.5%
20 to 44	423	43.7%	673	40.8%	742	38.7%	75.4%
45 to 64	210	21.7%	364	22.0%	402	20.9%	91.4%
65+	64	6.6%	94	5.7%	210	10.9%	228.1%
Total	969		1,651		1,919		98.0%
Median Age	31.8 (SC Co – 35.0)		31.3 (SC Co – 36.7)		33.6 (SC Co – 39.9)		+1.8 (SC Co +4.9)

Source: U.S. Census Bureau 2000, 2010, & 2020 American Community Survey 5-Year Estimates

Table 2. Population by Age, Town of Warren, 2000, 2010, & 2020

	2000		2010		2020		% Change 2000-2020
Age (years)	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	84	6.4%	105	6.6%	97	5.6%	15.5%
5 to 19	365	27.7%	354	22.3%	371	21.4%	1.6%
20 to 44	472	35.8%	467	29.4%	489	28.2%	3.6%
45 to 64	317	24.0%	533	33.5%	522	30.1%	64.7%
65+	82	6.2%	132	8.3%	254	14.7%	209.8%
Total	1,320		1,591		1,733		31.3%
Median Age	35.9 (SC Co – 35.0)		39.6 (SC Co – 36.7)		42.1 (SC Co – 39.9)		+6.2 (SC Co +4.9)

Source: U.S. Census Bureau 2000, 2010, & 2020 American Community Survey 5-Year Estimates

Population Projections

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of past growth trends. Projections are used to help anticipate and predict future needs within the planning area. Population levels are subject to many different social, economic, and land use factors.

It should be noted that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, and other methods use births, deaths, and migration to estimate the population. While certain factors (such as demographic, economic, and geographic) influence growth, each community has an opportunity to shape its growth using tools or policies to promote or limit development.

In 2013, the Wisconsin Department of Administration (WDOA) Demographic Services Center released the State's official population projections for the year 2040 for the communities and counties of Wisconsin; updated projections are not yet available. Table 3 below includes the official population estimates and projections for the Village of Roberts and Town of Warren.

Table 3. Population Estimates & Projections for the Village of Roberts & Town of Warren, 2000-2040

	2010 Census	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2020-2040 Change
WDOA Population Projections (2025-2040) – Village of Roberts							
Total Population	1,651	1,919	2,045	2,195	2,290	2,360	441
Population Change		268	126	150	95	70	
% Population Change		16.2%	6.6%	7.3%	4.3%	3.1%	23.0%
WDOA Population Projections (2025-2040) – Town of Warren							
Total Population	1,591	1,733	1,910	2,015	2,080	2,115	382
Population Change		142	177	105	65	35	
% Population Change		8.9%	10.2%	5.5%	3.2%	1.7%	22.0%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections

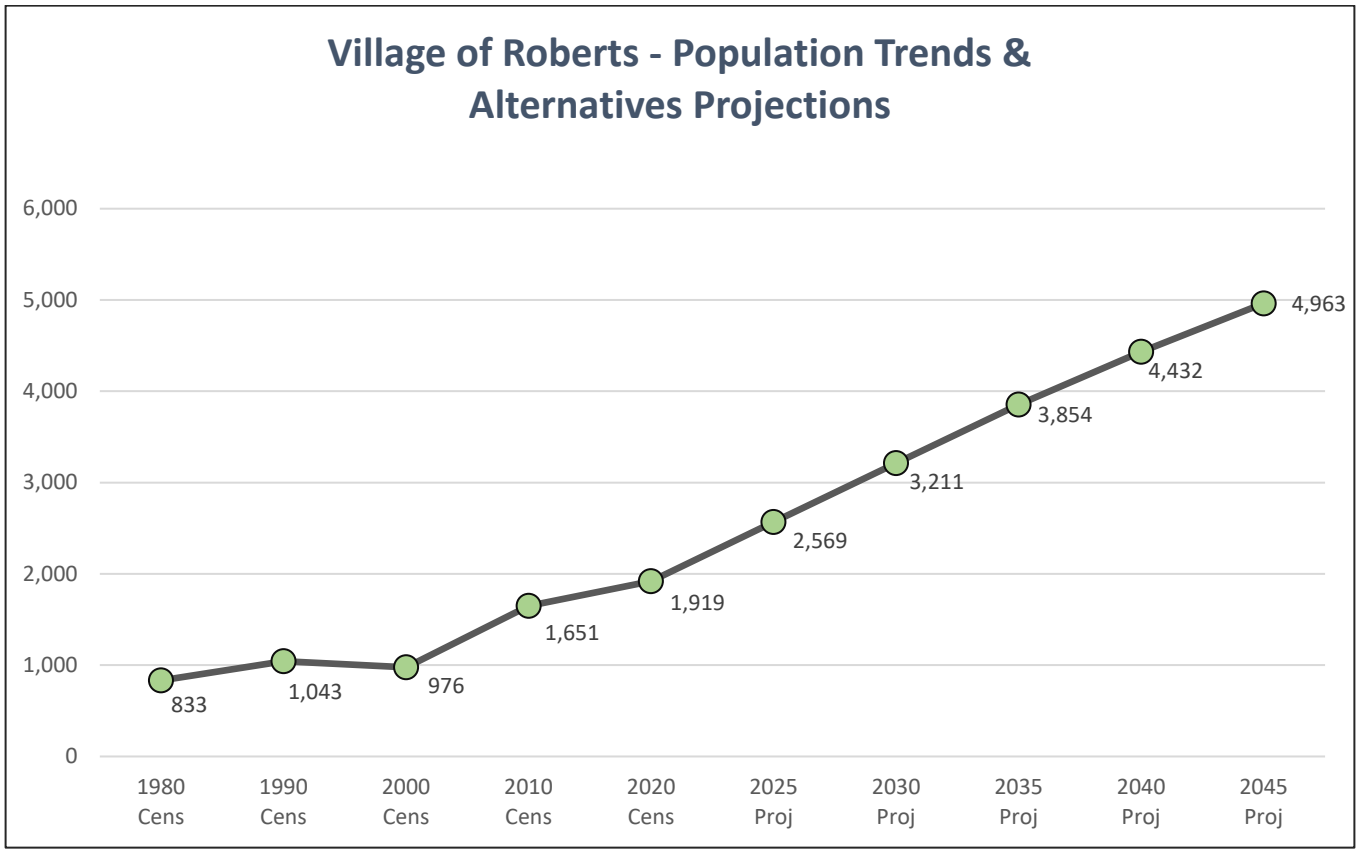
The WDOA projections, as shown in Table 3, suggest that the population in both the Village and Town would continue to grow until at least 2040, the Village growing by 23% and Town growing by 22% during the 20-year period of 2020 to 2040.

During the public visioning workshop there were several attendees who commented that the WDOA population growth projections for the Village and Town are too low. The significant residential housing being built on the

south side of the Village, smaller household sizes, and growth pressures from the Twin Cities metro contribute to and influence the population growth and community opinion that the population will exceed WDOA projections.

The Joint Plan Committee agreed with workshop attendees that the WDOA's projections underestimate population growth in the Village. As of February 2024, the Village reported having 250-300 platted lots that were not yet built-on; the Village's policy is to cap new residential units at 75 per year on average (can carry-over any unused permit allowance). Alternative projections were prepared based on growth trends, including permitted residential units and average household sizes. There was consensus from the Plan Committee to use this alternative population projection, as shown in Figure 3 for the Village for this plan update, recognizing that it is possible that the Village might exceed these projections.

Figure 1. Alternative Population Projections for Village of Roberts



The Joint Plan Committee also discussed the population projections for the Town of Warren and agreed that these might be slightly low given past growth trends in the Town. As an alternative, a linear projection of 5% every five years from 2020 to 2045 was used. The Plan Update Committee was comfortable using the alternative projections for the Town, shown in Figure 2, for the updated plan.

Figure 2. Alternative Population Projections for Town of Warren

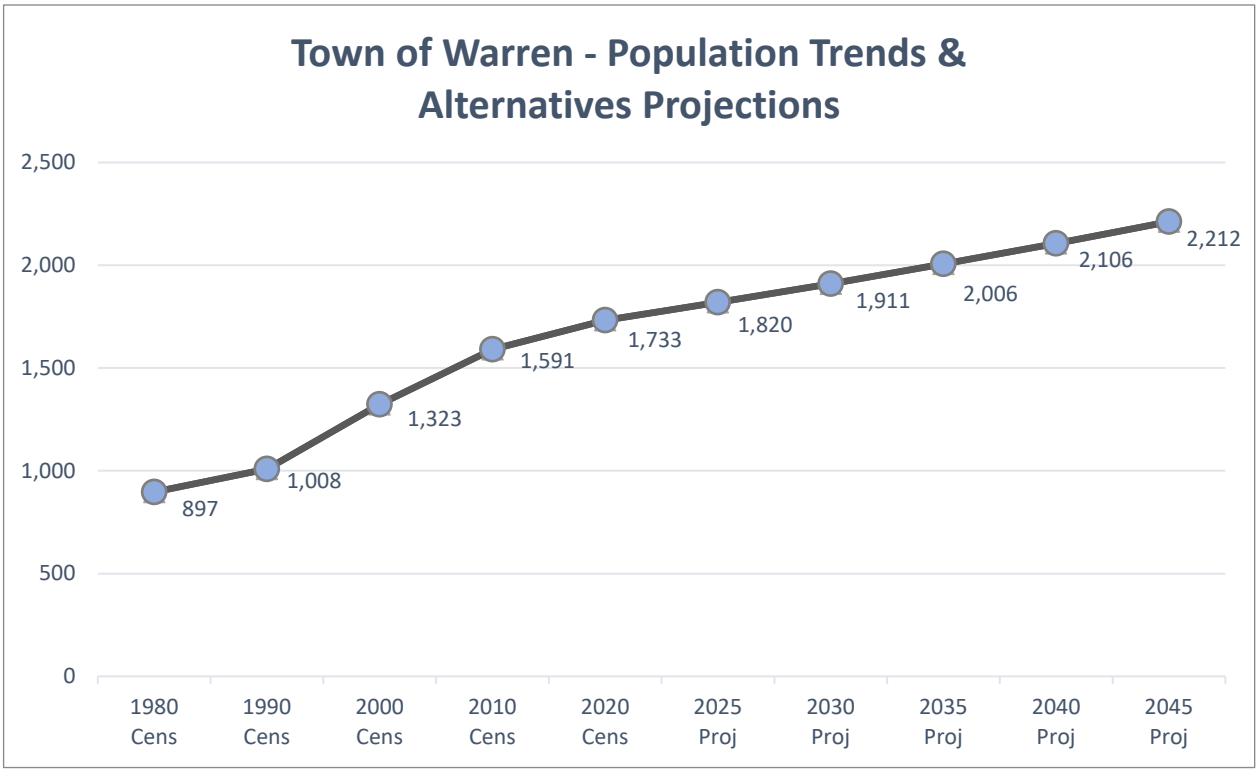
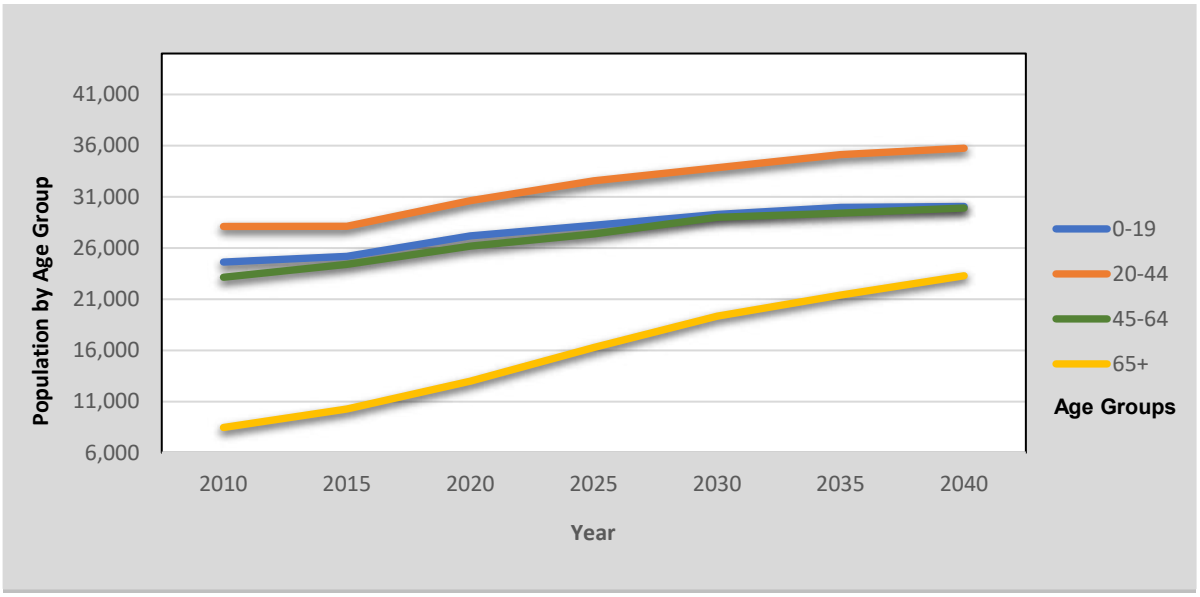


Figure 3 shows the WDOA projections by age group for St. Croix County. Long-term, while the projections show a general increase in all age groups out to 2040, the 65+ age group has the highest percentage increase; it was projected that this group would increase by 175% during the 20-year period from 2010 to 2040. These trends have significant consequences for the workforce, housing, and services in the area.

Figure 3. Population Projections, St. Croix County, 2010-2040



Source: Wisconsin Department of Administration, 2013

3.2 Housing Characteristics, Needs, and Projections

Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies (e.g., construction industry, tax base). Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

The comprehensive planning process necessitates that the community analyze housing supply, demand, and the impact of policies and regulations on housing development. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a twenty-year planning horizon. The following sub-sections further discuss specific information about the Roberts-Warren planning area's existing housing stock, patterns, and future trends.

General State of Housing

Table 4 provides key characteristics of housing in in the Village of Roberts, Town of Warren as well as St. Croix County. Some key findings from Table 4 and Appendix B include:

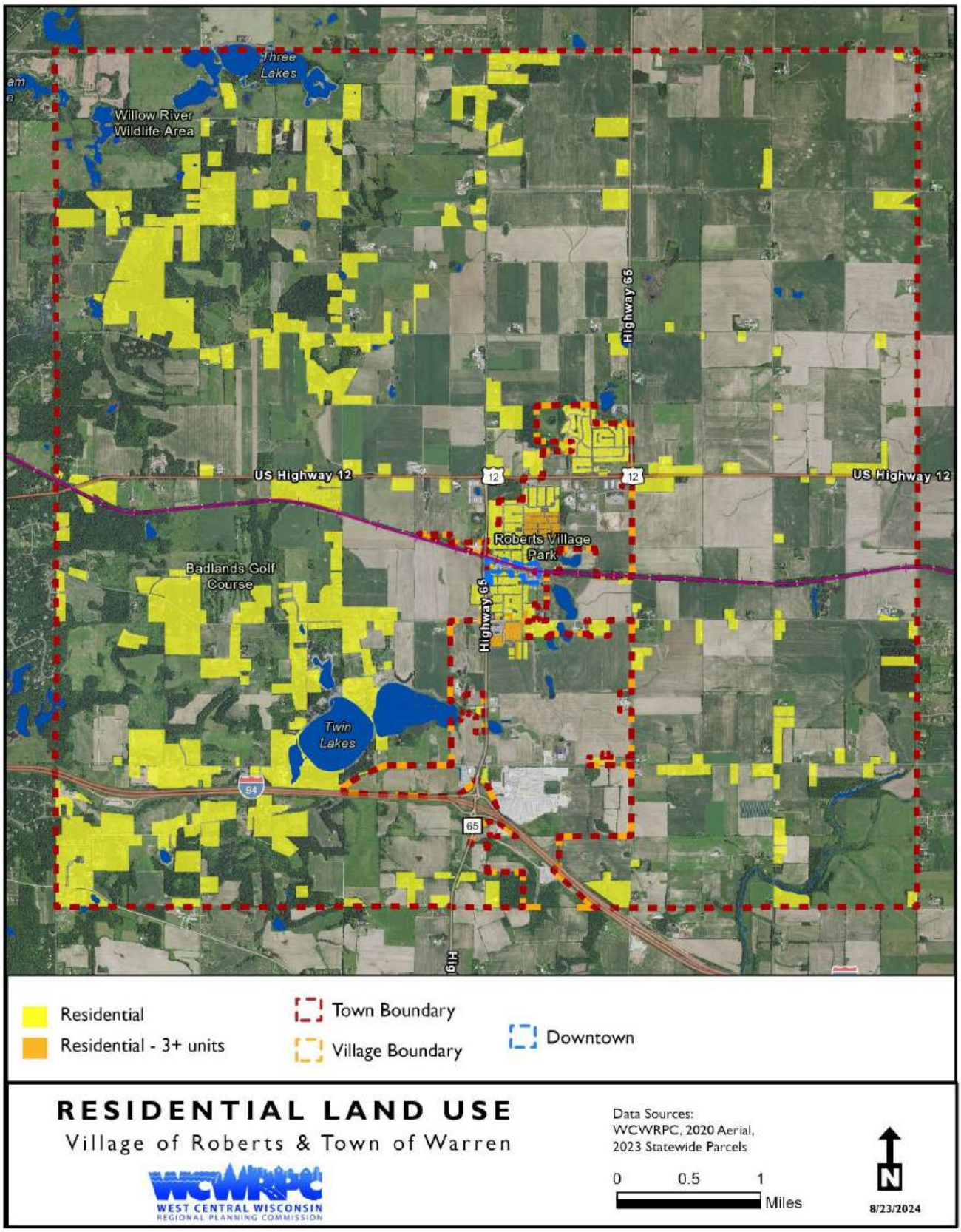
- Household Size: In the Town of Warren, average owner household size decreased from 3.14 in 2000 to 2.75 in 2020, while renter household size increased from 2.44 in 2000 to 2.84 in 2020. The trend is the opposite in the Village of Roberts where the average owner household size increased from 2.59 to 2.75 and average renter household size remained relatively stable at 2.16 in 2000 and 2.18 in 2020.
- Housing Supply: The Village had 775 housing units in 2020, a 7% increase from 2010. The Town's housing supply increased 12.6% from 571 in 2010 to 643 in 2020.
- Age of Structures: It is estimated that only 6% of the housing stock in the Village, and 7% in the Town, was built before 1950. While some of these older homes may require rehabilitation or replacement, the low percent within the community makes this less of a concern for the communities.
- Units per Structure: The Census estimates that 46% of housing units in the Village are single-family detached homes, 22% single-family attached, and 18% are mobile homes. As to be expected, it is estimated that 99% of the housing units in the Town are single-family detached homes.
- Housing Mix: The overall mix of housing units in the Village as of 2020 was 31% renter and 69% owner; however, this mix has likely changed with the construction of several rental units on the south side of the Village in the Deer Hills development. The overall mix in the Town as of 2020 was 9% renter and 91% owner.
- Rental Vacancy Rate: The 2020 rental vacancy rate in the Village was 4.1% with 10 vacant rental units reported while the Town had a rental vacancy rate of 0.0% with no available vacant rental units. The Joint Plan Committee agreed with this data.
- Rental Costs: It is estimated that the 2022 median gross rent in the Village was $1,608 and $1,438 in the Town. According to rentdata.org, the 2023 median rent price for a 2-bedroom unit in St. Croix County was $1,756. It is estimated that 24% in the Village, and 62% in the Town, of renter households are spending more than 30% of their household income on housing costs, making them housing cost-burdened.
- Rental Incomes: The estimated 2022 median household income of rental households was $85,250 compared to $86,466 for the overall Village median. The 2022 median household income for rental households in the Town is not available, likely due to sampling.

Table 4. Housing Occupancy Characteristics, 2020

2020 Census	St. Croix Co	V Roberts	T Warren
Population	93,536	1,919	1,733
Population in Households	92,540	1,919	1,733
Population in Rental Units	17,534	511	167
Population in Owner Units	75,006	1,408	1,566
Population in Group Quarters	996	0	0
Households, excluding group quarters	35,892	747	628
Avg. Household Size	2.58	2.57	2.76
Renter Avg. Household Size	2.16	2.18	2.84
Owner Avg. Household Size	2.70	2.75	2.75
Housing Units	37,369	775	643
Rental Units	8,415	244	59
Rental Unit %	22.52%	31.48%	9.18%
Owner Units	28,473	531	582
Owner Unit %	76.19%	68.52%	90.51%
Other Seasonal & Migrant	481	0	2
Occupied Units	35,892	747	628
Renter-Occupied Units	8,100	234	59
Renter %	22.57%	31.33%	9.39%
Owner-Occupied Units	27,792	513	569
Owner %	77.43%	68.67%	90.61%
Vacant Units for Rent, excludes seasonal	273	10	0
2020 Rental Vacancy Rate	3.2%	4.1%	0.0%
Rental Vacancy Rate Standard [1]	5-7%	5-7%	5-7%
Vacant Units for Sale, excludes seasonal	181	7	0
2020 Homeowner Vacancy Rate	0.6%	1.3%	0.0%
Homeowner Vacancy Rate Standard [2]	2-2.5%	2-2.5%	2-2.5%
% of Overcrowded Units – Renter Occup.	0.9%	0.0%	0.0%
% of Overcrowded Units – Owner Occup.	0.4%	3.5%	0.4%
Source: U.S. Census Decennial 2020, WCWRPC			

Target vacancy rate standards are from: [1] and [2] Florida, Richard. 2018 July. Vacancy: America's Other Housing Crisis. Accessed at: https://www.citylab.com/equity/2018/07/vacancy-americas-other-housing-crisis/565901/

Map 2. ***Roberts-Warren Area Residential Land Use***



- Owner Vacancy Rate: The 2020 owner vacancy rate was 1.3% (or 7 vacant owner units) in the Village; the Town had an owner vacancy rate of 0.0% (no vacant owner units).
- Owner Costs: It is estimated that the 2022 median home value in the Village was $260,000 and $379,000 in the Town. In 2023 the median sale price in St. Croix County, per the WI Realtors Association, was $367,988. It is estimated that of households with a mortgage, 5% in the Village and 4% in the Town are housing cost-burdened (spending more than 30% of household income on housing costs).
- Owner incomes: The estimated 2022 median household income of owner households in the Village was $88,036, slightly higher than overall Village median household income of $86,466. It was estimated that owner households in the Town had a median household income of $142,019, slightly higher than the overall median household income of $140,192.

Map 2 shows those parcels that are predominantly residential in use based on 2023 tax assessment data with review by each municipal clerk and the Joint Plan Committee. In 2023, 1,287 parcels in the Roberts-Warren Area were identified as residential totaling 4,164 acres (3,298 acres located in the Town). Residential parcels located in the Town are much larger than those in the Village. 17 of the residential parcels have been identified as containing 3 or more dwelling units (often referred to a multi-family); these parcels total about 24 acres are located within the Village.

Subsidized Housing

Subsidized housing refers to housing that is rent- and income-restricted for a period of time to keep housing costs for low-to-moderate income households affordable, often in exchange for government subsidies such as tax credits. These units require qualifying incomes, typically less than 80% of the county median income and may include units set-aside for other income levels (for example, less than 30% or 50% of the county median income).



Park Place Apartments, located in the Village, is the only subsidized housing property identified. This property has 12 units in a single-story building reserved for income-qualifying elderly & disabled households. According to the property manager, as of August 2024 there were no vacancies available and generally remain filled.

In addition to these units, West CAP administers the Section 8 housing choice voucher program for St. Croix County. These vouchers are a federal program that help low-income families, seniors, and people with disabilities find housing.

Assisted Living Facilities and Group Quarters

The Village of Roberts and Town of Warren do not have any community living arrangements registered on the Wisconsin Department of Health Services provider lists. Such arrangements include Adult Family Homes (AFH), Community Based Residential Facility (CBRF) and Residential Care Apartment Complex (RCAC).

A group quarters facility is a “group living arrangement” that houses multiple, unrelated people, where occupants may not have privacy, or the facility houses an institution or service-receiving population. Included in this housing

category are nursing homes, memory care, or other facilities such as homeless shelters, dormitories, correctional facilities, and other group housing facilities. These facilities are not considered a housing unit, rather they are a standalone category counted separately by the US Census. There were no individuals in the Group Quarters population identified in the Village or Town in the 2020 Census.

While there is no nursing home in the Village or Town, there are a few licensed facilities in neighboring communities, as identified on the register maintained by the Wisconsin Department of Health Services. These include the following with number of licensed beds shown:

- Hammond Health Services (Hammond, WI) – 50 beds
- Christian Community Home (Hudson, WI) – 50 beds
- Baldwin Care Center, Inc. (Baldwin, WI) – 50 beds
- St. Croix Health Center (New Richmond, WI) – 50 beds

Homelessness and Transitional Housing

Unfortunately, there is no single source of data that tells the whole story of homelessness. The Point-in-Time Count, which is a count of sheltered and unsheltered people experiencing homelessness on a single night in January and required by the Department of Housing and Urban Development, estimates there were 211 total homeless individuals in west central Wisconsin (inclusive of St. Croix County and six other counties) in 2023, up from 186 in 2020.

A recent news article[4] from a local newspaper in Polk County (to the north of St. Croix County), reported that in the State of Wisconsin, 58% of the homeless population is rural, making it difficult to truly count the homeless population. The closest homeless shelter to the Roberts-Warren Area is Grace Place in New Richmond. The shelter can house 60 people, and per the news article, they were full to capacity with 59 people for the first three to four months of 2024. As noted in the article "Part of the reason for the increase in homelessness is the fact that everything costs more and more. With rent, food, and gas on the rise, it makes it difficult for those on a fixed income."

Housing Affordability & Value

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not cost a household more than 30 percent of its household income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing or address the quality of the housing unit. In other words, a household that is paying more than 30% of its income on housing costs is considered cost-burdened and may have difficulty affording necessities such as food, clothing, transportation, medical care, and debt.

According to the United Way Alice 2024 report[5], based on the 2022 Point-in-Time Data, 26% of St. Croix County households were ALICE (Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county) and 6% were in poverty. The report also noted that 33% of the households in the Village of Roberts, and 15% of households in the Town of Warren, are ALICE and over the poverty level.

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[4] 2024March23. Runberg, Justin. Amery Free Press. "Rural homelessness is a growing unseen crisis." https://www.theameryfreepress.com/news/rural-homelessness-is-a-growing-unseen-crisis/article_13868dd4-e15a-11ee-90c7-63a21b2b92cf.html

[5] 2024. Alice Report. *Alice in St. Croix County*. www.unitedwaywi.org/resource/resmgr/alice/fact_sheets/2024_county_face_sheets/st._croix_county.pdf

Rental Affordability

According to the 2022 American Community Survey, the median gross monthly rent in the Village was $1,608 and approximately 24% of renters in the Village are cost-burdened. In the Town the median gross monthly rent was $1,438 with 62% of renters estimated to be cost-burdened (keep in mind there are very few renters in the Town).

To explore the current supply of housing relative to affordability, **Table 5** shows the households income range and the number of rental housing units that fall within the corresponding affordable (30% of household income) renter range for the Village and Town. This approach assumes that a healthy rental market mix will have a supply of rental units at certain affordable price points that are near or equal to the number of households within the respective household income ranges.

Table 5. Renter-Occupied Housing Affordability by Cost

Village of Roberts Renter Housing Gap Analysis					
Household Income Ranges	# of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than $10,000	0	0%	$0-$199	11	11
$10,000 to $14,999	3	1%	$200-$299	3	0
$15,000 to $24,999	22	9%	$300-$549	14	-8
$25,000 to $34,999	18	7%	$550-749	5	-13
$35,000 to $49,999	18	7%	$750-$999	44	26
$50,000 to $74,999	46	19%	$1,000-$1,499	56	10
$75,000 to $99,999	38	15%	$1,500-$1,999	114	76
$100,000 to $149,999	96	39%	$2,000-$2,999	0	-96
$150,000 or more	6	2%	$3,000 to $3,499	0	-6
Town of Warren Renter Housing Gap Analysis					
Household Income Ranges	# of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than $10,000	3	9%	$0-$199	6	3
$10,000 to $14,999	0	0%	$200-$299	0	0
$15,000 to $24,999	9	26%	$300-$549	4	-5
$25,000 to $34,999	6	17%	$550-749	0	-6
$35,000 to $49,999	3	9%	$750-$999	6	3
$50,000 to $74,999	4	11%	$1,000-$1,499	8	4
$75,000 to $99,999	2	6%	$1,500-$1,999	11	9
$100,000 to $149,999	6	17%	$2,000-$2,999	0	-6
$150,000 or more	2	6%	$3,000 to $3,499	0	-2

Source: U.S. Census 2018-2022 ACS 5 Year Estimates and WCWRPC calculations

NOTES: (i) The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the commonly used 30% Federal standard for gross rent. The additional 5% in the Federal standards allows for the payment of all other housing costs. (ii) The above includes some rental units with zero cash rent. (iii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by 0.25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.

When considering Table 5, it is important to understand that the balance does not necessarily represent a rental market surplus or deficit. The balance is simply the difference between the number of households and the number of rental units within each income range or price point. The balance suggests how the Village's existing rental units might be better distributed based on household income and monthly contract rent price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing. These households may be interested in housing at their price point should it become available.

Table 5 provides the following insights:

- The Village's largest concentration (46%) of rental housing is at the $1,500 - $1,999 per month price point and is being relied upon by many renters from other income ranges.
- The balance is negative for household income ranges of $15,000 to $34,999 in the Village. While 16% of all rental households in the Village have an income within this range, only 8% of the rental units fall within the corresponding rental affordability range. There are 11 rental units reported as being $0-$199, most of these are no cash rent units and likely rented to family or friends.
- The balance is also negative for rental households making more than $100,000 in the Village. While it is estimated that 41% of rental households in the Village have a household income of $100,000 or more, there are no rental units in the Village with rental values within the corresponding price range.
    - While the Village may have some renter households that could potentially afford to pay more for their housing, the actual market rates are not solely based on income. Numerous factors influence rental rates and what an individual can afford, such as location, quality and characteristics of the rental units, local cost of living, property maintenance costs, and unit demand.
    - Many of these "higher-income" households may be interested in purchasing a home. These higher-income renters have income ranges whereby they could possibly afford to purchase a house but there may be a lack of houses available in their affordability range or lack of homes for sale with the characteristics they desire (e.g., size, style, location). In the interim, some of these households may be residing in rental housing below their price point as a cost-saving measure, possibly in anticipation of buying a home in the future.
- The Town's largest concentration (54%) of rental housing is at the $1,000 - $1,999 price point and is being relied upon by many renters from other income ranges.
- Similar to the Village, the balance is negative for household income ranges of $15,000 to $34,999 in the Town. While 43% of all rental households in the Town have an income within this range, only 11% of the rental units fall within the corresponding rental affordability range. There are 6 rental units reported as being $0-$199 in cost; 3 of these are no cash rent units and likely rented to family or friends.
- While it is estimated that there are 8 renter households (23%) with household incomes of greater than $100,000, and no rental units in the equivalent affordability range, as is the case in the Village, it is possible that many of these "higher-income" renter households may be interested in purchasing a home.

Owner Affordability

According to the 2022 American Community Survey, the median home value in the Village was $260,000 with 5% of homeowners with mortgages being cost-burdened. In the Town, the median home value was $379,000 with 4% of homeowners with mortgages being cost-burdened. Table 6 shows the Village of Roberts and Town of

Warren owner households by income range and the number of owner housing units that fall within that range. This approach assumes that a healthy homeownership market mix will have a supply of owner units at certain affordable cost ranges (or price points) that are near or equal to the number of households within the respective housing income ranges.

Table 6. Owner-Occupied Housing Affordability by Cost

Village of Roberts Owner Housing Gap Analysis					
Household Income Ranges	# of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than $25,000	13	3%	$0-$59,999	60	47
$25,000 to $34,999	10	2%	$60,000-$89,999	26	16
$35,000 to $49,999	47	9%	$90,000-$124,999	12	-35
$50,000 to $74,999	137	27%	$125,000-$199,999	60	-77
$75,000 to $99,999	99	20%	$200,000-$249,999	65	-34
$100,000 to $149,999	116	23%	$250,000-$399,999	282	166
$150,000 or more	83	16%	$400,000 +	0	-83
Town of Warren Owner Housing Gap Analysis					
Household Income Ranges	# of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than $25,000	11	2%	$0-$59,999	8	-3
$25,000 to $34,999	11	2%	$60,000-$89,999	6	-5
$35,000 to $49,999	16	3%	$90,000-$124,999	3	-13
$50,000 to $74,999	60	11%	$125,000-$199,999	15	-45
$75,000 to $99,999	49	9%	$200,000-$249,999	35	-14
$100,000 to $149,999	149	26%	$250,000-$399,999	264	115
$150,000 or more	275	48%	$400,000 +	240	-35
Source: U.S. Census 2018-2022 ACS 5 Year Estimates and WCWRPC calculations					
NOTES: (i) The above affordable price points are calculated based on 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the more commonly used 30% Federal affordability standard. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities. (ii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.					

Similar to the rental affordability analysis, the balance in **Table 6** provides the following insights:

- In the Village of Roberts, the balance for the lower household income ranges is positive; while there are 23 owner households (5%) with a household income of less than $35,000, there are 86 units in the equivalent affordable owner range.

- The largest concentration of current owner housing supply in the Village is in the $250,000 - $399,999. Many of the lower-income household categories may be having to pay more than they can afford for housing. Additionally, the housing costs impact housing decisions of those looking to move to the Village.
- In the Town of Warren, the number of households making less than $100,000 exceeds the number of owner units in the corresponding affordability range. It is estimated there are 147 owner households but only 67 units in the corresponding value range.
- It is estimated that the majority (74%) of owner households in the Town have a household income of more than $100,000; the majority of housing units (88%) in the Town are valued at the corresponding affordability price range of greater than $250,000.

As with Table 5, Table 6 does not necessarily represent a home sales market surplus or deficit. The balance is simply the difference between the number of households and the number of owner units for each income range and affordable price point range. The balance suggests how the Village and Town's existing owner units might better be distributed based on household income and the corresponding affordability price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing.

Housing Demand

Housing projections are helpful in identifying appropriate housing strategies as well as to estimate the amount of land that may be needed for future residential development. Additionally, as the number of households and new housing units grows, there is a resulting need for additional public facilities and services such as roads, sewer and water extensions, fire and police protection, schools, etc. As previously noted, the community and its partners have the ability to influence these projections based on other programming and policy decisions. Moreover, the housing market does not stop at municipal boundaries. A municipality's housing supply and demand is influenced by what is occurring around it. Further, many unanticipated social, economic, and policy factors in the larger region or nationally can also influence local growth, housing costs, and market demands.

Table 7. Housing Demand Projections, Village of Roberts

	2020	2025	2030	2035	2040	2045	Net Change
Total Population	1,919	2,569	3,211	3,854	4,432	4,963	3,044
Total Households, excluding group quarters	747	1,024	1,300	1,587	1,846	2,068	1,321
Change in Total Households	--	277	277	287	259	222	--
Change in Rental Households (31% Rent)	--	87	87	90	81	70	414
Change in Owner Households (69% Own)	--	190	190	197	178	152	907
Additional Rental Units Needed*	2-7	0	78	95	86	74	335-340
Additional Owner Units Needed	18-20	154	194	201	182	156	905-907
Total Additional Housing Units Needed	20-27	154	272	296	268	230	1,240-1,247
Population in Group Quarters	0	0	0	0	0	0	0

* In addition to the 10 rental units vacant in 2020. 2025 estimate reduced by 40 units to reflect changes from 2020 to 2023.

Table 7 estimates existing and projected housing demand for the Village of Roberts, with the following assumptions:

- Total population was derived from using the 2020 Census and projecting population out to 2045 based on growth trends. As discussed in Section 3.1, the Joint Comprehensive Plan Committee believes that the alternative population projections prepared are reasonable.
- Group Quarters population was estimated to remain at 0 throughout the projection period.
- Household size was prepared using WI DOA's household size projections of 2.51 in 2025, decreasing to 2.4 in 2040. WCWRPC also assumed that the household size would remain at 2.4 in 2045.
- Accounts for the low vacancy rates in 2020 and attempts to maintain a healthy vacancy rate over the projection period by increasing additional rental units by 6% and owner units by 2.2%.
- The 2020 owner-to-rental mix (31% renter, 69% owner) is maintained throughout the projection period.
- The additional rental and owner units needed are in addition to the units that were vacant in 2020.
- The projection in Year 2025 accounts for net new construction in 2021, 2022, and 2023.

Table 8. Housing Demand Projections, Town of Warren

	2020	2025	2030	2035	2040	2045	Net Change
Total Population	1,733	1,820	1,911	2,006	2,106	2,212	479
Total Households, excluding group quarters	628	660	704	751	799	838	210
Change in Total Households	--	32	43	48	47	39	--
Change in Rental Households (9% Rent)	--	3	4	4	4	4	20
Change in Owner Households (91% Own)	--	29	39	43	43	36	190
Additional Rental Units Needed	3-4	3	4	5	5	4	24-25
Additional Owner Units Needed*	12-15	-2	40	44	44	36	174-177
Total Additional Housing Units Needed	15-19	1	44	49	49	40	198-202
Population in Group Quarters	0	0	0	0	0	0	0

* 2025 estimate decreased by 32 units to reflect changes from 2020 to July 2023.

Table 8 estimates existing and projected housing demand for the Town of Warren, with the following assumptions:

- Total population was derived from using the 2020 Census and projecting population out to 2045 based on a 5% increase in population every 5 years. As discussed in Section 3.1, the Joint Comprehensive Plan Committee believes that the alternative population projections prepared are reasonable.
- Group Quarters population is expected to remain at 0 throughout the projection period.
- Household size was based on WI DOA's household size projections of 2.76 in 2025, decreasing to 2.64 in 2040. WCWRPC also assumed that the household size would remain at 2.64 in 2045.
- Accounts for the low vacancy rates in 2020 and attempts to maintain a healthy vacancy rate over the projection period by increasing additional rental units by 6% and owner units by 2.2%.

- The 2020 owner-to-rental mix (9% renter, 91% owner) is maintained throughout the projection period.
- The additional rental and owner units needed are in addition to the units that were vacant in 2020.
- The projection in Year 2025 accounts for net new construction in 2021, 2022, and 2023 (through July).

It is important to remember that the numbers in these tables are not certainties and are simply provided to help show housing demand scenarios based on potential population and household growth projections. A local developer at the housing focus group commented that these projections are nearly spot-on with a recently completed residential market study.

St. Croix County Housing Study

The St. Croix Economic Development Corporation, in partnership with St. Croix County, local communities, and private industry, is in the process (as of October 2024) of undertaking a countywide housing study to identify housing needs and opportunities within the County.

3.3 Community Perspective

The lack of available units for rent or sale, along with the increase in housing costs were recognized and discussed by the Joint Planning Committee during the planning process.

Community Survey

The 2023 comprehensive plan community survey results provide the following housing-related highlights from resident participants (also see Appendix E):

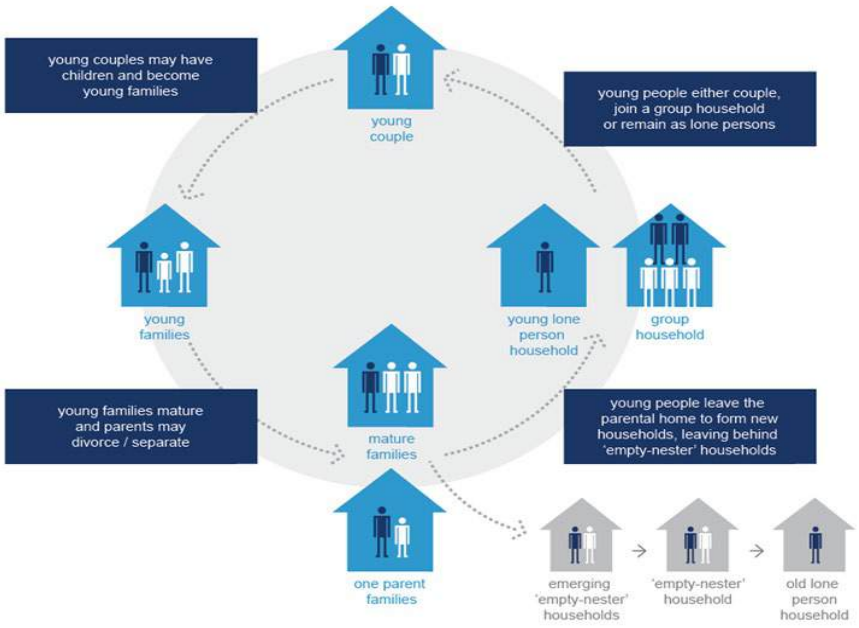
- The top reason why residents choose to live in the Village and Town is the region's small-town atmosphere and rural lifestyle.
- 95% of respondents prefer to own their own home in the next 5 years, with interest in both larger and smaller single-family homes.
- Approximately 43% of respondents agree or strongly agree that they have not been able to find their preferred housing at an affordable price.
- About 29% of respondence agree or strongly agree that their household prefers to downsize in the next five years.
- About 18% of respondents need financial assistance to cover housing costs.
- Most respondents are satisfied with the quality and appearance of the housing in the community.
- A strongly majority of respondents agree or strongly agree that new residential development should have diversity in form, layout and aesthetics and that it is important that new residential development occurs in a manner that creates a sense of place and neighborhood feel.
- Of those respondents age 65+, approximately 49% (43 of 87) prefer to downsize in the next five years.

Joint Plan Committee & Public Visioning Workshop

The Joint Plan Committee identified some initial issues and opportunities, as well as desires, related to housing as part of the plan update kickoff meeting in September 2023, which was expanded upon at the visioning workshop and throughout the planning process. Identified issues/opportunities/desires related to housing are:

- The housing market remains tight for both rental and owner units.
- Housing costs continue to increase.
- It is important to offer a range of housing options in the Village while maintaining the current mix of owner to renter units. There is some concern that too many rental units could negatively impact the mix. The Committee is comfortable with the current (2024) mix of rental to owner units but does not want to see the mix shift further towards rentals. This is also consistent with the strong survey preferences for ownership.
- There is an increasing demand for senior housing, and many seniors hope to downsize, but no availability. Some seniors can't afford to sell while others can't find their desired unit within the Roberts-Warren Area.
- While the Committee supports efforts to help residents age in place and age in the community, including universal design concepts, it does not support allowing Accessory Dwelling Units (ADUs) within the Roberts-Warren Area.
- Newer large subdivisions should be located within or close to the Village.
- Within the Village, residential development should be connected to other neighborhoods and destinations (not isolated) and be master planned to ensure it is connected and fits into the larger neighborhood context.

Inherent to the discussion on housing was the recognition that housing preferences and needs change over time as residents move through life and into the next "cycle". Many seniors and entry-level families are looking for the same housing types (smaller low-maintenance housing products of a twin home, duplex, smaller starter home). Understanding the lifecycle stages of housing, while recognizing that not all individuals move through every stage, is important when analyzing a community's housing needs. The benefits to having a diverse housing base that allows an individual to move through all stages within a community, often called "aging in place", are significant in promoting neighborhood stability, a sense of belonging and responsibility for the community, and greater community pride.[6]



Source: .id – the population experts, https://home.id.com.au/case-studies/nillumbik-shire/

[6] Mooney, J. Michael. Mooney LeSage Group. (October 1991). The Impact of Local Government Regulation on Development of Affordable Housing.

3.4 Housing Goals, Objectives, Policies and Strategies

Housing Goal

The Roberts-Warren Area has a range of affordable, attractive, and quality housing options that are available to meet the needs of all current and future residents.

Objectives

1. Promote diversity in the housing stock that provides a balanced range of housing opportunities.
2. New housing is developed in a way that is economically efficient in terms of its location and relation to necessary services, facilities, and infrastructure.
3. Housing development occurs in a manner that considers and protects natural resources, minimizes conflicts with adjacent uses, and is connected to other community destinations.
4. Housing and neighborhoods will allow for aging in place and aging in community.
5. The current mix (2024) of owner and rental units in the Village and Town is maintained.

Policies

Shared Policies:

1. Promote barrier-free or universal design housing that allows for aging in place but discourage any policy allowing Accessory Dwelling Units (ADUs).
2. Large residential subdivisions should locate within or adjacent to the Village, consistent with the Preferred Future Land Use Plan detailed in Section 9.
3. Encourage the infill and adaptive reuse of existing vacant lots and unused structures for residential use if its form and potential impacts are appropriate for the site and neighborhood context.
4. Regularly reassess changing housing demands and resources, maintaining an awareness that demand could change dramatically in 8-15 years due to the area's aging demographics or other economic factors.
5. Collaborate with stakeholders and community members to allow assisted living facilities, group homes, transitional housing, and long-term care facilities in locations that promote a feeling of belonging in society and have social-interaction attributes.

"Aging in Place"

Aging in place (or aging in community) is the ability to live in one's own home and community safely, independently, and comfortably regardless of age, income, or ability level.

This concept is not limited to housing design and construction, but should be expanded to encompass the entire community, includes aspects of other plan elements such as transportation, access to goods and services, social opportunities, recreation, and urban design.

Village Policies:

1. As part of the development review and approval process, review and guide new residential developments to maintain the current (2024) owner/renter mix of housing.
2. Encourage new residential subdivisions and development projects to have a diversity of housing types and designs.
3. As new developments are proposed, review for compatibility with the neighborhood context and appropriateness for a small community.

4. New residential development within the Village should provide a variety of lot sizes and densities that are compatible with adjacent development and appropriate for the location. (Section 9 Land Use will also discuss desired residential densities.)
5. Guide new multi-family developments to appropriate locations throughout the Village in order to avoid concentrated population densities in any single area.
6. New residential subdivisions shall be connected to other neighborhoods and destinations within the community.
7. When allowed, utilize tax increment financing (TIF) to support the housing-related goals in this plan, including infrastructure for mixed-use development and taking advantage of affordable housing extensions that can allow for creative assistance programs. Consider providing TIF-supported assistance for affordable, quality housing projects, if necessary for project feasibility. Monitor State rules regarding TIF that may allow for additional housing support.
8. Encourage additional senior housing options including senior apartments as well as smaller, low-maintenance homes and properties, and guide them to locate near community services.
9. Allow for and encourage the development of single-family attached homes (twin homes) and duplexes that are intended for rent as an affordable alternative to buying a home or living in an apartment. Integrate these housing types in with "for sale" housing to created mixed-housing neighborhoods.
10. Implement the policy and strategy recommendations in the other plan elements (e.g. utilities, transportation, land use) that will foster quality, affordable residential development in a planned and efficient manner with safe, multi-modal connectivity to community services and destinations.

Town Policies:

1. Continue to enforce the Town's Land Division Ordinance, which requires larger lots for minor subdivisions and requires major residential subdivisions to be designed under the Town's Conservation Subdivision ordinance.

Strategies

Shared Strategies:

1. Encourage organizations providing services to seniors and community service organizations to form a volunteer team to assist homeowners with physical limitations or disability with basic maintenance and repair tasks.
2. Participate in the St. Croix County Housing Study process that will help further identify housing needs, gaps and countywide housing goals and strategies.
3. Improve public education on available funding or assistance sources specifically for Low-to-Moderate Income residents and elderly residents.

Village Strategies:

1. With input from community members, developers, and other stakeholders, review the Village's land use regulations to:
    - Consider any barriers to providing a variety of lot sizes and smaller housing products, with appropriate setbacks, within a residential development, including missing-middle/gentle-density housing types (e.g. 2- to 4-plex's).
    - Encourage and maintain neighborhoods with a sense-of-place, while discouraging residential developments that have monotonous 'tract' housing. Encourage compatible variations in architectural details and colors.

2. Promote the Village's Good Neighbor Housing Initiative and other housing programs (Regional CDBG housing improvement programs) that provide access to funding for housing improvements.
3. Identify key development or redevelopment sites and collaborate with landowners and local realtors to market housing development opportunities within the Village.

Town Strategies:

None.

3.5 Housing Programs

To meet local housing needs, a variety of public and non-profit housing programs and services are available, as identified in Appendix D. Tax incremental financing (TIF) and Community Development Block Grants (CDBG) have been two funding sources frequently used for the previously recommended housing strategies for the Village. And WEDC Community Development Investment Grant projects can be used for downtown renovation or infill projects that include a commercial component.

Good Neighbor Housing Initiative – Bobtown Home Improvement Loan Program

The Village of Roberts established the Good Neighbor Housing Initiative to improve the appearance and energy efficiency of select types of housing stock within the Village. Initial funding for the program was from using the Affordable Housing Extension of TID#1 in 2019. Zero-Interest Home Improvement Loans are available on a limited basis.

4. TRANSPORTATION

4. Transportation

Transportation can directly influence a community's growth. Transportation infrastructure can also be used as a tool to help guide and accommodate the growth that a community and its surrounding area envisions. The transportation element is interconnected with and supports other elements such as economic development, housing, and land use. It is often advantageous to install or upgrade utilities, such as sewer, water, stormwater systems, and telecommunications, concurrent with transportation improvements. Decisions based on other plan elements can impact demands on the various modes of transportation. Likewise, transportation decisions, such as the construction of new roadways, can impact accessibility, land values, and land use. It is also important when a community decides to plan for new or expanded transportation systems to work together with surrounding communities, overlapping jurisdictions, and utility providers so that all infrastructure systems are coordinated for efficiency and effectiveness.

4.1 Streets and Highways

Map 3 on the following page shows the transportation network for the Roberts-Warren Area. The Roberts-Warren Area's transportation network along State Highway (STH 65) and Interstate (I-94) provides opportunities and pressures for development along the STH 65 corridor. However, given the one interchange into and out of the Village onto the Interstate, there are also challenges as to how much development can occur without overburdening the corridor and causing unreasonable levels of congestion and negatively impacting the levels of service and future growth. This will be described in more detail later in this Chapter.

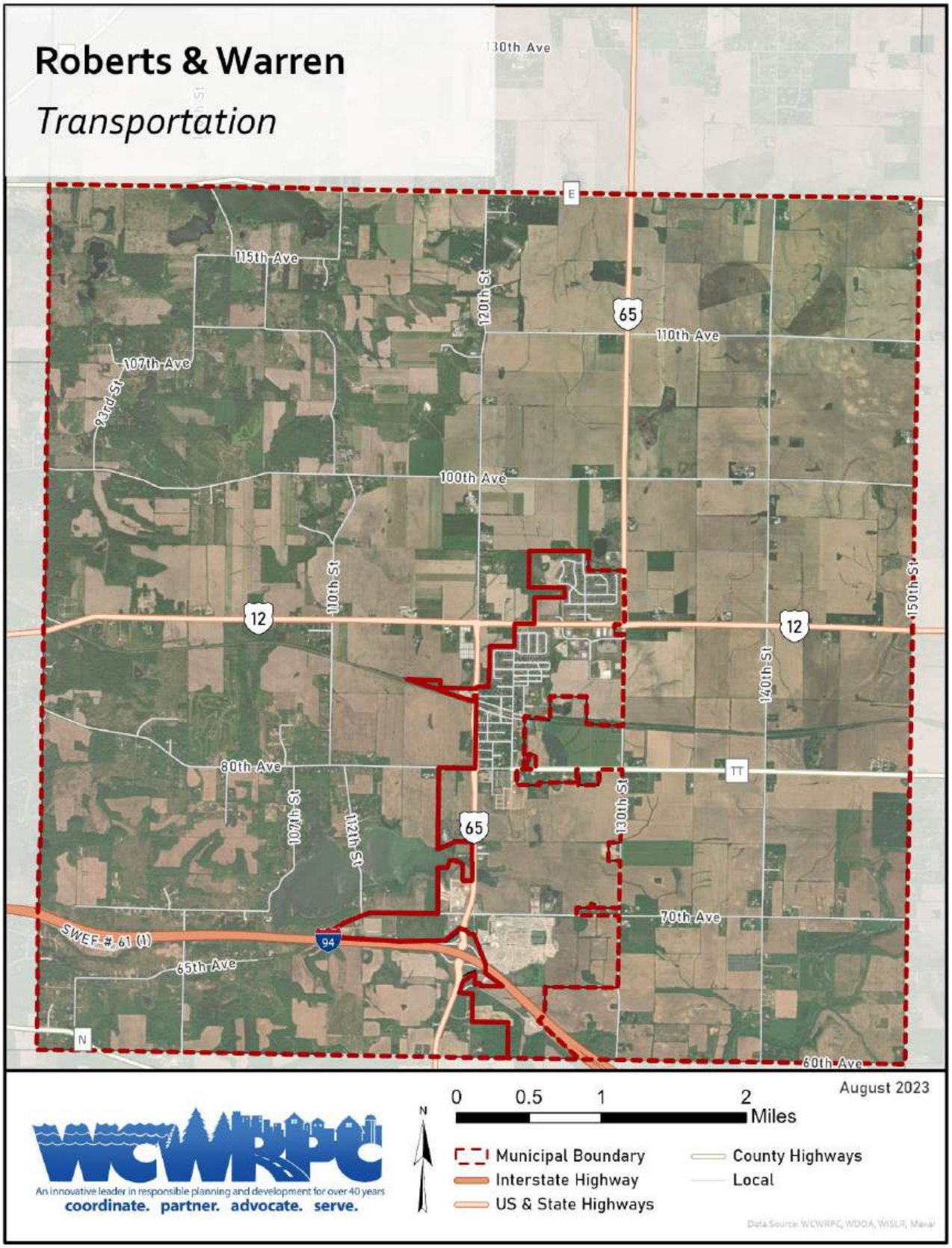
Functional Road and Jurisdiction Classifications

Roberts and Warren have roughly 83.24 miles of roadway within the Village and Town limits. The majority of those roads are classified as local roads. The breakdown of streets and highways by functional classification mileage is as follows:

	Village of Roberts	Town of Warren
Principal Arterial	0.53 miles	3.64 miles
Major Arterial	1.23 miles	9.92 miles
Major Collector	0.51 miles	7.57 miles
Minor Collector	1.42 miles	1.71 miles
Local	12.08 miles	44.63 miles

Ownership and maintenance responsibilities for these roads are distributed across the State, St. Croix County, the Village, and the Town. U.S. Highway 65 travels north-south through the Roberts-Warren Area with State Highway 12 running east-west through the Area, which are maintained by the State and County. The major transportation function in the Village and Town is maintaining the local road system. According to the WI DOT January 1, 2024, Certified Mileage report, the Village is responsible for 13.82 miles of roadway while the Town is responsible for 48.22 miles of roadway. St. Croix County is responsible for approximately .16 miles in the Village and 5.98 miles of roadway in the Town.

Map 3. Roberts-Warren Transportation Network



Traffic Volume Trends

The Wisconsin Department of Transportation undertakes traffic counts throughout the State and maintains an interactive map of traffic count data. In general, the data shows traffic counts decreasing in the Area since 2018.

- Interstate 94 between USH 12 and STH 65 has an average daily traffic count of 43,200 (2022), down slightly from 43,700 in 2018.
- STH 65 north of the I-94 interchange has an average daily traffic count of 8,600 (2022), north of CTH TT of 6,300 (2022), and 6,500 (2022) south of USH 12. STH 65 south of I-94 has volumes of 4,200 (2018) while 1.5 miles north of USH 12 the average daily traffic count is 5,800 (2022).
- USH 12 west of STH 65 averages 7,600 daily trips (2022); further to the west about 2.0 miles west of STH 65 the volume is significantly lower at 2,200 average trips (2022).
- CTH TT 2.5 miles east of STH 65 has an average daily traffic count of 2,000 (2022). Volumes are slightly higher to the west in the Village on CTH TT between STH 65 and Division Street at 2,600 (2022).
- In 2022 the volume was calculated at 1,500 on Division Street between Main and Pine in the Village. This count was taken near the St. Croix Central Elementary School in June of 2022 so does not represent traffic levels on peak hours of a school day. North on Division Street, between Ash Street and Tower Street, volumes are a bit lower at 1,200 (2022).

In 2021, about 95 percent of Village and 98 percent of Town households had at least one vehicle with more than 70% in both the Village and Town having two or more vehicles.[7] 80.5% of Village working residents and 82.0% of Town working residents drove alone to work, while the average travel time to work for employed residents of the Village and Town was around 30 minutes. The Joint Planning Committee discussed the potential for increasing ride-sharing opportunities but felt this is becoming increasingly difficult given telecommuter trends and scheduling conflicts.

Accident Types and Locations

Maps 4 and 5 summarize vehicle-involved crashes in the Village and Town from 2016-2020. Within the Village, the intersection of STH 65 and 70th Ave. had the highest crash concentration (as will be discussed in more detail later on in this section). In 2024 WI DOT made improvements to STH 65 near the 70th Ave. intersection which has improved traffic flow in the area. STH 65 and East Graham Street roundabout was the second largest hotspot. As shown on the crash map, there were also concentrations along USH 12 and Interstate 94.

Map 4. 2016-2020 Crashes in Village of Roberts



[7] Data in this subsection is the from the U.S. Census American Community Survey 5-Year Estimates for 2017-2021.

In the Town of Warren, the highest concentration of crashes was along Interstate 94, specifically on both the off ramps and at the roundabouts for STH 65. Per the St. Croix County Crash Report, Warren has the lowest rate of deer crashes of any town in St. Croix County.

Map *5. 2016-2020 Crashes in Town of Warren*



State Highway 65

Planning responsibly for future growth and development in the Roberts-Warren Area requires an understanding of the capacity and limitations of STH 65, the primary corridor serving the communities. During the plan update process, a significant amount of attention was given to the corridor, with specific attention given to the intersection of STH 65 and 70th Avenue. This intersection is located about 500 feet north from the I-94/STH 65 interchange and is heavily traveled by vehicles heading north on STH 65 as well as semi tractors frequenting the Flying J Travel Center at the intersections southwest corner and newly constructed full-service semi-accessible Kwik Trip at the northwest corner.

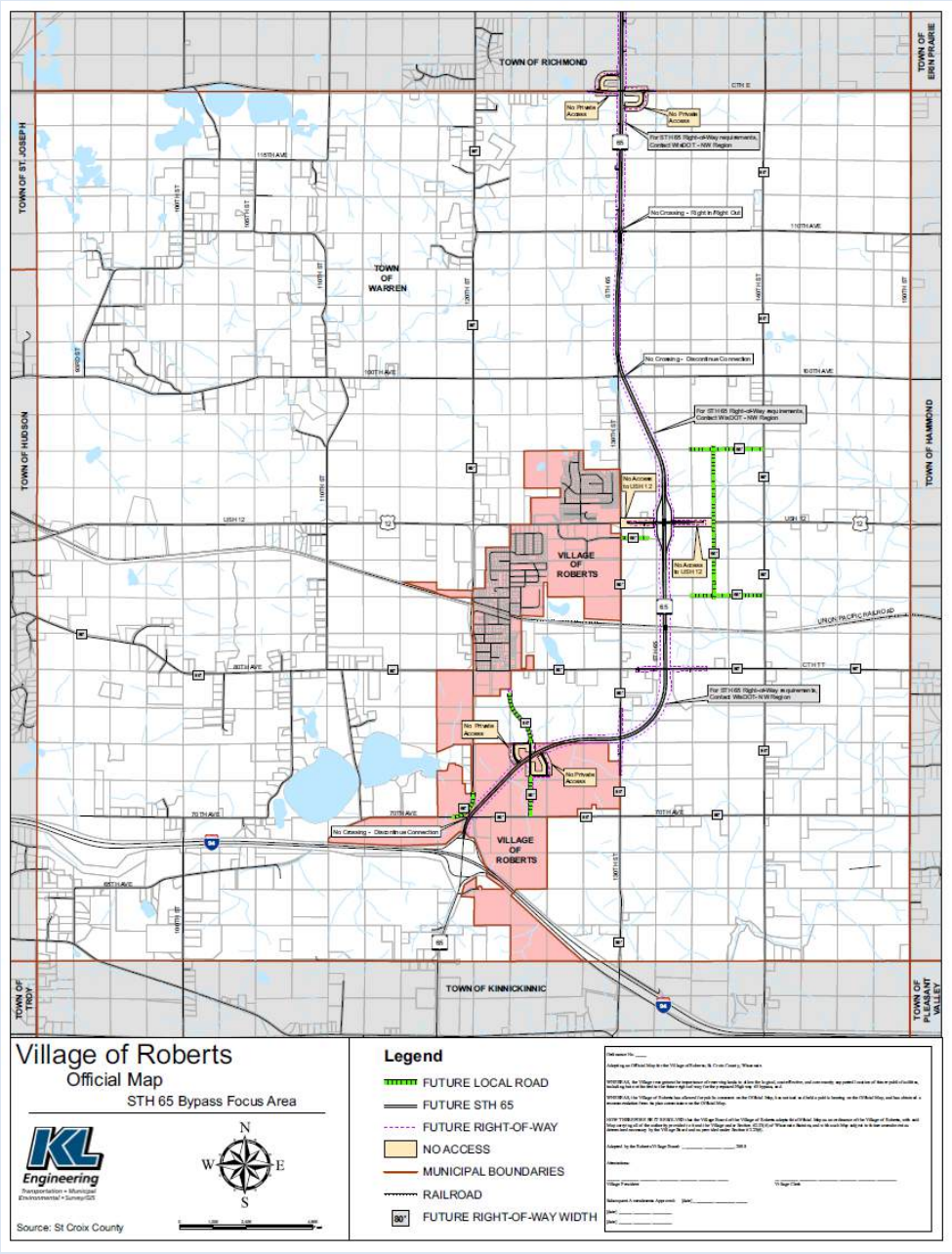


STATE TRUNK HIGHWAY (STH) 65 BYPASS PLANNING

History

In 2008, Wisconsin DOT (WisDOT) engaged KL Engineering to study alternatives for the future of STH 65, recognizing future growth and related transportation impacts near the interchange with Interstate 94. During this study, various alternatives were explored with the goal of maintaining STH 65 with its current interchange. An official map for the Village and Town, showing a preferred alignment for a future STH 65 bypass, was produced and adopted by the Village and Town.

Map 6. Village of Roberts Official Map adopted in 2008 (has since been rescinded)



In 2021, the Village and Town took action to remove the STH 65 bypass from the official map. According to members of the 2024 Joint Village and Town Plan Committee, the decision to remove the bypass from the official map was based on a variety of factors, including that WisDOT did not have funding for the project, WisDOT did not have the project in its 20-year timeline, and that the St. Croix River Crossing was constructed and provided a new travel route to the City of New Richmond, reducing some of the demand on STH 65.

Current and Anticipated Conditions

STH 65 Corridor:

- Current Configuration: STH 65 is currently a two-lane road north of its intersection with 70th Avenue. 2022 traffic counts from WisDOT show the Average Daily Traffic (ADT) on STH 65, just north of its intersection with 70th Avenue, at 8,600 vehicles per day. However, the intersection itself, due to Kwik Trip and Flying J, is experiencing significantly higher volumes.
- WisDOT Roadway Threshold: Per WisDOT, a 2-lane roadway can typically handle 12,000 to 15,000 ADT before it requires an upgrade to 4-lanes.

STH 65 & 70th Avenue Intersection:

A 2022 Traffic Impact Analysis (TIA), prepared by SEH for the proposed Kwik Trip on the northwest corner of the intersection, evaluated the proposed conditions with future build traffic (anticipated 300,000 sf expansion of 1880 warehouse, 200,000 sf industrial building on 30 acres west of Flying J and a 13-acre commercial site). The TIA found that intersection movements were expected to operate at acceptable levels with some queuing extending past Flying J with intersection improvements. While the intersection improvements have significantly helped with traffic movements and flow, as confirmed by the Planning Committee, the STH 65 & 70th Avenue intersection is likely already approaching design capacity leading to some congestion at times.

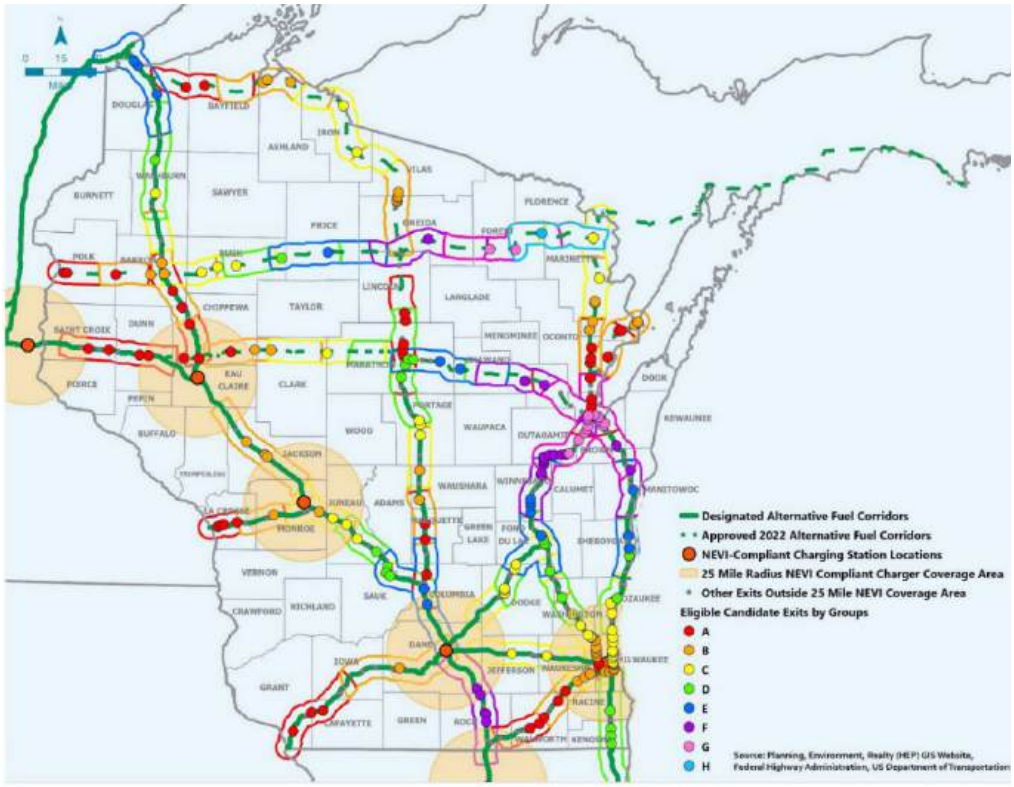
As the Village of Roberts plans for growth in the community and the City of New Richmond continues to grow, additional traffic and congestion is anticipated. While it is not known when STH 65 north of the 70th Ave. intersection will reach design capacity, it will likely exceed capacity within the 20-year planning period if the Village continues to grow at current rates and additional commercial and industrial development occurs in the corridor and business park.

- Continuing to limit access on the STH 65 corridor can enhance the flow of traffic within the corridor in its current configuration for a while. The use of alternative local backage streets (extending Division Street to the south, extending Wilkens Way north to 80th Ave) can help keep traffic off STH 65 and extend the design capacity of the corridor.
- From a long-range perspective, identifying and preserving an alternative alignment (e.g. bypass) is strongly recommended by WisDOT. An Official Map should be used to ensure that new development does not occur in a manner that prevents the best available alternative alignment. Per WisDOT, if you don't plan correctly, STH 65 may need to be relocated entirely and the current interchange abandoned. Some development since 2008 conflicts with the old official map, so changes to the map are needed and desired.

Electric Vehicles

The growth in the use of electric vehicles has received great attention. The Federal Government has developed a *National Electric Vehicle Infrastructure (NEVI) Plan*, which envisions a nationwide charging network. To develop that network, the NEVI Plan allocates money to the states to assist with their own planning and implementation efforts. Wisconsin has prepared the Wisconsin Electric Vehicle Infrastructure (WEVI) Plan to identify how it will utilize federal funding to build out a statewide network. The WEVI Plan anticipates EV registration in Wisconsin to increase from 0.1% in 2022 to 6.1% in 2030 and up to 31.0% of all vehicles in 2050. Communities across Wisconsin will also need to develop their own EV infrastructure to meet the increased demand. As shown on **Map 7** below, Interstate 94 is designated as an Alternative Fuel Corridor within the WEVI Plan reflecting the growing demand for EV charging stations.

Map 7. Wisconsin Full NEVI-Compliant EV Charging Station Build-Out Coverage



4.2 Additional Modes of Transportation

Transit and Specialized Transportation

While there are no municipal public transit services available in the Roberts-Warren Area, there are transportation providers available for residents with specialized needs, often coordinated through the County Aging & Disability Resource Center (ADRC). The Village and Town see opportunities to continue to promote these services.

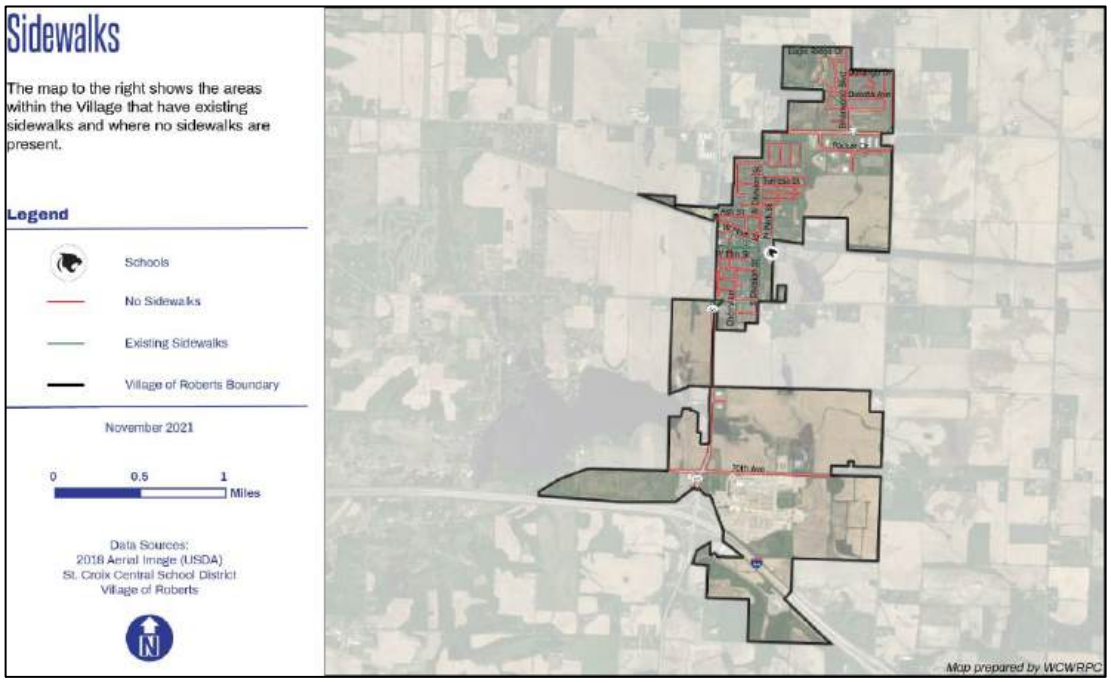
The Wisconsin Department of Transportation maintains a free park-n-ride lot in the Village at the northeast corner of the STH 65/70th Ave intersection. The asphalt lot has 112 automobile stalls with 4 handicapped stalls. The DOT also promotes RIDESHARE and Metro Transit Carpooling for commuters into the Twin Cities metro area.



Bicycles and Pedestrians

Sidewalks are the most important element to safe walking in a community. Due to traffic and road conditions, bicyclists (especially younger ones) will also prefer to use sidewalks instead of riding on streets. Map 8 shows the sidewalk inventory within the Village of Roberts as of 2018 (there are no sidewalks within the Town).

Map *8. Village of Roberts Sidewalk Inventory*



The 2011 *St. Croix Central School District Safe Routes to School Plan* contains recommendations for improving walking and biking within the Village of Roberts, specifically as it relates to getting students to the Elementary School on Division Street. A few of the highlights from the Plan include:

- Require all future development to meet SRTS policies and needs. This includes pedestrian/bicycle trail feeder system to the school and/or an existing SRTS route.
- Create a sidewalk pedestrian system throughout the entire community.
- Construct highly visible and functional railroad pedestrian/bicycle crossing on Division St.
- Construct sidewalk or designated walking/biking lane along Division St.
- Install bump-outs along Division (Warren, Pine, Maple Main, crossing south of south school entrance).

A significant barrier for encouraging walking and biking to the Elementary School, specifically from the north, is the lack of sidewalk or pedestrian crossing where the rail line and Division Street meet, just north of the school, as shown in the image below.



While many of the recommendations from the 2011 SRTS Plan were not implemented, in 2023, the Village of Roberts was awarded a grant from WI DOT for several sidewalk projects including:

- Division St. from Tower St. to Maple St.
- Tower St. from Division St. to Park St.
- Division St. from Pine St. to Graham St. (CTH TT)
- Division St. from Maple St. to Main St.
- Graham St. from Cherry St. to Division St.

The grant will also help fund crosswalk striping, flashing school zone signs, pedestrian crossing signs, and enhanced street lighting.



St. Croix Co Bicycle and Pedestrian Plan (2017)

The 2017 St. Croix County Bicycle and Pedestrian Plan also contains recommendations for improved connectivity in the Roberts-Warren Area. The Plan notes that people want more west-east bikeway connections across the county, particularly parallel to I-94 and linking Roberts, Hammond, Baldwin and Woodville. The Plan suggests an east-west path or trail be created along a road right-of-way or in an independent right-of-way.

Railroads

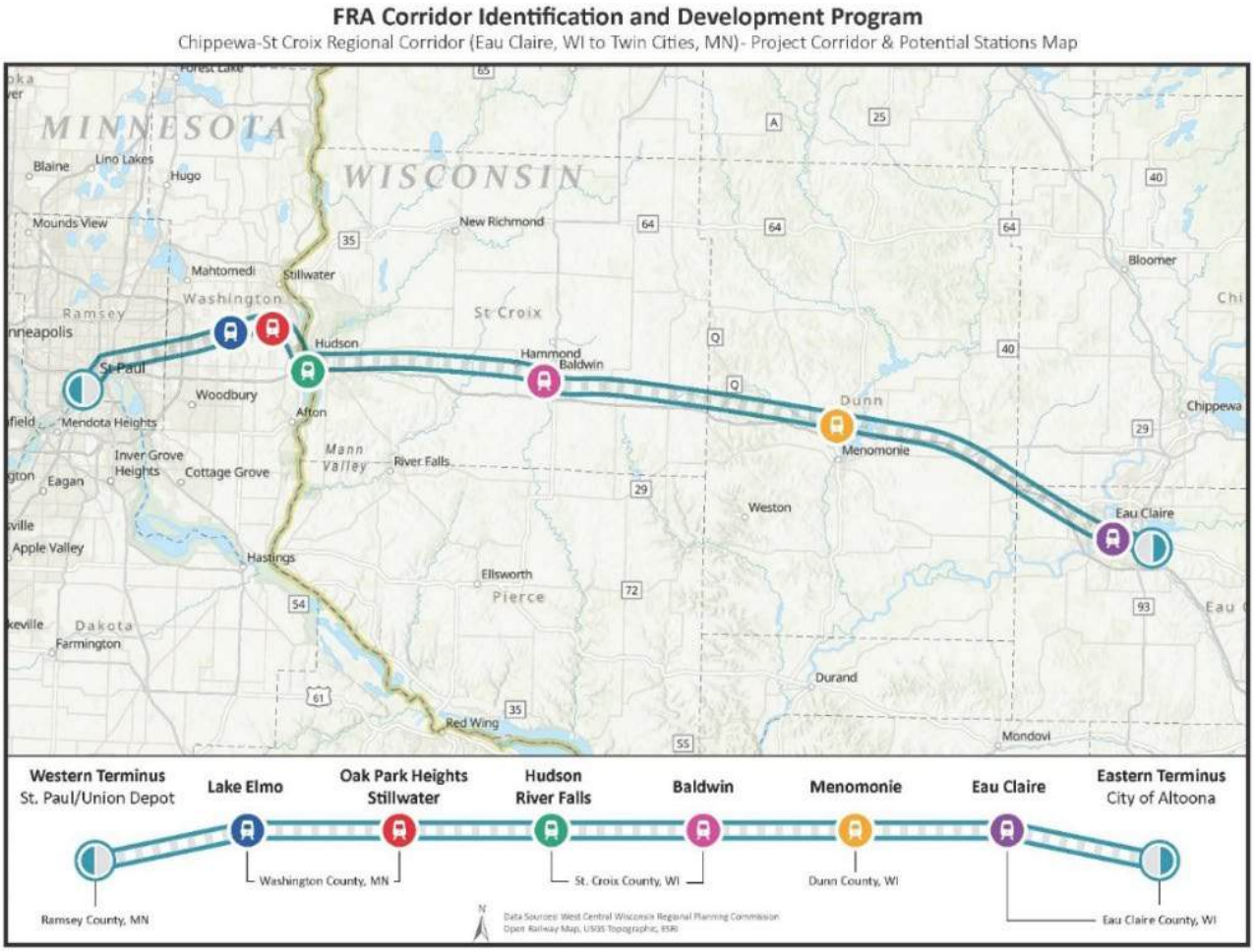
The Union Pacific Railroad runs east-west through the Roberts-Warren Area. The line is currently used for freight rail service. Where there is currently no spur into the Roberts Industrial Park, there have been discussions about the potential for a future rail spur to serve future industrial development in the Park. The rail line currently intersects with two streets in the Village – Division and Vine Streets, and three roads within the Town – 110th St, 130th St, and 140th St.

There are ongoing discussions regarding passenger rail service that would connect the Twin Cities and Milwaukee metropolitan areas. Two studies are currently underway for the same rail corridor:

a) Milwaukee to Twin Cities (coordinated by WI DOT)
b) Eau Claire to Twin Cities (coordinated by West Central WI Rail Coalition)

There are two phases for each study; phase 1 is a fact gathering phase that is expected be completed by December 2025 and phase 2 is more detailed planning that would identify crossings and street closings. Public involvement would be heavy during phase 2 of the study. Phase 2 studies are expected to be completed approximately 18-24 months after the completion of Phase 1. It is anticipated that there would be about 10 passenger trips/day on the line (6 between Milwaukee and the Twin Cities and 4 between Eau Clarie and the Twin Cities).

Map 9. Proposed Eau Claire to Twin Cities Routes & Stops



Map 9 shows the proposed passenger rail line from Eau Claire to the Twin Cities along with proposed rail stops. There is currently no stop planned for Roberts. WI DOT officials have indicated that they don't see an issue where either crossing in the Village would need to be closed; however, it is likely that some town road crossings will be closed.

While it may be 4-5+ years for the Eau Clarie to Twin Cities line to begin operation, and longer for the Milwaukee to Twin Cities line, it is important that the Village and Town are aware of potential impacts and stay engaged in the discussion regarding the return of scheduled passenger rail along the Union Pacific corridor.

Air Transportation

There is no existing commercial air transportation in the Roberts-Warren Area. There are several private airports with private hangers and take off/landing areas. The nearest publicly owned airport is in the City of New Richmond, approximately 10 miles north of Roberts. The New Richmond Municipal Airport has a terminal building but does not have scheduled passenger services. The Minneapolis-St. Paul International Airport, located approximately 30 miles west of the Roberts-Warren Area, provides scheduled air passenger service.

Trucking

Interstate 94 and State Highway 65 are both State-designated long truck routes through the Roberts-Warren Area. While these routes provide adequate service into the Area, as was discussed previously, the traffic volumes, access, and two large trucks stop at STH 65 and 70th Avenue intersection cause challenges for traffic flow.

Water Transportation

There is no water transportation on a commercial scale in the Roberts-Warren Area. Area surface waters, including the Kinnikinnic River, offer opportunities for recreational activities.

All-Terrain Vehicles (ATVs) & Utility Task Vehicles (UTVs)

ATVs and UTVs are a common form of transportation in the Roberts-Warren Area. While most of the Village and Town roads are open as ATV/UTV routes (Village and Town ordinances have identified exceptions where ATVs and UTVs are not allowed), the WI DOT roundabouts on STH 65 and STH 12 are restricted, making it difficult for ATVs/UTVs to connect and go from the Town of Warren to the Village of Roberts. County Highways are also not approved for ATV/UTV operations in St. Croix County. It is recognized that ATV and UTV users would like to see better connections of routes between the Village and Town.

Snowmobiles

The snowmobile routes are either private land in the Town or a combination of public/private land within the Village. It was suggested that the Town and Village explore the idea of utilizing the snowmobile trails for non-motorized pedestrian-bicycle activities in non-snow months. Most snowmobile trails are on private land, so the ability to "control" these trails is limited. However, the Village and Town should meet with trail user groups to discuss challenges and opportunities to expanding the trail network.

4.3 Transportation Needs and Planned Improvements

In general, the local and regional transportation system in the Roberts-Warren Area is currently adequate to serve traffic volumes within the Area, care must be taken to plan to improvements that can help the corridor remain viable in its current configuration or plans must be put in place for an alternative should the traffic levels start to exceed the capacity of STH 65. Ongoing maintenance and minor safety improvements are expected on

local, county, and state roadways. New roads may be needed if new development occurs as envisioned in the land use element of this plan.

State Highway Improvements

In 2023 WisDOT undertook significant improvements on STH 65, specifically at the I-94 westbound ramp to just south of Wagner Drive on the southern end of the Village. The project included expanding STH 65 from two to four lanes from I-94 westbound ramp to about 1,200 feet north of 70th Avenue, installing turn lanes, traffic islands and new traffic signals at the 70th Avenue intersection, upgrading drainage, placing permanent signage and new pavement markings, and modifying the park and ride lot on the east side of the highway. The Joint Plan Committee commented that these improvements have made a substantial improvement to traffic flow in the corridor.

As of August 2024, Wisconsin Department of Transportation (WisDOT) Division of Transportation System Development (DTSD) has no active construction projects within the Roberts-Warren Area. According to the WDOT's Transportation Improvement Program for 2024-2028, the following projects are identified to commence with the anticipated commencement year stated:

FY	Route	Title	Limit	CONCEPT
2028	065	RIVER FALLS - NEW RICHMOND	70TH AVE TO USH 12 WEST	CONSTRUCTION/RESURFACE
2028	065	RIVER FALLS - NEW RICHMOND	USH 12 EAST TO RICHMOND WAY	CONSTRUCTION/RESURFACE
2028	012	HUDSON - BALDWIN	STH 65 S TO STH 65 N	CONSTRUCTION/RESURFACE

County and Local Improvements

The Village of Roberts has the equipment necessary to ensure that adequate street services are provided but may require additional equipment and staff as the Village grows. The Village maintains a five-year capital improvement plan (CIP), which includes budget line items for improvements/maintenance and the purchase of equipment. The projects included in the 2024-2028 Streets CIP include:

- 2024 – Pleasant Street – full reconstruct (sanitary & stormwater)
- 2024 – Spring Street – full reconstruct (sanitary & stormwater)
- 2025 – no projects currently planned
- 2026 – West Blvd (south of Pine) – full reconstruct (stormwater)
- 2026 – West Blvd (Main to Pine) – full reconstruct (water, stormwater)
- 2027 – no projects currently planned
- 2028- no projects currently planned

The Town of Warren maintains a 5-year road plan for improvements to local roads within the Town. The current 5-year plan, adopted in March 2024, includes the following projects:

- 2024 – 140th St from 60th Ave to 70th Ave
- 2025 – 120th St from Highway 12 to CTH E
- 2026 – 80th Ave from the western Town border to the Village of Roberts boundary
- 2027 – 70th Ave from east of the western Town border to 107th St
- 2028 – 100th Ave from STH 65 to 140th St
- 2028 – 150th St from 110th Ave to CTH E

The Town also indicated that has pursued grants from WI DOT for projects on 80th Avenue and 120th Street.

The Town has enough revenue to pave/repave about 1 mile per year with approximately 49 total miles of road to maintain. The Town contracts with St. Croix County for maintenance and plowing of local roads.

St. Croix County's 2024-2028 Capital Improvement Project (CIP) identifies a planned reconstruction of CTH E, along the northern boundary of the Town, from 100th Street to STH 65. The Highway Commissioner indicated that this is tentatively planned as projects may get moved around due to funding and weather.

4.4 Community Perspective

Community Survey

The 2023 comprehensive plan community survey requested respondents to provide their opinion on the condition of local streets and identify their transportation priorities for the next 10 years.

In the Village of Roberts:

- 51% of Village respondents rated the condition of the local streets in the Village as excellent or good.
- Top transportation priorities for Village respondents:
    - Road/street repair and maintenance (89% identified as important or very important)
    - Sidewalk & trail maintenance (63% identified as important or very important)
    - Making streets safer for pedestrians/bicyclists (59% identified as important or very important)
    - Improving pedestrian and bicycle connections (55% identified as important or very important)

In the Town of Warren:

- 53% of Town respondents rated the condition of local roads in the Town as excellent or good.
- Transportation opinions by Town respondents:
    - 90% agree/strongly agree that the overall road network in the Town meets their needs
    - 62% agree/strongly agree that there should be more off-road biking & walking trails in the Town
    - 54% agree/strongly agree there should be more biking and walking lanes along public roadways

The survey also asked respondents about their level of agreement that the Village and Town should work together to create ATV/UTV connections. The majority of respondents who had an opinion on the matter from both the Village and the Town agreed or strongly agreed

28% of Village of Roberts respondents age 55+ identified establishing a shared-ride transportation service as being important or very important for the Village in the next 10 years. 38% identified it as somewhat important and 17% identified it as not at all important. While this shared-ride service may not be a current priority, given the aging population the Village will want to continue identifying transportation needs and exploring options. Joint Plan Committee members commented that while there are some services available, such as through the County ADRC, the public may not be aware of such services.

Joint Plan Committee & Public Visioning Workshop

Transportation-related matters were heavily discussed during the plan update process. The following are highlights and noted concerns, in no certain order or priority:

- New developments will need to be carefully sited along STH 65 and traffic impacts analyzed carefully.

- There is a desire by the Committee to maintain and improve connectivity between the Town and Village, including ATV/UTV routes.
- There is a desire to improve the internal connectivity and walkability within the Village.
- The Village has limited vehicle parking downtown, especially during larger school events (will be discussed in more detail in Chapter 7).
- The Village is okay with children bicycling on the sidewalks.
- It is difficult to sustain funding for Town road maintenance.
- Town roads receive "pass thru" semi traffic of those looking to avoid the Hudson weight station, creating road damage and safety concerns.
- The Town has adopted Implements of Husbandry standards that recognize and allow the use of tractors and other agricultural equipment on Town roads.
- The attitudes and schedules of individuals, together with the increase in telecommuting, make ridesharing programs less attractive.
- While WI DOT has indicated that adding a second interchange to serve the Roberts-Warren Area is not an option, the Joint Plan Committee is interested in exploring this as a potential future improvement.

PLANNING FOR STATE TRUNK HIGHWAY (STH) 65

The Joint Plan Committee spent a significant amount of time discussing the limitations of STH 65 and how much additional growth can occur in the corridor before it becomes too congested. The Committee discussed the previous official mapping efforts and 2008 adoption, WI DOT concerns, and alternatives. As it relates to the STH 65 bypass from the 2008 official map, the Committee noted the following:

- There are too many uncertainties regarding the future need for or the timing of the bypass.
- Too many things can change in the next several years and the Committee does not want to reserve lands in the corridor for something that may never be needed.
- WI DOT has no official plans or timeline for constructing a bypass.
- The design of the STH corridor, as was adopted in the 2008 official map, is not feasible, specifically as it relates to semis navigating the jug handles.
- There are mitigation measures that could be implemented (use of backage roads, relocating Flying J drive further west, etc.) to help minimize traffic conflicts on the corridor and extend its life in its current configuration.

The Committee was conflicted as to how to proceed with planning for the future of the STH 65 corridor. The situation has them deciding on something that might never happen – traffic levels might never reach a level where a bypass is warranted. Ultimately the Committee decided that there are too many uncertainties to readopt the STH 65 bypass as mapped in the 2008 official map and chose instead to:

- Prepare and adopt a new official map for the planned local backage streets (extending Division Street to the south and extending Wilkens Way north to 80th Avenue).
- Work with WI DOT to explore opportunities to mitigate congestion on the existing alignment and plan for a future alternative alignment/bypass, then amend the official map and comprehensive plan (including the Future Land Use map) as needed.
- Explore other mitigation alternatives including relocating the Flying J Travel Center access drive further to the west on 70th Avenue.

4.5 Transportation Goals, Objectives, Policies and Strategies

Transportation Goal

A transportation system providing reliable, safe, and economic movement of people and goods, both within the Roberts-Warren Area and the surrounding region, and which anticipates the demands of growth.

Objectives

1. Coordinate transportation planning with land use development by providing a transportation framework with which various land development patterns can be supported by the transportation network.
2. Stage the construction of street improvements according to a capital improvements plan, or streets plan, which coincides with demands on growth.
3. Minimize conflicts between vehicular, pedestrian, bicycle, and train traffic.
4. Provide better connectivity from the Town to key destinations in the Village.
5. Downtown is easily accessible and navigable for transportation (discussed in more detail in Chapter 7).

Policies

Shared Policies:

1. When planning for multi-modal linkages, support, utilize, and preserve what is already in place where possible.
2. Review traffic generation impacts when considering development proposals. Where deemed necessary, require a developer to prepare and provide a traffic impact analysis.
3. Continue to require developers to install new streets to the required specifications and ensure compliance prior to accepting such roadway.
4. Continue to maintain a 5-year capital improvements plan (CIP) or streets plan to plan for infrastructure projects.
5. Limit access within the STH 65 corridor to enhance the flow of traffic within its current configuration.

Village Policies:

1. Require all future subdivisions to provide two points of access.
2. Continue to require new development to install sidewalk on at least one side of the street.
3. As streets are reconstructed, evaluate the feasibility of incorporating sidewalk on at least one side of the street to provide better connectivity.
4. Consider requiring traffic studies as new development is proposed, specifically for property along STH 65.
5. Improve downtown pedestrian walkability and bicycle/pedestrian connectivity with the rest of the community.
6. Maintain and enhance bicycle & pedestrian, as well as ATV/UTV trail/route connectivity to/through downtown Roberts.

Town Policies:

1. Encourage trail/route connectivity, especially for developing areas and destinations; link with the Village system

Strategies

Shared Strategies:

1. In an effort to minimize traffic congestion on STH 65, adopt an official map for the backage roads (extending Division Street to the south and extending Wilkens Way north to 80th Avenue). Also consider reserving additional right-of-way (beyond what is already provided) to expand 70th Avenue, east of STH 65, and 130th Street, north of 70th Avenue to the roundabout at Highway 12, to allow for expansion in the future. Educate property owners on the purpose for reserving these lands for transportation connections.
2. Engage the WI DOT to explore alternative options to the official map.
3. Actively participate and provide input during Phase 2 of the passenger rail studies. Advocate that the rail crossings within the Village (Division Street and Vine Street) remain open.
4. Explore potential routes and funding opportunities for a bike trail that connects the Village and Town as well as an east-west path bikeway connection parallel to the Interstate as recommended in the St. Croix County Bicycle and Pedestrian Plan.
5. Engage the WI DOT and other partners to discuss options for an ATV connection between the Town and Village.
6. Plan for a transportation connection between Downtown Roberts and Planned Neighborhood (shown on **Map 30**); this connection could start as a bike/ped connection with other vehicular access explored in future (will be discussed in more detail in Chapters 7 & 9).
7. The north-south future street within the Planned Neighborhood, which would run from the downtown connection south to Hilpert Street, should be designed as a collector street, The final location and design of this road should be discussed during the master planning process but must be planned, designed, and constructed to accommodate existing and projected traffic volumes while serving the multi-modal needs of the community.
8. Prepare a STH 65 corridor master plan that fully examines the capacities, limitations and opportunities for the corridor.
9. Work with WI DOT to explore opportunities to mitigate congestion on the existing alignment of STH 65 and plan for a future alternative alignment/bypass, then amend the official map and comprehensive plan (including the Future Land Use map) as needed.
10. Continue to explore the potential for a second interchange on I-94, further to the east, to serve the Roberts-Warren Area.
11. Work with the County ADRC and other senior rideshare providers to help educate residents, specifically seniors, on available transportation services.
12. Continue to implement the recommendations from the existing Safe Routes to Schools Plan and work with the School District to update the plan to reflect items contained in this plan.

Village Strategies:

1. Reserve the vacant parcel in Rolling Meadows along STH 65 for a potential future connection to STH 65, if needed in the future.
2. Work with the St. Croix Central School District to explore alternative parking options during larger school events.
3. Continue to explore options for providing better bicycle and pedestrian connectivity for the Rolling Meadows neighborhood on the Village's northside with a safe crossing of Highway 65 to the area businesses, parks, downtown, school and the remainder of the community.

4. Work with Flying J Travel Center to relocate the access drive along 70th Avenue further west. (short-term)

Town Strategies:

1. Continue to enforce Implements of Husbandry standards that allow farm equipment to utilize Town roadways.
2. Consider additional weight restrictions and enforcement on Town roads.
3. Work with law enforcement on options for minimizing pass-thru truck traffic.

4.6 Other Transportation Plans and Programs

Roberts-Warren Area Plans and Programs

The following plans and studies related to this element were mentioned previously and were considered when developing the transportation goal, objectives, policies, and strategies:

- St. Croix County Bicycle and Pedestrian Plan, 2017
- St. Croix County Outdoor Recreation Plan, 2022-2026
- St. Croix Central School District Safe Routes to School Plan, 2011
- St. Croix County Crash Report, 2016-2020
- Village of Roberts 5-year Capital Improvements Plan
- Town of Warren 5-year Streets Plan

Other Transportation Plans and Programs

Several state and regional organizations' development plans and programs for the management and systematic update of transportation facilities include the Roberts-Warren Area. These other plans were also considered during the planning process. Based on a review of these plans and programs, no land use or policy conflicts were identified. **Appendix D** includes a review of these other potentially related transportation plans and programs.

5. UTILITIES & COMMUNITY FACILITIES



5. Utilities and Community Facilities

Utilities and community facilities provide the foundation on which a community is built and maintained. Not all utilities and facilities are publicly-owned and some may be jointly owned or operated by the Village and/or Town in collaboration with each other or another unit of government.

Utilities may include sanitary sewer, stormwater, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Special services deemed to be vital to a community may also be included as a community facility.

Utilities and community facilities can be used to guide growth, encourage development, or help establish community identity. Combined with roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget. The location of community facilities is important when encouraging land-use patterns that promote more sustainable development patterns, healthy communities, and communities that are walkable. Many of these facilities are integral parts of a community and locating them in areas that are easily accessible and walkable reduces the need to drive a vehicle and increases the number of people that have access to the facility.

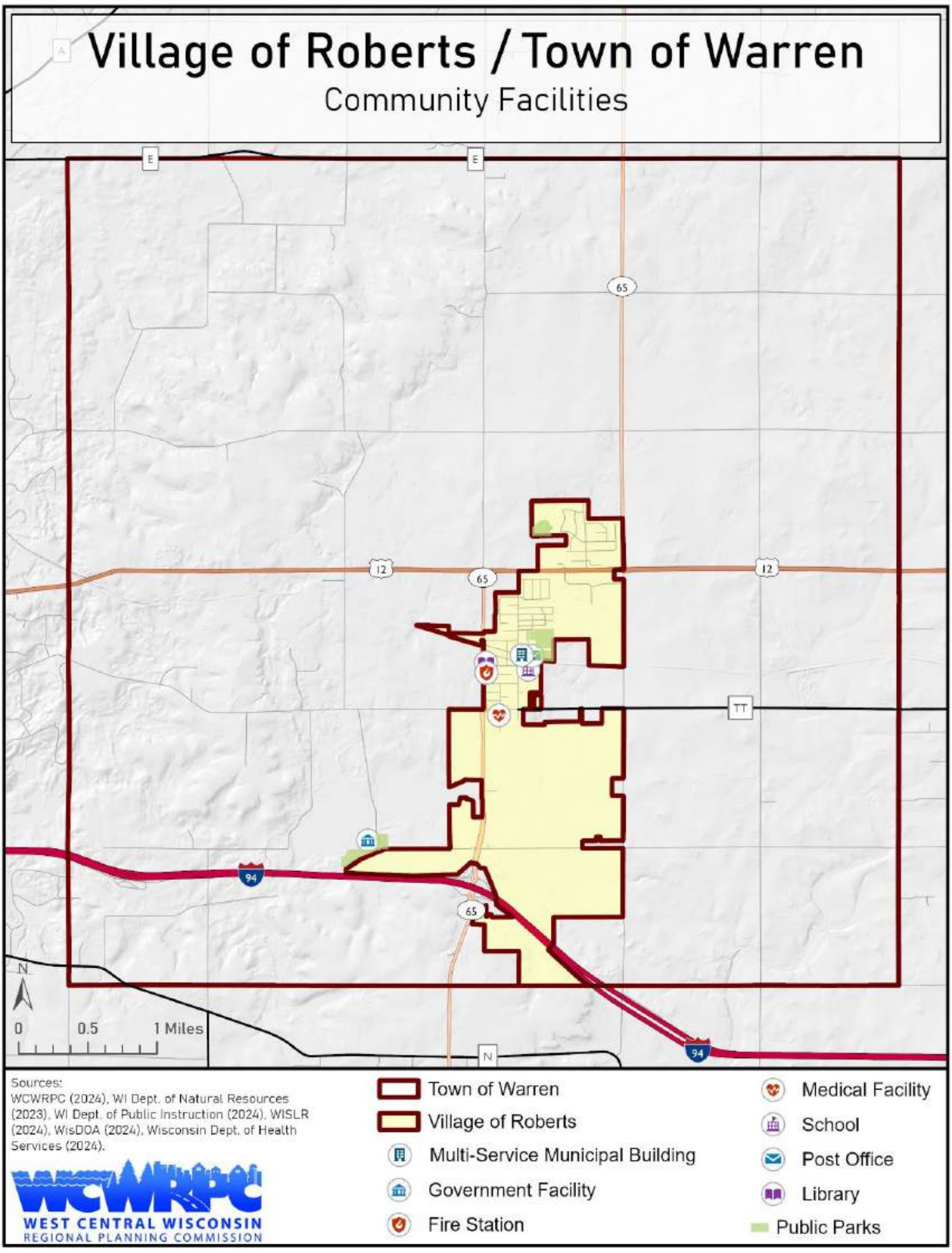
5.1 Assessment of Utilities and Community Facilities

Map 10 shows the community facilities within the Village of Roberts and the Town of Warren, including municipal buildings, Roberts-Warren Fire Station, St. Croix Central Elementary School, Roberts Post Office, Western Wisconsin Health Roberts Clinic, and the Hazel Mackin Library. This subsection identifies ongoing, short-term (1-5 year), and long-term (5+ year) needs for utilities and community facilities within the Village and Town. At a minimum, Wisconsin comprehensive planning law requires the identification of any needs to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities. This subsection also assesses future needs for government services in the Village and Town that are related to the listed utilities and facilities. While the Village of Roberts and Town of Warren may not be fully aware of all plans and needs for facilities and services not provided by the local governments, they continue to partner with other service providers to cooperatively plan for the community's future.





Map 10. Roberts-Warren Area Community Facilities



Administrative Facilities and Services

Administrative facilities for the Village of Roberts are currently located in Village Hall at 107 Maple Street in Roberts. The Village currently has 12 full-time employees and 10 part-time employees, and contracts for cleaning of Village facilities. The Village's website can be accessed at www.robertswisconsin.com and details a variety of government-related information about the Village.

The Villages public works "shop" is located at 750 Highway 65 and houses Village equipment and Village Wastewater Treatment Plant functions.

Village of Roberts Administrative Facilities (including Public Works) & Services Needs	
Ongoing Needs:	• Continued general building maintenance.
Short-Term Needs:	• General maintenance of Village Hall. • Generator for Village Hall garage doors or battery backup doors.
Long-Term Needs:	• Continue to evaluate facility and space needs for Village departments. Police need four garage spots in 10 years and public works could use more shed room for storing equipment inside. • Upgraded phone system. • Better integrated software or using more of the services offered instead of standalone spreadsheets for everything. • Equipment for staffing and snowplowing as the Village continues to grow. • Explore owning light poles on certain routes within the Village.

Administrative facilities for the Town of Warren are currently located in Town Hall at 720 112th Street in the Town. The Town has one full-time employee (Town Clerk) and eight part-time employees (Town Board and Plan Commission members). The Town contracts with the County for road work.

Town of Warren Administrative Facilities & Services Needs	
Ongoing Needs:	• Continued maintenance of Town Hall.
Short-Term Needs:	• Interior painting of Town Hall.
Long-Term Needs:	• Continue enhancing outdoor recreational amenities.





Sanitary Sewer Service

The Village of Roberts provides sanitary sewer service to properties within the Village as shown on **Map *11***. While much of the Village's wastewater system is gravity fed by three interceptors, there are also three lift stations in the Village that support the system in areas that do not have gravity flow. **Map *12*** shows the future wastewater system for the Village, identifying areas that can be served by gravity flow as well as a future lift station.

Wastewater is transported via the system to the Roberts Wastewater Treatment Plant, located on the west side of Highway 65, where it is properly treated. The Roberts Wastewater Treatment Facility was constructed in 1983; the facility has undergone significant improvements in recent years. In 2019 the Village added a unique treatment system, the Clearas system, which was designed specifically to help the Village comply with the State's Phosphorus limit requirements. The system utilizes algae and microorganisms to treat wastewater. The system has worked well and continues to meet all of the requirements, including both Phosphorus and PFAs limits.



The average annual flow in the system is approximately 108,000 gallons per day (gpd) while the current system is designed to handle about 150,000 gpd, suggesting that the treatment system is at about 72% capacity. Capacity of the WWTP is not an issue as there are expansion plans in place that would be able to accommodate quite a bit of future growth.

As noted above, after the wastewater is treated at the Wastewater Treatment Plant it is then discharged into the East Basin of Twin Lakes located in the Kinnickinnic River Watershed. According to the Village Public Works Director, about 80 gallons per minute are discharged into Twin Lakes; on average this comes to 115,000 gallons per day of discharge. The WI DNR has permitted the plant to discharge a maximum of 465,000 gallons per day. The discharge level is based on the design capacity of the plant as calculated by WI DNR. A 2004 Environmental Assessment prepared by the WI DNR multiplied the Village's 2025 projected population of 5,083 (at that time) by a use rate of 90 gallons/day/per capita, to arrive at a design capacity[8]. However, the Village's 2020 Census population of 1,919 is below this projection as in the 2050 projection, as shown in Table 7. Under the long-term expansion plan for the facility the discharge rate would still be below the 465,000 gpd maximum allowed by the WI DNR under the facility's permit. The WI DNR does not regulate flow as a permit condition of the Village's Wisconsin Pollutant Discharge Elimination System (WPDES) permit; the Village is limited to discharge levels based on the design capacity of its WWTP plant.

[8] WI DNR, 2004 Environmental Assessment for Central St. Croix County Sewerage Commission (CSCSC)

During the planning process, community members expressed three main concerns related to the sanitary system wastewater treatment and its ability to support future growth:

- **Regulatory limits**, specifically whether the Phosphorus limits are being met. The Public Works Director noted that the Village monitors the levels closely and the system meets the limits set forth by WI DNR. The Village pays close attention to what is in the waste streams of uses, especially for non-residential uses. Certain uses such as food processing, dairies, metal plating or printing, for example, can impact the operations of system.

- **WWTP capacity**, specifically whether the treatment system can handle the current and future volumes of flow. Data from the Village's engineer shows that about 72% of the system capacity is in use. The WWTP has an expansion plan in place that would be able to accommodate quite a bit of added growth. The Village has planned for future expansions and has built the cost of future WWTP upgrades into TID project plans.

- **Discharge amounts**, specifically the amount of treated wastewater entering Twin Lakes. As noted above, the Village permitted by WI DNR to discharge up to 465,000 gpd of treated water into Twin Lakes. On average, the Village discharges about 115,000 gpd. A 2020 study, which will be discussed in the Natural Resources element, found that only 12% of the inflow volume into Twin Lakes was coming from the Wastewater Treatment Plant (WWTP). Since 2020, the **percentage** of inflow into Twin Lakes that is a result of discharge from the WWTP likely has been increasing due to the decrease in precipitation and rainfall runoff. And as the Village grows, it is likely that the volume of discharge from the WWTP into Twin Lakes will also increase.

While Village ordinances prohibit new private on-site septic systems, it has, on rare occasions, allowed exceptions for private septic in locations where sanitary sewer is not nearby to connect. Such exceptions to Village ordinance should be limited to situations that meet specific criteria and a developer's agreement should be used to specify terms and requirements related to the exception.

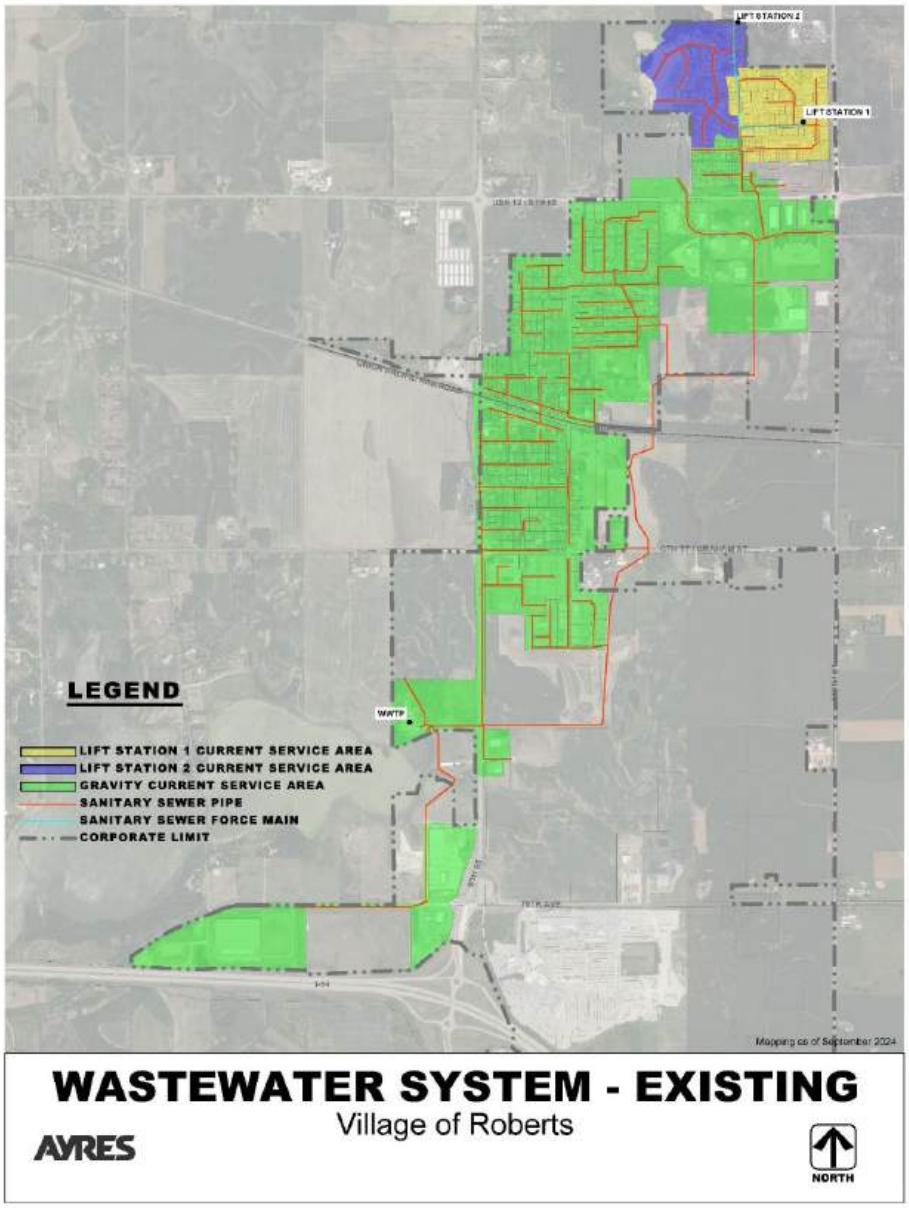
Village of Roberts Sanitary Sewer Service	
Ongoing Needs:	• Regularly update the City's *Wastewater Plant Facility Plan*. • Continue to eliminate clear water infiltration into the system and replace sewer mains that are past their useful life. • Continue maintenance of existing sanitary treatment equipment.
Short-Term Needs:	• Maintain the 5-year WDNR discharge permit, which next expires in 2028. • Expand the Clearas System as needed to accommodate additional demand for wastewater treatment.
Long-Term Needs:	• While the treatment plant has capacity, waste streams of specific uses (food processing, dairies, metal plating or printing) could be problematic to the system. The Village should continue to closely monitor the waste streams of non-residential uses. • Expansion of the Treatment Plant and Clearas system is anticipated as new development occurs. • Expanded sanitary service is anticipated as new development areas within the Village are proposed.

There is no municipal sewer in the Town, rather all development is served by private on-site wastewater treatment systems (POWTS). No specific concerns with failing septic systems or holding takes were identified

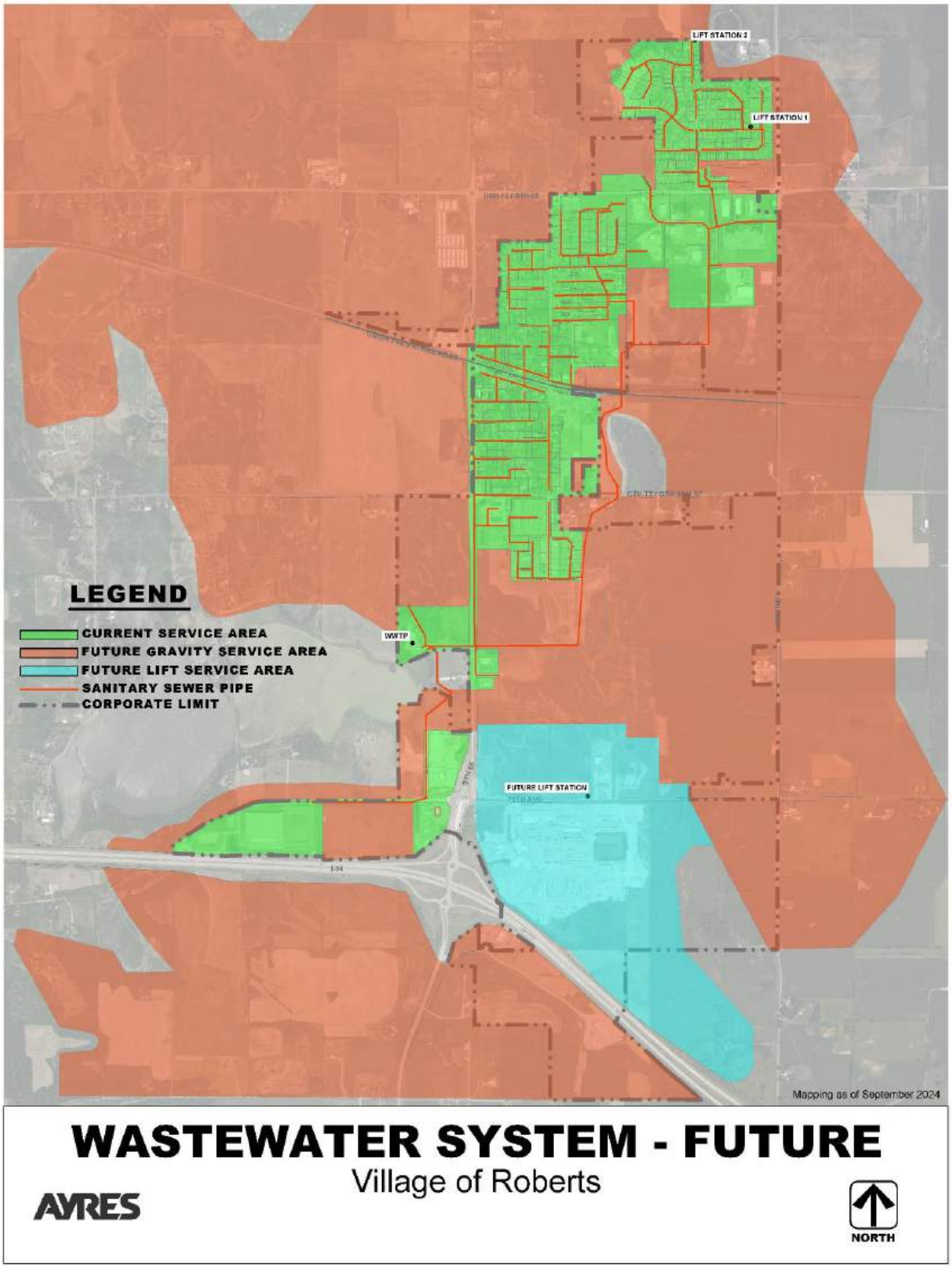
during the planning process. The Town's land division ordinance requires a single, community septic system for major subdivisions as part of the conservation design development standards. To-date there have been no major subdivisions created in the Town that would have this shared sewage system.

Town of Warren Septic	
Ongoing Needs:	• Ongoing maintenance and testing of individual private onsite septic systems. • Continued community member concerns and uncertainty as to the relative impact of the Roberts' water treatment discharging into Twin Lakes in Warren. This is discussed in more detail in Chapter 6.
Short-Term Needs:	• None identified.
Long-Term Needs:	• Continue to require community septic systems for future major subdivisions.

Map 11. Village of Roberts Existing Sanitary Sewer System



Map 12. Village of Roberts Future Sanitary Sewer System



Public Water Supply



Map 13 shows the extent of the Village's water system. The Village of Roberts provides municipal water via two wells and one water tower. As of October 2024, there are 899 residential meters, 77 commercial, 8 industrial customers, 11 public authority customers, and 5 multi-family customers. Average daily use is approximately 160,000 gallons per day.

The Village's engineer estimates that the well capacity has approximately 32% availability in 2023 but estimated that demand would exceed the reliable well capacity by the year 2028. Water storage and fire protection capacity (what is available in the water tower) has already been exceeded. The Village's engineer has informed the Village that it will need a 400,000+ gallon water tower to avoid exceeding capacity in the next 10 years. The 2023 Village Hazard Mitigation Plan recognized that during drought periods water supply can be "tight", with there normally being 2 days of storage available. The Village has been planning for significant water infrastructure improvements including a third well, second water tower, and water main outer loop for a looped system. These improvements have been included in TID project plans as a mechanism for funding the improvements. **Map 14** shows the future water system with planned improvements.

In addition to water capacity, water quality was another item discussed during the planning process. PFAS testing of the Village water system was completed in 2023 and was below the detection level. According to the Village, the nitrate level in the water system has remained around 7.5 parts per million (ppm) for some time, which is below the WI DNR requirement and the EPA 10 ppm standard. The Village's water system operator commented that the long-term challenge for water quality is the number of private septic systems that are not properly treated, which could impact the nitrate levels. Private systems installed in the Village and Town can impact the Village's system.

The Village has a wellhead protection plan in place to help protect water quality. A wellhead-protection overlay district is also included in the Village's Zoning Ordinance to "institute land use regulations, design standards and operational standards to protect the village's municipal water supply, and to promote the health, safety and general welfare of the residents of the village." As the Village expands its system and adds a new well and tower, it will also need to update its wellhead protection plan. Continuing improvements and preventative maintenance are important to maintain functioning infrastructure for the Village's water supply.

Village of Roberts Water Service	
Ongoing Needs:	• Continue to maintain and enforce *Wellhead Protection Plans* for community water supplies. Update the plan as necessary as additional wells are added to the Village. • Continue to replace water mains past their useful life.
Short-Term Needs:	• Upgrades are needed to well house #1 and #2 to make them compliant. • Complete a water main loop to Packer Drive. • Construct Well #3. • Construct Water Tower #2.
Long-Term Needs:	• Expanded municipal water service is anticipated as new development areas within the Village are proposed. • Work with the Town of Warren to discuss opportunities working together to protect the Village wellhead and recharge area.

Water service in the Town is from individual private wells as there is no municipal water system in the Town.

Town of Warren Water	
Ongoing Needs:	• Encourage continued testing of private wells for nitrates. • Dry hydrants in the Town – check and clean if needed.
Short-Term Needs:	• None identified.
Long-Term Needs:	• Continue to require community water system for future major subdivisions.

Stormwater Management

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

Map *15* shows the Village's separate storm sewer system which is comprised primarily of storm drains, ditches, catch basins and ponds. All water from the storm sewer system discharges to one of the municipal stormwater ponds.

The Village has stormwater standards on rate control, quality and volume standards which are part of the Village's *Stormwater Management Plan* and implemented by the Village's Stormwater Drainage Facility Ordinance which requires subdivisions to install individual retention ponds. The Village's standards for stormwater storage are above and beyond the WI DNR requirements.

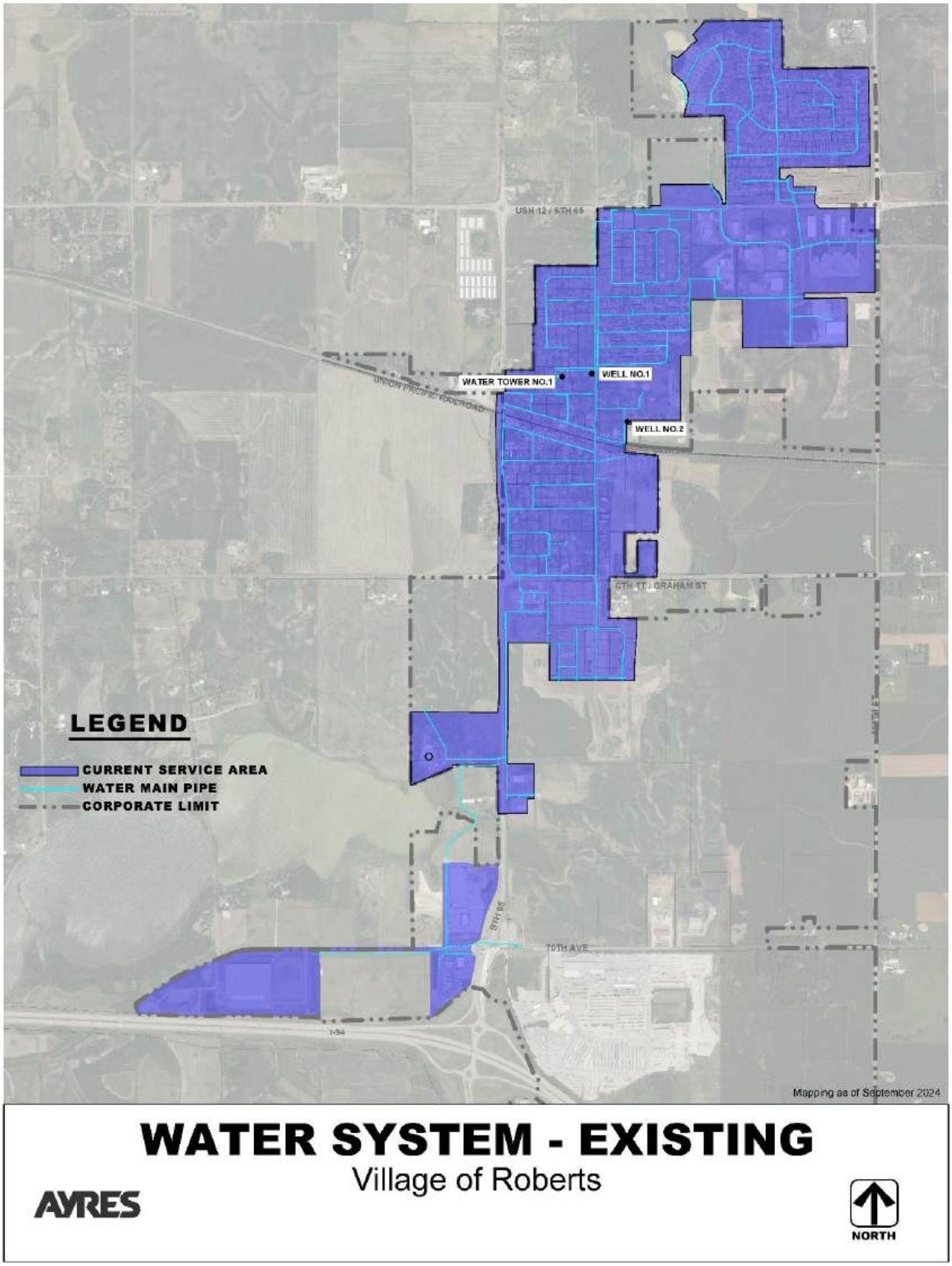
The Village also maintains an Erosion Control Ordinance to minimize erosion and sediment runoff during construction of sites in the Village.

Village of Roberts Stormwater Management	
Ongoing Needs:	• Continue to maintain the Village's stormwater facilities.
Short-Term Needs:	• None identified.
Long-Term Needs:	• Schedule the replacement of aging stormwater infrastructure as part of the Village's capital improvements plan.

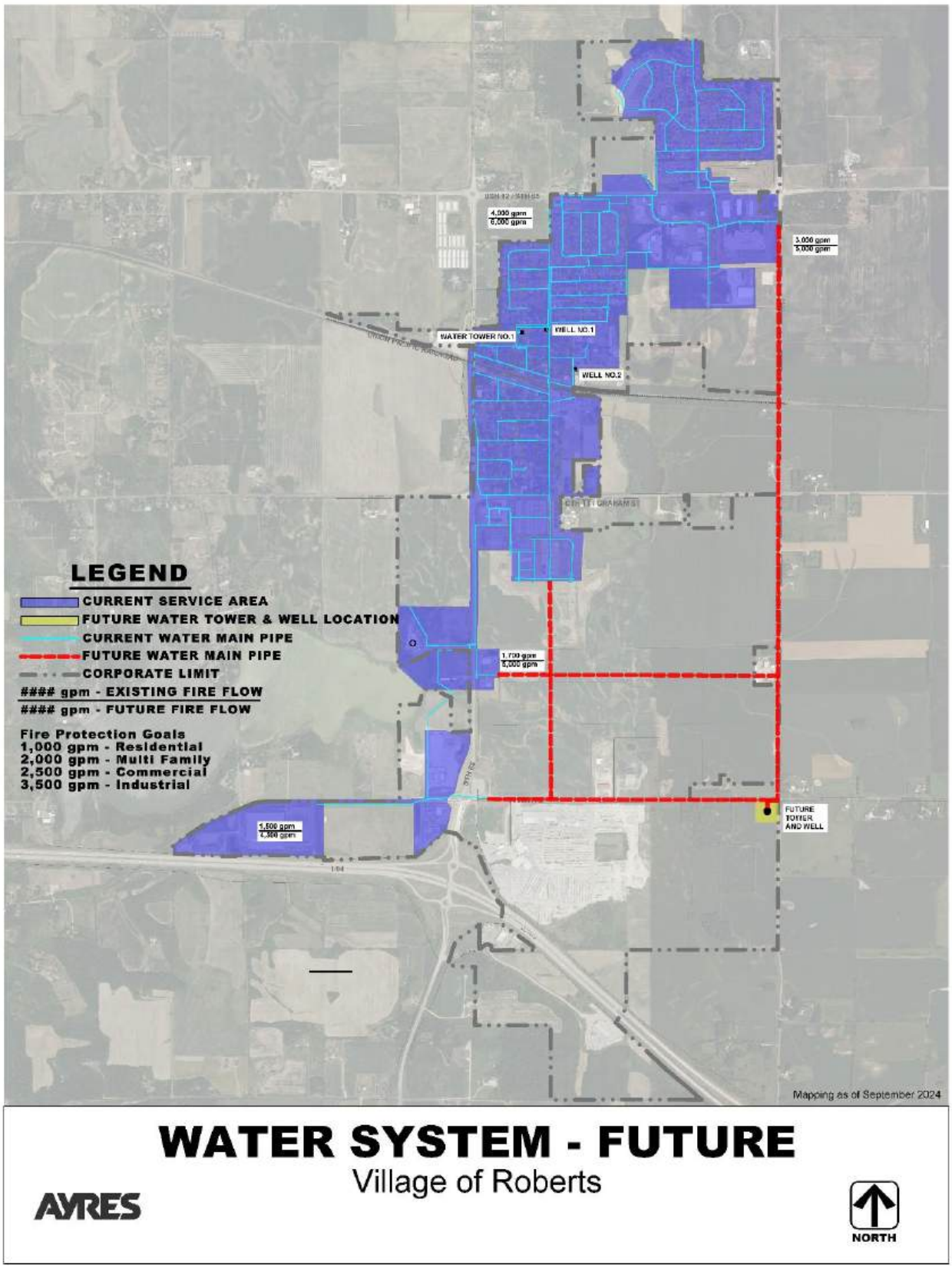
There is no formal stormwater system in the Town of Warren rather stormwater is transported via drainage ditches and culverts.

Town of Warren Stormwater Management	
Ongoing Needs:	• Continue to divert direct flow into Twin Lakes directly.
Short-Term Needs:	• None identified.
Long-Term Needs:	• None identified.

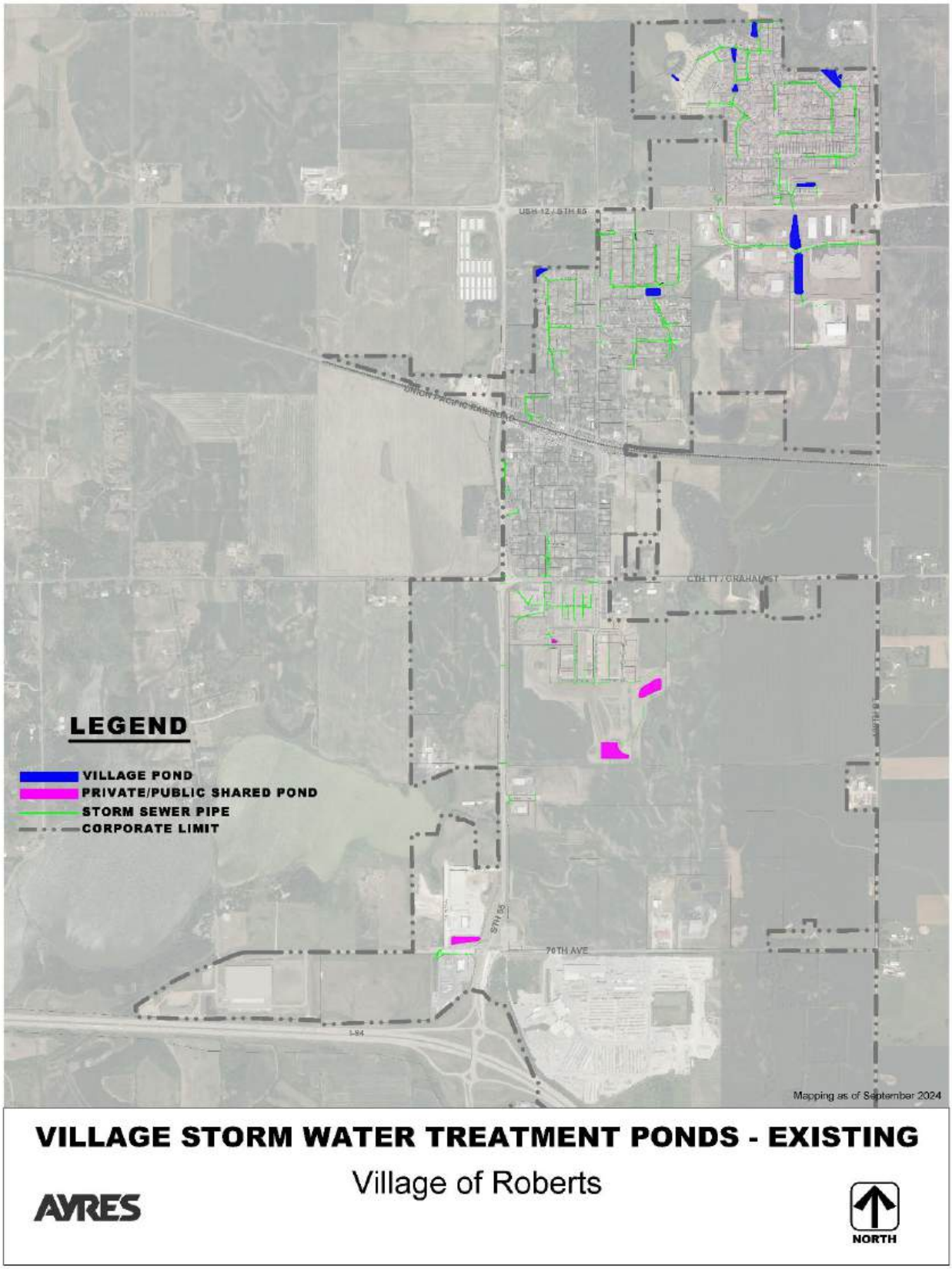
Map *13*. Village of Roberts Existing Water System



Map *14*. Village of Roberts Future Water System



Map 15. Village of Roberts Municipal Stormwater Ponds



Solid Waste Management & Recycling

According to the 2018 *St. Croix County, Wisconsin Solid Waste & Recycling Management Plan*, in 1981 there were 15 licensed landfills in St. Croix County. By 1987, all the licensed landfills had been capped and closed and waste was hauled outside the County.[9] The GFL Transfer Station is located in the Village of Roberts Business Park on Packer Drive and is the only transfer station open to the public for solid waste disposal on a pay-for-service basis.

The County coordinates two (2) hazardous material collections are held at the St. Croix County Highway Shop each year for County residents. Additionally, the County recently started a new voucher program while it will provide $40 to help subsidize costs when residents bring their hazardous waste directly to select recycling facility.

The County also offers an electronic recycling event as well as a scrap metal and appliance collection event. These events help encourage recycling throughout the County.

In the Village of Roberts solid waste and recycling collection are contracted by the Village. The Village also offers brush and yard waste dropoff at the Roberts Wastewater Treatment Plant.

Village of Roberts Waste Management & Recycling	
Ongoing Needs:	• Maintain Village equipment, including the Village chipper. • Regulate and enforce regulations on illegal dumping.
Short-Term Needs:	• Controlled area for dumping of materials on Village property.
Long-Term Needs:	• Undertake measures to secure the Wastewater Treatment Plant facilities.

In the Town of Warren, the Town contracts for recycling via an agreement but residents contract their own for garbage services. The Town did not identify any concerns or needs related to refuse and recycling services.

Communication and Power Facilities

The Village of Roberts is provided electric service by both Northern States Power Company-Wisconsin (Xcel Energy) and St. Croix Electric Cooperative. No issues with electric service were identified during the planning process. Midwest Natural Gas Incorporated services the Village with natural gas.

Baldwin Telecom is the primary telecommunications provider in the Village providing cable modem service and fiber to the premises for some areas of the Village. AT&T also provides telecommunications service via wireline DSL. Existing level of service data from the WI Public Service Commission shows that over half of the Village is underserved (speeds of at least 25 Mbps / 3 Mbps (download/upload speeds) but less than 100 Mbps /20 Mbps). These underserved areas include some Community Anchor Institutions (CIAs). Per the PSC data, about 37% of the serviceable locations in the Village are underserved with .26% unserved.

The Village has not encountered any issues with the siting of new wireless telecommunication towers. The need to construct or locate additional towers is being driven by advancements in wireless technology, additional demand for mobile telephone service, and increased numbers of service providers competing to supply that increased demand. The popularity of wireless devices and network services is the primary reason that more towers are needed. The expansion of digital service can assist in the ability to access the internet by wireless devices, though such mobile services can be more costly and slower than many fixed wireless and wired technologies.

[9] https://www.sccwi.gov/DocumentCenter/View/3387/St-Croix-County-Solid-Waste-and-Recycling-Management-Plan-PDF?bidId=#:~:text=Prior%20to%201987%2C%20most%20local,preferred%20solid%20waste%20management%20strategy

Village of Roberts Communication & Power Facilities	
Ongoing Needs:	• Continued fiber installation to increase accessibility within the Village, including to the Village Park building.
Short-Term Needs:	• Coordinate with internet service providers when planning street projects and new development areas for opportunities to improve broadband service and redundancy. • There may be additional desire to locate or co-locate private cellular infrastructure on municipal buildings, water towers, etc. • Encourage providers to upgrade equipment to ensure it is 5G.
Long-Term Needs:	• Public-private partnering may be beneficial in the future to take advantage of new energy or telecommunications technologies.

Most of the Town of Warren is provided electric service by both Northen States Power Company-Wisconsin and St. Croix Electric Cooperative. There are some areas, such as lands generally lying south of CTH E and North of 110th Ave, west of 150th St and east of 110th St, where St. Croix Electric Cooperative is the sole provider. Midwest Natural Gas Incorporated services the Town with natural gas.

Similar to the Village, Baldwin Telecom is the primary telecommunications provider for the central and western areas of the Town providing cable modem service and fiber to the premises for some areas of the Town. AT&T also provides telecommunications service via wireline DSL. The far northern edge of the Town is serviced by AT&T and Frontier both who provide DSL service. Per the PSC data, of the 692 broadband serviceable locations in the Town of Warren, 3.47% are underserved and 4.48% are unserved. While there are a few underserved locations on the NW side of Town and some under/unserved areas east of the Village of Roberts, most of the Town is adequately served or will be once a few planned improvements are built out.

The Joint Plan Committee members commented that Warren has made a huge step forward with broadband access for everyone in 2024 with some areas having more than one provider. No specific broadband or telecommunications needs were identified in the Town; they recognize that getting broadband takes time and are hopeful that the planned improvements and grant areas will further enhance service in the Town. St. Croix County has focused on supporting ISP grant efforts, including a proposed project by the Pepin Pierce Cooperative which includes a small portion on the Town's south side.

Emergency and Protective Services

Police Services

The Village of Roberts police department is located inside Roberts Village Hall at 107 Maple Street Roberts. The Department currently consists of the Police Chief, Administrative Assistant and two patrol officers.

The Town of Warren contracts with St. Croix County for policing and occasionally uses the Roberts police department for services.

Fire Protection & Ambulance Services

The Roberts-Warren Fire Association provides Fire and Rescue services to both the Village of Roberts and Town of Warren. The organization is volunteer-based; with aging volunteers and fewer volunteers available during the day due to commuting patterns, there is a need for additional volunteer firefighters to serve the community.



There are 3 ambulance providers for the Town; Lakeview out of Hudson services the SW portion, Baldwin serves the east side, and New Richmond serves the bulk of the Town. The Village is solely served by New Richmond Ambulance; as the Village continues to grow New Richmond ambulance may look to station an ambulance in the Village.

9-1-1 Emergency Communications

St. Croix County has a single emergency dispatch for the entire county with an enhanced 9-1-1 system.

Hazardous Materials Planning and Response

As documented in the *2023 St. Croix County Multi-Hazard Mitigation Plan,* St. Croix County does not have a county-level (Type 4) Hazardous Materials response Team, though all fire departments have been trained to the operations level. As needed, the West Central Wisconsin Regional Response Team, based in the Chippewa Falls and the Eau Claire fire departments, can be contacted for additional reconnaissance and research support. This Type I team can also be requested to respond to the most serious of spills and releases requiring the highest level of skin and respiratory protective gear. This includes all chemical, biological, or radiological emergencies requiring vapor-tight Level A gear with self-contained breathing apparatus. Additional support from the Menomonie Fire Department Type III team may also be available. For larger events, a State-level response team is available with support from a variety of agencies including Wisconsin DNR, Wisconsin Emergency Management, and even Federal support.

Rail lines, utilities, and larger industries often have their own, internal Haz Mat response teams trained and equipped to various levels. These entities often work closely with local responders, dispatch, and St. Croix County Emergency Management for training, incident command system exercises, and sharing of emergency operational procedures.

St. Croix County Multi- Hazard Mitigation Plan

St. Croix County updated the *St. Croix County Multi-Hazard Mitigation Plan* in 2024. This plan is a multi-jurisdictional plan and covers the Village of Roberts and Town of Warren.

The Village of Roberts participated in the development of the *St. Croix County Multi-Hazard Mitigation Plan* and adopted the plan, which includes the Village of Roberts Hazard Mitigation Sub-Plan, in 2024. Adoption of the plan is a prerequisite for certain FEMA mitigation grant programs and is updated every five years. The Village's Sub-Plan identifies the following recommendations:

- Explore designation or development of a community safe room (storm shelter), potentially at the park.
    - In the interim, work with the School District to update the agreement and operations plan to use the School as a storm/heating/cooling shelter, including roles and responsibilities.

- Continue to monitor, study, plan for, and address stormwater flooding in the community.
    - Consider and encourage low-impact development design and nature-based solutions (e.g., rain gardens, bioswales) for new development to limit runoff.
    - Monitor and discourage any new intensive land disturbances within the 100-year floodplain.
- Continue to regularly review and update the Village's Emergency Operations Plan (EOP). Encourage basic ICS/NIMS training for elected officials.
- As funding allows, install emergency power generators and/or electrical hook-ups for generators at the Village Hall/Police Station.
- Continue to collaborate with the Town of Warren to address stormwater management challenges in the area, explore long-term solutions for flooding at Twin Lakes, and integrate mitigation plan recommendations into the joint comprehensive plan update.
- As opportunities allow, collaborate with County Emergency Management and other partners to increase public participation in RAVE, awareness of emergency siren use and warning systems, and public preparedness in general.

Village of Roberts	
Ongoing Needs:	• Annually review and update as needed the Village's *Emergency Operations Plan (EOP)*. Those individuals identified in the EOP should have at least the minimum Incident Command System and other training necessary for their identified role. • Continue to participate in the *St. Croix County Hazard Mitigation Plan* and other emergency services coordination facilitated by St. Croix County Emergency Management. • Additional police officer to have 4 full-time officers. • Evaluate Police Department space needs. • Police - Building maintenance, evidence room, generator for power outage
Short-Term Needs:	• Emergency services demands in the area are increasing with growth and an aging population. • Staffing, space, hand-held radios for both public works and police departments
Long-Term Needs:	• As Village grows, provided consistent staffing and facility space to maintain service levels.

Town of Warren	
Ongoing Needs:	• Annually review and update as needed the Town's *Emergency Operations Plan (EOP)*. Those individuals identified in the EOP should have at least the minimum Incident Command System and other training necessary for their identified role. • Continue to contract with St. Croix County for policing needs.
Short-Term Needs:	• Emergency services demands in the area are increasing with growth and an aging population.
Long-Term Needs:	• None identified.

Fire, EMS, & Ambulance	
Ongoing Needs:	• Recruitment of volunteers.
Short-Term Needs:	• Emergency service demands in the area are increasing with growth and an aging population. • New truck and equipment. • Full-time employee.
Long-Term Needs:	• Building upgrades/expansion to accommodate growth. • Consider satellite ambulance in the Village

Dams

There are no dams within the Village of Roberts.

There are four dams within the Town of Warren. All four dams are rated as privately owned, small dams with a low hazard rating from the WI DNR, meaning that failure or mis-operation will result in no probable loss of human life and low economic and/or environmental losses. Losses are principally limited to the owner's property.

Educational Institutions

St. Croix Central School District

The St. Croix Central School District serves the Village of Roberts, Town of Warren, Village of Hammond and portions of surrounding towns. The middle school and high school are located within the Village of Hammond. The elementary school is located on Division Street in the Village of Roberts. Per the 2022-23 Report Card from the Wisconsin Department of Public Instruction (DPI), student enrollment (K4-12) in the District during the 2022-23 school year was 1,635 while enrollment in 2021-13 was 1,543. While the District itself has seen growth in enrollment, the Elementary school has seen a decrease from 723 in 2012-13 to 665 in the 2022-23 school year. Despite this declining enrollment in the elementary school the Joint Plan Committee commented that there is room or the school to expand at its current location, if needed.

Private Schools

There are no private schools within the Roberts-Warren Area.

Higher Education

The Village and Town are located in the Northwoods Technical College District. The New Richmond campus, located along STH 65 on the south side of the City of New Richmond, offers a close location for Village and Town residents. The facility maintains its own master plan and capital improvements plan, the details of which are not included here.

Ongoing Needs:	• **Chapter 4** recommended continued collaboration on Safe-Routes-to-School planning and plan implementation. • Traffic and parking issues from school employees/events.
Short-Term Needs:	• Increasing space and equipment demands at school facilities to reflect diverse interests, the digital world, our changing economy, and multi-media learning.
Long-Term Needs:	• As recommended in Chapter 8, the Village and School District should meet at least annually to discuss any challenges or efforts for coordination. • Continue to monitor facility needs as the communities grow.

Health Care, Social Services, and Specialized Housing Facilities

Western Wisconsin Health has a clinic on Cherry Lane in Roberts. The clinic offers a full array of services including primary health care services and lab services. While there is no hospital in the Roberts-Warren Area, several nearby hospitals are in close proximity including Western Wisconsin Health Hospital in Baldwin, River Falls Area Hospital, and others in New Richmond and the nearby Twin Cities metro area.

There are no specialized housing facilities, such as Community Living Arrangements or Nursing Homes, within the Roberts-Warren Area. As the population continues to age in the Roberts-Warren Area and surrounding communities, demand for these types of facilities will likely increase. Additional information on housing needs and opportunities within the Village and Town can be found in **Chapter 3** of the plan.

Ongoing and Short-Term Needs:	• Ongoing need for mental health beds and facilities to serve the Village and Town – juvenile and adult • Need for additional senior transportation services. • See **Chapter 3** for a discussion of housing needs.
Long-Term Needs:	• Senior transportation services.

Day Care Facilities

The State's registry identifies four licensed day care facilities for children being located in Roberts:

1. Janet's Home Child Care – 6 weeks to 13 years (capacity 8)
2. All My Friends Childcare – 6 weeks to 11 years (capacity 40)
3. Bright Star Learning Center – 2 to 10 years (capacity 43)
4. Central Kids Care – 5 to 12 years (capacity 80)

There are no licensed day care facilities identified in the Town of Warren.

The availability of child care is a quality of life factor that is important when working to attract young families to the area and maintain a sound economy and workforce. The *America's Child Care Deserts in 2018* report, prepared by the Center for American Progress, notes that "Families in rural areas face the greatest challenges in finding licensed child care, with 3 in 5 rural communities lacking adequate child care supply." The report uses a definition of child care deserts, such that **a ratio of more than three young children for every licensed child care slot constitutes a child care desert**. The definition comes from the U.S. Census Bureau's findings that show approximately one-third of young children are regularly in the care of someone who is not a relative. "When the number of licensed child care slots is insufficient to reach at least one-third of young children under age 5, the likelihood that parents face difficulty finding child care increases. This could affect employment decisions or force families to turn to unlicensed options."

Per the State's registry, the previously mentioned four facilities have an identified capacity of 171, with no facilities specifically dedicated to children under five years of age. The 2020 Census data shows that there are approximately 262 children under five years old within the Roberts-Warren Area (165 in Roberts, 97 in Warren). A minimum of 87 childcare spots, specifically for young children of under age 5, are needed in the Roberts-Warren Area to avoid it being a childcare desert. While there is a total of 171 spaces, none are reserved for young children. The need for additional child care spaces was identified by the Joint Plan Committee.

Short-Term Needs:	• Additional child care capacity is needed, at least for children under 5 years. Continue community conversation for ongoing situational awareness, assistance programs, and mitigation efforts for child care challenges.
Long-Term Needs:	• It is likely that additional child care capacity will be needed in the future as the Village and nearby communities grow.

Child care is receiving much greater attention at a State level due to the lack of child care services and workers. Related initiatives and incentives may assist with the start-up or expansion of child care services within or near the Roberts-Warren Area.

Libraries

The Village and Town are served by the Hazel Mackin Community Library, which is located in downtown Roberts at 311 W Warren Street. The library was built in 2010 but with the way the Roberts-Warren Area is growing, the librarian has commented that the library is running out of space. The building is 7,260 sq ft, over 5,000 sq ft small than the library recently constructed in Somerset. The library currently has 2 full-time and 4 part-time staff; per the librarian it's currently a bit of a stretch to cover staffing needs. Based on current service population and circulation trends, the library should be closer to 6.44 FTE with more open hours.



The Hazel Mackin Community Library is part of the greater MORE library network. This network shares resources between its member libraries, giving patrons access to a larger catalog of materials.

Ongoing Needs:	• Increased staff to offer more services. • HVAC update. • Parking lot update.
Short-Term Needs:	• Staffing for increased service hours. • New roof.
Long-Term Needs:	• Larger facility – more space for books, more meeting rooms and more staff workspace.

Post Offices

The Village of Roberts Post Office is located near downtown at 300 N Park Street. No related needs were identified.

Cemeteries

There are no cemeteries in the Village of Roberts rather it is served by the cemetery in the Town of Warren, the Warren Cemetery (on 120th Street).



The Warren cemetery is currently run by an Association; the Town desires to keep it independently run. If the

committee were to disband or become financially unstable, the cemetery would fall to the Town for management. While there could be financial needs in the future, the Cemetery is currently self-sustaining. No needs to expand or enhance cemetery facilities within the Town or Village were identified.

Parks & Outdoor Spaces

Village Park (pictured in upper left photo below) is a 23.5-acre park located northeast of downtown. The park includes a playground area, baseball fields, a skatepark, a pavilion, and a four-season park building that can be rented for special events. The Roberts Lions Club hosts Good Neighbor Days each year in the park.







Parkland has also been secured in the most recent phase of the Rolling Meadows neighborhood for a smaller neighborhood park. The space has not yet been improved but the Village is looking to make an inclusive space for all abilities and is currently seeking grant funding opportunities to help develop the space.

In addition to the more active recreation at Village Park, there are also a few passive open space areas within the Village. At the northwest corner of S Division Street and Main Street in downtown Roberts is a small, well-shaded .10 acre site owned by the Village that contains some picnic tables and a drinking fountain (bottom left photo above). This area provides a space for people to gather or to rest while downtown. Another passive community outdoor space in the Village is Centennial Square (right photo above), which contains a memorial to veterans. This space is located at the southeast corner of West Blvd and W Pine Street.

The Village's Land Division Ordinance has specific requirements related to park sites and parkland acquisition and development fee. The Village did not identify any specific challenges with these ordinance requirements.

Village of Roberts Parks & Outdoor Recreation Facilities	
Ongoing Needs:	• Continued maintenance of existing park facilities. • Expand existing parks to be more ADA compliant. • Improve security of Village park buildings.
Short-Term Needs:	• Improve lighting and security Village park spaces. • Evaluate park expansions.
Long-Term Needs:	• Consider new park uses. • As new residential areas develop, plan for and include new neighborhood parks. • New park building that could possibly also function as a safe room.

In addition to the many county, state and federal wildlife/waterfowl areas in the Town, the Town also has an approximate 29-acre park located near Town Hall. Warren Park contains a playground, picnic tables, pavilion, baseball fields, soccer fields, and a series of walking trails through woods.







The Town's Land Division Ordinance contains parkland dedication and park impact fees. The Town did not identify any challenges with these ordinance requirements.

Town of Warren Parks & Outdoor Recreation Facilities	
Ongoing Needs:	• Continued maintenance and upkeep of Town park facilities.
Short-Term Needs:	• Power to the ballfield at the Town park. • Improve the roadway near the Town Hall for use by ATVs/UTVs.
Long-Term Needs:	• Second ball field and improved trails at Town park. • Upgrade volleyball court.

5.2 Community Perspective

Community Survey

The 2023 comprehensive plan community survey asked a few questions related to community services and facilities. The following are some related insights from the survey:

- The facilities and services with the highest "good" and "excellent" ratings among Roberts and Warren residents (all classified as such by around nine in ten respondents, or more), are library services (97% in Roberts, 95% in Warren), fire protection/EMS/ambulance services (96% in Roberts, 92% in Warren) and schools (92% in Roberts, 89% in Warren).
- Residents of both Roberts and Warren rate their street/road maintenance/snow plowing and parks and recreation services as "fair".
- Broadband and cellular services were the lowest ranked service among Warren residents.
- Water and sewer services were the lowest ranks services among Roberts residents.
- Over half (51%) of the respondents in Warren indicated that the most important function of the Town was to protect groundwater and surface water quality. Other top functions included measures to ensure public safety and to preserve small-town character.
- 60% of resident respondents of Roberts indicated that the most important function of the Village is to ensure public safety. Other top functions included measures to preserve the small-town character and to protect groundwater and surface water quality.

Joint Plan Committee & Public Visioning Workshop

The following utility and community facility-related issues and opportunities were discussed during the planning process.

- There have been recent closures of childcare facilities in and near the Roberts-Warren Area. State incentive programs should be explored as an opportunity for encouraging new or expanded facilities.
- There is a desire by the Joint Plan Committee to improve the park and outdoor recreation spaces within the Roberts-Warren Area. Overall, the Committee is unsure what residents want for recreation and believe that a comprehensive outdoor recreation plan for the Village and Town would be beneficial. The following improvements were specifically identified during the discussion:
    - Plan for future park as new residential neighborhoods are developed
    - Skate park needs some updating
    - Desire to add a boat launch and fishing pier at Twin Lakes
    - Desire to add a small boat launch at Three Lakes.
- Broadband projects are underway in the Roberts-Warren Area; access is good in the Town and the Village will have access as additional projects are completed. The Committee noted that some Village residents are frustrated with their yard being dug up multiple times.
- Recruitment of volunteer firefighters was the biggest emergency services challenge identified by the Committee; volunteers are aging and recruitment of new volunteers is a challenge. The commuting patterns of residents also means fewer people are available to volunteer during the day time.
- The New Richmond ambulance may station an ambulance in Roberts as growth occurs.

- The St. Croix Central Elementary School has room to expand on its grounds, if needed, although enrollment has been decreasing.
- Both the Village and Town have a Capital Improvement Plan and plan ahead for road improvements, infrastructure improvements, and vehicle/equipment purchases.
- Older areas of the Village could benefit from stormwater management improvements.
- The Village needs to ensure that stormwater ponds are properly maintained; it was noted by a member of the Committee that the small pond in Rolling Meadows has not been properly maintained.
- Overall the Village's water, sewer and wastewater treatment systems, with the planned expansions, meet the needs of the Village.
- The Village needs to continue to implement its Wellhead Protection Plan and update when Well #3 is constructed. The Village and Town should also work together to discuss how to protect water supply and recharge areas.
- The low limits on Phosphorus levels for the Roberts Wastewater Treatment Plant, as established by the WI DNR, are challenging. The Village may wish to consider alternatives for meeting these levels.

5.3 Utilities and Community Facilities Goals, Objectives, Policies and Strategies

Goal 1

Adequate public services, utilities, and community facilities are provided to protect the health and safety of the community and environment, developed in a cost-effective and coordinated manner, and staged and sized to meet the growth demands in a way that is consistent with this plan.

Objectives

1. Future development does not over-burden existing or planned public improvements or service capacities.
2. Community facilities and services are designed in a cost-effective and appropriate manner to protect the health, safety, and general welfare of community members, while at the same time analyzing environmental impacts and costs.
3. The natural environment and health of all residents is protected by adequately installing and maintaining public utilities.
4. The Village and Town work jointly, and with other community partners, to help reduce operating costs of community facilities.
5. The costs for municipal utilities and public services are shared equitably.
6. Public facilities that are needed to encourage economic development are provided in growth areas in accordance with this plan.
7. Community facilities and services are inclusive and designed for all abilities.

Policies

Shared Policies:

1. Encourage new development in the Roberts-Warren Area to consider incorporating electric vehicle charging stations.

2. Continue to update and adopt local Capital Improvement Plans (CIPs) that plan for future infrastructure projects.
3. When development occurs, it should be done in a manner that allows for the most cost-effective and efficient provision of infrastructure and services by the municipality and/or county.
4. Encourage and support projects involving citizens and government, non-profit or other private organizations such as Kinnickinnic Land Trust, UW Fish and Wildlife Service, Pheasants Forever, etc., that conserve and protect the use and conservation of outdoor recreation areas.
5. Provide efficient and cost-effective public road maintenance and snow plowing.
6. Continue to participate in formal mutual aid agreements between communities and agencies for public safety and response.

Village Policies:

1. Continue to monitor and evaluate wastewater quantities and types of waste (what is in the waste stream) when considering new development. Uses such as food processing, dairy, metal plating and printing can work counter to the treatment system and should be carefully evaluated.
2. As the Village continues to grow, work with the New Richmond ambulance on any future plans for an ambulance station inside the Village.
3. The use of on-site septic tanks, holding tanks, or any private sewage disposal system within the Village shall be prohibited with very limited exceptions.

Town Policies:

1. In partnership with the County, promote the proper approval process, placement, and monitoring of new and replacement on-site wastewater systems and water wells, appropriate maintenance and replacement of failing older systems and wells as a means to protect public health and groundwater quality.
2. In partnership with the County, preserve existing private on-site wastewater systems by continuing the maintenance program which tracks pumping records and notifies owners for required inspections and/or pumping.
3. Encourage property owners to test their drinking water annually or at least once every three years.
4. Continue to enforce the Town's Subdivision and Platting Ordinance which requires a common sanitary sewage collection and treatment system and a common water distribution system for major residential subdivisions.

Strategies

Shared Strategies:

1. Create a joint Town of Warren-Village of Roberts Comprehensive Outdoor Recreation Plan (CORP) that inventories park and outdoor recreation facilities, assesses related needs and demands, and identifies recreation improvements and actions. Updating the CORP at least every five years will maintain grant eligibility for certain WDNR Knowles-Nelson Stewardship grant funding to implement projects identified in the CORP.
2. Explore grant opportunities, including the SAFER grant, for volunteer firefighter incentives to address challenges with recruiting new volunteers.
3. Regularly review and update the Village and Town Emergency Operations Plans.
4. Continue to monitor, study, plan for, and address stormwater flooding in the community.
5. Consider and encourage low impact development design and nature-based solutions (e.g., rain gardens, bioswales) for new development to limit runoff.

6. Continue to participate in the periodic update of the St. Croix County All Hazards Mitigation Plan and pursue grant funding for hazard mitigation and emergency preparedness projects.
7. Study opportunities and strategies to support expanded access to affordable and quality childcare.
8. Promote the use of green infrastructure and enhanced on-site water retention as new development is proposed to help minimize wastewater volumes and runoff.
9. Pursue funding to build upon the 2020 SEH Engineering Report to help identify a preferred solution or mix of solutions to address the flooding challenges at Twin Lakes and its drainage basin.
10. As detailed in the Agricultural, Natural, and Cultural Resources element, continue to collaborate to address stormwater management challenges in the area and explore long-term solutions for flooding at Twin Lakes.
11. Use the reactivated Joint Twin Lakes Committee (as is suggested in the Agricultural, Natural and Cultural Resources element) to educate the public on the facts regarding Twin Lakes flooding; consider a white paper report that can be distributed to the public.

Village Strategies:

1. Pursue funding opportunities for neighborhood park improvements.
2. As part of the Comprehensive Outdoor Recreation Plan, complete an impact fee and land dedication needs assessment to determine whether the current public sites and open space requirements under Chapter 58 Subdivisions and Platting, are sufficient to meet the community's needs and update ordinances accordingly to meet identified needs.
3. When well #3 is constructed, review and update the Village's wellhead protection plan (and ordinance) to include all 3 wells and ensure it is up-to-date on modeling.
4. Explore opportunities for AM or WQ trading as an alternative to meeting the Phosphorus levels at the Wastewater Treatment Plant.
5. Explore designation or development of a community safe room (storm shelter), potentially at the park. In the interim, work with the School District to update the agreement and operations plan to use the School as a storm/heating/cooling shelter, including roles and responsibilities.
6. Continue to explore and evaluate options for the reuse of wastewater (for example, pumping water from the WWTP to new development areas for irrigation) as a way to reduce the volume of discharge into Twin Lakes.
7. Amend Section 66-54(3) of Village Ordinances to allow for limited exceptions to the prohibition of the use of private sewage systems to recognize unique situations of properties where municipal services are not available to the property and not planned to be extended within a reasonable amount of time or where development cannot connect to the municipal system in a cost-efficient manner (as determined by the Village). The following requirements should be included:

    a) The septic system shall comply with all aspects of the Village's Wellhead Protection Ordinance, including the required setbacks from the municipal well.
    b) Only conventional septic systems shall be allowed; no holding tanks or mound systems shall be used.
    c) A Joint Developer's Agreement between the developer and the Village, recorded against the property, shall be required to specify that the property shall connect to the municipal system when utilities are extended to the area and be assessed at the time of connection.

Town Strategies:

1. Continue to expand recreational opportunities at the Town Park.

5.4 Other Utilities and Community Facilities Plans and Programs

The different types of utilities and community facilities included in this section are quite diverse making it a challenge to identify all potentially related plans, programs, resources, and key partners. **Appendix D** includes a number of the more common State and Federal funding resources that may be valuable in implementing the recommendations of this plan element. Some facilities and services may benefit from additional, unique private and public funding sources and programs not included in Appendix D.

6. AG, NATURAL & CULTURAL RESOURCES

6. Agricultural, Natural and Cultural Resources

This section focuses on the agricultural, natural, and cultural resources of the Roberts-Warren Area.

6.1 Agricultural Resources

As noted in the St. Croix County Comprehensive Plan, agriculture is an important element to the social and economic characteristics of St. Croix County. This agriculture ranges from small family farms to large corporations and produces food for people to consume as well as energy feedstock. This concept is often lost during comprehensive planning processes where most plans promote the preservation of farmland in a general sense and do not indicate what is needed from the land to better a community or region. Policies that promote family farms and farms that produce food (e.g., produce, meat, and honey) and/or energy for the local/regional population improve the economic vitality of rural areas and small communities, hep protect our natural resources, and reduce a region's impact on the environment.

The St. Croix County Comprehensive Plan provides a summary of county agriculture trends from the USDA Ag Census. The trends include:

- Total agricultural sales increase more than $34 million from 2007 to 2017
- St. Croix County's rank improved in the State of Wisconsin and the nation in the total value of all agricultural products and the total value of crops
- Farmland Acres – Decreasing since 1978 (365,832) to 2017 (279,191)
- Number of Farms – Steady decline in the number of farms since 2002 (1,863) to 2017 (1,444)
- Farm Size – Number of farms over 1,000 acres has steadily increased since 2002 while the number of farms from 50-999 acres have steadily declined since 2002
- Livestock operation numbers decreasing since 1978 (454) to 2017 (271)
- Number of dairy operations have decreased since 1978 (734) to 2017 (126)

As of 1/1/23, the Village of Roberts had 37 parcels that were predominantly in agricultural use totaling about 917 acres. While the Village supports agricultural use on these lands, it expects these lands to be developed over time and therefore agricultural use is more of a transitional use until the lands are ready for development.

As shown on Map 16, Agricultural lands dominate the landscape in the Town of Warren. As of 1/1/23, the Town had approximately 413 parcels that were predominantly in agricultural use totaling about 12,451 acres (72% of the Town). Not all of this acreage is tillable due to environmental features or other limitations. The preservation of agricultural lands is desired by the Town.

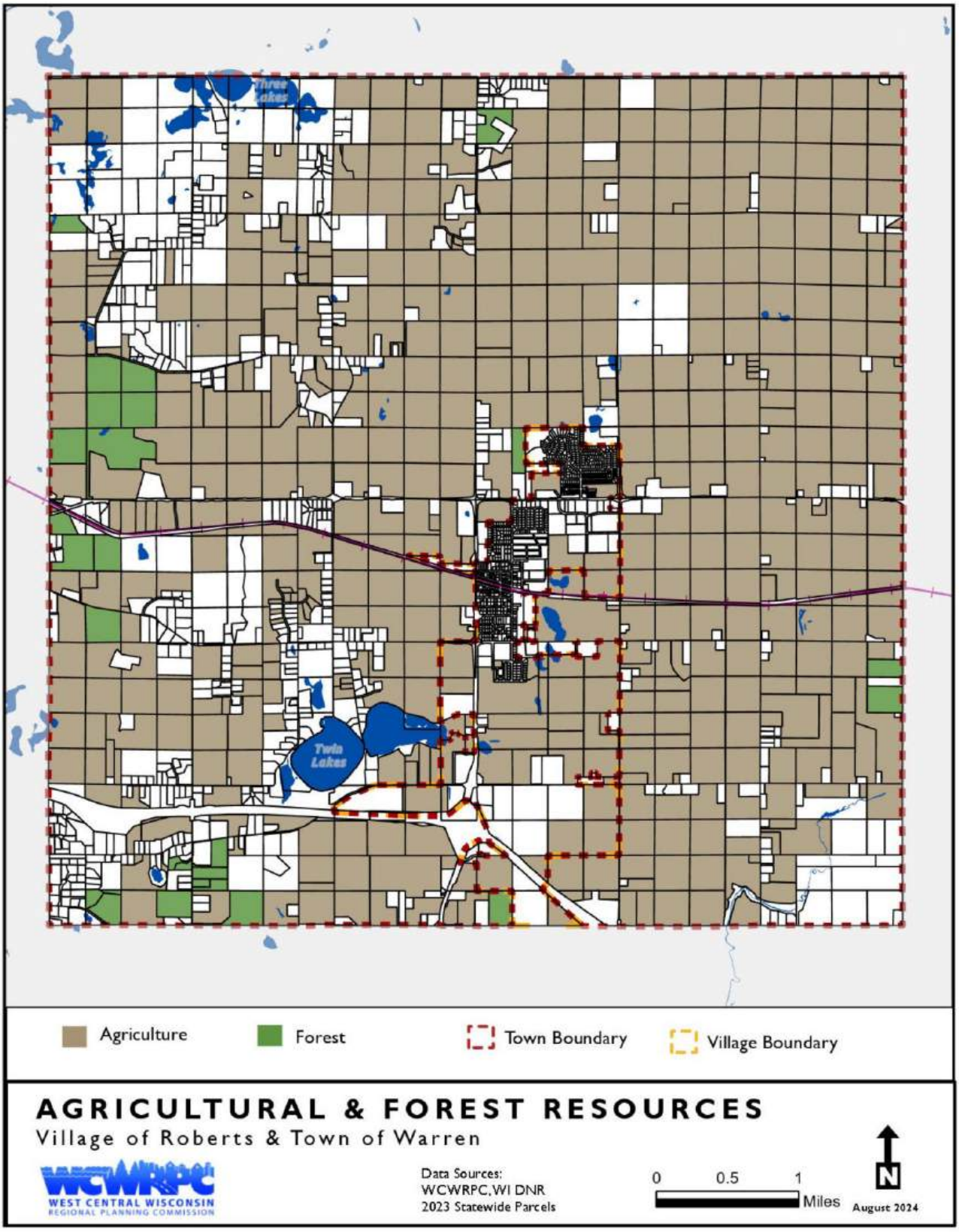
Farmland Preservation

The County's Farmland Preservation Plan, adopted as part of the 2024 St. Croix County Comprehensive Plan, provides a detailed history on farmland preservation in the County and identifies areas within the unincorporated areas of the County that are prime for preservation. The County's Plan identifies portions of the Town as having potential for participation in farmland preservation. While the Town of Warren has not adopted farmland preservation zoning, the Town adopted a subdivision ordinance prohibiting major subdivisions unless located on joint sewer and water.

Farmland Preservation Areas

While the Town of Warren has not adopted Farmland Preservation Zoning, it is still possible for eligible landowners, as identified in the County's Farmland Preservation Plan, to obtain tax credit through a farmland preservation plan agreement or by participating in an Agricultural Enterprise Area (AEA).

Map *16*. Roberts-Warren Area Agricultural & Forest Resources



Solar facilities have been placed on some agricultural lands in the Town of Warren. The use and impacts of solar facilities will be further discussed in Chapter 9, Land Use.

6.2 Natural Resources and Environmentally Sensitive Areas

Unlike the other elements, natural resources existed prior to settlers and even indigenous populations. Healthy natural resources are paramount for a sustainable society. Some natural resources in the Roberts-Warren Area have experienced a reduction in quantity and quality. At the same time, the Village, Town and partners have been proactive in limiting negative impacts to the natural environment and natural resources.

Natural resources play a significant role in day-to-day life, tourism, industry, and recreation. The area's natural resources contribute to a good quality of life, which is important for attracting and retaining workers. And since natural resources often cross administrative boundaries, intergovernmental cooperation is extremely important in related planning and conservation.

Recreational Resources

Parks and recreational facilities are human-created resources and are discussed in Section 5. While some natural resources are available for recreational use, especially for passive activities, this section focuses on the ecological function and quality of the natural environment.

Geology[10]

Bedrock geology can have implications for construction and groundwater quality. The bedrock geology for the Village, eastern side of the Town, and large parts of St. Croix County consists of the Prairie due Chien Group of dolomite with some sandstone and shale. The western side of the Town consists primarily of the St. Peter Formation which is described as being of sandstone with some limestone shale and conglomerate.

Soils[11]

The Roberts-Warren Area also has a mix of three generalized soil types (or associations):

- Northern and eastern portions of the Area are primarily comprised of the Santiago-Jewett-Magnor association, which are well-drained and some poorly drained soils.
- A smaller portion of the central part of the Area, along with the eastern side, is comprised of the Sattre-Pillot-Antigo association soils which are well drained, nearly level to sloping, medium textured soils on outwash plains and stream terraces.
- Soils in the western portion of the Area, primarily that on the west side of the Town of Warren including the Twin Lakes and Three Lakes, are in the Burkhardt-Chetek-Sattre association which are well drained and some what excessively drained soils.

Topography

Past glacial activity has created some topography in St. Croix County that is scenic, but may also be sensitive to development in some areas. According to the USGS topographic maps and U.S. Natural Resources Conservation Service soil maps for St. Croix County, there are 78,000 acres that potentially have a slope of 13 percent or greater representing 11.7 percent of the total St. Croix County land base. Of this, 13,815 acres (2.1% of St. Croix County) have slopes of 21 percent or greater[12]. The majority of these steep slopes are located in the northern and western

[10] Bedrock geology information largely from: Brown, B.A. *Bedrock Geology of Wisconsin, West-Central Sheet*. 1988.
[11] Soils information largely from: U.S. Natural Resource Conservation Service. *Chippewa County Soil Survey*.
[12] St. Croix County 2024-2029 Multi-Hazard Mitigation Plan

portions of the County. Additional localized and site-specific variations in topography and slope may exist. Map 16 shows the slopes greater than 12% in the Roberts-Warren Area.

Closed depressions (or sinkholes) are common features in St. Croix County, as shown on **Map 17**. They are formed through karst topography, which is particularly well developed in the eastern half of the County, or through the kettle depressions remaining from glaciation, which are not uncommon in the western and northwestern portions of the County. Karst development occurs from thick, soluble areas of underground limestone which dissolve over time, forming sinkholes. Kettles develop when large blocks of glacier ice are buried with glacial deposits and subsequently melt. Due to melting snow and water draining off the landscape, sinkholes can be a more frequent concern in the spring months. Closed depressions are considered environmentally sensitive features since the release of pollutants into or near a closed depression can reach groundwater immediately. The implications of closed depressions and karst topography on groundwater quality will be had later on in this Chapter.

Metallic & Non-Metallic Mineral Resources

There is one active private non-metallic mining or quarry site within the Roberts-Warren Area on the east side of the Town of Warren. No issues with this operation were identified during the planning process. St. Croix County Code of Ordinances, Chapter 14, Nonmetallic Mining, regulates all nonmetallic mining operations and sites within each town in the county. An operation and site reclamation-revegetation plan is required for all nonmetallic sites. The Town of Warren also has a Nonmetallic Mining Operator's License (2012-07-16) that requires an Operator's License to be obtained by the Town Board prior to operating a nonmetallic mine site in Warren. The ordinance contains minimum standards of operation that must be met in order to obtain a license.

Surface Waters and Watersheds

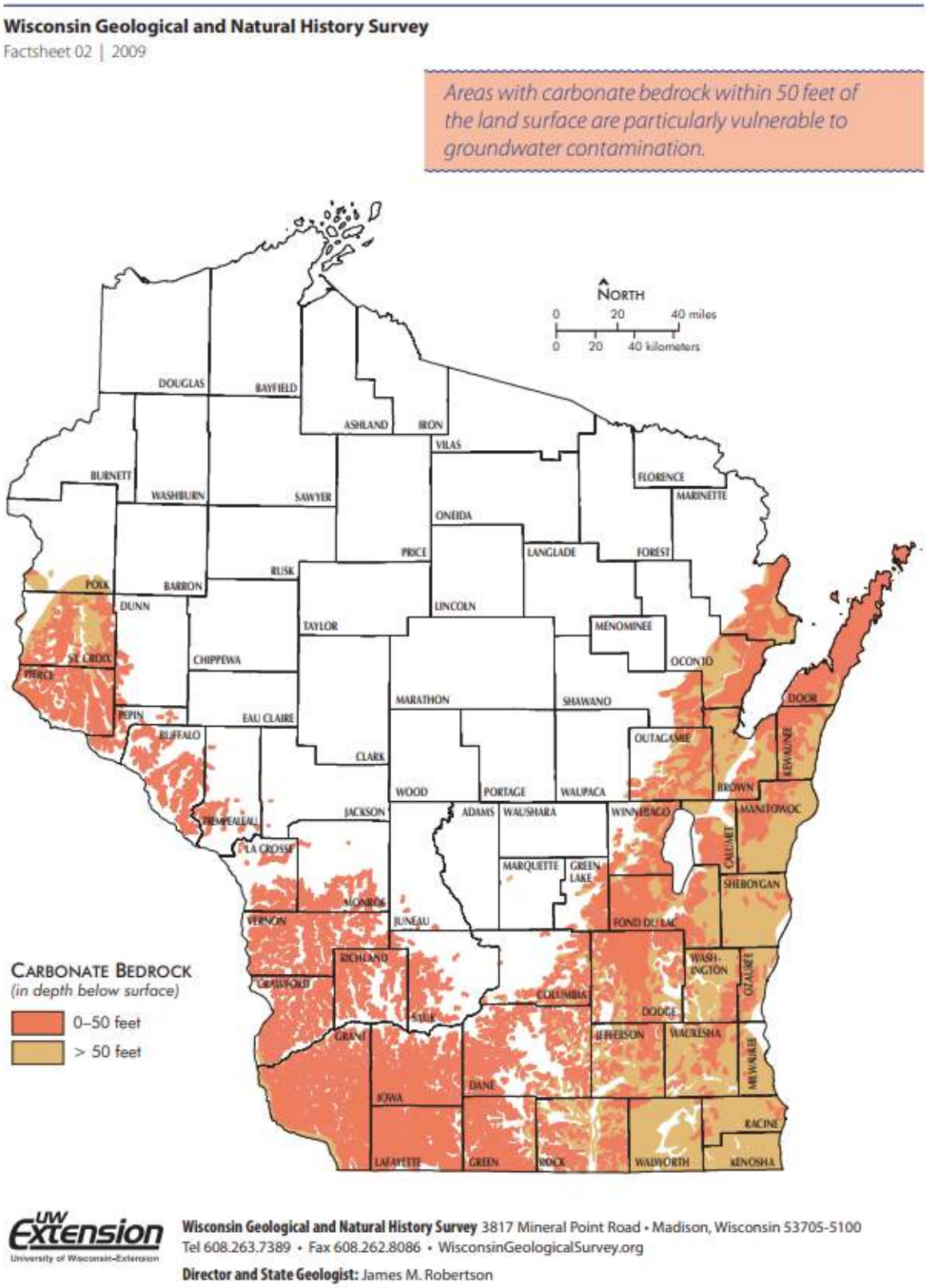
The majority of the Roberts-Warren Area is within the Kinnickinnic River (HUC-10) Watershed, with portions of the Town lying within the Willow River (HUC-10) Watershed. There are many smaller watersheds that converge within the Area. While there are no surface waters within the Village of Roberts the Town has four noteworthy water bodies.

The headwater of the Kinnickinnic River, an outstanding resource water as identified by the WI DNR and a Class 1 Trout stream, can be found in the Town of Warren. The Kinnickinnic River Land Trust (KRLT) is a community-based land trust dedicated to working with the community to conserve and protect the beauty and health of the Kinnickinnic River and its watershed.

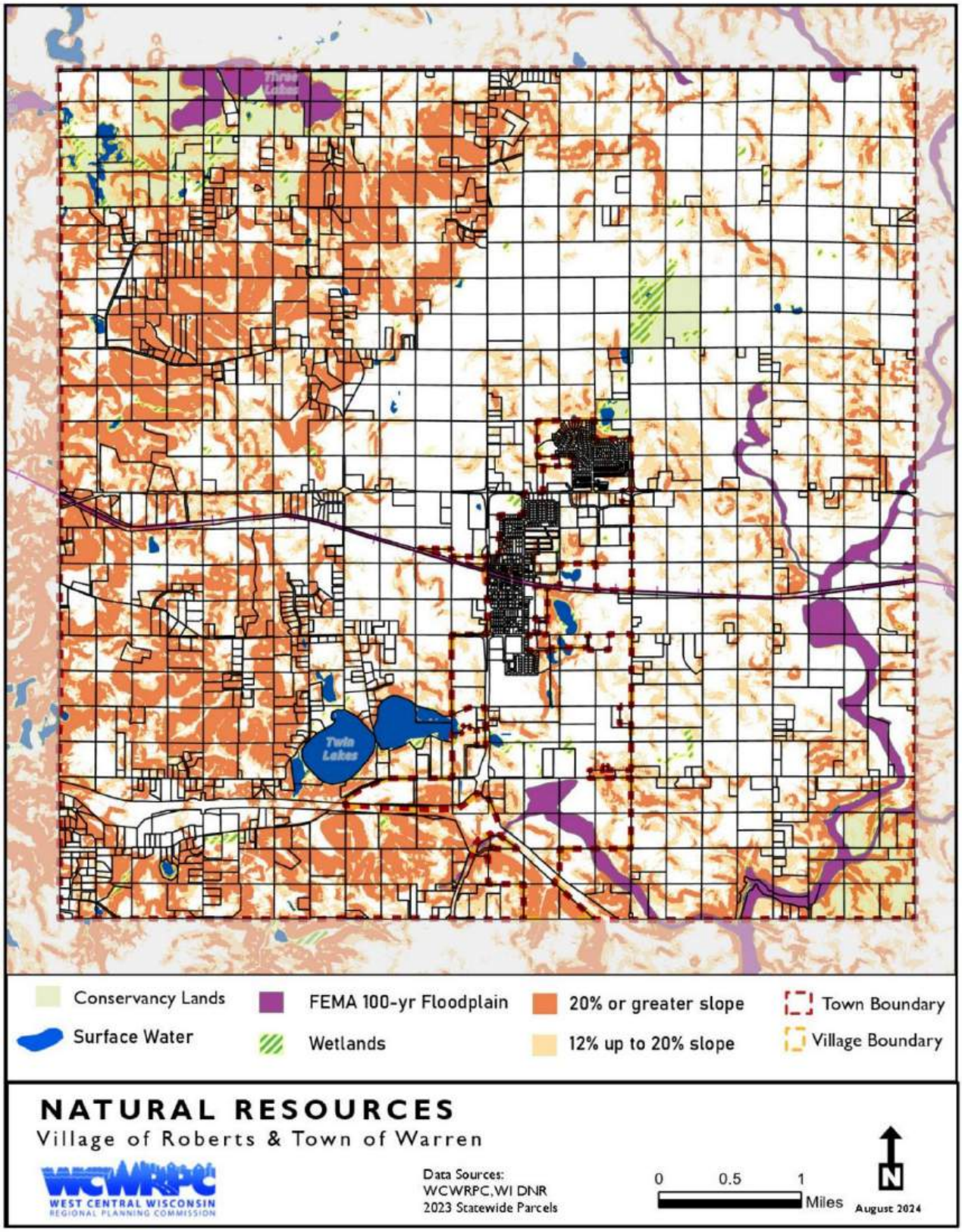
Hennessey Springs is a small .21 acre seepage lake that is landlocked in the northwest corner of the Town. Three Lakes is an 86-acre shallow seepage lake with no public access. Twin Lakes, located on the southern part of the Town, adjacent to the western edge of the Village, is an approximate 99-acre seepage lake that has been identified by the WI DNR as a 303d impaired lake due to elevated pH and eutrophication (Phosphorus-loading). Twin Lakes has also experienced flooding, which is discussed later in this section.

> According to wisconsinlakes.org, **seepage lakes** are lakes that do not have an inlet or outlet as they are landlocked. The principal source of water in these lakes is precipitation or runoff along with groundwater from the immediate drainage area. Since seepage lakes commonly reflect groundwater levels and rainfall patterns, water levels may fluctuate seasonally and with longer-term climate cycles. Seepage lakes are the most common lake type in Wisconsin.

Map 17. Karst and shallow carbonate bedrock in Wisconsin



Map *18*. Roberts-Warren Area Natural Resources



Shorelands and Wetlands

Shorelands are: (a) within 1,000 feet of the ordinary high-water mark of navigable lakes, ponds or flowages; or (b) within 300 feet of the ordinary high-water mark of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater. Managing activities within shoreland or riparian areas have a very important function of protecting water quality, mitigating bank erosion, and providing important wildlife habitat. Wetlands have similar water quality and habitat protection functions.

Map 15 shows the WDNR-mapped wetlands within the community. Wetlands are areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. All wetlands are environmentally sensitive areas with State and Federal protections, regardless of size.

Floodplains & Flooding

100-year floodplains are land which has been or may be covered by flood water during a regional flood event having a 1-percent chance of being equaled or exceeded in any given year as defined by NR 116.03, Wisconsin Administrative Code. The 100-year floodplains are shown as the "A" or "AE" zones on the FEMA Flood Insurance Rate Maps (FIRMs), including any FEMA-approved map changes, revisions, amendments, including Conditional Letters of Map Revision or Amendment (e.g., CLOMR, CLOMA) until such time that an effective FIRM is revised or amended.

While the Village participates in the National Flood Insurance Program, the maximum flood coverage for a single-family home is $250,000 and $100,000 for contents. Claims for flood insurance purchased after 2015 for homes in the Town of Warren on or near Twin Lakes may be denied due to the FEMA designation of Twin Lakes as a "flood in progress" (https://nfipservices.floodsmart.gov/claims/flood-in-progress).

Map 18 shows the 100-year floodplains for the Roberts-Warren Area. According to the 2024 *St. Croix County Multi- Hazard Mitigation Plan*, in which the Village participated:

- The Village of Roberts is a National Flood Insurance Program (NFIP) participant in good standing. The current FIRM for the Village was adopted on March 16, 2009.
- Heavy rainfall has caused flooding across 130th Street requiring closures. Water levels on Twin Lakes have risen in the past resulting in the flooding of roads and impacting homes. As a seepage lake, water levels fluctuate with groundwater levels. Flooding at Twin Lakes has been a source of concern for both the Village of Roberts and the Town of Warren.
- There was 1 NFIP claim as of May 2017. The Plan also noted that flooding had closed Highway 65 just south of I-94 interchange twin in the last 10-15 years, but that it had not flooded recently.
- There is very limited 100-year floodplain in the Village. There is some encroachment on the County Materials site, including one building, a stormwater retention pond, and outside materials storage, but no history of flood damage has been reported.
- There are no dams or hydraulic dam shadows in the Village, hence no dam-related vulnerabilities were identified.
- The Mitigation Plan recognizes vulnerabilities related to stormwater management and flooding potential related to the developing area near I-94 and 70th Avenue, especially in light of the past Twin Lakes flooding. The Village adopted a stormwater management plan and has been relatively aggressive in addressing past flooding problem areas. As more development occurs, the potential for stormwater flooding increases unless carefully planned.



Twin Lakes are a pair of seepage lakes about 99 acres in size located in the Town of Warren, about a mile southwest of the Village of Roberts. The lakes are divided by 112th Street as shown in the image above. As a seepage lake with no inlet, the primary sources of water to the lakes include precipitation, runoff, and groundwater outflow. As discussed in *Chapter 5 Utilities and Community Facilities*, the Village of Roberts Wastewater Treatment Plant (WWTP) also discharges 100% of treated water to Twin Lakes.

Flooding Challenges:



Flooding at Twin Lakes has been a source of concern for both the Village and the Town of Warren; flooding has impacted nearby infrastructure and homes in the past. As reported in the *2024 St. Croix County Hazard Mitigation Plan*, past flooding events have caused road damage, flooded 5-6 homes, and impacted or directly threatened about 20-25 other homes. The flooding impacts are not limited to lakefront properties but includes areas along 107th Street and 112th Street. At the January 2024 Roberts/Warren Comprehensive Plan Update Public Visioning Workshop, comments were received that the flooding is not limited to areas directly around the lake but is also impacting properties further north. The County's *Hazard Mitigation Plan* noted that standing, stagnant water following the flooding poses health concerns. Water quality and shoreline habitat are also being negatively impacted. Additionally, St. Croix Electric Cooperated has noted that areas prone to flooding can also prevent restoration of power; Twin Lakes has limited access to electric power lines and equipment. (photo source: River Falls Journal[13])

Twin Lakes Studies/Documentation:

The problem is complex and there has been disagreement over the factors contributing to the flooding.

- The **September 2020 SEH Twin Lakes Temporary Drawdown Report**[14] looked at 2019 inflow of the waters and suggested that precipitation and rainfall runoff were the primary contributing factors to the Lakes' inflow volume with only 12% coming from the WWTP discharge. The study also noted that if water levels had continued to increase at the rate of the 2020 pace, about 0.48 feet per year, the Roberts WWTP would have been inundated by 2026. **Map 19** shows the projected future flooding areas as identified by SEH in their study. Since this study, St. Croix County has entered into a drought period and

[13]https://www.riverfallsjournal.com/news/twin-lakes-water-keeps-rising-what-to-do-with-roberts-wis-treatment-plant/article_0d360ee2-97a6-11eb-8718-afd9b449fd20.html

[14] https://townofwarrensccwi.gov/wp-content/uploads/2020/09/Twin-Lakes-Report_final_9_10_2020_complete-4.pdf

water levels have retreated significantly at Twin Lakes. However, longer-term precipitation and wastewater treatment plant discharge trends all suggest an increase in lake level over time.

The Report also identifies two potential options for working to overcome the flooding, including:

- No pumping / Mitigation Strategies – lake levels will continue to fluctuate with climactic variations, resulting in extended period of high water during wet cycles and lower water levels under drought. Mitigation to minimize the impacts (acquire at-risk properties, elevation, increase food/stormwater retention, etc.) could be pursued.
- Pursue a pumping option – establish the long-term desired lake water level management goals and an associated pumping rate necessary to meet those goals. Perform an in-depth engineering analysis to further screen potential received waters and options.

- The **Friends of Twin Lakes white paper**[15], dated as being revised in August 2017, documents the flooding that has occurred with Twin Lakes. While the report pulled together data and makes a hypothesis, it is not a definitive scientific study. The findings largely point to the Village WWTP discharge as being the primary cause of flooding.

Water Quality Challenges:

In addition to the flooding challenges, Twin Lakes, both east and west, have been listed as a 303(d) water body from the WI DNR since 1998 due to excessive Phosphorus loading. The Joint Plan Committee noted that the sources of Phosphorus are not known, however a previous study suggested it was due to agricultural runoff. The community believes that there are fewer agricultural lands in the drainage area since the study was completed so the quality may be improving.



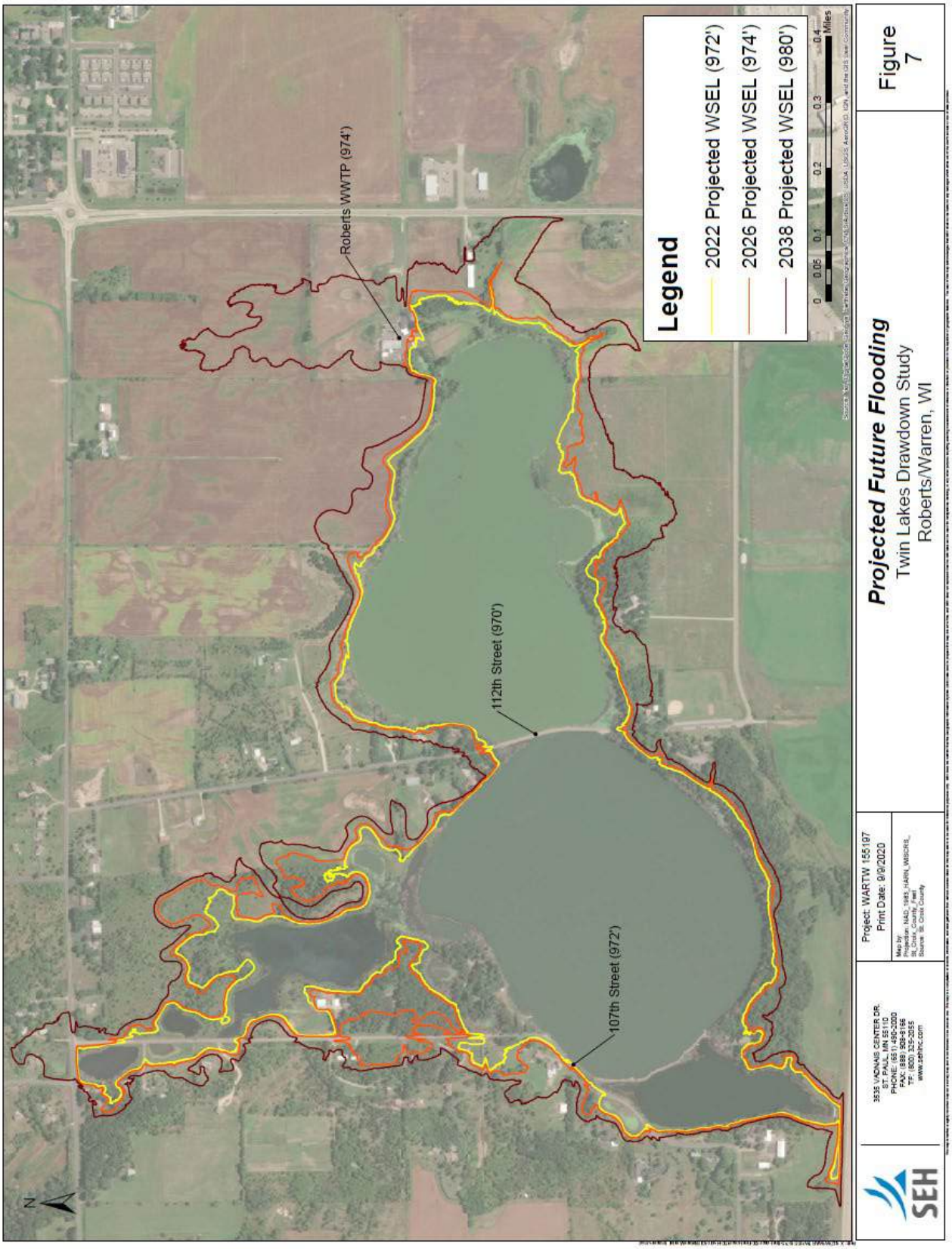
Action Steps:

In July 2018 the Village of Roberts and Town of Warren formed a Twin Lakes Joint Committee to further explore the challenges with Twin Lakes, both water quantity (flooding) and quality. The group met for several months through 2021. No action was taken by the Joint Committee and to date there has been no formal action by the Village or Town.

The Joint Roberts/Warren Comprehensive Plan Committee discussed the challenges with Twin Lakes and ways the Village and Town can collaboratively work towards potential solutions. During the intergovernmental cooperation session, the Committee agreed that WI DNR needs to be engaged in conversations and solutions for Twin Lakes as it's not just an issue of the Village and Town. The Joint Committee recommends that the Village and Town together pursue grant funding that takes the analysis from the SEH study and determines specific, feasible solutions. Potential funding programs include: Wisconsin Emergency Management Pre-Disaster Flood Resilient grant, FEMA Building Resilient Infrastructure and Communities Capability & Capacity Building grant, FEMA Flood Mitigation Assistance grant, and the FEMA Advance Assistance grant programs.
Efforts to improve the water quality of Twin Lakes are also supported by the Joint Plan Committee, but the first priority is undertaking efforts to mitigate the flooding.

[15] http://www.twinlakefriends.org/wp-content/uploads/2017/08/Twin-Lakes-Story-Whitepaper.pdf

Map *19*. Projected Future Flooding of Twin Lakes (From SEH Report)



The 2024 St. Croix County Hazard Mitigation Plan recommends that the Village and Town continue to monitor, study, plan for, and address stormwater flooding in the community. It also suggests the Village consider and encourage low-impact development design and nature-based solutions (e.g., rain gardens, bioswales) for new development to limit runoff. The Plan also recommends that the two communities collaborate to address stormwater management challenges in the area and explore long-term solutions for flooding at Twin Lakes.

Consider enhancements to lands around Twin Lakes that can make the feature a recreational asset. Explore improvements such as constructing a trail around the Lake, providing seating areas, or other features that can help make Twin Lakes a desirable community amenity.

Groundwater and Wellhead Protection

Village of Roberts and Town of Warren residents, businesses, and services primarily rely on groundwater for drinking, industry, and daily life. Groundwater is a limited resource, and both its quality and quantity are important factors. These factors are primarily influenced by local geology and local land use. Precipitation percolates through the soil and bedrock where it eventually reaches a saturated zone known as an aquifer. It is from these aquifers that private wells are used to draw water. **Groundwater in the Roberts-Warren Area is generally abundant and of good quality.** However, there could be groundwater supply challenges should one or more additional large water users be proposed.

Groundwater contamination is most likely to occur where fractured bedrock is near the ground surface, or where only a thin layer of soil separates the ground surface from the water table. St. Croix County has significant karst geology, especially in the central, southern, and eastern parts of the County. Not only can sinkholes form, but these cracks and caverns below the ground surface provide a direct conduit to the water table. This increases the risk of groundwater contamination and a contaminant can impact a relatively large area in a short time. In response, St. Croix County has established a **Sinkhole Program** that includes:

- a survey instrument for the mapping of known sinkholes
- educating the public on sinkhole safety and risks, and
- connecting landowners with contractors to remediate sinkholes

The existence of closed depressions and karst topography, discussed previously, elevates the contamination risk. While the kart geology is more common in the central and southern parts of the County, many of the private wells in northern St. Croix County are shallower, which increases their risk of contamination. Private well testing is crucial for health and is recommended annually, though few households conduct regular testing.

In 2017, St. Croix County completed a ***Ground & Surface Water Quality Protection Study*** that explored potential groundwater conditions, contamination risks, policies, and programs followed by recommendations. Some of these recommendations have been incorporated into the hazardous materials spills assessment and strategies of this Plan. Actions to encourage the protection of the surface and ground waters of the County are also identified within the *St. Croix County Land & Water Resource Management Plan*.

For west-central Wisconsin, non-point source groundwater quality concerns are often due to agricultural practices, with nitrates and coliform bacteria among the top threats. The St. Croix County Land Conservationist noted that while 90% of the farmland acres in the County are managed well, there is too much nutrients/fertilizers being added to many agricultural lands, specifically those lands in corn production. Excess fertilizer used to grow corn can leave behind nitrates in the soil, which can then drain into water supplies. Improving soil health is a key farmland conservation effort that can help mitigate groundwater contamination. In 2022, only about 20% of cropland in St. Croix County had a Nutrient Management Plan.

According to reported data, over 10% of tested private wells in St. Croix County have exceeded the EPA's 10 mg/L maximum standard for nitrates, which is linked with some birth defects and an elevated risk of blue baby syndrome. Only 43% of Town of Warren survey respondents to the 2023 community survey have had their private wells tested for bacteria and nitrates in the last three years. Of those who have had their well tested, 27% indicated that the test identified a level of nitrates above 10mg/L. Given that groundwater and surface waters are connected, these contamination risks and others (e.g., Phosphorus) require management and monitoring. Wisconsin DNR does have a grant program to assist with the costs of well replacement when elevated nitrate levels are discovered.

The Village of Roberts has wellhead protection plans in place and enforces wellhead protection to protect its primary wellfields located in the northeastern part of the community.[16] The goal of wellhead protection is to prevent potential contaminants from reaching the wells that supply municipal water systems. This is accomplished by monitoring and controlling potential pollution sources within the land area that recharges those wells.

Wellhead protection planning is administered by the WDNR as required by the U.S. Environmental Protection Agency (EPA) and the 1986 amendments to the Federal Safe Drinking Water Act. The general process of community-level wellhead protection planning includes:

1. Forming a planning committee.
2. Delineating the wellhead protection area.
3. Inventorying potential groundwater contamination sources.
4. Managing the wellhead protection area.

The Village also has adopted a wellhead protection overlay district within its zoning ordinance to regulate and restrict land uses in order to protect the groundwater recharge areas for the municipal water supply. **Chapter 5: Utilities & Community Facilities** includes additional discussion on the municipal water supply.

As noted in Chapter 5, all water in the Town of Warren comes from private onsite wells as there is no municipal water system.

There are wells in the Town that are contaminated with tricholoroethylene (TCE), which is a volatile organic compound (VOC). According to a Superfund Preliminary Assessment that was prepared in 2023 for the St. Croix River TCE Plume, the area is comprised of three different sources/sites that have all contributed to the groundwater contamination that make up the St. Croix River TCE Plume. The sites include: the Town of Warren TCE Investigation (80th Avenue), Junkers Landfill (Town of Hudson) and Nor Lake Inc (Town of Hudson). The St. Croix River TCE Plume is approximately 6.5 miles long and the total area is roughly 3,260 acres, with approximately 46 acres

The Town of Warren site involves the chlorinated solvent trichloroethene (TCE) with no known source. It is believed that the TCE release occurred as a spill of unknown volume prior to the mid-1970s. After TCE was detected in a private well at a residence on 80th Avenue in 2000, a series of environmental investigations consisting of soil borings, soil gas survey, and groundwater monitoring began in 2000.

[16] For security purposes, maps of these wellfields are not included with this plan.

Over the last 20 years, 34 monitoring wells and piezometers and 21 injection wells have been installed at and in the vicinity of the Town of Warren TCE site. Remediation has involved a total of 11 rounds of in-situ chemical oxidation completed at various injection points across the site. Post injection groundwater monitoring has indicated that the in-situ chemical oxidation has been effective in remediating TCE in groundwater at the site, as concentrations have been observed substantially decreasing in monitoring points

A Special Well Casing Depth Area was established in July 1991 to protect residents from exposure to the contaminated water. Per the WI DNR, new drinking water wells constructed in the area must be drilled below the contaminated acquifer and include certain construction methods that prevent the contamination from entering the well. It is important that water in private wells be frequently tested for contamination.

Air Quality

The Village of Roberts and Town of Warren have no major air quality issues. St. Croix County is considered an attainment area that meets the National Ambient Air Quality Standards as defined in the Clean Air Act.

Threatened and Endangered Species

The U.S. Fish and Wildlife Service identifies the following federally-listed Endangered, Threatened, and Proposed species in St. Croix County:

- Gray Wolf – endangered
- Tricolored Bat – proposed endangered
- Karner Blue Butterfly – endangered
- Monarch Butterfly – candidate
- Western Regal Fritillary – proposed threatened
- Higgins eye (pearlymussel) – endangered
- Salamander Mussel – proposed endangered
- Winged Mapleleaf - endangered
- Prairie Bush-clover – Threatened

The Wisconsin Department of Natural Resources (WDNR) lists species as “endangered” when the continued existence of that species as a viable component of the state’s wild animals or wild plants is determined to be in jeopardy on the basis of scientific evidence. “Threatened” species are listed when it appears likely, based on scientific evidence, that the species may become endangered within the foreseeable future. The WDNR also lists species of “special concern” of which some problem of abundance or distribution is suspected but not yet proved; the intent of this classification is to focus attention on certain species before becoming endangered or threatened. The following are WDNR-identified endangered or threatened species in the Roberts-Warren Area:

- Red-necked Grebe (bird)
- Dotted Blazing Star (plant)
- Regal Fritillary (butterfly)
- Loggerhead Shrike (bird)
- Henslow’s Sparrow (bird)

The WDNR carefully monitors the level of detail provided regarding the locations of threatened and endangered species. Identifying specific locations of species in the Village or Town that are threatened or endangered is currently not provided by the WDNR and some sensitive species or locations may not be publicly shared.

Wildlife Habitat and State Natural Areas

Wildlife habitat can simply be defined as the presence of enough food, cover, and water to sustain a species. While there are no State Natural Areas within the Roberts-Warren Area there are several State and Federal wildlife lands within the Town of Warren.

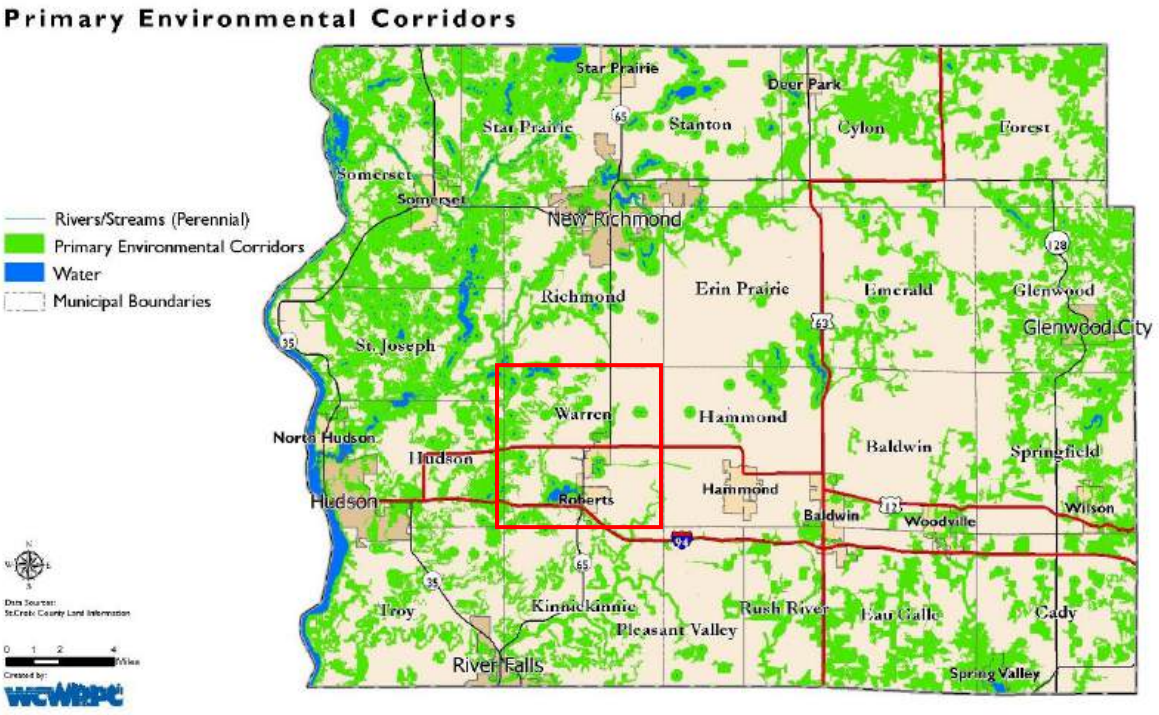
- Willow River Wildlife Area (WI DNR) – an 808-acre property that consists of restored prairie and oak savanna, as well as red and white pine plantations. The property is managed to provide opportunities for public hunting, trapping, wildlife observation and other nature-based outdoor recreation.
- Weiss (36-ac), Three Lakes (249-ac but only part in Town), Kerber (156-ac), and Risberg (38-ac) Waterfowl Production Areas (UWFWS) – These 4 WPAs are part of the St. Croix Wetland Management District which was established in 1992 for the purpose of providing wetland and grassland habitat for breeding waterfowl.
- Kinnickinnic River Fishery Area (WI DNR) – the far southeast corner of the Town of Warren contains public lands that allow access to the pristine Kinnickinnic River.

Environmental Corridors

An environmental corridor is a linear, continuous feature on the landscape, existing or restored, that is maintained with one or more of the following purposes: (1) provide for high quality wildlife habitat and/or the movement of wildlife; (2) provide greenspace and open space; and (3) protect water quality, sensitive lands, and other areas that require protection from disturbances and development. Such corridors may also serve as recreational links, such as through non-motorized trail systems.

St. Croix County's Comprehensive Plan, adopted in 2024, includes an Environmental Corridor Map (**Map 20**) that identifies environmental areas in the County. As shown on the map, the primary environmental corridors generally follow the surface waters or areas of steep slopes on the western edge of the Town.

Map *20*. St. Croix County Primary Environmental Corridors



Intergovernmental coordination is extremely important in dealing with natural resources. Natural resources cross administrative boundaries and connecting environmental corridors between communities

can have very positive ecological benefits. In addition, changes to a natural resource in one location, such as stormwater runoff, groundwater pollution, or air quality, can have a range of impacts in nearby communities.

6.3 Historical & Cultural Resources

Historical and cultural resources are important in that they nurture a sense-of-place, provide an important context for planning, and foster civic pride, all of which are vital to creating a vibrant and prosperous community.

Historical Sites and Buildings

There are no properties in the Roberts-Warren Area listed on the State of National Register. However, there are 8 properties in the Village and 8 in the Town listed on the Wisconsin Architecture & History Inventory (AHI), which is a digital source of information on historic buildings, structures, and objects, prepared by the Wisconsin Historical Society. It is possible that these structures are no longer present but are recognized as having had historical significant in the community.



source: Wisconsin Historical Society (AHI

AHI sites in the Village of Roberts include:

- 312 W Warren Street – Two story cube balloon frame house
- 311 W Warren Street – Gabled ell balloon frame house
- 301 S Division Street – Queen Anne house
- N side of Ash Street W between Vine & Division – Shingle Style house
- E End, N Side of Main Street – Roberts Village Hall & Hazel Mackin Community Library
- E End, N Side of Main Street – Odd Fellows Hall
- Warren Street – Roberts Café
- Main Street – Roberts Congregational Church

AHI sites in the Town of Warren include:

- 1209 89th Avenue (USH 12) – Farmstead
- 1126 CTH TT – Greek Rival balloon frame house
- CTH TT & 2nd Ave S, SE Corner – Front gabled house
- W side of 3rd Ave, .5 miles south of CTH TT – Front gabled house
- W side of 3rd Ave, .2 miles north of 5th St – Brick barn
- S side of Colbeth Rd, .3 miles west of Twin Lakes Road – Gabled Ell house
- W side of STH 65, .3 miles south of I-94 – Gabled Ell house
- S side of 5th St, .2 miles west of 3rd Ave – Queen Anne house



source: Wisconsin Historical Society Architecture and History (AHI) database

In addition to these identified sites, the Joint Plan committee recognized the following places as having historical significance to the community:

- Site of former Nike Missile Base
- Town Hall has historical items in the picnic shelter room
- Town of Warren Cemetery
- Old Feed Mill/Grain Elevator in downtown Roberts

Community Organizations, Celebrations and Cultural Resources

There are various clubs/community organizations that help create community and culture within the Roberts-Warren Area. These organizations include:

- Roberts Lions Club
- Roberts Knight Riders Snowmobile and ATV Club
- American Legion
- Central Community Gardens at Cross Lutheran Church
- St. Croix Central School District
- Roberts Ribbon Reapers, local 4-H club
- Chamber of Commerce
- Scouts
- Marietta Johnson Memorial Committee
- Power of 100 Women Hammon-Roberts
- Roberts-Warren Fire Association

Community partners work to host a variety of celebrations and activities throughout the Roberts-Warren Area including:

- Good Neighbor Days
- Oktoberfest & St. Patricks Day parades
- Elementary School Halloween parade
- Lions/Chamber Christmas on Main
- Yellowstone Trail ride
- Bradd Band
- Church dinners
- Library & area historians

The Joint Plan Committee also discussed the upcoming 150th anniversary of the Town of Warren, and the importance of the rail road to the area's history.

6.4 Community Perspective

Community Survey

As shown in **Appendix E**, the 2023 comprehensive plan community survey provided information on how respondents feel regarding agricultural, natural and cultural resources.

Agricultural Resources:

- Village of Roberts survey responses indicate that conflicts between farms and neighbors (dust, noise, and odors) are not common in the Village. However, 26% of respondents with an opinion to the question agreed or strongly agreed that there are common conflicts amongst farms and neighbors in the Village.
- A strong majority of Town of Warren respondents strongly agree or agree that too much farmland is being converted to non-farm uses.
- A strong majority of Warren respondents also strongly agree or agree that local agricultural production should be encouraged and marketed locally.
- Similar to the Village of Roberts, Town of Warren survey responses indicated that conflicts between farms and neighbors (dust, noise, and odors) are not common in the Town.
- When asked about locating large-scale farms (500+ animals), the majority of Town of Warren survey respondents stated that the large-scale farms should be located or expanded in areas

designated for agricultural use. However, 26% (80 respondents) believe they should not be allowed in the Town.

- Resident respondents of Roberts and Warren shared the sentiment that feed mills or farming businesses should be close to, but not within residential areas. Many respondents also commented against the siting of a manure digester with the Roberts-Warren Area, expressing worry about impact on home values.

Natural Resources:

The 2023 community survey asked respondents to indicate the importance of planning for or preserving a variety of natural resources.

In the Village of Roberts, a strong majority of respondents identified groundwater, air quality, and lakes, rivers, and streams as being very important. Preserving wetlands and wildlife habitat and existing natural corridors, along with reducing stormwater runoff and flooding were also important.

In the Town of Warren, lakes, rivers, and streams along with groundwater and air quality were identified as being very important. Preserving good farmland, wetlands and wildlife habitat, and existing natural corridors were also ranked high in importance.

Survey respondents were also able to provide open-ended comments regarding natural resources. Respondents expressed significant concerns about the water-related issues. There was a significant call to improve water quality in the area, specifically at Twin Lakes. Residents want action taken to clean up water damage and manage water levels effectively.

While natural resources are important, the survey also reflected that “Natural features” are not a top reason to live here. Also, “Protecting environmental resources” is not a top Town/Village function for most survey respondents.

Cultural Resources:

- 49% of Village, and 64% of Town, respondents ranked preserving historic or cultural sites as being important or very important.
- The majority of Town and Village respondents strongly agree or agree that preserving and celebrating the community’s history is important to the quality of life.
- There were no open-ended comments regarding historical/cultural resources.

Joint Plan Committee & Public Visioning Workshop

Agricultural, natural and cultural resources were discussed in-depth during the planning process.

- The Joint Plan Committee discussed the importance of preserving agricultural lands within the Town while recognizing that the agricultural lands within the Village will be developed over time as the community continues to grow.
- Small family farms are important to retaining the small-town atmosphere. The community also supports ag-tourism and the sale of local farm goods.
- The economy of the area has changes as agricultural businesses are shrinking in importance.

- The Joint Plan Committee recognized that the natural resources, natural beauty, green space, and outdoor recreation opportunities within the Roberts-Warren Area are important quality of life assets that contribute to the "small town character" of the area.
- Land spreading and large manure digesters are potential concerns to groundwater quality.
- The flooding at Twin Lakes is a concern and priority item to address for many residents.
- PFAs as a source of water contamination are gaining greater attention nationally.
- **Chapter 5. Utilities & Community Facilities** discusses stormwater management, municipal water supplies, and outdoor recreation/parks.
- There are several organizations that work to support and celebrate the community.

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

Agricultural Goal 1

In recognition of the importance of agriculture and the significant role of the rural landscape in contributing to the quality of life in the Roberts-Warren Area, lands will be preserved in the Town and developed in the Village in a manner that minimizes land use conflicts between agricultural and other land uses.

Objectives

1. Productive farmland in the Town of Warren is preserved.
2. Agricultural lands in the Village of Roberts are farmed until the land is ready for development.
3. Small family farms are supported and celebrated in the Roberts-Warren Area.

Policies

Shared Policies:

1. Continue to support farmer's right to farm and increase community awareness of the rights of farmers in the planning area.
2. Encourage the use of environmentally friendly agricultural practices and development of alternative crops and products to contribute to a healthful environment and to diversity the local agriculture economy.
3. Encourage compact/cluster residential development patterns in an effort to preserve agricultural lands.

Village Policies:

1. Agricultural lands in the Village should be properly managed so that they can be developed in the future.

Town Policies:

1. Development that occurs in areas outside the identified Future Growth Areas should be encouraged to locate in such a manner so as to not take prime farmland out of production or conflict with existing farming operations.

2. Continue to enforce the Town's Land Division Ordinance that requires conservation design for major subdivisions.
3. Promote programs that preserve agricultural lands (CRP, Farmland Preservation Program, etc.).
4. Promote and encourage farmer participation in Agricultural Enterprise Areas (AEAs) and producer-led groups.

Strategies

Shared Strategies:

1. Consider options for regulating wind and solar farms (discussed in more detail in Chapter 9).

Village Strategies:

1. Continue to allow for urban agriculture and community gardening, where appropriate, within the Village.
2. Explore opportunities for developing a farmers' market within the community.

Town Strategies:

1. Collaborate with St. Croix County to explore adopting a large livestock licensing ordinance or other regulations on large animal facilities to mitigate impacts to health and safety of the community. Given the Kinnickinnic River and karst topography, there may be justification to include more stringent standards.

Natural Resources Goal 1

Through proper stewardship of the environment, the Roberts-Warren Area has clean water and air, green spaces, and natural habitats that enhance quality-of-life, promote economic development, provide outdoor recreation opportunities, and conserves valued resources.

Objectives

1. The Roberts-Warren Area continues to be sustainable and resilient.
2. Environmentally Sensitive Areas (floodplains, wetlands, steeps slopes) are protected.
3. New development should manage 100% of rainwater on-site.

Policies

Shared Policies:

1. Continue to promote development that minimizes impacts on natural resources.
2. Support and encourage sound soil health best management practices.
3. Encourage the preservation of existing trees and shrubbery as well as encourage the planting of new non-invasive trees and shrubbery.
4. Maintain the quality of the environment by preserving the land's natural character through appropriate land development policies.
5. Limit intensive land disturbances in environmentally sensitive areas to protect and conserve natural resources, especially groundwater, woodlands, and wetlands.
6. Promote those forms of development that will have the least impact on groundwater, woodlands, and wetlands, and which are appropriate to soil, geology, and slope conditions.

7. Coordinate development plans with appropriate governmental agencies to minimize air, noise, and water pollution.
8. Evaluate any proposed new development for potential impacts to groundwater and environmentally sensitive areas.
9. Participate in watershed-level planning efforts to improve and protect surface water quality.

Village Policies:

1. Continue to implement wellhead protection in the Village for the municipal wellfields.
2. The Village will continue to participate in the National Flood Insurance Program and regularly review the Village's floodplain zoning ordinance for consistency with the latest WDNR model ordinance.
3. Continue stormwater management efforts for improved water quality and decreased runoff through approached that mimic nature when possible (e.g., bioswales, permeable pavement, etc.)

Town Policies:

1. Continue to consider and encourage the protection or re-establishment of environmental corridors as part of the Town subdivision ordinance.

Strategies

Shared Strategies:

1. Consider the adoption of a dark skies/lighting ordinance. Or, as an alternative, evaluate existing regulations to integrate lighting standards that control light pollution while increasing energy efficiency.
2. Explore the creation and adoption of low-impact development (LID) standards to encourage and incentivize systems and practices that use or mimic natural processes to manage stormwater runoff (100% on-site retention), such as rain gardens, bioswales, and pervious pavement. Consider the maintenance requirements and plan during exploration.
3. Engage community youth organizations, such as Scouts or 4-H, to assist with implementation of natural resource projects including a rain barrel program, pollinator gardens, etc.
4. Jointly work to identify ways to protect the Village's wellhead and recharge areas.
5. Prevent any new intensive land disturbances within the 100-year floodplain.
6. Work with the St. Croix County Conservationist to encourage and educate landowners on soil health and shoreland best management practices.
7. Support and encourage action on the core recommendations from the 2017 St. Croix County Study Group *Report on the Protection of Surface and Groundwater Quality in St. Croix County*, which include:
    - Explore regulatory and licensing options for the siting and monitoring of livestock operations.
    - Increase the number of acres in nutrient management plans.
    - Revise the County's land use policy and zoning ordinances to protect groundwater resources.
    - Develop a County protocol for urgent response to actual or potential water resource pollution events.
    - Develop a scientifically sound drinking water well testing program and create baseline data to measure quality over time.

- Inventory and map environmentally sensitive areas and conduits to groundwater as well as areas with high vulnerability to pollutants.
- Develop a plan for an inset model and conduct additional research on the source of nitrate issue.
- Maintain an active water quality committee.

8. Continue to collaborate to address stormwater management challenges in the area and explore long-term solutions for flooding at Twin Lakes. Some potential actions include:
    - Reactivate the Joint Twin Lakes Committee in a productive and constructive manner to identify a preferred approach to mitigating flooding at Twin Lakes.
    - Engage WI DNR to identify possible mitigation strategies or solutions for discharge.
    - Consider pursuing a FEMA Assistance or Mitigation Grant or WI PreDisaster Flood Resilience Grant to study and determine specific, feasible solution.

Village Strategies:

1. Continue to implement and enforce wellhead protection in the Village for the municipal wellfields.
2. Review standards and processes for maintaining stormwater ponds and ensure that stormwater facilities are being properly maintained.

Town Strategies:

1. Encourage private water/well testing and promote the County's well testing program. If nitrate levels continue to rise, educate residents on sources of nitrates and potential mitigation actions (e.g., reverse osmosis systems).

Historical/Cultural Resources Goal 1

Historical and Cultural Resources are celebrated.

Objectives

1. Familiarity of the area's history and local community events among visitors and all residents is increased.
2. Community history is shared and celebrated.
3. Historical barns and farm buildings within the Town are preserved.

Policies

Shared Policies:

1. Work with community partners and organizations to continue to promote the areas local history and many community events.
2. Bring organizations together quarterly to prioritize, coordinate and "assign" things to do to enhance the community.
3. Encourage the protection and rehabilitation of structure of significant historical interest.
4. Support the library's efforts to share local history with the community.

Village Policies:

1. The community's history is celebrated through downtown (both the current downtown as well as possible future west downtown).

Town Policies:

1. Encourage the preservation of rural farmsteads and farm buildings that contribute to the rural character of the Town.

Strategies

Shared Strategies:

1. Work with local partners (i.e. Chamber of Commerce) to create and maintain a community events brochure.
2. Establish a landmarks program of historic sites, neighborhoods, etc. to help showcase and educate residents and visitors on the historical resources within the Roberts-Warren Area.
3. As detailed in the Economic Development element, explore a place brand initiative that will help bring the Roberts-Warren Area community together with an emphasis on activating the brand downtown.

Village Strategies:

1. In conjunction with Sesquicentennial planning, identify historical landmarks and add commemorative signage.

Town Strategies:

1. Work with St. Croix County to pursue zoning modifications to allow adaptive reuse of old barns for non-agricultural purposes, such as storage.
2. Explore incentive programs for maintaining old barns that contribute to the rural landscape of the Town.

6.6 Agricultural, Natural, and Cultural Resources Plans and Programs

Appendix D includes some general National and State programs available to assist with achieving the previous goal and objectives.

Other Groups and Organizations

While not having a primary mission to preserve or enhance historical and cultural resources, there are many additional community groups that play an important role in achieving the goal and objectives of this element. Some other example partners include:

- Chamber of Commerce
- Schools and Churches
- Area businesses, especially those that are a visitor destination
- County Economic Development Corporation
- Hazel Mackin Community Library

7. ECONOMIC DEVELOPMENT

7. Economic Development

This plan section focuses on the local economy and economic development in the Roberts-Warren Area, with much of the discussion focused on the Village as that is the hub for commerce and industry and has the urban services (water, sewer) to better support commercial and industrial development. A specific subsection focuses on downtown Roberts, given the unique characteristics, challenges, and role that the downtown contributes to the community.

A community's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other plan elements. Through planning, a community can anticipate economic change and guide development to the best of its abilities to achieve its economic vision and objectives.

Predicting the short-term and long-term economic future of any community is difficult. More than most comprehensive plan elements, the local economy and economic development are also influenced by regional, state, national, and global factors. The economy is a complex system, always in flux, often occurring in cycles or periods of growth, prosperity, and expansion followed by periods of decline, contraction, or recession. There is no reliable methodology of predicting such cycles.

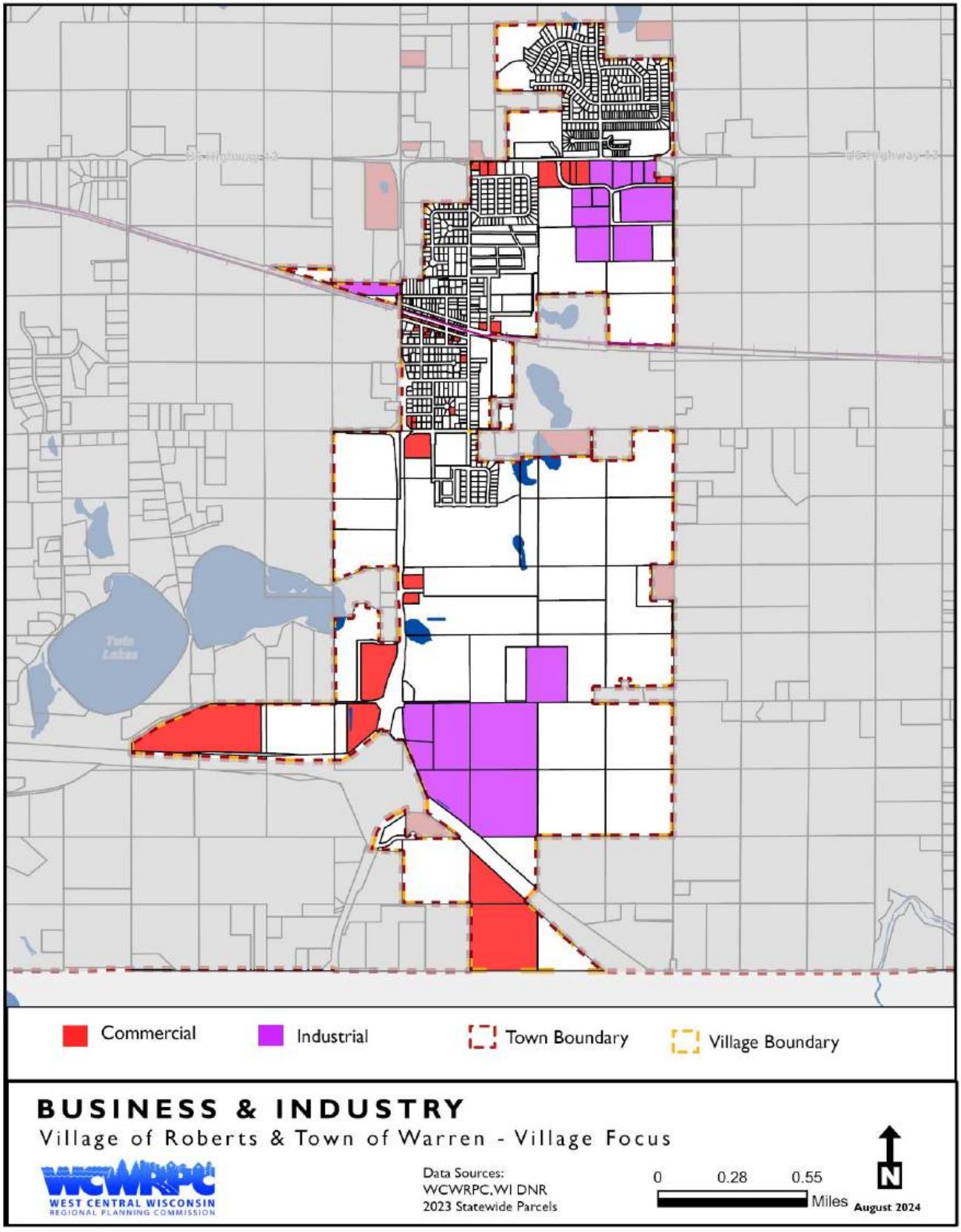
7.1 Economic Conditions, Strengths, and Weaknesses

Economic Conditions

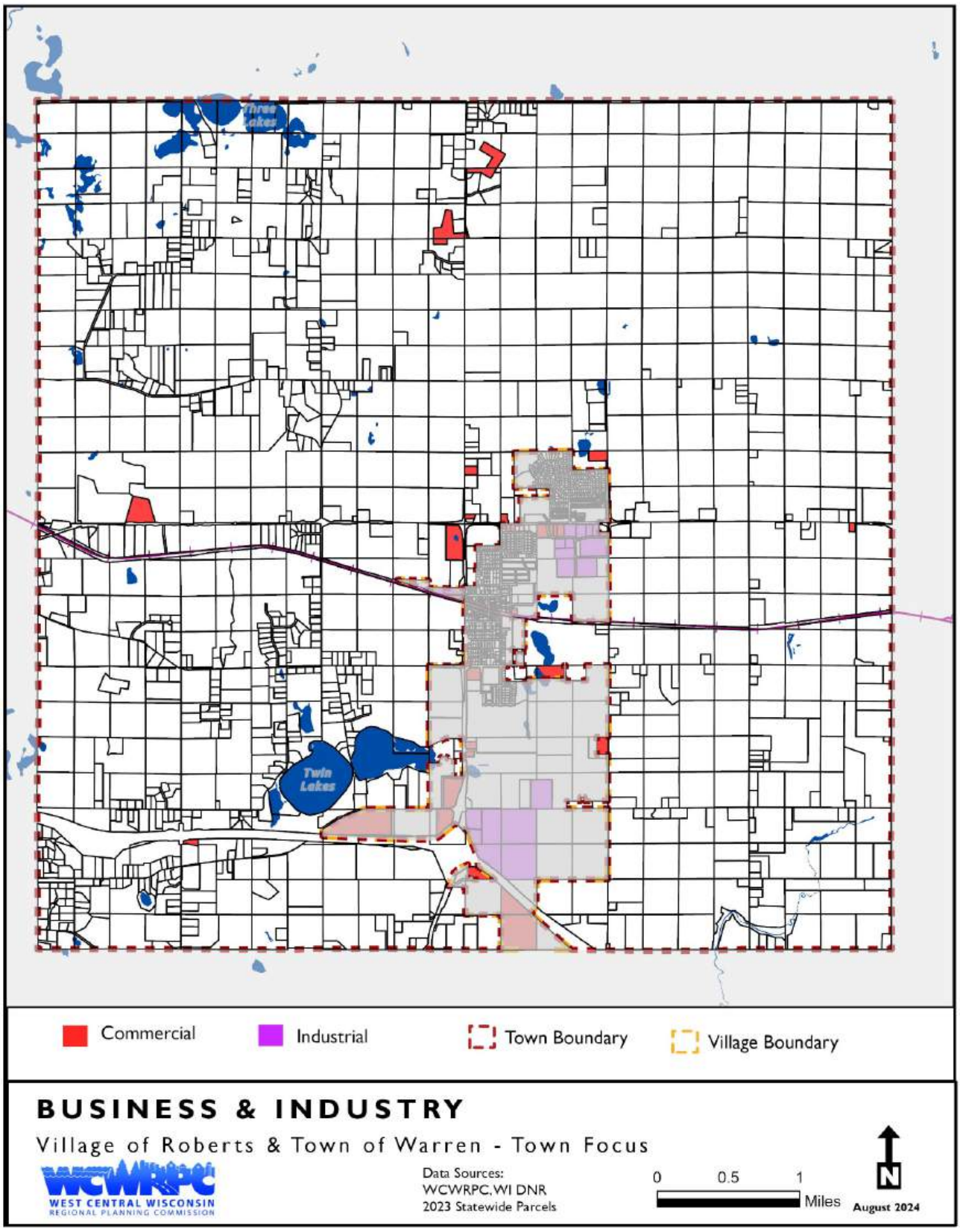
Map 21 and **Map 22** on the following pages show the properties in the Roberts-Warren Area that are predominately assessed as industrial and commercial uses. Economic condition data for the Village and Town can be found in Appendix C. Discussion by the Joint Plan Committee on economic development focused on:

- The Roberts-Warren Area has a diverse employment base with about 140 employers with 1,000 employees in the 54023 zip code (encompasses the Village and much of the Town).
- Unemployment in the area is very low (<4%).
- 75% of jobs & businesses in the area are in six sectors:
    - 1- Retail Trade 211 jobs @ 23 businesses (eating/drinking – 91, auto dealers & gas – 60)
    - 2 - Schools & Libraries 144 jobs @ 4
    - 3 - Manufacturing 132 jobs @ 9
    - 4 - Other Services 109 jobs @ 43 (automotive services – 79)
    - 5 - Construction 103 jobs @ 19
    - 6 - Wholesale Trade 93 jobs @ 5
- In 2021, about 2,388 residents commuted outside the 54023 zip code for their primary job, while only 814 commuted into the zip code to work.
- 6.3% of Village workers work at home while 8.6% of Town workers work at home (home-based business, remote work).
- **Map *23*** shows the Village of Roberts' three active Tax Incremental Financing District boundaries. More details on these TIDs are provided in subsection 7.9.
- Very low retail vacancy within the Village – most retail spaces are filled.

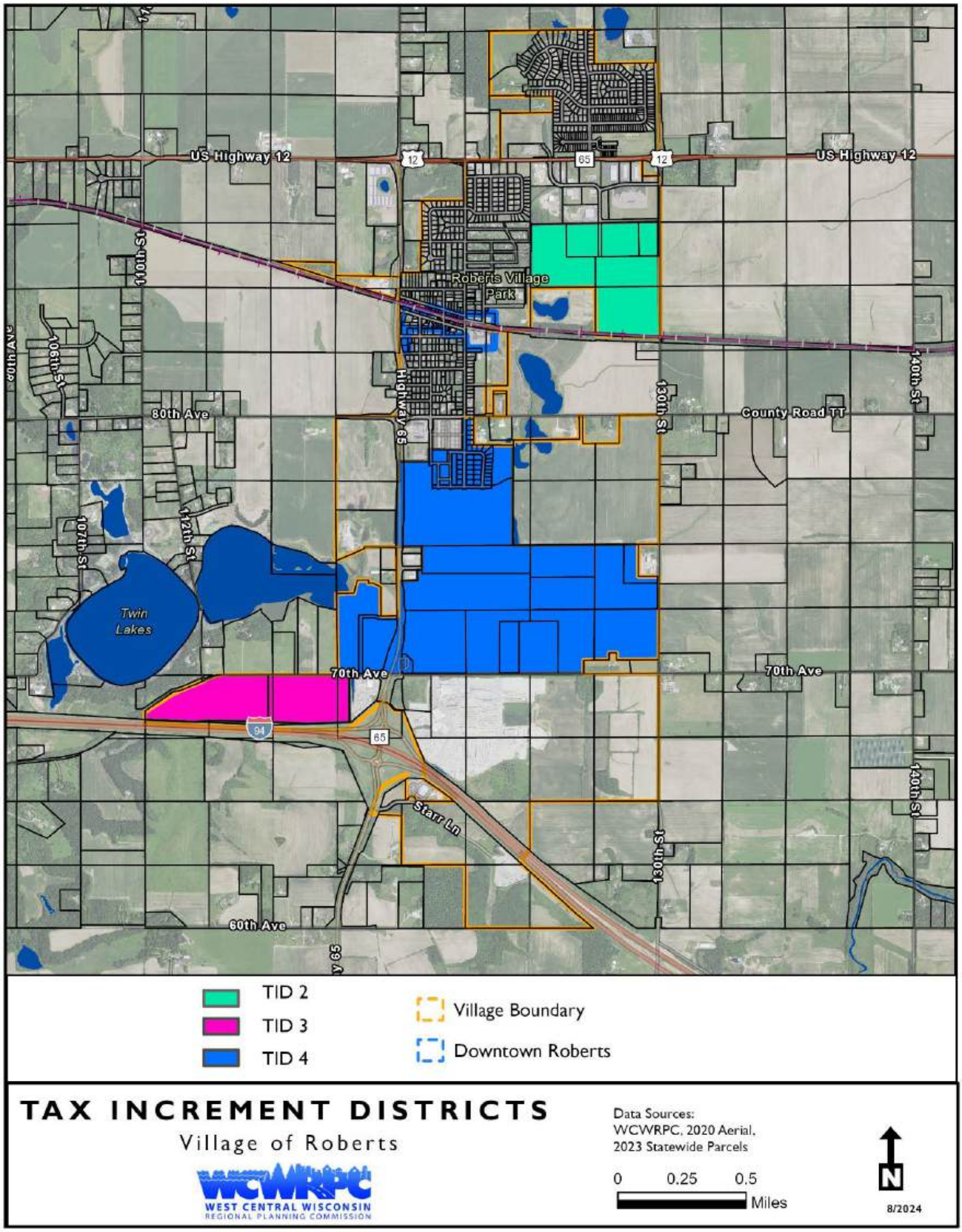
Map *21*. Village of Roberts Commercial & Industrial Properties



Map *22*. Town of Warren Commercial & Industrial Properties



Map 23. Village of Roberts Active Tax Increment Districts (TIDs)



Family Friendly Workplaces, Inc. (FFW) has estimated that in 2030 St. Croix County will add only 200 people to the workforce (calculated by subtracting the number of 65- to 69-year-olds departing the workforce from the number of 15- to 19-year-olds entering the workforce the same year). This shortage represents a significant constraint on the County and region's ability to grow and even maintain its workforce, which will meaningfully impact wealth creation and distribution, and business attraction and retention in the region. With assistance from the Wisconsin Economic Development Corporation (WEDC), FFW conducted marketing research focused on providing actionable data to inform talent attraction efforts from the Twin Cities into western and northwestern Wisconsin. The research study identified parks or free activities, welcoming communities, and engagement as the three factors that can differentiate a community and attract positive attention as being family friendly. It is the goal of the Talent Attraction Partnership that the region can recruit families that will contribute and build the workforce.

Strengths & Weaknesses

The Joint Plan Committee identified the following strengths and weaknesses regarding the Roberts-Warren Area economy and economic development. It is notable that many of these are related to other plan elements, such as housing, transportation, utilities, and land use.

Strengths or Opportunities

- Transportation connections (I-94)
- Distance to the Twin Cities
- Good area for homes and available homes
- Business Park
- Village sewer, water and utilities
- Fire/EMS
- Library
- Good variety of businesses
- Strong word of mouth
- Land available to grow
- Growing population – workforce and consumers
- Employment opportunities (low unemployment)
- Small town feel / small community
- Centrally located and a hub to Hudson, River Falls, New Richmond, Hammond, etc.

Weaknesses or Issues

- Distance to some services
- Wastewater Treatment Plant (WWTP) & water capacity
- Future growth plans
- Lack of foot traffic
- Lack of connectivity
- Downtown aesthetics
- Fiscal limitations
- Lack of public consensus over what the community wants
- Lack of affordable homes
- Lack of workforce
- Poor access to downtown
- Potential Twin Lakes flooding
- Traffic congestion
- No grocery store

7.2 Desired Businesses and Industries

The community strongly desires to have a grocery store in the Village to serve the Roberts-Warren Area. Dollar General and Kwik Trip, both located along State Highway 65, have filled part of the need, but there is still a desire for a traditional full-scale grocer somewhere in the Village. The Commission also desires to encourage and attract niche/specialty retail and services to downtown Roberts. Senior support businesses, including health-related and a pharmacy, are also desired in the Village.

Uses that are desired in the Town include agricultural farming and ag-tourism related businesses. The Town is not interested in more storage/warehousing uses but are open to smaller storage businesses, such as the reuse of old agricultural outbuildings into storage.

The community would like to discourage 'super scale' or biggest box (e.g. large warehousing) uses from locating in the area. Additional undesirable uses include manure digester and uses that negatively impact water quality. They are also mindful that the I-94/STH 65 interchange area lacks capacity for large traffic generating uses and that certain uses producing large volumes of wastewater and types of waste (specifically food processing, dairy, metal plating and printing) need to be evaluated carefully given the potential impacts to the wastewater treatment system.

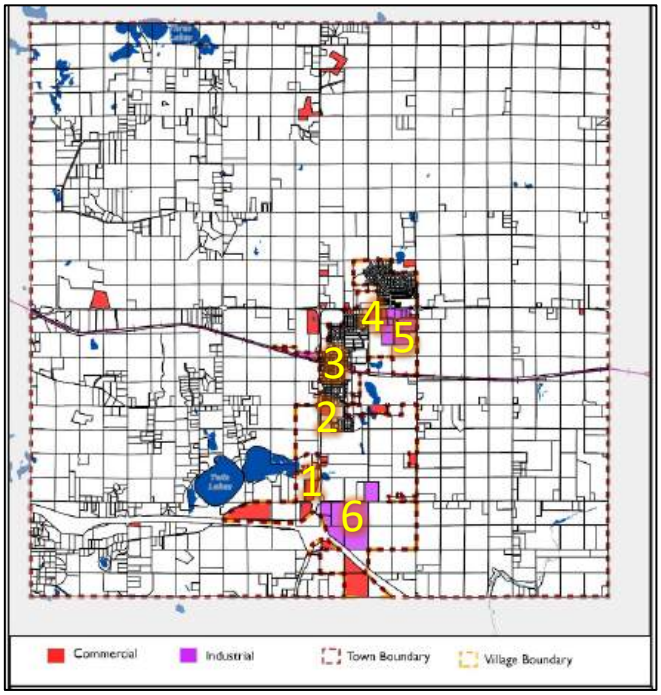
The type of use and the form of development must be compatible with the vision for the Roberts-Warren Area and work towards creating a sense of place. The transportation network and community resources (school, utilities, etc.) must be able to handle the proposed use and related development.

7.3 Designated Sites for Business and Industry

The Land Use element (**Chapter 9**) includes an evaluation of land use trends, forecasts future land demands, and makes recommendations on infill, redevelopment, and where business and industry may be best sited. To meet State comprehensive planning requirements, the land use element will "designate an adequate number of sites" for the community's desired businesses and industries.

Overall, proposed economic development projects and sites should be evaluated on a case-by-case basis. Foremost, the proposed projects should be consistent with this Plan's vision. The question, "Is it compatible with the surrounding area and does it pose a threat to adjacent uses, and most importantly the surface water and groundwater of the community?" should be asked. Also, a proposed project should examine the impacts on local roads and services. Further, the scale, scope, and impacts

Map *24* Commercial & Industrial Areas



of a project should be examined to ensure it fits with the character and nature of the community and its surroundings.

While there are some businesses scattered throughout the Town, most of the commercial and industrial sites are located within the Village. The areas numbered on **Map 24** are described in more detail below. As envisioned in Section 9, these areas are expected to continue to be used for commercial or industrial use, and in some areas be expanded for additional development.

EXISTING COMMERCIAL AREAS

Within the Village there are four (4) main commercial development areas.

1 - I-94/STH 65 Interchange General Commercial



The general commercial area near the I-94/STH 65 interchange is transportation- or traveler-oriented with the primary uses being two large truck travel centers (Flying J and Kwik Trip) along with a warehouse along I-94 at the far west edge of the Village. Dollar General is also located in the corridor and fulfills some of the general grocery and shopping needs for residents and travelers. This area is expected to continue to grow as there are vacant parcels to the west, as shown on **Map *31*** in Section 9, that are planned for commercial use.

2 - Miller's Corner commercial area along STH 65



At the intersection of STH 65 and Graham Street is the Miller's Corner shopping area that contains a variety of neighborhood commercial uses including a restaurant, pet clinic, tattoo shop, fireworks store, gas station, and others. The scale of development is much smaller compared to that by the interchange. The form is also different in that it has more architectural features and is more pedestrian-friendly than the traffic-oriented interchange uses.

3 - Downtown Roberts



Subsection 7.4 of this plan provided a detailed description and evaluation of downtown Roberts. **Map 28** shows the boundaries of downtown which is primarily comprised of W Main Street but also includes the library and fire station to the west and the Village Hall and School to the east. Downtown is more pedestrian-friendly that other commercial areas in the Village, Main street has sidewalks and is lined with buildings that have an entrance directly from the sidewalk.

4 - Robert's Towne Center along STH 12



The Robert's Towne Center shopping plaza is located on the northern side of the Village along STH 12. The shopping center has a low vacancy rate and is filled with a variety of users. As shown in the photo, this area is more of a strip-style commercial center and more auto-oriented.

EXISTING INDUSTRIAL AREAS

There are two primary industrial areas within the Roberts-Warren Area, both located inside the Village boundary.



5 – Village of Roberts Business Park & Rail Park

The 65-acre Roberts Business Park is located on the northeast side of the Village. Based on information from the Village, the Park was created in 1997 with support of a TIF district. In 1998 the infrastructure for the first phase of the park was completed. The Park is currently full of a variety of users such as a machine tooling company, plumbing contractor, realtor, and other light manufacturing businesses. Traffic is much lower in the Business Park than that of the industrial uses near the interchange (described below).

Rail Park is an extension of the Business Park to the south. The land is privately owned and there are no current proposals for the site, but it is actively marketed and provides additional lands for business park and light industrial development. The land is located adjacent to the rail line, so future tenants of the park could be served by rail.



6 – I-94/STH 65 Interchange Industrial

On the east side of the I-94/STH 65 interchange is a heavy industrial area comprised primarily of County Materials, a manufacturing resource for concrete construction and landscape products. As a manufacturer and material goods supplier, the site generates more truck traffic than the light industrial and business users located in the Roberts Business Park. On the west side of the interchange, to the west of the travel centers, is the 1880 warehouse center, which is low impact as it has few employees and does not generate a significant amount of traffic. The Joint Plan Committee is planning for additional industrial growth in this area given the prime access to I-94.

7.4 Opportunities for the Use of Environmentally Contaminated Sites

The Environmental Protection Agency (EPA) and the Wisconsin Department of Natural Resources (WDNR) urge the clean-up of environmentally contaminated commercial or industrial sites to utilize the lands for more productive uses.

As of January 2024, there are two open environmental sites within the Roberts-Warren Area:

- In the Village, the Flying J Travel Center had a spill in January 2024.
- In 1999 a Town of Warren TCE Investigation opened on property on 80th Avenue, just west of Badland Golf Course, in the Town of Warren. The St. Croix County Hazard Mitigation Plan discusses this site in more detail.

There are also many closed sites that have been remediated and are no longer being monitored. The Joint Plan Committee also identified a few sites that potentially have old tanks that could be contaminated.

While these sites are listed in this plan section due to state comprehensive planning law requirements, their re-use is not restricted to commercial or industrial activities.

7.5 Downtown Roberts

Downtowns have historically been the heartbeat of communities. The following are some key core traits shared by most traditional downtowns:

- Mix of Land Uses that are physically integrated. Commercial, services, and institutional uses often dominate.
- Diverse & Inclusive of the entire community (all ages, ethnicities, and socio-economics).
- Compact Development Forms. Typically higher density, shallower setbacks, and lowest ratio of undeveloped lands, including parking lots. Buildings are concentrated and are often among the tallest in the community.
- Central & Strategic Location. Usually central to the community's historic growth pattern with strong connectivity. Often located on or near a strategic natural or manmade resource (e.g., river, hill, crossroads, rail line).
- Historic Buildings, Form, & Function. The community's historic central business district. Often includes a concentration of older buildings that are recognizable and core to the community's identity and sense of place.

However, our downtowns and local economies are also changing, requiring communities to think and plan differently. With fewer small farms, larger big box stores, & eCommerce, downtowns are no longer required to provide every good or service for the entire community. Many downtowns now have less general retail and more specialized services or niche retail. Longer commutes and highway bypasses are changing downtown visitor and traffic patterns, with secondary commercial districts emerging that can compete with downtown businesses. Such trends can result in more commercial property in some downtowns than the market can support, resulting in vacant storefronts and deteriorating structures, and requiring communities to redefine their downtown or re-focus its revitalization plan.

While these trends present challenges, the future for most downtowns is bright.

- More downtowns are developing a unique position, niche, or brand, especially compared to other business districts in their trade area.
- Downtowns continue to be a place to share and celebrate identity and local history (e.g., historic districts, design guidelines, placemaking, "festivalization")
- There is a resurgence in the role of downtowns as community gathering places, in part due to walkability and social experiences valued by both Millennials and Seniors.
- Many downtowns are becoming more organized, frequently with grassroots leadership



Downtown Revitalization Programs:

The Wisconsin Economic Development Corporation (WEDC) administers two downtown programs – the Wisconsin Main Street Program and Connect Communities Program – to help bring a community's downtown vision to life.

The Main Street Program is centered around Main Street America's "Main Street Approach", which offers "community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions."[17] There are four main strategy areas that work together in the Main Street Approach: Economic Vitality, Design, Promotion, and Organization.



Source: Main Street America

The Connect Communities Program is designed to provide training and networking for communities or organizations working on revitalization. Participants in the program get access to a wide variety of education resources, training and tools to further local revitalization initiatives.

Downtown Roberts, as shown on **Map 28**, generally follows W Main Street and also includes the library and fire station to the west and the Village Hall and Elementary School to the east.

Top Issues or Weaknesses:

- There is no entrance or gateway to distinguish downtown from the rest of the community.
- Downtown is uninviting. More specifically:
  - Overhead electrical lines make it unappealing.
  - There is nothing aesthetically tying downtown together.
  - Signage in downtown in minimal.

[17] Main Street America. https://mainstreet.org/about/how-we-work/the-main-street-approach

- The corn dryer at the west end of Main Street creates some dust, which can be a nuisance to some, it is a historical use so some people don't mind it.
- The downtown retail market is very tight; there are not a lot of buildings or vacant lots available for new or expanding businesses.
- Parking in downtown can be an issue, especially when there is an event that brings a lot of people to downtown.
- It does not function as a whole; poor internal connectivity with gaps in the retail/service fabric.
- It is not easy to access downtown from STH 65 unless you are familiar with the community. As shown in the photo to the right, the far west end of W Main Street does not intersect with STH 65, rather it curves south as West Blvd. While access to STH 65 is provided further to the south, this diversion of main street to the south creates access hurdles for downtown.
- Most buildings are single-story; vertical mixed-use is not present in downtown.



Assets or Opportunities:

- Most downtown owners are cooperative and collaborative.
- There are some positive community gatherings in downtown, including local live music events.
- Some of the more niche businesses in downtown are flourishing and becoming a destination.
- Downtown has several women-owned businesses, creating a support system for women entrepreneurs.

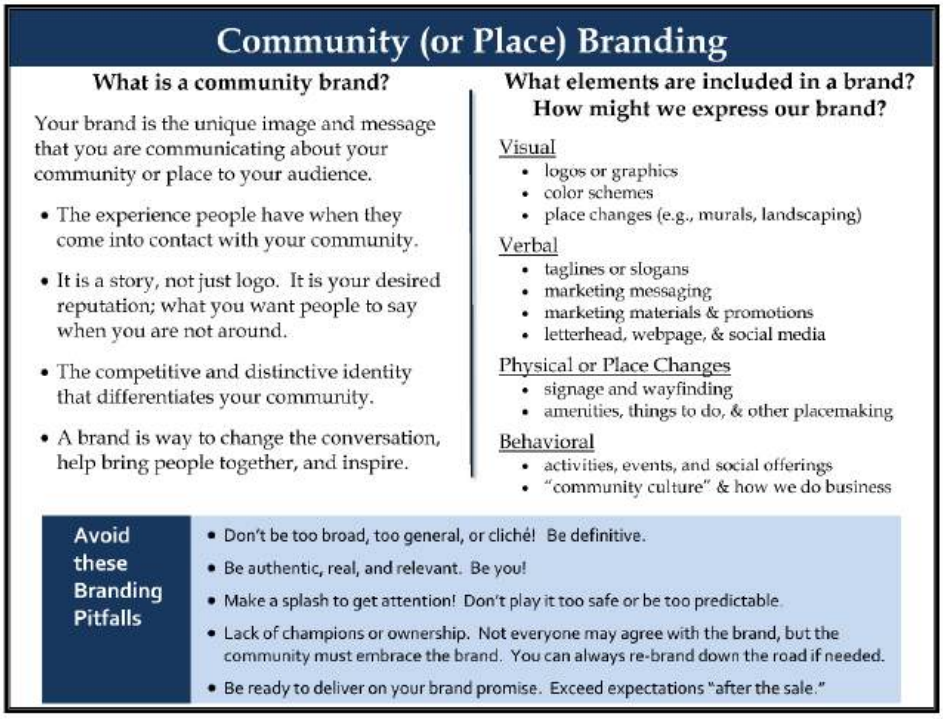
As noted in Section 2, preserving and supporting Main Street was identified by attendees at the public visioning workshop as one of the key challenges to address in this plan update. This was also echoed by the Joint Plan Committee who desires to see downtown as a destination and community hub. There is a desire to continue to grow and support niche businesses and create an inviting place for people to visit with strong multi-modal connectivity internally and to the rest of the community.

7.6 Community Marketing and Branding

The Joint Plan Committee discussed that there is currently no unique brand for the Roberts-Warren Area. While the Village's tag line is "Good Neighbor Community", the group discussed opportunities to establish a common theme that ties the Town and Village together. This can help unite the communities and also be used for marketing.

A community or place brand is not just a logo or tagline. It is a unique story or message that reflects the community's culture and desired image and reputation. A good brand will differentiate a community from other communities and is intended to make an emotional connection with the target audience(s). The

brand is not only used for marketing but can be a source of community pride that can be reflected in activities, park amenities, wayfinding systems, and other things the community does. However, to be effective, a community brand must be widely adopted, but can require time, persistence, and repetition before it catches on.



7.7 Community Perspective

Community Survey

The 2023 comprehensive plan community survey revealed the following related to economic development in the Village of Roberts.

- 80% of survey respondents disagree or strongly disagree that downtown Roberts is inviting and vibrant.
- The majority of **Village of Roberts** respondents agree:
    - More new businesses and light industry area needed in the Village (78% agree or strongly agree)
    - Most or all business types are appropriate in the Village. 79% find home-based businesses to be appropriate while respondents are split as to whether manufacturing or warehousing is appropriate.
    - It is important to provide a high quality of life in order to attract and retain workers for local businesses.
- Village respondents are more divided on:
    - Whether the Village should use incentives to recruit or promote new business and industry (only 49% agree with the use of incentives).
    - Whether the Village provides adequate growth opportunities and support for businesses (only 34% agree that the Village provides opportunities and support).

- A strong majority of Village respondents believe that new commercial or industrial buildings in the Village should be located near existing commercial and industrial development in the Village.

The survey results showed the lack of a clear consensus for **Town of Warren** respondents' opinions on economic development.

- 38% of Town respondents agree or strongly agree that more new business and light industry are needed in the Town.
- 29% agree or strongly agree that the Town should use incentives to recruit or promote new business and industry.
- 17% of respondents do not believe industrial or commercial development should be located in the Town, except for the following:
    - Home-based businesses (71% agree)
    - Ag-related businesses & ag-tourism (76% agree)
    - Recreation & tourism (61% agree)
- Similar to the Village, the majority of Town respondents believe new commercial or industrial buildings in the Town should be located near existing commercial and industrial development in the Town.

The survey included a variety of additional economic development comments, including:

- "Closest stores are in adjacent cities. Would like a grocery store."
- "Downtown main street Roberts has to get some kind of planning to ensure its future. Too many buildings where there is no activity or business."
- "I like having a downtown area that is not on the highway. Let's work to keep businesses running downtown and not all of it opening along the highway."
- "I'm a chiropractor and would like to open an office in town, but here is no space available."
- "Opportunities for young people are severely lacking in the community."
- "Keep farming important, get rid of manufacturing."
- "We need more access to fresh foods and goods. Downtown needs to be cleaned up and brought back to life."
- "No need for development in the Town of Warren."
- "We need more focus on attracting a young demographic or the town will lose population due to the increasing age of existing residents."

Joint Plan Committee & Public Visioning Workshop

The Joint Plan Committee discussion and public visioning comments aligned with the survey results. Members of the Joint Plan Committee were not surprised by the survey results, and in particular stressed the importance of addressing the challenges with Main Street and downtown Roberts. As previously noted, preserving and supporting Main Street was identified by public visioning workshop attendees as one of the key challenges to address in this plan update.

The Joint Plan Committee also discussed the followings aspects of economic development in the Village and Town:

- The Village has land available for development, while other communities to the east in St. Croix County are built-out and don't have land available. Given this, the Village feels it does not need to overly incentivize development to occur; it is willing to be patient for development.
- Sites that are planned for development should be marketed using a Village recruitment guide.
- Existing businesses and job opportunities in the Roberts-Warren Area need to be better promoted and more readily accessible.
- The Village and Town are open to promoting home-based businesses that are compatible with the residential character of the neighborhood (not increase the traffic beyond that which is customary to residential occupancy, not create environmental, safety or health hazards such as noise, lights, odor, etc.).
- Panther pride was suggested as a place brand as the Village and Town residents are united by, and rally around, the St. Croix Central Panthers.



7.8 Economic Development Goal, Objectives, Policies, & Strategies

Goal 1

There is a strong base of industry, retail businesses and services that provide a broad range of job opportunities, a healthy tax base, and quality services to residents and visitors of the Roberts-Warren Area.

Objectives

1. Promote, retain, and attract development that will provide viable employment opportunities for village and town residents and that will strengthen the area's economic base.
2. Commercial and industrial uses are guided to specific and appropriate location that have adequate infrastructure to support the intensity of use.
3. Prevent undesirable commercial and industrial forms of development in order to provide a safe, healthy, and pleasant environment to live and visit.
4. Support the development or expansion of business parks that can support new or expanded businesses.
5. Downtown Roberts is an inviting, attractive place that brings the community together and is easily accessible.

Policies

Shared Policies:

1. The size, scale, and impacts of proposed commercial and industrial development must be carefully balanced with the context of surrounding neighborhoods and availability of services and infrastructure.
2. Each commercial area should maintain a market unique to itself (walkable development in downtown versus auto-oriented development along STH 65).
3. Different commercial and industrial areas in the Village and Town can have a different building form and design, but development within each area should be coordinated and be consistent.
4. Commercial development should be less intense and transition near residential.

5. Locate new commercial and industrial development near existing development in the Village, with limited development in the Town.
6. When considering economic development proposals, review traffic generation, size/scale of building, impacts to water quality and the wastewater treatment system, neighborhood compatibility, and impacts on community services.
7. Commercial areas should be master planned with coordinated design elements and form.
8. Allow low-impact commercial services (cottage of home4-based) throughout the Roberts-Warren Area; these uses do not significantly increase noise, traffic, odors, lighting, or other negative impacts to nearby properties.
9. Continue to support and improve downtown Roberts (east downtown) while planning for an expansion into west downtown (west of STH 65) in the planned neighborhood that is detailed in the Land Use chapter.
10. Encourage bike and pedestrian connections between commercial and residential areas.
11. Business signage, landscaping, screening, and lighting, should be compatible with the rural character and small town atmosphere of the Roberts-Warren Area.

Village Policies:

1. Work to establish a unified commercial façade in downtown Roberts.
2. In downtown Roberts, living quarters may be considered behind a storefront but commercial storefronts shall not be converted to residential uses.
3. The rail line is intended to serve the tenants of the Rail Park.
4. Continue the use of tax increment financing (TIF) to support eligible business development within the Village.

Town Policies:

1. Continue to support agriculture, agri-business, agri-tourism and related agricultural service industries within the community.

Strategies

Shared Strategies:

1. Encourage the Chamber and other economic development partners to help better promote existing businesses and market available development opportunities along with vacant commercial space.
2. Work with the St. Croix Economic Development Corporation (SCEDC) to market the area and attract desired uses including a grocery store as well as niche stores in downtown.
3. Prepare a STH 65 corridor master plan that fully examines the capacities, limitations and opportunities for the corridor as described in the Transportation and Land Use chapters.
4. Explore a place brand initiative that will help bring the Roberts-Warren Area community together with an emphasis on activating the brand downtown.

Village Strategies:

1. Establish and integrate commercial site planning & design standards into the Village's zoning ordinance to help reinforce an identity and sense-of-place unique to each area for commercial development in the Village.
2. Consider creating a business marketing or recruitment packet to showcase the various development sites available in the Village, especially downtown.

3. Continue to market the Roberts Rail Park and ensure that the transportation network and Future Land Use Plan accommodate development in this area.
4. Support and prioritize placemaking efforts in downtown Roberts to make the area more inviting and tie the downtown core together. Efforts could include murals, signage, wayfinding, unique aesthetics (colored doors), among others.
5. Evaluate ordinances to allow for vertical mixed-use development in downtown.
6. Evaluate the existing supply of downtown parking. As was suggested in the Transportation element, work with the St. Croix Central School District to explore alternative parking options during larger school events to ensure that adequate parking remains available for downtown businesses.
7. Work with the Regional Business Fund, Inc. to establish a downtown façade loan program.
8. Explore alternative funding options to support downtown infrastructure improvements. Sources to consider include Tax Increment Financing (TIF), Business Improvement District (BID), fundraising efforts, etc.
9. Increase property owner and potential investor awareness of available incentives and potential financial assistance (e.g., historic preservation tax credits, architectural barrier removal tax deductions, other assistance) to support downtown building renovation and upkeep.
10. Complete a Safe Routes to Downtown Plan to increase pedestrian and bike accessibility to and within downtown. Assess the need for bike racks downtown and install, if needed. Consider paths of connectivity as development infills between commercial areas.
11. Collaborate with community partners on efforts to revitalize downtown Roberts. The following components should be considered, following the basics of the Main Street approach.
    - Establish an ad-hoc committee or taskforce that is empowered to lead downtown revitalization efforts. Some specific tasks of the group should include:
        - Inventory downtown buildings and businesses to better understand the type, age, and quality of buildings and make-up of businesses.
        - Engage downtown business owners to better understand the strengths, needs and growth opportunities in downtown.
        - Establish partnerships and engage people and groups to join in the revitalization efforts.
        - Consider preparing a downtown revitalization plan, conducting a placemaking workshop, or participating in the WEDC Connect Communities program.
    - Collaborate with the St. Croix Economic Development Corporation and other partners to promote and market the downtown. Utilize branding, programming, and other tools such as buy-local campaigns or incentives to attract people to downtown.
    - Encourage downtown building owners and businesses to improve the appearance of downtown. Use public-private investment to clean-up and refresh buildings.
    - Create a supportive environment for entrepreneurship and innovation. Explore opportunities to convert unused spaces, encourage pocket or pop-up shops, evaluate business recruitment tools.

Town Strategies:

1. Work with St. Croix County to explore potential design standards for rural commercial development areas.

7.9 Economic Development Plans and Programs

The following economic development plans, programs, and partners are important to achieving the goal and objectives of this element:

Tax Incremental Financing (TIF)

TIF is arguably the strongest economic development tool available to local governments in Wisconsin and can be used to finance infrastructure, building repairs, remediation, and developer incentives. **Map *23*** previously showed the active TIF districts in the Village of Roberts:

TID #	TID Type	Year Created	Current Expiration Date	2024 TID Increment Value
2	Industrial	2020	6/8/2040	$3,113,900
3	Mixed-Use	2020	9/28/2040	$21,231,800
4	Mixed-Use	2022	6/23/2042	$9,589,400

As of the end of 2023, TID 2 & 3 are running surpluses while TID 4 was in a continued deficit from 2022. Wisconsin statute has a limit that no more than 12% of a community's total equalized value may be located in TIF districts. As of 2024, 11.84% of the Village's total equalized value is located in TIF districts; there is very little room for the Village to create a new TIF district or expand an existing district to not exceed 12% equalized value limit.

To guide the use of TIF in the community, the Village has adopted *Tax Increment District Development Incentive Guidelines* that identifies some of the ways the Village might assist with a proposed development or redevelopment project within a TID along with guidelines for requesting financial assistance.

While tax increment financing is a key economic development tool that is commonly used in Wisconsin cities and villages, its applicability and use in towns is much more limited. The Town of Warren does not currently have any tax increment districts or other local economic development incentives or tools to attract commercial of industrial development.

Key Partners

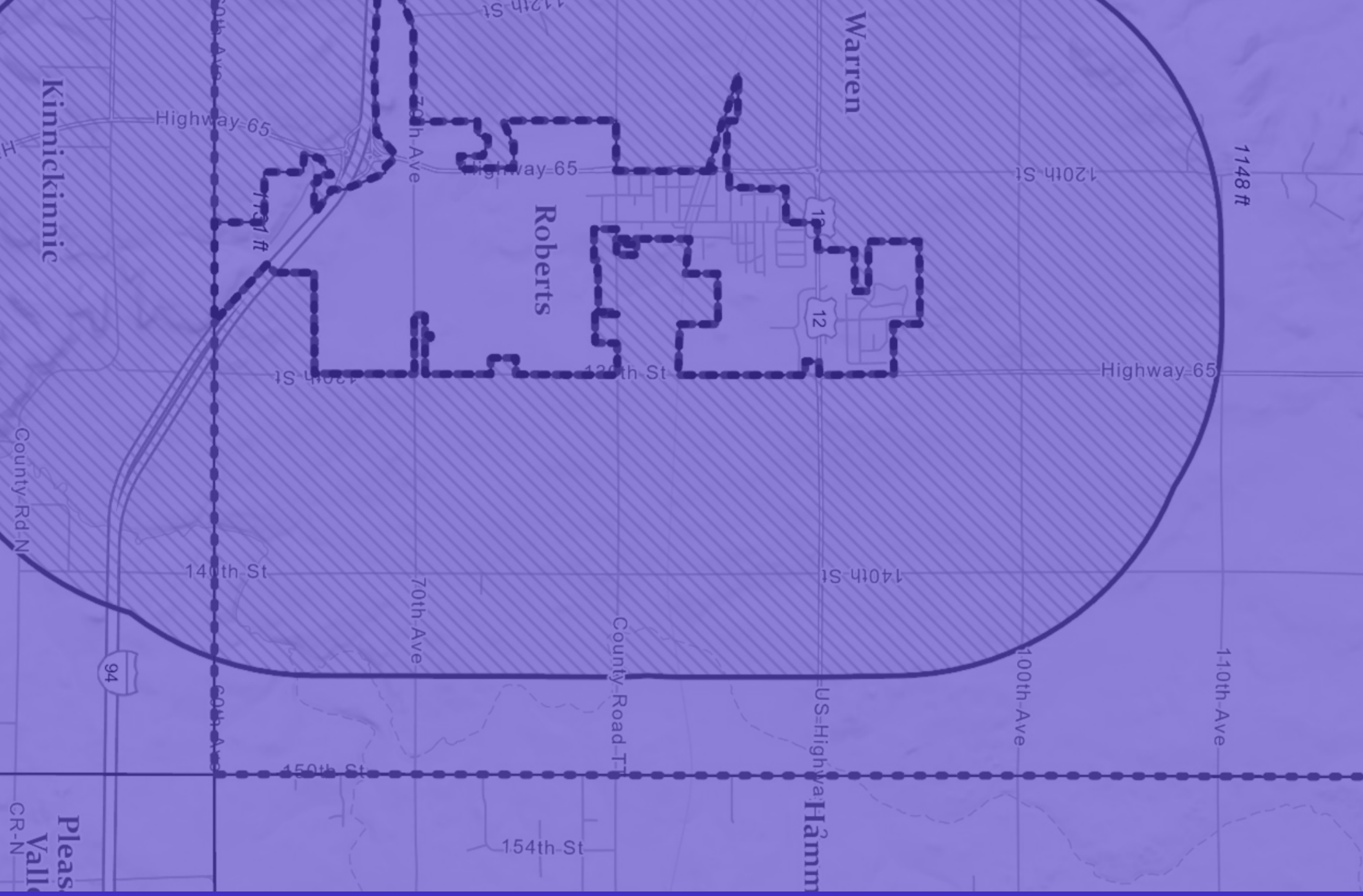
Neither the Village of Roberts nor the Town of Warren have a governmental office solely focused on economic development matters and neither have a municipal economic development plan. Economic development in the Village is a partnership and the community benefits from many great partners.

Continuing collaboration among the following local partners is critical to economic development in Roberts, in addition to those partners and programs working downtown:

- Central St. Croix Chamber of Commerce
- St. Croix Economic Development Corp.
- St. Croix County
- St. Croix Central School District
- Business owners
- WCWRPC & the Regional Business Fund, Inc.
- Momentum West
- Manufacturing SOS Alliance
- Utilities

The local small business community Revolving Loan Fund, administered by the Village, is available to assist local businesses but is underutilized. The Regional Business Fund, Inc also has revolving loan funds that can assist with business improvements, expansion, equipment, and working capital. WCWRPC serves as the designated economic development district for the U.S. Economic Development Administration and can assist in exploring Federal funding to support large economic development and workforce-related projects.

Appendix D includes additional economic development plans and programs that may also benefit the community. St. Croix EDC, and WCWRPC can assist in identifying funding opportunities for proposed economic and business development project.



8. INTERGOVERNMENTAL COOPERATION

8. Intergovernmental Cooperation

The environmental, economic, and social health of a community, surrounding areas, and region are interconnected. Many issues (e.g., schools, natural resources, highways) cross intergovernmental boundaries, and the decisions, plans, and policies of one community can impact neighboring jurisdictions. There are many instances when entities abut and overlap with a variety of other entities, and advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, and other resources across jurisdictions.

Through intergovernmental cooperation, communities can anticipate conflicts and, in turn, identify potential solutions to mitigate such conflicts. Governmental units may also work together to capture opportunities for cost-sharing, competitive bidding, and the leveraging of available resources to everyone's benefit. Cooperation is key to strengthening a region economically while conserving and preserving our resources. **By undertaking a joint comprehensive plan, the Village of Roberts and Town of Warren are demonstrating a commitment to working together for the betterment of the Roberts-Warren Area.** This joint plan is a demonstration of intergovernmental cooperation.

REGIONALISM:

The combination of the consciousness of a specific geographic area and ongoing working relationships among the public and private sectors within that geographic area. The consciousness and relationships are geared to create more prosperous and sustainable communities and region as a whole.

Wis. Stats. §66.1001 requires this plan element include:

- An analysis of intergovernmental relationships and the incorporation of related plans and agreements.
- The identification of existing or potential conflicts between the community and other governmental units and the processes to resolve such conflicts.
- A compilation of policies, programs, etc., for joint planning and decision making with other jurisdictions for the siting and building public facilities and sharing public services

8.1 Existing Intergovernmental Agreements, Plans, & Relationships

The Village of Roberts and Town of Warren have many relationships with St. Croix County and other area governmental jurisdictions. The following are some of the key intergovernmental agreements, plans, & relationships:

- The Village of Roberts and Town of Warren work jointly on a variety of services and projects.
    - The Village and Town have a joint comprehensive plan.
    - The **Roberts-Warren Fire & Rescue** Association has been around since the late 1940's and is a successful partnership.
    - The **Hazel Mackin Library** is a successful Town and Village partnership that has flourished.
- The Village of Roberts is surrounded on all sides by the Town of Warren.
    - As shown on **Map *25***, the Village has a 1.5-mile extraterritorial planning area. The Village can guide development within this area through extraterritorial plat (ETP) review.
    - Extraterritorial zoning has not been adopted.

  - The Village and Town do not have a cooperative plan or boundary agreement as defined under Wis. Stats. §66.0307.

- The Town of Warren surrounds the Village of Roberts and is bordered by the Town of Hudson and St. Joseph to the west, Town of Troy to the southwest, Town of Kinnikinnic to the south, Town of Pleasant Valley to the southeast, Town of Hammond to the east, Town of Erin Prairie to the northeast, and Town of Richmond to the north.
- The Village and Town are entirely located within **St. Croix County.**
  - The **St. Croix Economic Development Corporation** (SCEDC) provides marketing and economic development support to communities in St. Croix County.
  - Village and Town residents utilize a variety of County-level services, including the **Aging and Disabilities Resource Center (ADRC)**, **Veterans Services Office, Public Health, and Human Services**.
  - The Village and Town collaborate with the **County Land & Water Conservation Department** on resource conservation and trails-related planning and activities.
  - The Town partners with the **County Highway Department** for road maintenance of Town Roads, **County Sherrif's Department** for law enforcement in the Town, and the **St. Croix County Community Development Department** on land use planning and zoning needs. County Planning & Zoning has not been designated by the County as a "regional planning department" under Wis. Stats. §62.23(2).
  - The Village coordinates with the **County Highway Department** for work related to the County Highway.
- The Village and Town also work with a variety of State and Federal agencies, including WI DNR and WI DOT. Given that Interstate 94, State Highway 65, and State Highway 12, are main transportation corridors throughout the Roberts-Warren Area, it is essential that the Village and Town maintain a working relationship with WI DOT.
- Emergency management, emergency services, and law enforcement is an area with significant intergovernmental cooperation.
  - Overall emergency management in St. Croix County is coordinated by the **County Emergency Management** office, which includes related training, support, and special committees/work groups (e.g., County Traffic Safety Committee).
  - **9-1-1 Emergency Communications** for the Village and Town is provided by St. Croix County.
  - **Law enforcement** in Wisconsin falls under statewide mutual aid. The Town also has an agreement with **St. Croix County** for law enforcement services.
  - Mutual Aid Box Alarm System -Wisconsin (MABAS-WI) is a statewide mutual system aid system for fire, rescue, emergency medical services (EMS), and associated special operational services.
  - The Town is served by 3 ambulance providers (Lakeview out of Hudson serves the SW portion, Baldwin serves the east side, and New Richmond serves the majority of the Town). The Village is solely served by the New Richmond ambulance.
  - The Village participates in the **St. Croix County Hazard Mitigation Plan** coordinated by the County Emergency Management office and the regional planning commission.
  - The Village has entered into a *Municipal Water, Sewer and Public Works Service Mutual Aid Agreement* with other St. Croix County villages and cities to assist in times of need or natural disaster.

- The Village and Town are served by the **St. Croix Central School District and Northwood Technical College**, which are taxing districts. Overall, the Village and Town have little involvement in the planning for future facilities of the schools.
    - There is coordination with schools regarding traffic control and planning surrounding school areas.
    - The Village participates with school district on Safe Routes to School Planning and projects.
- Being located in a county that is a member of **West Central Wisconsin Regional Planning Commission** provides additional planning and development support opportunities to the Village and Town.
    - For example, WCWRPC is designated as an economic development district by the U.S. Economic Development Administration.
    - WCWRPC has assisted the County, Village and Town in a variety of planning efforts, including this comprehensive plan update.
- During the planning process, a variety of other nonprofit partners were identified and discussed ranging from emergency services providers to economic development partners to social services agencies.

There are no military installations, lake districts, drainage districts, or additional overlying taxing jurisdictions in the Roberts-Warren Area.

8.2 Intergovernmental Issues and Opportunities

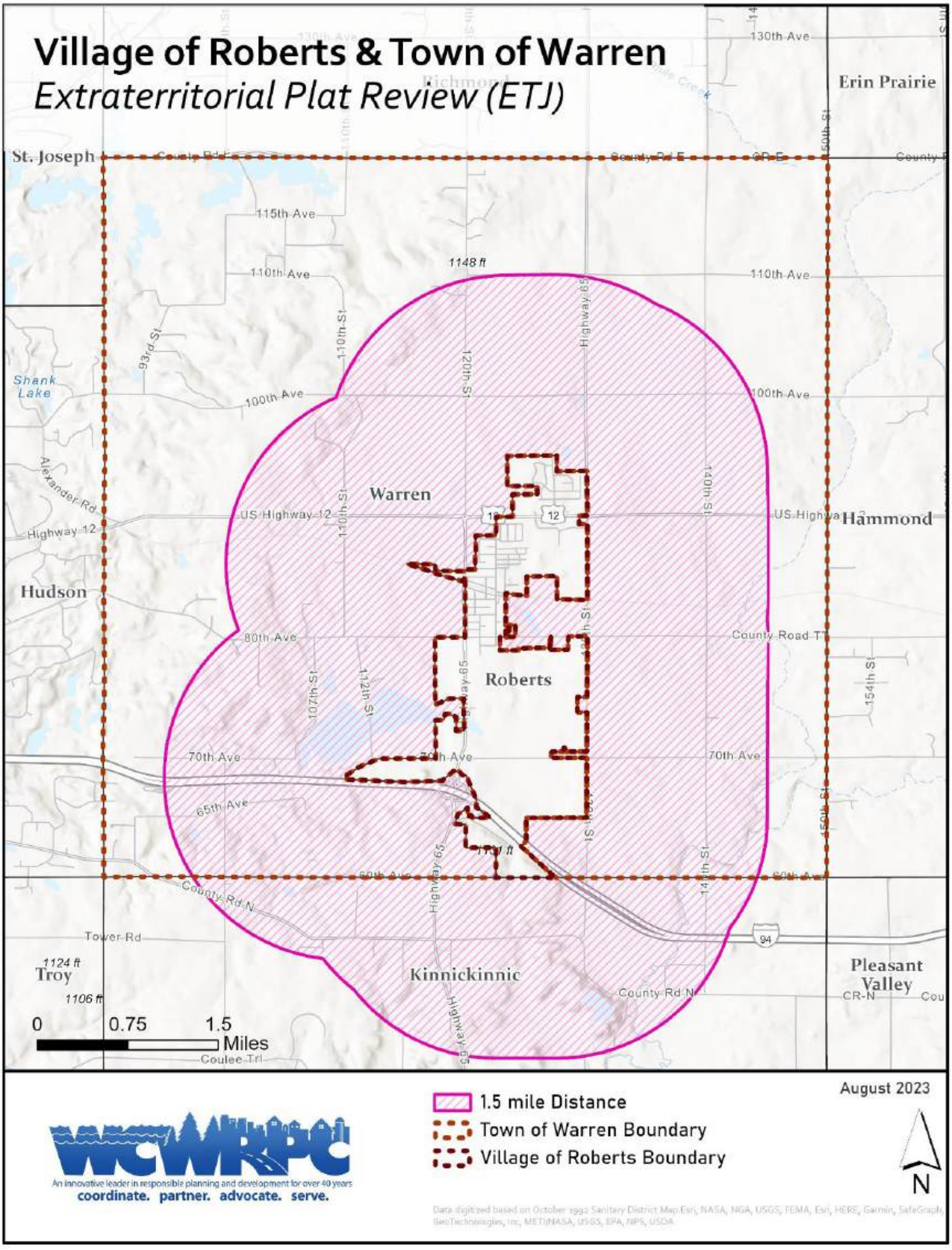
While the Village and Town have a good working relationship, and have established partnerships and relationships with surrounding communities and other jurisdictions, there are opportunities for new or continued services and program administration.

- Work together, and with neighboring communities, to reduce cost for providing services for items such as road maintenance, fire and emergency services, solid waste and recycling, etc.
- Work with the Chippewa County Housing Authority to promote the regional housing programs available to residents in St. Croix County.
- Continue to collaborate with County and multi-jurisdictional partners.

There are also challenges to partnership and intergovernmental cooperation, including:

- Communities often like to retain their identify and control over services; this can often be a barrier to sharing some services.
- Different communities sometimes have different standards and expectations regarding service levels.
- Communities have different perspectives on growth and development; the Village and Town have jointly planned for the future of the Roberts-Warren Area and should continue to jointly implement the plan.
- Cost breakdown for joint services amongst municipalities can be contentious.

Map *25*. Roberts Extraterritorial Jurisdiction



8.3 Community Perspective

During Committee meetings, and the community survey, intergovernmental concerns and partnership opportunities were discussed. The following were most frequently mentioned:

- Coordination of transportation services, including recreational transportation (bikes, ATVs, etc.) so that connections extend to allow Town residents to access destinations inside the Village (see **Chapter 4: Transportation**).
- The continued importance of communicating and collaborating with WI DOT on traffic levels and alternatives to mitigate impacts to and congestion on State Highway 65 (see **Chapter 4: Transportation**).
- The continued importance of collaborating with the County, the St. Croix Economic Development Corporation, schools, technical college, Xcel Energy, and other partners on business park growth, downtown revitalization, and economic/workforce development efforts (see **Chapter 8: Economic Development**).
- It is important to coordinate with the schools on Safe Routes to Schools (SRTS) and parks and recreational activities (see **Chapter 5: Utilities & Community Facilities**).
- Land availability for future residential and industrial/business park development in the Village is limited. Additional land will likely need to be annexed to the Village in the future to meet anticipated growth (see **Chapter 11: Land Use**).

8.4 Potential Intergovernmental Conflicts

Potential conflicts can be most effectively addressed in a "pro-active" fashion. In other words, pursuing opportunities and maintaining regular communications can often help avoid future conflicts. In light of Sections 10.2 and 10.3, the following potential conflicts may develop through the course of the planning period:

Existing/Potential Conflict	Notes/Comments	Potential Process for Addressing
Future Annexation (V/T conflict)	Village – annexations are generated by property owner request – not initiated by the Village. Town – willing to look at a cooperative boundary plan/agreement, but wants to make sure that property owners know that they have rights and be mindful of their intentions for the future of their property.	• Negotiations • Joint Comprehensive Planning • Boundary Plan / Agreement – both Village and Town are open to exploring this as an option. There was some discussion as to whether shared revenue/Town maintaining property tax revenues from a specific site, could be part of this agreement.
Future Sewage Plant, Twin Lakes Flooding, Water Runoff (V/T, DNR)	There is continued discussion on how to reduce the flow to Twin Lakes. Village recognizes that within 5 years it is likely that the Clearas	• Joint communication – Joint Twin Lakes Committee was active until litigation against the Village.

	system will need to be expanded (this will handle treatment of water but not change discharge). Also have a site identified for a second water tower. Village growth plan allows 75 new units/year based on the WWTP capacity. *DNR regulates discharge so options for reducing flow are very limited despite the water from WWTP being clean.	• Village continues to explore solutions – Developers agreement with Deer Hills developer to pump water from Twin Lakes to stormwater pond to use for irrigation in the development. • Jointly study and pursue mitigation options.
Future Land Use – type, density, location, & cost • Commercial/residential • Fire Station Location • Sewage Treatment Plant • Greenspace / Parks	Conflict could be around locations, solutions, and cost	• Joint planning • Capital Improvements Plan to help determine priority of implementation
Future Road Improvement, Road Maintenance (V/T, DOT)	Some potential development sites have tough access situations – will likely require alternative connections and involve Town, Village, County, and DOT Badlands Road agreement – when get enough funding, Town of Warren and Town of Hudson will improve to County standards and turn it over to the County.	• Early planning & communication • Be open to exploring alternative connections (i.e. extending Main Street under Highway 65 to provide additional access) • Joint master planning for the STH 65 corridor, including a revised official map.
Zoning Enforcement Ordinance Compliance / Enforcement • Building Inspection • Development Ordinance	Staffing for enforcement is an issue. Court case – took away what County has regulatory oversight on and pushed it to the Towns. To address a specific problem property in the Town, Town had to create an Ordinance Enforcement Officer position and also adopt an Ordinance Violation Book. This is costing significant dollars from the Town and is uncharted territory. County is lacking staff to handle enforcement.	• Discuss options for county to increase capacity to handle enforcement issues.

Potential Financial Conflicts	Several improvements and projects needed in future – how to prioritize spending?	• CIP to help prioritize expenditures and plan ahead for large expenses
School Board – land use – expansion & location of recreational areas and/or childcare; reduced participation in school programs	Lack of communication between school and Village regarding plans and projects. (example of school expansion project)	• Improved Communication • Annual meeting/get-together to meet and discuss projects

Coordination with, and between, federal agencies, states, county, and local governments is essential to achieve policy consistency and to resolve conflicts. The Village and Town strongly encourage collaboration and coordination amongst the various levels of government.

8.5 Intergovernmental Cooperation Goals, Objectives, Policies & Strategies

Goal 1

The Village of Roberts and Town of Warren maintain strong communications and a good working relationship with each other and with other adjacent and overlapping governmental jurisdictions on issues of mutual interest to the benefit of the communities and the surrounding region.

Objectives

1. There is an on-going relationship and joint planning between the Village and Town, along with other adjacent and overlapping entities (e.g. County, school district, towns) to:
   - provide services more efficiently when opportunities allow,
   - anticipate and address potential intergovernmental conflicts, and
   - implement collaborative solutions that advance the goals and objectives of this plan.
2. The Village and Town assume responsibility and will exercise their authority to properly plan the land uses within their planning area.
3. There is coordination between federal agencies, states, county, and local governments to achieve policy consistency and resolve conflicts.

Policies

Shared Policies:

1. Continue the successful Village/Town partnerships of the Roberts-Warren Fire Association and the Hazel Mackin Library.
2. Maintain, periodically evaluate, and enhance, the many existing intergovernmental relationships previously identified.
3. Implement those policies and strategies found in the other comprehensive plan elements that support the intergovernmental cooperation goals and objectives. These include cooperation on:
   - Road maintenance and transportation safety improvements in **Chapter 4.**
   - Stormwater management, emergency services, and other community facilities in **Chapter 5.**
   - Water quality, environmental, and resources conservation efforts in **Chapter 6.**
   - Economic development and business park growth in **Chapter 7**.
   - Land use, extraterritorial plat review, and growth area planning in **Chapter 10.**
4. Prepare a joint master plan for the STH 65 corridor and officially map planned improvements (e.g. backage roads) as appropriate.

Village Policies:

1. Continue to participate in the *Municipal Water, Sewer, and Public Works Service Mutual Aid Agreement* with other St. Croix County Villages and Cities.

Town Policies:

1. Continue to work with St. Croix County and other units of government having jurisdiction within the Town's planning area to coordinate infrastructure development and improvements.

Strategies

Shared Strategies:

1. To improve communication and coordination, the Village Board and Town Board should meet annually, and as needed, to discuss plans, intergovernmental issues, etc.
2. Maintain ongoing communication with the St. Croix Central School District for long-range campus master planning.
3. For expected growth areas, identified on the Preferred Future Land Use Map in Chapter 9, the Town and Village will continue to work collaboratively, including exploring the potential creation of a cooperative boundary agreement or Extraterritorial Zoning. Under such an intergovernmental agreement, the Village may entertain providing municipal services outside of its boundary.
4. Strongly encourage coordination between federal agencies, states, county, and local governments, to achieve policy consistency and resolve conflicts.

Village Strategies:

1. Meet with the St. Croix Central School District on an annual basis to discuss plans or challenges related to the Elementary School.

Town Strategies:

None.

8.6 Intergovernmental Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that assist with intergovernmental cooperation; some of these key programs are summarized in Appendix D. Some of these tools and programs, such as general agreements, intergovernmental boundary agreements, extraterritorial plat review, and sewer service area planning, have been integrated into other plan elements.

9. LAND USE




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9. Land Use

The use of land is a critical factor in guiding the future growth of any community, whether it is rural, urban, or suburban. Good land-use planning analyzes current conditions and trends, and provides a way in which both the public and private sectors can make informed decisions. Individual decisions and actions are coordinated so that needed infrastructure and services are available and resulting development is complementary.

For local governments, land-use planning provides an opportunity to avoid conflicts, conserve valued resources, coordinate services efficiently, and protect the health, safety, and general welfare of the community. For the private sector, land-use planning provides a formal direction, so that investment decisions can be confidently made. For the general public, land-use planning can be used to maintain those community features that residents like and value most, while helping to protect property values.

9.1 Existing Land Use

The land use pattern of the Village and Town reflect that of a small rural community primarily surrounding by agricultural lands with scatted rural residential development. **Table *9*** and **Table *10*** summarize the types, acreage, and density of existing land uses within the Village of Roberts and Town of Warren as of January 1, 2023, and corresponds with **Map 26**, **Map 27**, and **Map 28**.

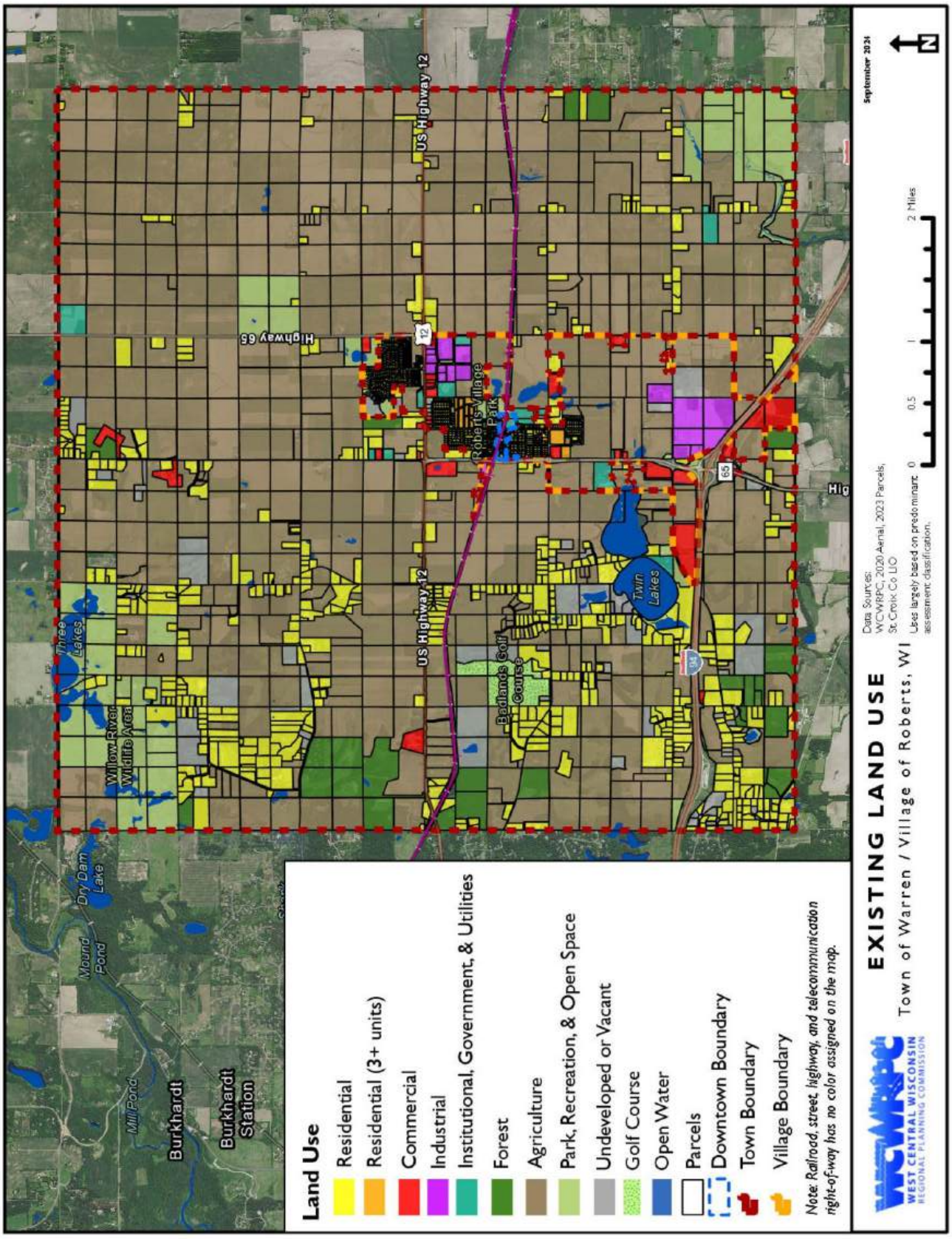
Table 9. Existing Land Use in the Village of Roberts (as of 1/1/23)

Existing Land Use	# of Parcels	% Parcels	Total Acres	% All Acres
Residential	629	72.13%	191	10.92%
Residential 3+ Units	18	2.06%	45	2.60%
Commercial	54	6.19%	153	8.73%
Industrial	18	2.06%	225	12.87%
Agricultural	37	4.24%	917	52.49%
Institutional & Utility	19	2.18%	65	3.73%
Park Recreation, & Open Space	21	2.41%	52	2.99%
Undeveloped or Vacant	76	8.72%	99	5.65%
TOTAL	872		1,748	

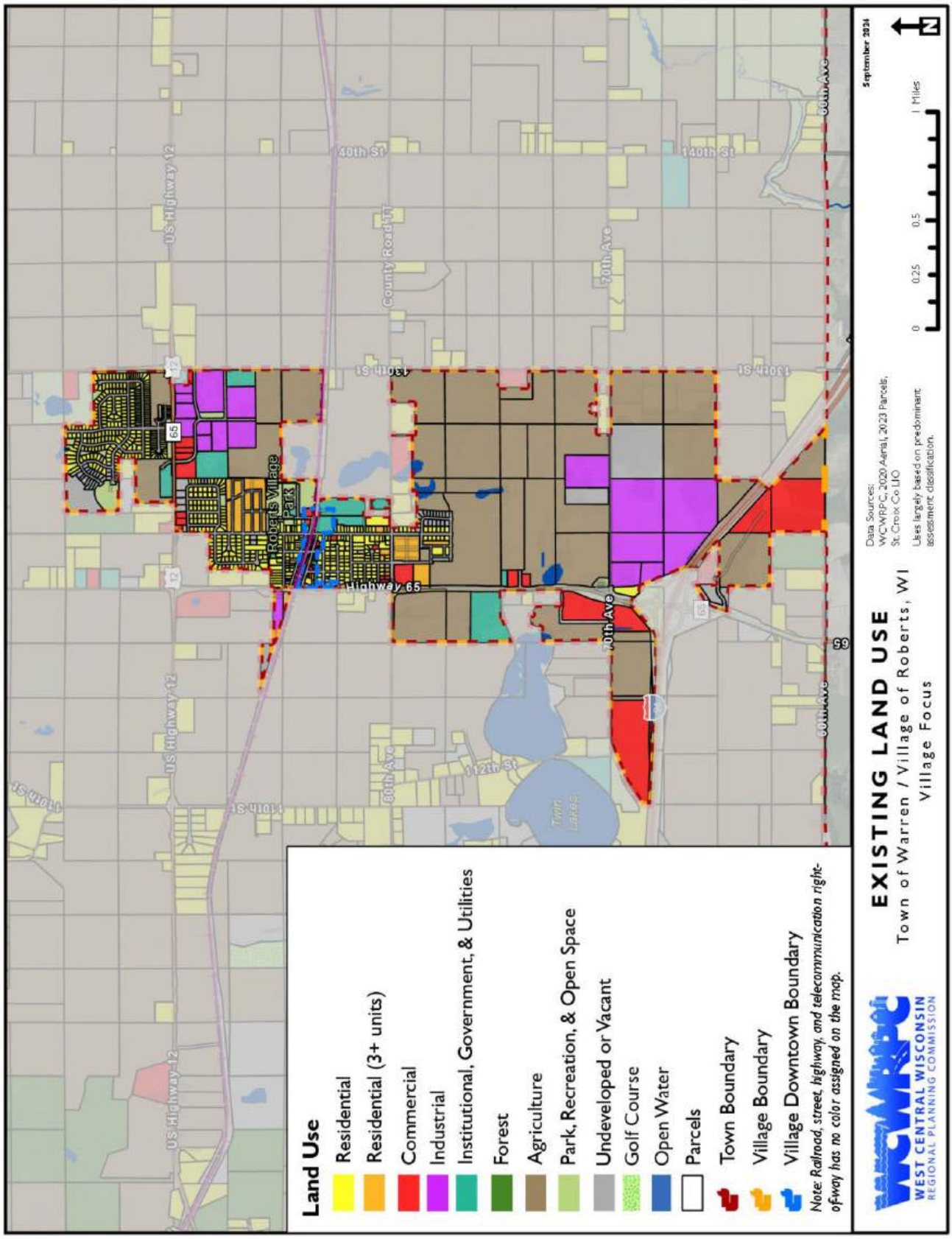
Table 10. Existing Land Use in the Town of Warren (as of 1/1/23)

Existing Land Use	# of Parcels	% Parcels	Total Acres	% All Acres
Residential	576	44.07%	2,612	12.80%
Commercial	15	1.15%	111	0.55%
Agricultural	501	38.33%	14,591	71.49%
Forest	30	2.30%	684	3.35%
Institutional & Utility	14	1.07%	128	0.63%
Park, Recreation & Open Space	77	5.89%	1,496	7.33%
Undeveloped or Vacant	88	6.73%	668	3.27%
Golf Course	6	0.46%	121	0.59%
TOTAL	1,307		20,411	

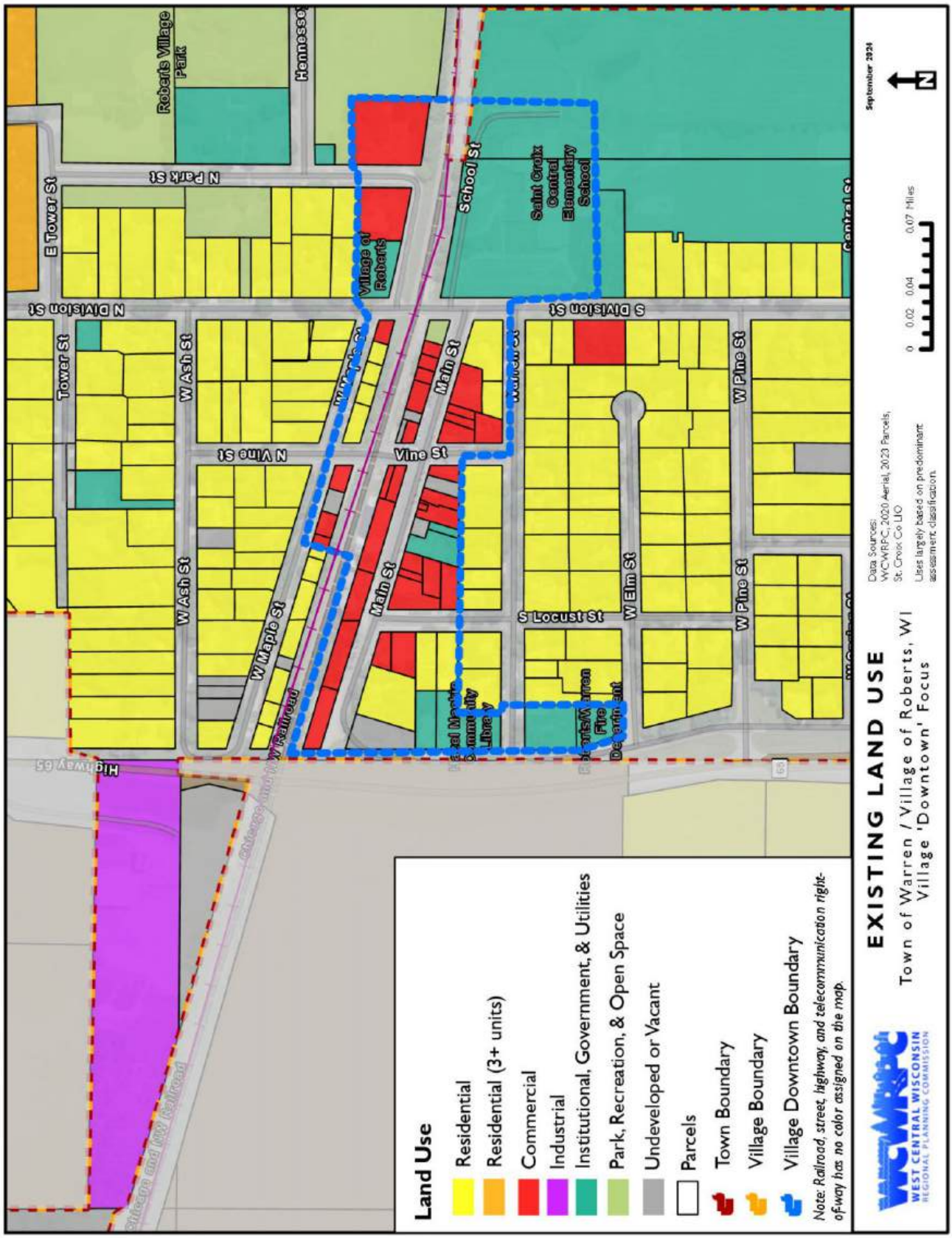
Map *26*. Roberts-Warren Area Existing Land Use Map



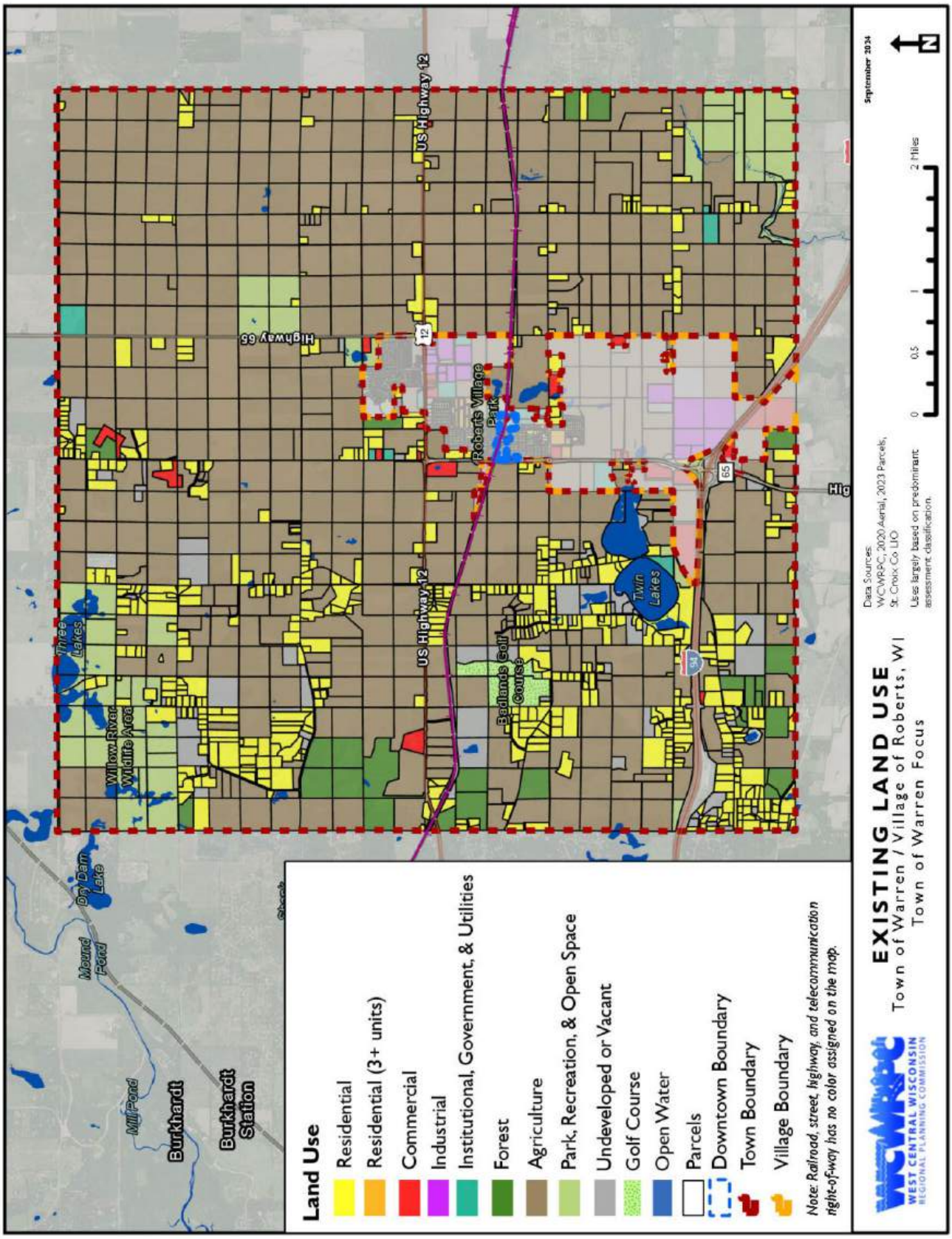
Map *27*. Roberts Existing Land Use Map



Map *28*. Downtown Roberts Existing Land Use Map



Map *29*. Town of Warren Existing Land Use Map



For the land uses in **Table *9*** and **Table *10*** and existing land use maps:

- Existing use was determined on a parcel-by-parcel basis in most cases.
- The existing land uses within the Village and Town are based on the predominant assessed land use by parcel from GIS data obtained from the State of Wisconsin parcel database, aerial imagery review, and consultation with Village and Town Clerks and the Joint Plan Committee.
- Generally, for parcels less than ten acres with multiple assessment classifications, the most intensive or high-impact land use is shown as the predominant use. For example, a commercial or residential parcel may largely be undeveloped.
- Generally, for parcels greater than ten acres with multiple assessment classifications, the assessed use with the most acreage is shown as the predominant use, unless it was decided to split the parcel.
- Road, rail and other right-of-way are typically not included.

As shown in **Map 26**, agriculture is the predominant land use, by acreage, in both the Village and the Town. However, the majority of parcels in the Roberts-Warren Area are in residential use. As expected, residential development in the Village is at a higher density than that of the Town. The average assessed residential lot size in the Village is about .3 acres, while that in the Town is 1.0 acres. Park, recreation and open space lands represent about 7% of the lands in the Town; much of these lands are conservancy lands, including the Kinnikinnic River Fishery Area, the Willow River Wildlife Area and the three waterfowl production areas.

As shown on **Map 27**, the land use arrangement in the Village is typical of a small community with a variety of land uses and outward growth from the traditional downtown core. The growth out to towards the interstate along STH 65 is a challenge but also an opportunity. As shown on **Map 29**, the land use pattern in the Town of Warren changes moving from west to east. West of the Village, the Town has experienced growth and scattered rural development while east of the Village the Town has seen limited subdivisions of land and development.

Within **Appendix B** are tables comparing assessed acreage by parcel for 2012 and 2022, for both the Village and Town, which yields the following additional insights regarding the existing land use of the Roberts-Warren Area:

- Since 2012, total assessed acreage in the Village of Roberts saw the largest gains in commercial (+158 acres), residential (+26 acres), and manufacturing (+21 acres). Forest (-11 acres) and agricultural (-25 acres) acres saw the largest decreases.
- From 2012 to 2022 the Town of Warren saw the largest gains in undeveloped lands (+216 acres). The Town also saw a decrease is assessed acreage of 346 acres, likely a result of additional lands being purchased by the WDNR or land trust for conservancy purposes, making these lands tax exempt.
- Residential parcels and acreage continue to be a large part of the Village's landscape, and residential acreage is often underreported due to the statewide reporting system and requirements. Per the data, the Village saw an increase in residential parcels (+52) and improvements (+139), which demonstrates the new growth and increased population in the Village.
- In 2022 the Town of Warren had 685 total parcels assessed as residential, 640 of which were improved. The total residential assessed acreage in the Town was 2,461, compared to 83 acres of residential assessed lands in the Village in 2022.

9.2 Supply, Demand, and Price Trends of Land

Many factors influence land supply and demand within the Roberts-Warren Area, including:

- **Demographic Trends** – As discussed in Section 3, the Roberts-Warren Area is continuing to grow, which increases the demand for residential land and services for this population and has implications for future housing demand. Further, commuting times have been increasing, demonstrating that the workforce is willing to travel further to between their home, place of employment, retailers, and entertainment. Given such mobility, the quality of life offered in a community becomes an increasingly important factor when determining where a household chooses to live.
- **Economic Trends** – Since the late 1980s, the value of and price paid for land within the region has seen a steady increase. This increase is not expected to slow, except for variations related to the national economy, such as interest rates. As the agricultural economy has changed over the past fifty years and the number of family farms significantly decreased, the economic functions of our communities have also changed, especially impacting historic downtowns. As a result, the types of services available in small communities have changed, with retail often increasingly replaced by larger chain stores (e.g., Menards, Walmart) in larger communities. Increasing commuter-sheds and the emergence of e-Commerce have also impacted these economic trends.
- **Housing Costs** – In recent years, national shortages in construction supplies and workers, combined with other market and financial factors, have contributed to higher construction costs and home prices. Fewer new homes were being added to the market. And more households were choosing to rent or to renovate their homes rather than buying a new home.
- **Public Infrastructure** – Public infrastructure, especially transportation and water and sewer utilities network, contributes to the overall development pattern of the Roberts-Warren Area as the network provides access to buildable land.
- **Proximity** – the Roberts-Warren Area is part of the larger Minneapolis-St. Paul-Bloomington MN, WI metropolitan area, which continues to grow. As noted in the Economic Development Section, while neighboring communities to the west (closer to the Minneapolis-St. Paul area) are built-out with no additional lands for growth, the Village of Roberts has land available for development.
- **Natural Amenities** – The Town of Warren has many conservancy lands with outdoor recreational opportunities. Such natural features and open spaces make the Roberts-Warren Area more attractive.

Two indicators of a dynamic economy and potentially changing land use patterns are land sales and prices. These two indicators show a demand to convert undeveloped or under-developed land to more intensive uses such as residential, commercial, or industrial. In turn, additional community services may be needed to support this change.

The 2012-2022 land use assessment tables in **Appendix B** referenced in the previous subsection also provide the following insights regarding assessed land values within Roberts-Warren Area:

- In 2022, land values per acre in the Village were highest for residential parcels, though the average acreage per parcel was 0.13 acres. This is also true in the Town, where the land value per acre for residential land was close to $21,000; the average acreage per residential parcel was 3.5 acres.
- In the Village the residential land value per acre decreased significantly from 2012 to 2022 while the improved value per parcel increased significantly. This suggests that the cost of the improvements (i.e.,

the home and accessory buildings) may be a larger barrier for homebuyers, unless they desire a larger lot.

- In the Town, the residential land value per acres saw a slight increase from 2010 to 2022; the improved value per parcel also increased.
- In the Village, from 2012 to 2022 the commercial land value per acre saw a slight decrease while manufacturing lands values saw a slight increase. The Town was the reverse with an increase in values for commercial acreage and a decrease for manufacturing acreage.

This assessment information can help indicate land prices but not market prices. This information also has certain limitations due to assessment methods, timing, and whether a particular assessor has completely established current fair-market value comparables for a given community. The State of Wisconsin attempts to equalize values so communities whose assessments are in different years will have assessments that are fair. Eventually all assessments are supposed to reflect a fully equalized, fair-market value of property.

9.3 Barriers to Development and Land Use Conflicts

No critical land use conflicts were identified during the plan update. The following are the key potential development barriers and land use conflicts:

- As discussed in **Chapter 4**, State Highway 65 is limited as to how much additional traffic it can support before the intersection with 70th Avenue is too congested and backups occur on Interstate 94. Mitigation measures, including the use of backage roads for new development, are discussed throughout this plan.
- As discussed in **Chapter 5**, the Village engineer estimates that demand for the Village's municipal water system would exceed the reliable well capacity by the year 2028. Water storage and fire protection capacity have already been exceeded. The Village has planned for a new well and water tower, along with additional water main looping, in its Capital Improvement Plan as well as in its Tax Incremental Districts.
- **Map 18** in **Chapter 6** previously identified the environmentally sensitive areas (ESAs) in the Roberts-Warren Area. These ESAs include surface waters, 100-year floodplains, wetlands, and steeps slopes (20% or greater). ESAs pose natural barriers to development. Also discussed is the flooding at Twin Lakes.
- As discussed in **Chapter 6**, some of the agricultural lands in the Town of Warren are used for, or planned for, solar farms. A member of the Joint Plan Committee noted that there has been a comment that "some of the best farmland is being put into concrete and solar panels". The Joint Plan Committee wants to ensure that solar and/or wind farms do not take over the rural landscapes of the Roberts-Warren Area.
- As discussed in **Chapter 8**, intergovernmental conflicts regarding annexation and growth have the potential to arise in the future.

9.4 Opportunities for Infill or Redevelopment

Generally, it is recommended to prioritize infill, adaptive reuse, and redevelopment over the development of new growth areas when possible. For the Roberts-Warren Area these sites would primarily be located within the Village of Roberts and are limited. A few specific sites were identified and discussed during the planning process.

- The Plan Committee identified two parcels in downtown (north of railroad tracks, east of Vine St and south of Maple St) that are currently used for garage and storage and would be a good site for future commercial development.
- There are four parcels south of Highway 12 adjacent to the east side of Robert's Towne Center, that are currently undeveloped. The Plan Committee discussed that these would be ideal sites for multi-family residential use.
- There are residential lots throughout the Village that, while platted and served by infrastructure, are not yet built on. These sites are prime opportunities for residential development (assuming that they are available).

9.5 Projected Land Use Supply and Demand

In accordance with State planning law, comprehensive plans must include 20-year land use projections in five-year increments. As such, this plan has a year 2044 planning horizon. Future land use activities and their resulting change to the landscape over the next 20-year period are difficult to predict. Changes in the local or national economy, natural disasters, and the overall change in year-round residents are some of the factors that can influence how land use activities may change in the future.

Table *11* and **Table *12*** below provide projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses through the year 2045 for the Village of Roberts and Town of Warren.

Table 11. Village of Roberts Falls Projected Land Use Demand, 2020 - 2045

Year	Population	Renter/Owner Housing Units Needed	Residential (acres)	Commercial (acres)	Industrial (acres)	Agriculture (acres)
2020/2023	1,919	7/20	237 (2023)	153 (2023)	215 (2023)	917 (2023)
2025	2,569	0/154	+51	+33	+46	-50
2030	3,211	78/194	+66	+42	+60	-150
2035	3,854	95/201	+70	+45	+63	-150
2040	4,432	86/182	+63	+41	+57	-150
2045	4,963	74/156	+54	+35	+49	-150
Difference	**+3,044**	**+340/907**	**+304**	**+196**	**+275**	**-650**

Table 12. Town of Warren Falls Projected Land Use Demand, 2020 - 2045

Year	Population	Renter/Owner Housing Units Needed	Residential (acres)	Commercial (acres)	Industrial (acres)	Agriculture (acres)
2020/2023	1,733	4/15	1,257	111	0	13,275
2025	1,820	3/0	+44	+4	+0	-25
2030	1,911	4/40	+88	+8	+0	-50
2035	2,006	5/44	+98	+8	+0	-50
2040	2,106	5/44	+98	+8	+0	-50
2045	2,212	4/36	+80	+7	+0	-50
Difference	**+479**	**+25/177**	**+408**	**+35**	**+0**	**-225**

These projections are largely driven by the population projections in the second column, which are taken from the alternative projections prepared for the Village and Town in **Figure 1** and **Figure 2**. The acreage estimates in the first row are the same as 2023 estimates from the existing land use table and map in Section 9.1. To meet the projections in **Table *11***, the Village may need to annex lands from the Town. However, these tables provide one picture of what may occur, and the future will largely be determined by population changes and the manner in which the Village and Town guide, attract, and manage growth. Given this uncertainty, these projections should be used for general planning purposes only. The previous land use demand projections are based on the following assumptions.

Residential Land Use Growth Projection

The Roberts-Warren Area has very low owner and rental vacancy rates with little available housing for sale or rent, pointing to the need for additional housing, as was recognized by the Joint Plan Committee. As was noted in Section 3, as of February 2024, the Village reported having 250-300 platted lots that were not yet built-on and there are residential units under construction in the Village. These lots could be used to meet the needed 304 acres of land for residential use (currently these are included in the undeveloped/vacant land use category on the existing land use map). There are also residential lots available in the Town.

The estimated housing units in the third column of Tables 11 & 12 were taken from the estimates prepared in Tables 7 & 8, respectively; see Chapter 3 for details and qualifies of these projections, but it assumes the general mix of rental to owner housing will remain unchanged. While the 2020 residential acreage demand in the previous table reflects current residential acreage, it does not accommodate the 2020 housing units still needed in the first column. To account for this, the 2025 residential acreage demand is based on the total 2020 and 2025 housing units needed.

Based on past and anticipated residential densities the following additional assumptions were used to project residential land use in the Village of Roberts:

- Renter units – Projected rental acreage is based on an average density of 9 dwelling units per acre, or one dwelling units per 0.11 acres, plus an additional 15% in acreage demand to accommodate infrastructure, common spaces, and market factors.
- Owner units – Based on the Village's Zoning Ordinance standards, and the desire for single-family neighborhoods to emulate the Rolling Meadows Neighborhood in the Village, it is assumed that the majority of new single-family owner development will develop at a density of 4 dwelling units per acre, or an average lot size of .25 acres. An additional 15% in acreage demand is also included to accommodate infrastructure, common spaces, and market factors.

The following assumptions were used to project residential land use in the Town of Warren:

- The residential density, based on the Town's minimum lot size under it's subdivision ordinance, was based on 1 dwelling unit per 2 acres (for both residential and owner units).

Commercial Land Use Growth Projection

From 2012 to 2022, assessed commercial acreage in the Village increased by 15 acres on average per year with an average parcel size of 12 acres for this new acreage. The Town saw an increase of just under 2 acres on average per year with an average parcel size of 8 acres.

The growth projections for commercial acreage, presented in **Table *11*** and **Table *12***, assume that this land use will grow at a similar rate and keep pace with land for residential use. Based on the anticipated growth rate for

residential acreage demand, the projections show commercial acreage demand of 196 acres in the Village and 35 acres in the Town during the 20-year planning period.

Industrial/Manufacturing Land Use Growth Projection

From 2012 to 2022, assessed manufacturing acreage increased by a total of 21 acres in the Village and 1 acre in the Town. This is not necessarily a reflection of decreasing demand as there has been interest by industrial users to locate in the Roberts-Warren Area. The 54023 zip-code, which includes the Village and a significant portion of the Town, saw an increase in manufacturing jobs from 2010 to 2022; the sector continues to be a very strong employment source with a high location quotient, which could attract related businesses and services to the community.

Projecting industrial development is a challenge since many factors influence growth and the land needs of different manufacturers can vary significantly. Economic development contacts within the region suggest that larger industrial or business park lots are often desirable when attracting new development – it is easier for developers to subdivide land as opposed to assembling parcels.

The growth projections for industrial acreage presented in **Table 11** and **Table *12***, assume that industrial land use will grow at a similar rate and keep pace with land for residential use. Based on this assumption, it is suggested that an additional 275 acres in the Village be provided for industrial uses over the next 20 years to accommodate additional development; no additional industrial acreage is projected to be needed in the Town.

Agriculture Land Use Growth Projection

Agricultural lands within the Village limits are likely to be developed over time as the private marketplace and development limitations allow. Agricultural lands currently in the Town, but adjacent to the Village, could also be developed over time. As more development occurs, agricultural acreage within the Roberts-Warren Area will decrease. After accounting for available development parcels within the Village, **Table 11** suggests an approximate 32 acres/year decrease in agricultural land use as these areas develop, though this rate of decrease is expected to vary. Agricultural lands in the Town are projected to decreased by approximately 11 acres/year to accommodate the Town's projected land use demand. It is important to recognize that additional agricultural lands in the Town, specifically those adjacent to the Village and planned for future development on **Map 30,** may be developed to help meet the demand identified for the Village.

Existing Supply vs. Projected Demand – Growth Capacity

As discussed in Section 5.1, the Village's sanitary sewer has adequate capacity for the projected growth, unless an unusually heavy water user is proposed. The Village has planned improvements to the water system to accommodate future growth. Impacts to the wastewater treatment system and discharge to Twin Lakes should be evaluated carefully when new development is proposed.

In all, **Table 11** and **Table 12** project that 1,218 acres of developable land in the Roberts-Warren Area would be needed within the 20-year planning period from now to 2045. This includes:

- 712 acres of residential land
- 231 acres of commercial land
- 275 acres of industrial land

While there are lands within the Village that are undeveloped, vacant or in agricultural use, not all of this land is developable due to site characteristics (e.g., size, dimensions, location), development limitations, and available infrastructure. As was discussed in Section 8, the Joint Plan Committee encourages the Village and Town to

explore opportunities to undertake a cooperative boundary agreement to jointly plan for the Roberts-Warren Area, especially sewered growth at the Village's periphery.

9.6 Preferred Future Land Use Plan Map

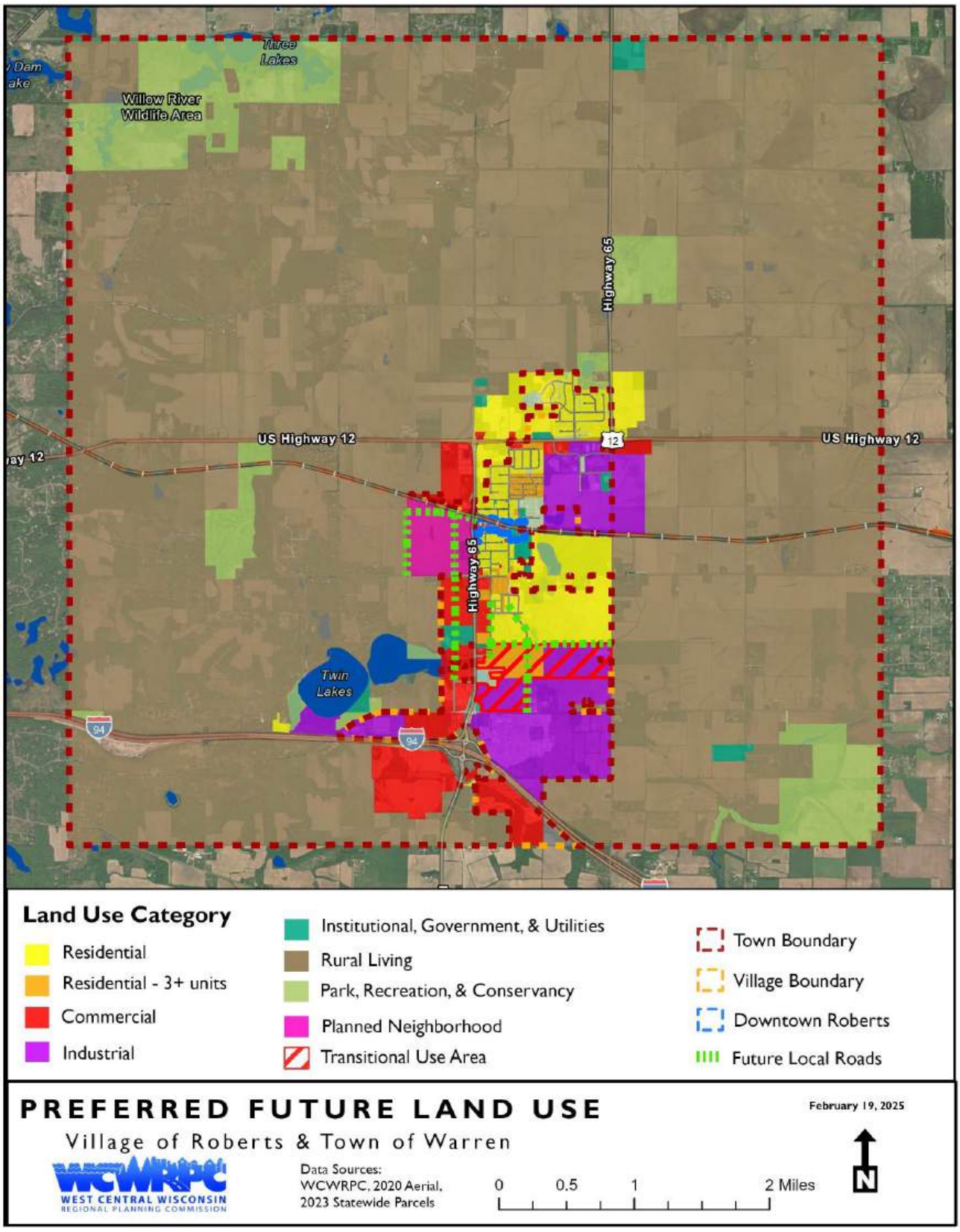
The Preferred Future Land Use Plan Map is intended to be a general guide for development and a basis for applying the goals, objectives, and strategies in this Comprehensive Plan. As a decision-making tool, it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the map. The map is long-range and will need to be reevaluated periodically to ensure that it remains consistent with changing trends and conditions. The Village and Town should utilize this map when acting on zoning decisions, amendments to the zoning map, and for other land-use decision making. Concurrent review of the future land use map and both the Village's and Town's zoning map will ensure consistency between planning and zoning decisions. Zoning decisions must be consistent with the Comprehensive Plan.

Preferred Future Land Use Map

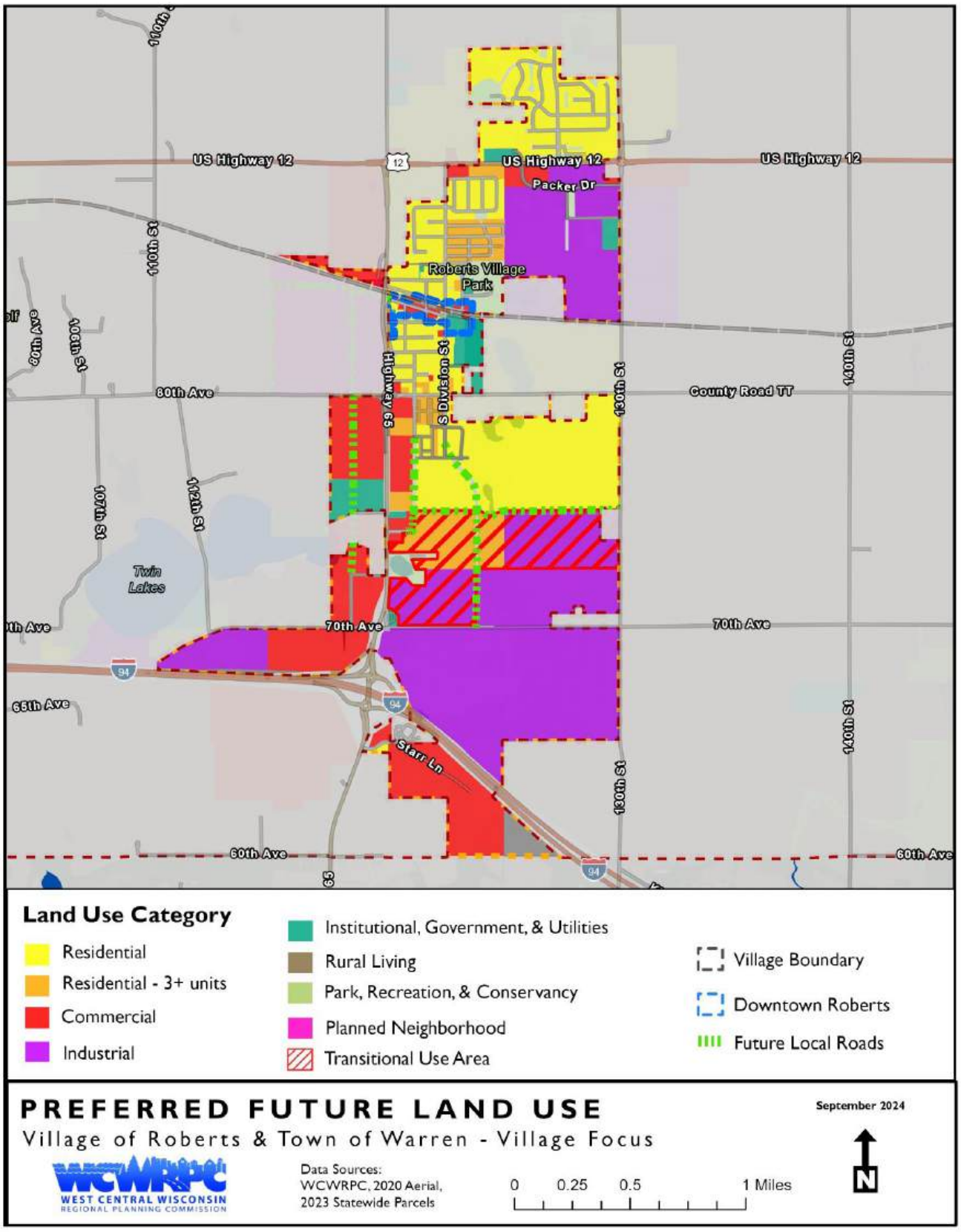
Maps 30 - 33 on the following pages represent the general, preferred development vision for the Roberts-Warren Area over the next 20 years (2024-2044). The Preferred Future Land Use Map (or future land use map) has been developed based on the existing and future land use assumptions, a review of demographic and background data, trends in land use over the past several years, the efficient provision of municipal services, and the community's desires for future development as reflected by the vision, goals, and objectives of this Comprehensive Plan update. The Village and Town do not assume that all areas depicted on the future land use map will develop during the next 20 years.

The future land use map is also generalized and some existing land uses differ from the preferred land uses. While the Village and Town should strive towards consistency between preferred and actual land uses, there is not an expectation that all such existing "non-conforming" uses will be changed during the planning period for greater consistency. In short, some differences between the future land use plan map, the zoning map, and actual (pre-2025) land uses will exist, though the plan and zoning ordinance may still be deemed consistent.

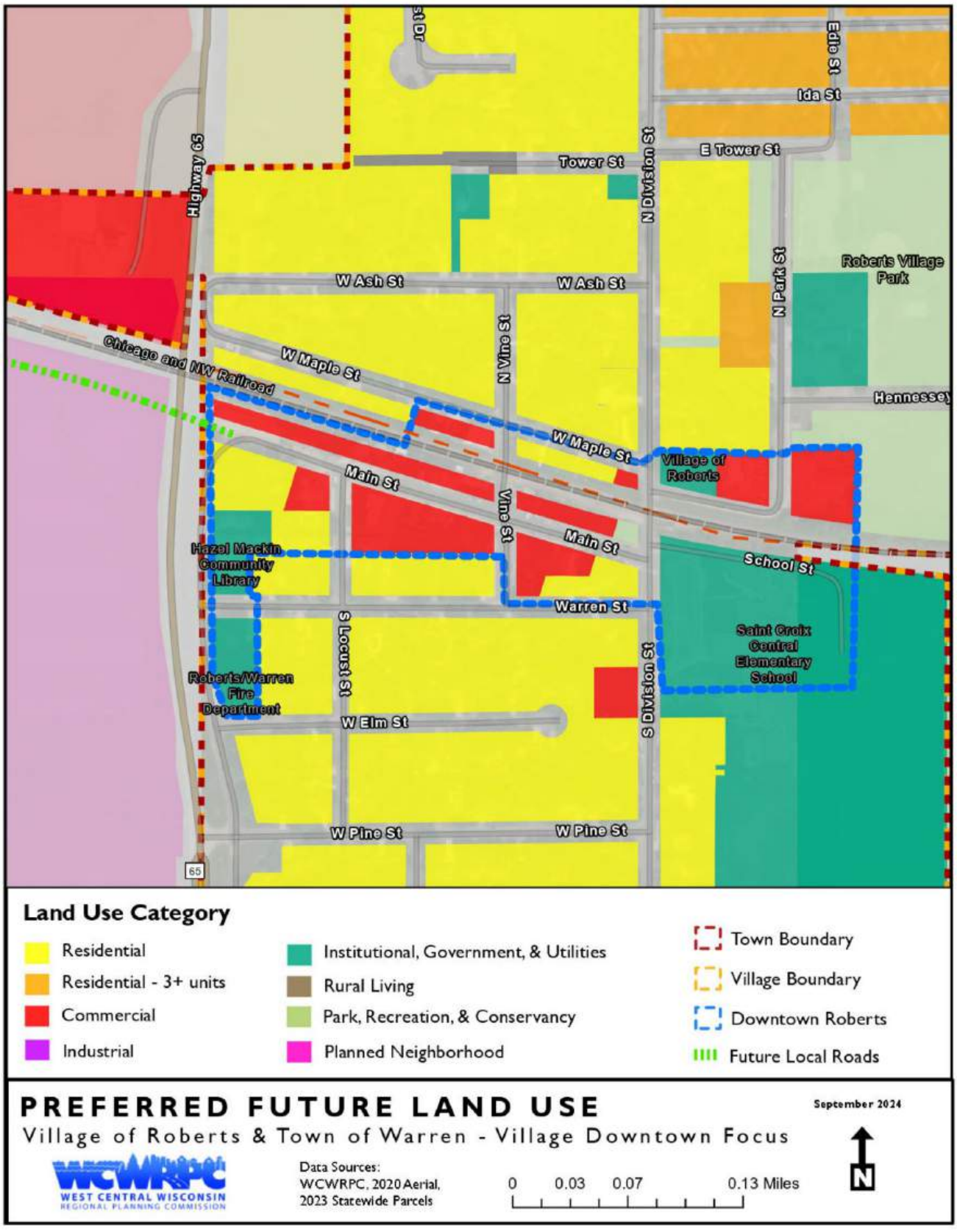
Map *30*. Roberts-Warren Area Preferred Future Land Use Map



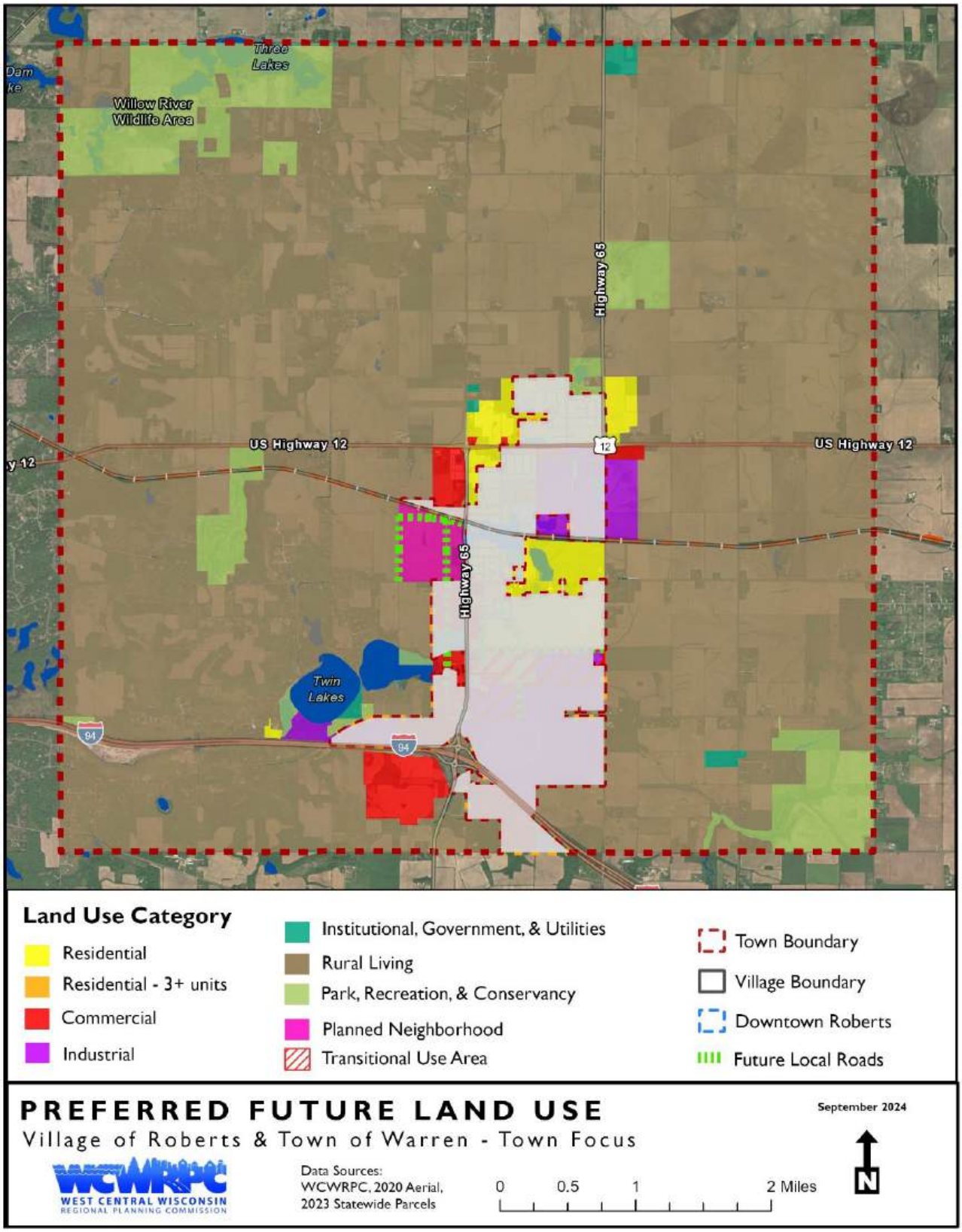
Map 31. Village of Roberts Preferred Future Land Use Map



Map 32. Downtown Roberts Preferred Future Land Use Map



Map *33*. Town of Warren Preferred Future Land Use Map



Future Land Use Classifications

The following land use classifications describe the desired general character, uses, and identity desired by the Town and Village for each of the areas shown on the Preferred Future Land Use Map. **These are not zoning districts or tax assessment categories[18].** The compatibility of uses, form of development, and aesthetics are important. A mix of uses in a single category are often appropriate, if not desired, offering greater flexibility to address site conditions, market demand, and community goals. Yet, it is still important to evaluate proposed development, infill, and adaptive reuse projects to mitigate use conflicts and for harmony with the surrounding environment. Additionally, as needs arise, certain facilities are required to service the communities, including streets, utilities, stormwater management systems, parks, and other governmental facilities. It is not the intent of the Future Land Use Map to completely identify locations for each of these facilities; therefore, they may occur in most land use categories described below.

Residential

Single-family residential structures dominate this land use category, but structures may vary in form, building types, and building styles. Densities will be regulated by the Village and Town zoning and land division ordinances. Within the Village, a variety of lot sizes and building types are encouraged, if compatible with form of its neighborhood.

Other compatible low-impact uses may also be appropriate such as a corner store or tavern, certain home-based businesses, schools, churches, community gardens, and cemeteries.

Residential 3+ Units

This category, located in the Village of Roberts, is primarily comprised of residential structures containing 3 or more dwelling units as well as the mobile home park. While these areas may vary in form, building type, ownership type, and building style, care should be taken to ensure they are designed to be compatible with adjacent development and designed at a scale that is appropriate for the small-town community. Densities will be regulated by the Village's zoning and land division ordinances.

Other compatible low-impact uses may also be appropriate such as a corner store or tavern, certain home-based businesses, schools, churches, community gardens, and cemeteries.

Commercial

This category includes businesses offering retails goods and services, small artisans, professional offices for businesses and nonprofit organizations, entertainment, lodging, restaurants, motor vehicle sales and service, fuel service stations, and other similar uses. Different commercial areas, as described in Chapter 7 Economic Development, are encouraged to have different forms within the Village (e.g. Downtown Roberts vs. I-94/STH 65 Interchange General Commercial).

Industrial

The Industrial category includes existing and planned industrial development; it contains uses such as indoor manufacturing, warehousing, assembly, and distribution that are not detrimental to the community as a whole. Industrial development should maintain adequate off-road employee parking, loading, and unloading facilities. Where necessary, proper screening or buffering should be used to shield and transition from adjacent non-industrial uses. Certain commercial uses (e.g., equipment sales and repair, office, research, self-storage buildings, public services) may also be appropriate for industrial areas.

[18] For example, the property at 1121 70th Avenue in the Village of Roberts is assessed as commercial, is zoned as M3-General Industrial, and is designated as Industrial for the preferred future land use.

Institutional, Government, & Utilities

These areas are dominated by public or private institutional uses or utilities, excluding recreational uses. This includes governmental offices, educational facilities, churches, community centers, state agency facilities (e.g. park & ride), as well as other public service or non-profit uses. Many of these uses may be appropriate within many of the other land use classifications.

Rural Living

The Rural Living category covers much of the Town of Warren. This area is primarily made up of agriculture, forest, open space, and large-lot single-family residential uses, except for those instances where residential lots would be smaller and clustered together as part of a Conservation Subdivision for a major residential subdivision under the Town's Land Division Ordinance. Some limited small-scale businesses and home-based businesses, which do not disrupt the rural character of the area (noise, odor, traffic, etc.), may also be appropriate.

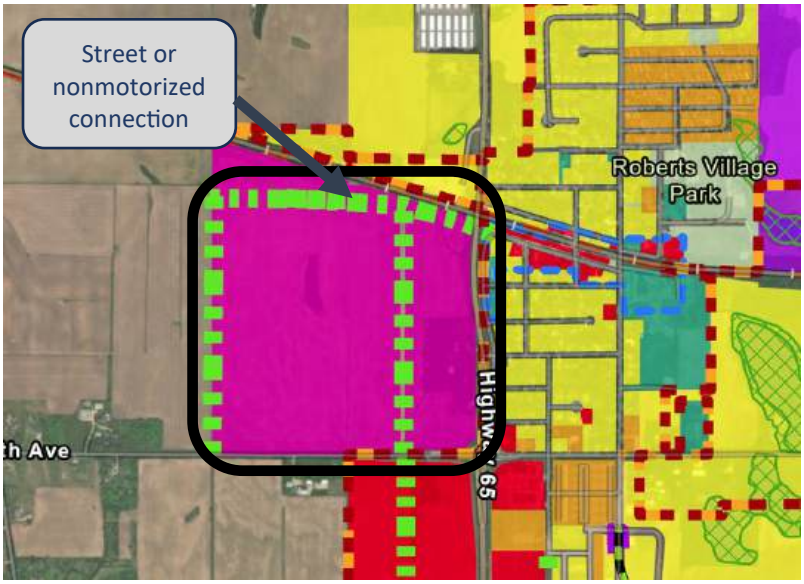
Allowable agricultural uses include aquaculture, beekeeping, crop production, floriculture, sod or tree production, community gardens, community support agriculture, grazing, greenhouse, small family farms/hobby farms, livestock facilities with less than 200 animal units, and similar or equivalent uses.

Parks, Recreation, & Conservancy

This land use category includes parks, trail/trailheads, private or public outdoor and indoor recreational facilities including the golf course located within the Town of Warren, and conservancy or preservation areas that are not planned to be developed as a more intensive use in the future.

Planned Neighborhood

The Planned Neighborhood, identified on the west side of State Highway 65, is envisioned to serve as an extension of downtown Roberts. While specific land use boundaries have not been identified, it is envisioned that this area will be developed as mixed-use with a variety of residential and commercial uses. Residential development should occur at a variety of densities and styles with a preference toward 2- to 6-unit structures.



Commercial development to support the neighborhood and the greater Roberts-Warren community is also envisioned. The form of the commercial development on the north side nearest to the existing downtown may be significantly different in character than the form on the south side of the neighborhood near the roundabout; the northside is envisioned to be more akin to a traditional "Main St.", perhaps with vertical mixed-use.

Multi-modal connectivity is expected within the neighborhood as well as to downtown Roberts and adjacent development areas. A master plan for this neighborhood is recommended to guide development and ensure that the desired mix of uses and connections between uses can be achieved. ATV and bike connections from this area to the Town should also be considered during the master planning process.

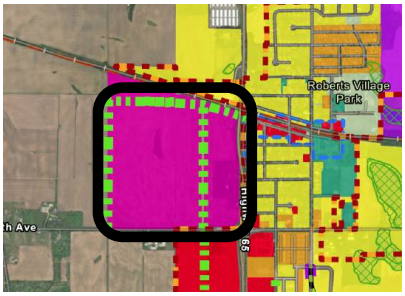
While this land area is within the Town, it is anticipated that this area would be served by public utilities (water, sewer, wastewater, etc.). As suggested in Section 8, the Village and Town will need to continue conversations and entertain a cooperative boundary agreement for lands in the Town that are planned for future growth and will likely require urban services.

Transitional Use Area (areas identified with commercial overlay – red dashed lines on top of identified future land use designation): There are areas in the southern part of the Village, specifically north of 70th Avenue and south of the next east/west planned road, that are intended to serve as a transition between the industrial area (south of 70th Avenue) and the planned residential area to the north. The Future Land Use Plan map uses red striping to show that this area has underlying desired land uses of Residential 3+ and industrial, though compatible commercial uses may also be appropriate for these areas, depending on surrounding development and market factors. Development on the northern edge of the transitional use area will need to be sensitive to the residential development to the north and develop in a form and context that is compatible with surrounding uses.

Neighborhood & Corridor Master Planning

Within the Roberts-Warren Area there are two areas that have been identified as requiring master planning; additional growth areas requiring master planning may be identified in the future.

1. **Planned Neighborhood – extension of downtown Roberts to the west of STH 65**



As shown on **Map 30**, and described on page 148, the Planned Neighborhood is located on the west side of State Highway 65 and is envisioned to serve as an extension of downtown Roberts.

Desired features of this planning area:

- Mixed-use with a variety of residential and commercial types.
- Residential development should provide for a mix of housing types with a preference towards 2- to 6-unit structures.
- Plan for an interconnected road, trail (bike and ATV), and open space networks within the neighborhood, as well as external connectivity to downtown Roberts and other destinations of the Village and Town.
- Thoughtful integration of parks, natural areas, and gathering spaces.
- Encourage Low Impact Development practices within the development and 100% on-site retention of stormwater.
- Consider incorporating Transitional Neighborhood Design principles to create a unique community that is walkable/bikeable.
- The north-south future street within the Planned Neighborhood should be designed as a collector street, to help keep traffic off of STH 65. The final location and design of this road should be discussed during the master planning process but must be planned, designed, and constructed to accommodate existing and projected traffic volumes while serving the multi-modal needs of the community.

Prior to extending utilities or services for development to this area, a neighborhood master plan shall be prepared. The Plan, which can be led by the Village and/or Town, landowner(s) or developer(s), should analyze, at a minimum, the natural resources, parks and open space, transportation and connectivity (internal and external), stormwater management and utilities, land use, integration with existing areas

including the urban rural interface, and the goals, objectives and policies of the comprehensive plan, to determine the potential for, or where, development should or should not occur within the area. The plan should specify the form and density of the development, intended zoning, as well as the desired streetscape and provide detailed site planning for the development; a staging/phasing plan for the planning area may also be included.

2. STH 65 Corridor – lands along STH 65 from I-94 north to Hwy 12

As the primary north/south highway in the Roberts-Warren Area, this corridor serves an important function and has significant growth opportunities. While some of the lands in the corridor are developed, many parcels remain undeveloped but are intended for future development. As shown on the Preferred Future Land Use Plan, the majority of lands along STH 65 is planned for commercial development. Chapter 7 describes the various commercial areas of the Village and associated building and recognizes that the intensity and form of commercial development changes moving south to north along the corridor.



The Village and Town want to see intentional and compatible growth along the corridor with coordinated design that is compatible with the desired small-town feel and character of the community. To accomplish this, a corridor master plan should be prepared by the Village and Town; the plan should create a framework in which to guide development proposals to be in keeping with the small-town character of the community. The Plan may be approached as a whole corridor or completed in phases.

Key considerations for the corridor plan include:

- Emphasis on form and character (size, scale, and form) of new development.
- Aesthetic components of development such as architectural and building materials
- Incorporate guidelines for signage, accessibility, and landscaping.
- Plan for the backage roads (extension of Wilkens Way to the north and Cherry Lane to the south).
- Emphasize multi-modal (vehicular, bike, ped, ATV) connectivity to the rest of the Roberts-Warren Area.
- Encourage Low Impact Development practices within the development and 100% on-site retention of stormwater.

This corridor should serve as a gateway into the Roberts-Warren Area and the design and form of development along the corridor should be compatible with and foster the identity of the community. For example, the community has voiced that large warehousing is not compatible with the “small town atmosphere”. The corridor should also be designed in a manner to lead to downtown Roberts and the extension of downtown in the Planned Neighborhood.

Table 13. Summary of Master Plan Elements

	Planned Neighborhood	STH 65 Corridor
Lead Preparer	Village & Town, landowner(s), or developer(s)	Village & Town
General Vision	Mix of residential and commercial uses and densities that serve as an extension to downtown Roberts.	Coordinated commercial corridor that serves as a gateway to downtown Roberts and the Planned Neighborhood.
Form & Character	Consider Main Street and Traditional Neighborhood Design elements such as vertical mixed-use, bringing buildings closer to the street, parking towards the rear, and emphasis on pedestrian and bicyclists.	Small-to-mid scale development with design elements that together create a unique and coordinated identity for the corridor and serves as a welcoming gateway to the community.
Streetscape	Pedestrian-oriented with sidewalks and trails.	Development should be designed to engage the new local backage roads, perhaps with rear parking, while maintaining a presence on STH 65, if double frontage. Include design elements that are inviting to all modes of transportation.
Connectivity	Multi-modal grid-network street system with connections to downtown Roberts and other parts of the community.	Multi-modal connectivity should be established in the corridor, with emphasis on bikes and automobiles.

Considering Service Boundaries, Development Limitations, & Market Factors

During the creation of the Preferred Future Land Use Map and the identification of the future growth areas, three additional factors were considered:

1. **Public Utility & Community Facility Services**
2. **Development Limitations**
3. **Market Factors**

When comparing the future land use map to the previous land use projections, it must be remembered that some areas within the Village and Town have development limitations, such as wetlands, steep slopes, and 100-year floodplains. Developable acreage would be further decreased by any needed streets, stormwater management facilities, neighborhood parks, etc.

In addition, allowances and flexibility must be made for the market, which greatly influences land availability and demand; some landowners may be unwilling to sell, while available land characteristics may not meet all development needs. For such reasons, the acreages in the future land use map must meet or exceed the previous land use projections for residential, commercial, and industrial uses. Some accommodation for infrastructure, common spaces, and market factors were included in the residential projections by adding 15% to the acreage demand.

Functionally, the preferred future land use map (**Map 30**), the utility service area maps (**Map 11** - **Map 15** in **Chapter 5**), and the environmentally sensitive areas (ESAs) map (**Map 18** in **Chapter 6**) in this plan should be used in tandem. The ESAs in particular should be considered as an overlay of the future land use map. Encroachment on ESAs should be avoided if possible, and development in some areas may require study prior to approval or special mitigation action to prevent or mitigate undesired impacts. **Even though the future land use map indicates an area may be designed for infill or growth, additional limitations to development can exist**.

9.7 Community Perspective

Community Survey

The 2023 comprehensive plan community survey suggests the following related to land use and growth:

- A strong majority (91%) of respondents from Roberts and Warren support the Village and Town seeking agreements with each other on future land growth.
- At least half of the respondents from the Village of Roberts "strongly agreed" that new development should occur in a planned and timely manner and that it should be required to pay fees to help defray the costs of public services associated with those developments. The percentage in the Town who agreed with these statement was even higher at 64%.
- 51% of respondents desire future housing development to locate near the Village of Roberts.
- Open-ended comments from the survey focused on:
    - Transparency in growth decisions
    - Need for a grocery store
    - Ensure water safety
    - Desire to preserve the Village's unique identity and maintain larger lot sizes in the Town.

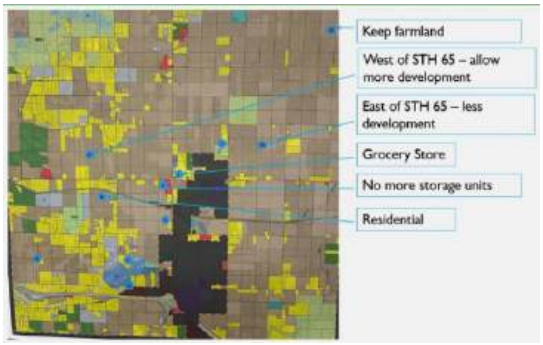
Joint Plan Committee & Public Visioning Workshop

The following additional land use-related themes were expressed during the Joint Plan Committee meetings and at the Public Visioning Workshop:

- New development areas should be master planned to ensure it is connected and fits into the context of the community and is consistent with this plan.
- There is a desire for connected neighborhoods to avoid isolated subdivisions.
- New large subdivisions should be adjacent to the Village and not developed in the Town.
- New commercial/industrial development should be located near existing commercial/industrial lands and at a size/scale that is compatible with the rural, small-town character of the community. The community is not interested in attracting large warehousing.
- It's important to site/place commercial, warehousing, industrial uses carefully and review impacts to utilities, transportation network, natural resources, etc.
- The Committee supports maintaining the 75-dwelling unit/year average residential growth policy for the Village.

- Attendees of the public visioning workshop were asked to map specific comments or suggestions for future land use and growth within the Village and Town. The images below show the input collected from participants.





Within the Village of Roberts:

- The Village intends to grow, but wants to do so at a reasonable rate, hence the 75 du/year average residential growth policy.
- Agricultural lands inside the Village, or added to the Village in the future, will eventually be developed.
- The Plan Committee believes that with the exception of it being disconnected from the rest of the community, that the Rolling Meadows subdivision is a strong example of neighborhoods they would like developed in the Village.

Within the Town of Warren:

- With the exception of identified future growth areas, as identified on the Preferred Future Land Use map, the Town is intended to remain "as is" with very limited development in what is identified on **Map 30** as the "Rural Living" areas of the Town.
- The Joint Plan Committee generally agrees with public input that growth should generally be kept west of STH 65; the Preferred Future Land Use Plan map is consistent with this desire.
- The Town is concerned about the continued development of solar and/or wind facilities on agricultural lands.

Regulating Solar & Wind Energy Systems

Political subdivisions in Wisconsin have limited authority to regulate solar and wind under WI Stats §66.0401. Under this Statute, municipalities may not place any restriction on the installation or use of solar and wind energy systems unless the restriction satisfies one of the following conditions:

- Serves to preserve or protect the public health or safety;
- Does not significantly increase system cost or decrease efficiency; or
- Allows for an alternative system of comparable costs and efficiency.

While WI Stats allows municipalities some local control for solar and wind projects less than 100MW; the WI Public Service Commission (PSC) reviews and approves large projects greater than 100MW without municipal review or approval. That said, municipalities often enter into a project development agreement with solar project developers; negotiations with the developer should take place as early in the project development process as possible, preferably before the WI PSC hearings begin. Joint development agreements typically address aspects of:

- Planning & construction
- Use of roads and road repair obligations
- Drainage repair obligations
- Allocation of Utility Shared Revenue Proceeds
- Obligation to restore farmland
- Assurances
- Setbacks, equipment height vegetation, and fencing

For perspective, most solar systems for a WI Home are less than 20KW (or .02MW). The St. Croix County Zoning Ordinance permits small solar collectors in all zoning districts. Large solar under 100MW is a conditional use in all zoning districts while those above 100MW are reviewed and approved by the WI PSC, not regulated by the County.

9.8 Land Use Goal, Objectives, Policies, and Strategies

Goal 1

Within the Roberts-Warren Area there is a range and balance of land use activities that are respectful of their natural environment, compatible with surrounding land uses, and provide opportunities to pursue all essential aspects of contemporary life within the community.

Objectives

1. The rural character and small-town feel are maintained through deliberate and foresightful land use development practices.
2. Development is visually pleasing and efficiently organized, with proper regard for economic practicality, convenience, and aesthetics.
3. Land use and development occur in a manner that maximizes economies of services and infrastructure, reduces negative impacts on the environmental, economic activity, and society, promotes community identity, and works to achieve the desired community vision.

4. Partnerships and collaborative planning are encouraged, while avoiding land use and intergovernmental conflicts.
5. Ensure that new development can be accommodated by the transportation network.

Policies

Shared Policies:

1. Development should not degrade natural resources. Development should be prohibited in floodplains and wetlands, should not disrupt natural drainageways, and should be compatible with soil conditions.
2. Encourage denser development closer to existing development areas of the Village for the efficient extension of utilities and other needs and services.
3. New commercial/industrial development should be located near existing commercial/industrial lands.
4. Larger commercial, warehousing and industrial uses need to be carefully placed and sited to minimize impacts and land-use conflicts and provide for efficient transportation connectivity.
5. Retain the rural character within the Planned Neighborhood Future Land Use area until such time as a neighborhood master plan is adopted, at which time growth shall be consistent with the neighborhood plan.
6. The Village and Town recognize that land uses, density, and form of development differ in each community with the exception of development along the fringe (areas of the Town adjacent to the Village).
7. The Village and Town will use master plans, environmental reviews, and other studies as tools to guide development and implement the plan. Certain development projects may require formal studies to evaluate the environmental implications of proposed development. The Village will use additional studies to provide the information needed to implement the Plan, evaluate projects, ensure cost-efficient services, and mitigate potential negative impacts. Such additional studies in and of themselves will not require amendments to the Plan.

Village Policies:

1. Future development should occur in areas adjacent to, and comparable with, existing development in a manner that will guide and direct development into desirable forms and patterns rather than inefficient sprawl throughout the area.
2. Provision of services within the Village should be phased and managed to provide for compact urban growth, except for instances that pose an extraordinary threat to health, safety, or natural resources. The fact that a particular parcel of land is identified as future development on the Preferred Future Land Use Plan maps does not necessarily mean that urban services should be extended to serve it immediately.
3. Staging or phasing of development, rather than “leap-frogging”, will be used as a growth management tool.
4. To manage growth and its impact on infrastructure and services, continue to maintain a growth policy of 75 dwelling units/year average.
5. New neighborhoods should provide connectivity to existing development.
6. Encourage landowners in future growth areas to consolidate land and create a master plan for development rather than a piecemeal or parcel by parcel approach. Use a master planning process to guide individual development and to ensure the desired mix of uses and connections between uses can be achieved.
7. New development should provide internal and external connectivity, fit into the context of the community, and be consistent with the comprehensive plan and vision.

8. Continue to utilize the 1.5-mile Extraterritorial Jurisdiction of Plat Review (ETJ) in the Town to ensure that any land division is compatible with future planned growth areas and can accommodate efficient services in the future.
9. New development shall have public recreational spaces that are accessible and convenient for those who will be living and working in the area.

Town Policies:

1. Continue to support "right to farm".
2. New development shall be consistent with the Town's subdivision ordinance, including the requirements for conservation design development for all major subdivisions.
3. Development of new isolated subdivisions should be strongly discouraged.
4. Promote and encourage farmer participation in Agricultural Enterprise Areas (AEAs) and producer-led groups.

Strategies

Shared Strategies

1. For expected growth areas, the Town and Village will continue to work collaboratively, including exploring the potential creation of a cooperative boundary agreement and/or Extraterritorial Zoning. Under such an intergovernmental agreement, the Village may entertain providing municipal services outside of its boundary.

Village Strategies:

1. The Village will evaluate the following regulatory tools to achieve the goals and objectives of this Plan:
    a. Revisit the current Village Zoning map to ensure consistency with the Preferred Future Land Use Map.
    b. Evaluate the Village's Zoning Ordinance and consider consolidating zoning districts to make it easier to administer and understand.
    c. As referenced in the Housing section, review and update the Village's land use regulations to promote quality housing and neighborhoods.
    d. Explore creating distinct zoning districts, with different permitted uses and standards, unique to each industrial and business park in the Village.
    e. As referenced in the Natural Resources section, consider the adoption of a dark sky ordinance.
    f. Once a revised official map is adopted, revisit the Preferred Future Land Use Plan map for those areas near new transportation corridors or alignments for potential changes.
    g. As part of the Comprehensive Outdoor Recreation Plan, complete an impact fee and land dedication needs assessment to determine whether the current public sites and open space requirements under Chapter 58 Subdivisions and Platting are sufficient to meet the community's needs.
2. As part of the master planning for the STH 65 Corridor, create design guidelines for the corridor that will help maintain the desired small-town character while serving as a community gateway.
3. Following approval of a master plan for the Planned Neighborhood, rezone the area to be consistent with the plan and encourage development to occur.

Town Strategies:

1. For proposed solar projects primarily generating power for offsite distribution, the Town of Warren will:
   a. Adopt a licensing-type ordinance for solar projects less than 100MW
   b. Encourage Joint Development Agreements (JDAs) for solar and wind projects
   c. The ordinance and JDAs will address the following items:
      - Planning & construction
      - Use of roads and road repair obligations
      - Drainage repair obligations
      - Allocation of Utility Shared Revenue Proceeds
      - Obligation to restore farmland
      - Assurances
      - Setbacks, equipment height, vegetation, and fencing

   The Town will also consider extending similar regulations to wind energy systems.

9.9 Current Land Use Plans, Programs, and Regulations

The following primary plans, programs, and regulations were considered when updating this plan element:

- Village of Roberts land use ordinances, which includes:
  - Chapter 54 – Streets, Sidewalks and Other Public Places
  - Chapter 58 – Subdivisions and Platting
  - Chapter 66 – Utilities
  - Chapter 70 – Zoning
- Town of Warren land use ordinances, including:
  - Title 14 – Subdivision and Platting
- St. Croix County Zoning Ordinance
- Infrastructure and facilities plans as referenced in **Chapters 4 and 5**.
- Natural resources plans, programs, and regulations referenced in **Chapter 6**, including regulations pertaining to environmentally sensitive areas (e.g., floodplain zoning, wellhead protection plans/zoning).

Appendix D provides some additional, more general land use plans and programs.



10. IMPLEMENTATION

10. Implementation

To achieve the community's vision, this Comprehensive Plan must be put into action. This section provides direction for implementing the plan and describes how the elements of the plan are integrated and consistent. This section also describes an evaluation approach to measure progress towards achieving all aspects of the Comprehensive Plan and monitors progress in the context of local change. The Comprehensive Plan is also a living document that considers and allows for change in the community. As such, this section ends with a description of the process for future plan amendments and updates.

10.1 Action Plan

This is a comprehensive plan for the Village of Roberts and Town of Warren together as the Roberts-Warren Area. As such, the plan was created with significant participation and input from a wide variety of stakeholders. It is not proposed or expected that the local units of government are responsible for implementing all of policies and strategies recommended in the previous plan elements. And the Village and Town recognize that the goals and objectives of this plan cannot be achieved without collaboration and support from the community and other partners.

Policies vs. Strategies

Within each of the previous plan elements, the recommendations to achieve the goals and objectives are separated into:

Policies - On-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.

Strategies - Actionable tasks with a clearly defined result or deliverable.[19] The strategies are specific actions related to the respective plan element, including any recommended studies, ordinance changes, partnership agreements, education/outreach, and programming. For example, any zoning or subdivision ordinance changes are addressed in the land use strategies in **Chapter 9**.

Responsibilities

Reflecting the importance of collaboration, but recognizing the difference between the Village of Roberts and Town of Warren, the policies and strategies are further organized into:

Shared: Shared policies or strategies are those that are applied to both the Village and Town. The two communities should be aligned on these items and may work together on implementation efforts. The Village and Town may engage the public or other stakeholders in carrying out shared strategies.

Village of Roberts: These recommended policies and strategies are specific to the Village of Roberts (and organizations working within the Village) and are not applicable to the Town. Together, with the Town's policies and strategies, these work to accomplish the joint Roberts-Warren Area vision.

[19] State statutes do not make a distinction between policies and strategies. Strategies and policies in this plan both constitute policies as described under Wisconsin Statutes §66.1001.

Town of Warren: These recommended policies and strategies are specific to the Town of Warren (and organizations working within the Town) and are not applicable to the Village. Together, with the Village's policies and strategies, these work to accomplish the joint Roberts-Warren Area vision.

Sequence of Implementation

As decision-making guidance, all policies in the previous elements are ongoing or continuing. Following each strategy is a recommended timeline for their completion, with the implementation period commencing with the adoption of the comprehensive plan:

Ongoing: This strategy is currently ongoing and should be continued.

Short-term: 1-5 year action

Long-term: 5+ year action

The recommended timelines are suggestions to assist in programming, prioritization, and the evaluation of plan progress. In some cases, a strategy may span multiple time periods. And the implementation sequence is subject to change based on resources, changing community priorities, new opportunities etc. High-priority strategies that are of importance to the Committee have also been identified (shaded in pink in Table 14).

Table 14. Village of Roberts and Town of Warren Comprehensive Plan Strategy Implementation

Entity	Population & Housing	Suggested Timeline
Shared	Encourage organizations providing services to seniors and community service organizations to form a volunteer team to assist homeowners with physical limitations or disability with basic maintenance and repair tasks.	short-term
Shared	Participate in the St. Croix County Housing Study process that will help further identify housing needs, gaps and countywide housing goals and strategies.	short-term
Shared	Improve public education on available funding or assistance sources specifically for Low-to-Moderate Income residents and elderly residents.	ongoing
Village	With input from community members, developers, and other stakeholders, review the Village's land use regulations to: ○ Identify and address any barriers to providing a variety of lot sizes and smaller housing products within a residential development, including missing-middle/gentle-density housing types (e.g. 2- to 4-plex's). ○ Encourage and maintain neighborhoods with a sense-of-place, while discouraging residential developments that have monotonous 'tract' housing. Encourage compatible variations in architectural details and colors.	short-term
Village	Promote the Village's Good Neighbor Housing Initiative and other housing programs (Regional CDBG housing improvement programs) that provide access to funding for housing improvements.	ongoing

Village	Identify key development or redevelopment sites and collaborate with landowners and local realtors to market housing development opportunities within the Village.	ongoing
Entity	**Transportation**	**Suggested Timeline**
Shared	In an effort to minimize traffic congestion on STH 65, adopt an official map for the backage roads (extending Division Street to the south and extending Wilkens Way north to 80th Avenue). Also consider reserving additional right-of-way (beyond what is already provided) to expand 70th Avenue, east of STH 65, and 130th Street, north of 70th Avenue to the roundabout at Highway 12, to allow for expansion in the future. Educate property owners on the purpose for reserving these lands for transportation connections.	short-term
Shared	Engage the WI DOT to explore alternative options to the official map.	short-term
Shared	Actively participate and provide input during Phase 2 of the passenger rail studies. Advocate that the rail crossings within the Village (Division Street and Vine Street) remain open.	short-term
Shared	Explore potential routes and funding opportunities for a bike trail that connects the Village and Town as well as an east-west path bikeway connection parallel to the Interstate as recommended in the St. Croix County Bicycle and Pedestrian Plan.	long-term
Shared	Engage the WI DOT and other partners to discuss options for an ATV connection between the Town and Village.	long-term
Shared	Plan for a transportation connection between Downtown Roberts and Planned Neighborhood (shown on Map 30); this connection could start as a bike/ped connection with other vehicular access explored in future (will be discussed in more detail in Chapters 7 & 9).	long-term
Shared	The north-south future street within the Planned Neighborhood, which would run from the downtown connection south to Hilpert Street, should be designed as a collector street, The final location and design of this road should be discussed during the master planning process but must be planned, designed, and constructed to accommodate existing and projected traffic volumes while serving the multi-modal needs of the community.	long-term
Shared	Prepare a STH 65 corridor master plan that fully examines the capacities, limitations and opportunities for the corridor.	short-term
Shared	Work with WI DOT to explore opportunities to mitigate congestion on the existing alignment of STH 65 and plan for a future alternative alignment/bypass, then amend the official map and comprehensive plan (including the Future Land Use map) as needed.	short-term

Shared	Continue to explore the potential for a second interchange on I-94, further to the east, to serve the Roberts-Warren Area.	long-term
Shared	Work with the County ADRC and other senior rideshare providers to help educate residents, specifically seniors, on available transportation services.	ongoing
Shared	Continue to implement the recommendations from the existing Safe Routes to Schools Plan and work with the School District to update the plan to reflect items contained in this plan.	ongoing
Village	Reserve the vacant parcel in Rolling Meadows along STH 65 for a potential future connection to STH 65, if needed in the future.	ongoing
Village	Work with the St. Croix Central School District to explore alternative parking options during larger school events.	short-term
Village	Continue to explore options for providing better bicycle and pedestrian connectivity for the Rolling Meadows neighborhood on the Village's northside with a safe crossing of Highway 65 to the area businesses, parks, downtown, school and the remainder of the community.	ongoing
Village	Work with Flying J Travel Center to relocate the access drive along 70th Avenue further west.	short-term
Town	Continue to enforce Implements of Husbandry standards that allow farm equipment to utilize Town roadways.	ongoing
Town	Consider additional weight restrictions and enforcement on Town roads.	short-term
Town	Work with law enforcement on options for minimizing pass-thru truck traffic.	long-term
Entity	**Utilities & Community Facilities**	**Suggested Timeline**
Shared	Create a joint Town of Warren-Village of Roberts Comprehensive Outdoor Recreation Plan (CORP) that inventories park and outdoor recreation facilities, assesses related needs and demands, and identifies recreation improvements and actions. Updating the CORP at least every five years will maintain grant eligibility for certain WDNR Knowles-Nelson Stewardship grant funding to implement projects identified in the CORP.	long-term
Shared	Explore grant opportunities, including the SAFER grant, for volunteer firefighter incentives to address challenges with recruiting new volunteers.	short-term
Shared	Regularly review and update the Village and Town Emergency Operations Plans.	ongoing
Shared	Continue to monitor, study, plan for, and address stormwater flooding in the community.	ongoing

Shared	Consider and encourage low impact development design and nature-based solutions (e.g., rain gardens, bioswales) for new development to limit runoff.	ongoing
Shared	Continue to participate in the periodic update of the St. Croix County All Hazards Mitigation Plan and pursue grant funding for hazard mitigation and emergency preparedness projects.	ongoing
Shared	Study opportunities and strategies to support expanded access to affordable and quality childcare.	long-term
Shared	Promote the use of green infrastructure and enhanced on-site water retention as new development is proposed to help minimize wastewater volumes and runoff.	ongoing
Shared	Pursue funding to build upon the 2020 SEH Engineering Report to help identify a preferred solution or mix of solutions to address the flooding challenges at Twin Lakes and its drainage basin.	short-term
Shared	As detailed in the Agricultural, Natural, and Cultural Resources element, continue to collaborate to address stormwater management challenges in the area and explore long-term solutions for flooding at Twin Lakes.	ongoing
Shared	Use the reactivated Joint Twin Lakes Committee (as is suggested in the Agricultural, Natural and Cultural Resources element) to educate the public on the facts regarding Twin Lakes flooding; consider a white paper report that can be distributed to the public.	short-term
Village	Pursue funding opportunities for neighborhood park improvements.	ongoing
Village	As part of the Comprehensive Outdoor Recreation Plan, complete an impact fee and land dedication needs assessment to determine whether the current public sites and open space requirements under Chapter 58 Subdivisions and Platting, are sufficient to meet the community's needs and update ordinances accordingly to meet identified needs.	long-term
Village	When well #3 is constructed, review and update the Village's wellhead protection plan (and ordinance) to include all 3 wells and ensure it is up-to-date on modeling.	ongoing
Village	Explore opportunities for AM or WQ trading as an alternative to meeting the Phosphorus levels at the Wastewater Treatment Plant.	long-term
Village	Explore designation or development of a community safe room (storm shelter), potentially at the park. In the interim, work with the School District to update the agreement and operations plan to use the School as a storm/heating/cooling shelter, including roles and responsibilities.	long-term
Village	Continue to explore and evaluate options for the reuse of wastewater (for example, pumping water from the WWTP to new development areas for irrigation) as a way to reduce the volume of discharge into Twin Lakes.	ongoing
Village	Amend Section 66-54(3) of Village Ordinances to allow for limited exceptions to the prohibition of the use of private sewage systems to	short-term

	recognize unique situations of properties where municipal services are not available to the property and not planned to be extended within a reasonable amount of time or where development cannot connect to the municipal system in a cost-efficient manner (as determined by the Village). The following requirements should be included: d) The property shall not be located within the zone of recharge for the municipal water system. e) Only conventional septic systems shall be allowed; no holding tanks or mound systems shall be used. f) A Joint Developer's Agreement between the developer and the Village, recorded against the property, shall be required to specify that the property shall connect to the municipal system when utilities are extended to the area and be assessed at the time of connection.	
Town	Continue to expand recreational opportunities at the Town Park.	ongoing
Entity	**Agricultural & Natural, and Cultural Resources**	**Suggested Timeline**
Shared	Consider options for regulating wind and solar farms (discussed in more detail in Chapter 9).	short-term
Shared	Consider the adoption of a dark skies/lighting ordinance. Or, as an alternative, evaluate existing regulations to integrate lighting standards that control light pollution while increasing energy efficiency.	long-term
Shared	Explore the creation and adoption of low-impact development (LID) standards to encourage and incentivize systems and practices that use or mimic natural processes to manage stormwater runoff (100% on-site retention), such as rain gardens, bioswales, and pervious pavement. Consider the maintenance requirements and plan during exploration.	short-term
Shared	Engage community youth organizations, such as Scouts or 4-H, to assist with implementation of natural resource projects including a rain barrel program, pollinator gardens, etc.	ongoing
Shared	Jointly work to identify ways to protect the Village's wellhead and recharge areas.	ongoing
Shared	Prevent any new intensive land disturbances within the 100-year floodplain.	ongoing
Shared	Work with the St. Croix County Conservationist to encourage and educate landowners on soil health and shoreland best management practices.	short-term
Shared	Support and encourage action on the core recommendations from the 2017 St. Croix County Study Group *Report on the Protection of Surface and Groundwater Quality in St. Croix County*, which include: • Explore regulatory and licensing options for the siting and monitoring of livestock operations.	short-term

	• Increase the number of acres in nutrient management plans. • Revise the County's land use policy and zoning ordinances to protect groundwater resources. • Develop a County protocol for urgent response to actual or potential water resource pollution events. • Develop a scientifically sound drinking water well testing program and create baseline data to measure quality over time. • Inventory and map environmentally sensitive areas and conduits to groundwater as well as areas with high vulnerability to pollutants. • Develop a plan for an inset model and conduct additional research on the source of nitrate issue. • Maintain an active water quality committee.	
Shared	Continue to collaborate to address stormwater management challenges in the area and explore long-term solutions for flooding at Twin Lakes. Some potential actions include: • Reactivate the Joint Twin Lakes Committee in a productive and constructive manner to identify a preferred approach to mitigating flooding at Twin Lakes. • Engage WI DNR to identify possible mitigation strategies or solutions for discharge. • Consider pursuing a FEMA Assistance or Mitigation Grant or WI PreDisaster Flood Resilience Grant to study and determine specific, feasible solution.	ongoing
Shared	Work with local partners (i.e. Chamber of Commerce) to create and maintain a community events brochure.	long-term
Shared	Establish a landmarks program of historic sites, neighborhoods, etc. to help showcase and educate residents and visitors on the historical resources within the Roberts-Warren Area.	long-term
Shared	As detailed in the Economic Development element, explore a place brand initiative that will help bring the Roberts-Warren Area community together with an emphasis on activating the brand downtown.	short-term
Village	Continue to allow for urban agriculture (chickens, beekeeping, etc.) and community gardening, where appropriate, within the Village.	ongoing
Village	Explore opportunities for developing a farmers' market within the community.	long-term
Village	Continue to implement and enforce wellhead protection in the Village for the municipal wellfields.	ongoing
Village	Review standards and processes for maintaining stormwater ponds and ensure that stormwater facilities are being properly maintained.	short-term
Town	Explore adopting a large livestock licensing ordinance or other regulations on large animal facilities to mitigate impacts to health and safety of the community. Given the Kinnickinnic River and karst	short-term

	topography, there may be justification to include more stringent standards.	
Town	Encourage private water/well testing and promote the County's well testing program. If nitrate levels continue to rise, educate residents on sources of nitrates and potential mitigation actions (e.g., reverse osmosis systems).	ongoing
Town	Work with St. Croix County to pursue zoning modifications to allow adaptive reuse of old barns for non-agricultural purposes, such as storage.	short-term
Town	Explore incentive programs for maintaining old barns that contribute to the rural landscape of the Town.	long-term
Entity	**Economic Development**	**Suggested Timeline**
Shared	Encourage the Chamber and other economic development partners to help better promote existing businesses and market available development opportunities along with vacant commercial space.	short-term
Shared	Work with the St. Croix EDC to market the area and attract desired uses including a grocery store as well as niche stores in downtown.	short-term
Shared	Prepare a STH 65 corridor master plan that fully examines the capacities, limitations and opportunities for the corridor as described in the Transportation and Land Use chapters.	short-term
Shared	Explore a place brand initiative that will help bring the Roberts-Warren Area community together with an emphasis on activating the brand downtown.	long-term
Village	Establish and integrate commercial site planning & design standards into the Village's zoning ordinance to help reinforce an identity and sense-of-place unique to each area for commercial development in the Village.	short-term
Village	Consider creating a business marketing or recruitment packet to showcase the various development sites available in the Village, especially downtown.	long-term
Village	Continue to market the Roberts Rail Park and ensure that the transportation network and Future Land Use Plan accommodate development in this area.	ongoing
Village	Support and prioritize placemaking efforts in downtown Roberts to make the area more inviting and tie the downtown core together. Efforts could include murals, signage, wayfinding, unique aesthetics (colored doors), among others.	short-term
Village	Evaluate ordinances to allow for vertical mixed-use development in downtown.	long-term

Village	Evaluate the existing supply of downtown parking. As was suggested in the Transportation element, work with the St. Croix Central School District to explore alternative parking options during larger school events to ensure that adequate parking remains available for downtown businesses.	short-term
Village	Work with the Regional Business Fund, Inc. to establish a downtown façade loan program.	short-term
Village	Explore alternative funding options to support downtown infrastructure improvements. Sources to consider include Tax Increment Financing (TIF), Business Improvement District (BID), fundraising efforts, etc.	long-term
Village	Increase property owner and potential investor awareness of available incentives and potential financial assistance (e.g., historic preservation tax credits, architectural barrier removal tax deductions, other assistance) to support downtown building renovation and upkeep.	short-term
Village	Complete a Safe Routes to Downtown Plan to increase pedestrian and bike accessibility to and within downtown. Assess the need for bike racks downtown and install, if needed.	long-term
Village	Collaborate with community partners on efforts to revitalize downtown Roberts. The following components should be considered, following the basics of the Main Street approach. ○ Establish an ad-hoc committee or taskforce that is empowered to lead downtown revitalization efforts. Some specific tasks of the group should include: ▪ Inventory downtown buildings and businesses to better understand the type, age, and quality of buildings and make-up of businesses. ▪ Engage downtown business owners to better understand the strengths, needs and growth opportunities in downtown. ▪ Establish partnerships and engage people and groups to join in the revitalization efforts. ▪ Consider preparing a downtown revitalization plan, conducting a placemaking workshop, or participating in the WEDC Connect Communities program. ○ Collaborate with the St. Croix Economic Development Corporation and other partners to promote and market the downtown. Utilize branding, programming, and other tools such as buy-local campaigns or incentives to attract people to downtown. ○ Encourage downtown building owners and businesses to improve the appearance of downtown. Use public-private investment to clean-up and refresh buildings.	short-term

	○ Create a supportive environment for entrepreneurship and innovation. Explore opportunities to convert unused spaces, encourage pocket or pop-up shops, evaluate business recruitment tools.	
Town	Work with St. Croix County to explore potential design standards for rural commercial development areas.	long-term
Entity	**Intergovernmental Cooperation**	**Suggested Timeline**
Shared	To improve communication and coordination, the Village Board and Town Board should meet quarterly or semi-annually to discuss plans, intergovernmental issues, etc.	ongoing
Shared	Maintain ongoing communication with the St. Croix Central School District for long-range campus master planning.	ongoing
Shared	For expected growth areas, identified on the Preferred Future Land Use Map in Chapter 9, the Town and Village will continue to work collaboratively, including exploring the potential creation of a cooperative boundary agreement or Extraterritorial Zoning. Under such an intergovernmental agreement, the Village may entertain providing municipal services outside of its boundary.	long-term
Shared	Strongly encourage coordination between federal agencies, states, county, and local governments to achieve policy consistency and resolve conflicts.	ongoing
Village	Meet with the St. Croix Central School District on a semi-annual basis to discuss plans or challenges related to the Elementary School.	ongoing
	Land Use	**Suggested Timeline**
Shared	For expected growth areas, the Town and Village will continue to work collaboratively, including exploring the potential creation of a cooperative boundary agreement and/or Extraterritorial Zoning. Under such an intergovernmental agreement, the Village may entertain providing municipal services outside of its boundary.	long-term
Village	The Village will evaluate the following regulatory tools to achieve the goals and objectives of this Plan: a. Revisit the current Village Zoning map to ensure consistency with the Preferred Future Land Use Map. b. Evaluate the Village's Zoning Ordinance and consider consolidating zoning districts to make it easier to administer and understand.	long-term

	c. As referenced in the Housing section, review and update the Village's land use regulations to promote quality housing and neighborhoods. d. Explore creating distinct zoning districts, with different permitted uses and standard, unique to each industrial and business park in the Village. e. As referenced in the Natural Resources section, consider the adoption of a dark sky ordinance. f. Once a revised official map is adopted, revisit the Preferred Future Land Use Plan map for those areas near new transportation corridors or alignments for potential changes. g. As part of the Comprehensive Outdoor Recreation Plan, complete an impact fee and land dedication needs assessment to determine whether the current public sites and open space requirements under Chapter 58 Subdivisions and Platting are sufficient to meet the community's needs.	
Village	As part of the master planning for the STH 65 Corridor, create design guidelines for the corridor that will help maintain the desired small-town character while serving as a community gateway.	short-term
Village	Following approval of a master plan for the Planned Neighborhood, rezone the area to be consistent with the plan and encourage development to occur.	long-term
Town	For proposed solar projects primarily generating power for offsite distribution, the Town of Warren will: d. Adopt a licensing-type ordinance for solar projects less than 100MW e. Encourage Joint Development Agreements (JDAs) for solar and wind projects f. The ordinance and JDAs will address the following items: • Planning & construction • Use of roads and road repair obligations • Drainage repair obligations • Allocation of Utility Shared Revenue Proceeds • Obligation to restore farmland • Assurances • Setbacks, equipment height, vegetation, and fencing The Town will also consider extending similar regulations to wind energy systems.	short-term

Required Due Diligence

Our world is dynamic and ever changing in many different ways (e.g., demographics, regulations, resources, natural environment, economic, issues, opportunities). Prior to implementation, the Village and Town will consider and reassess each action item to ensure each is feasible and in the best interest of the community. Changing conditions in the community may necessitate an addition or modification to the recommended policies and strategies. It is anticipated that other stakeholders will perform similar due diligence.

The Village Board, alongside community partners, has responsibility for implementing the Village of Roberts strategies and policies, though some actions may be delegated to the Village Plan Commission, Village departments, or other committees. For instance, the Village Board will often delegate to the Plan Commission the responsibility of drafting new ordinances or code changes for review and recommendation by the Board. Similarly, the Town Board, along with community partners, has responsibility for implementing the Town of Warren strategies and policies.

10.2 Plan Integration and Consistency

The Village of Roberts and Town of Warren Comprehensive Plan has an important role as a guide for future action and policy decisions in the Roberts-Warren Area. As noted in the respective elements and Appendix D, great effort was made during the planning process to consider and integrate other relevant plans, studies, and programs to promote consistency. And in some cases, the policies and strategies of this comprehensive plan refers to the recommendations of other plans such as the Capital Improvements Plans; this plan effectively incorporates these other plans by reference.

The elements of the Comprehensive Plan are also internally consistent. Indeed, there is much overlap between many of the plan elements. The goals, objectives, policies, and strategies were reviewed to ensure consistency and there are cross-references between elements to highlight these relationships. As the plan developed, major consistent themes emerged that moved the plan toward consistent conclusions and compatible approaches to addressing the issues and opportunities.

The plan should be used and applied as a whole. Should the Village or Town find that a specific circumstance or proposal is possibly inconsistent with one or more parts of the Comprehensive Plan, but consistent with one or more other parts, then the community should use its best judgment to evaluate the circumstance(s) against the vision, goals, and objectives of the plan as a whole.

Wisconsin Statute §66.1001 also requires that if the Village or Town enacts or amends any of the following ordinances, the ordinance must be consistent with and furthers (not contradicts) the objectives, goals, and policies within this comprehensive plan:

- Official maps
- Subdivision ordinance
- Zoning ordinance, except for conditional use permits[20]
- Shoreland/wetland zoning ordinance

[20] Wis. Stats. §66.1001 states that "a conditional use permit that may be issued by a political subdivision does not need to be consistent with the political subdivision's comprehensive plan." However, the City recognized that it is good practice for such permit decisions to be consistent with this plan to the extent reasonably possible.

If any provision of this Comprehensive Plan is found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application.

In the future, when the Village or Town is requested to comment on proposed changes to other plans, the Comprehensive Plan can provide important guidance to officials and other stakeholders. And any future Comprehensive Plan amendments by the Village and Town should first be evaluated for consistency with the overall Plan.

10.3 Plan Monitoring and Evaluation

Plan monitoring encourages implementation of this plan, tracks progress, and promotes consistency in decision-making. Any plan is subject to the passage of time, which increases the likelihood its policies and strategies will become outdated or obsolete. Where this is a joint plan, both the Village and Town are responsible for monitoring changing conditions and plan implementation to evaluate whether a plan amendment or update is needed.

The Joint Plan Committee guiding this plan update desired that Roberts and Warren be proactive with an annual review of progress on plan implementation while anticipating changing conditions. The Committee also emphasized the importance of sharing progress on implementation of the plan. As such, the Joint Plan Committee will remain active with an annual review of the plan actions and an evaluation of progress on plan implementation; the Committee will also meet as needed to discuss land use issues and inquiries. While it is likely that the Committee does not need official bylaws, a letter agreement that spells out the roles, functions, and commitments of the Committee may be beneficial.

The Joint Plan Committee will conduct an annual evaluation of the plan that considers the following questions:

(a) Any significant new trends or community changes occurred since the previous evaluation?

(b) Have any issues or proposals arose that conflict with the plan?

(c) Have law changes occurred (including State or Federal rule changes) that necessitate a plan change, especially to the policies?

(d) What is the progress on implementation of the recommended strategies (action items)?

(e) Are there any needed plan amendments?

It is recommended that plan reviews occur as part of a public meeting and the public be given the opportunity to comment. The Joint Plan Committee will report its findings of each review to both the Village and Town Plan Commissions, who may then propose to move forward with the process for considering a plan amendment or update.

10.4 Plan Amendments and Updates

Plan monitoring and evaluation is an ongoing process and may lead to the realization that the Comprehensive Plan requires an amendment or updating. However, frequent plan amendments and updates should be avoided.

Plan Amendments

Plan amendments are minor changes or additions to maps or text within this plan as deemed necessary and appropriate. Plan amendments occur without needing to update all data, maps, service descriptions, etc., as long as the Comprehensive Plan remains internally consistent.

The process for a Plan Amendment is as follows:

- Plan amendment request is submitted to Joint Village and Town Plan Committee for review and recommendation to the Village and Town Plan Commissions
- Village and Town Plan Commissions hold required public hearing and make recommendation on the request to the Village and Town Boards
- Village and Town Board take final action on the proposed amendment

While not statutorily required, the Joint Plan Committee determined that it would be best for all proposed comprehensive plan amendments, including a change to the Preferred Future Land Use Plan Map, to be approved by both the Village Board and Town Board. The Village and Town Planning Commissions must be given sufficient opportunity to make a recommendation to the respected Village and Town Boards on proposed amendments prior to the Board decisions. Plan amendments are typically triggered by Village or Town Board request or by plan monitoring/evaluation by the Joint Plan Committee or Village or Town Plan Commission. However, a community member or landowner may also petition for a plan amendment.

Prior to a plan amendment, including a Preferred Future Land Use Map amendment, the Joint Plan Committee, Plan Commissions and Boards shall consider the following criteria:

- A proposed project should be evaluated for consistency with the *Village of Roberts and Town of Warren Comprehensive Plan* as a whole as well as other pertinent community plans.
- A proposed project should not contradict the objectives, goals, and policies of the Comprehensive Plan as whole, or else additional plan changes may be necessary.
- There should be a clear public need for the proposed change or that unanticipated circumstances have resulted in a public need for the change.
- The proposed change is likely to have a positive fiscal and/or quality of life impact on the Roberts-Warren Area.
- The proposed change will not create an unreasonable burden on the community to provide and fund services and public facilities.
- The proposed change should also not result in substantial adverse impacts to the community, nearby properties, or the character of the area.

The Village and Town may require the petitioner(s) to prepare reports, impact studies, fiscal analyses, or fund other studies prior to a decision on amending the Comprehensive Plan.

Land Use Decisions

This plan is jointly prepared by the Village of Roberts and Town of Warren and cooperation between the two jurisdictions is encouraged and recommended in many of the strategies. However, actions on land use decisions such as zoning amendments, land division requests, or other regulatory items, are solely at the discretion of each governing body. The Village does not have the authority to “veto” or overturn an action made by the Town regarding land use decisions and vice-versa.

Plan Updates

Plan updates are typically a more substantial re-write of the text involving major revisions to multiple or all of plan sections, including updating of plan goals, data, tables, services, and maps. A plan amendment can be completed in a matter of months compared to a plan update, which can require a year or more.

A plan update is initiated by the Village and Town. The plan will be updated at least every 10 years as required by State law, unless a more frequent update is deemed necessary by both the Village and Town Boards. This plan update was a significant undertaking as the previous plan is 22 years old. The Joint Plan Committee anticipates that the next plan update may not need to be as "comprehensive" as this update.

The Village and Town Planning Commissions are responsible for facilitating the plan update, working within any general guidelines provided jointly by the Village Board and Town Board, though one or more ad hoc steering committees, such as the Joint Plan Committee, may be used or formed to guide the plan update.

While this plan updates the joint Village and Town Comprehensive Plan adopted in 2002, when a plan update is being discussed in 9 years, the Joint Plan Committee will reassess and provide a recommendation to the Plan Commissions and Boards as to whether to continue with a joint comprehensive plan for the Village of Roberts and Town of Warren.

Statutorily, plan amendments and plan updates have the same minimum public participation and adoption requirements, though updates often involve greater opportunities of public input at the discretion of the community. Plan amendments and public shall follow the noticing, public hearing, and approval process described in Wis Stats. §66.1001.

10.5 Additional Implementation Recommendations

While this Implementation element supports the previous plan elements and does not have separate goals, objectives, or policies, the following are some general implementation recommendations for the Village and Town that were identified during the planning process.

Public Participation & Engagement

The Village of Roberts and Town of Warren value public participation in community planning, decision-making, and programming. This participation is founded on keeping the community informed and open governance. **The following ongoing policies and strategies are recommended:**

- The updated Comprehensive Plan and other community plans will be available to the public at the Village's and Town's website. Promote the municipal websites as a place for residents to obtain information and encourage residents to sign-up for municipal email update lists, when available.
- Continue to use social media and the Village and Town websites as a means to keep the public informed of timely issues or matters of importance. Work to promote and educate the Village and Town social media sites as the official source of information rather than other general community pages.
- While there is no newspaper or print media source, consider inserting updates into the utility bills or similar mailings to help keep residents informed.
- Share information with other community organizations, such as the local Chamber, School District, and Library, who can help promote Village and Town information to members.

- Continue to keep Village and Town staff and elected officials informed and in compliance with open meetings and open records rules.
- Inform and engage the public on land use (rezoning, land division, etc.) requests.

Partnerships & Collaboration

The Roberts-Warren Area has active community organizations, supportive businesses, and other strong partners. The Village and Town recognize that the goals and objectives of this plan cannot be achieved without the engagement and support of these partners. Many of these partners are recognized in the previous elements.

Volunteerism & Community Giving

The Joint Plan Committee recognized the importance of volunteerism as a way to achieve many of the Joint Comprehensive Plan's goals and objectives. It was also recognized that some organizations and events are struggling to get new volunteers, while funding for continuing operational expenses is often challenging. There is also a lack of information on volunteer groups and opportunities, making it difficult for people to participate and volunteer within the community.

Some recommended strategies from the Joint Plan Committee related to volunteerism and community giving include:

- Celebrate shared volunteerism and community giving successes, while marketing volunteer opportunities and the many great things being done. (Ongoing)
- Continue to engage area businesses as active members of the community and foster the current giving culture. (Ongoing)
- Strive to improve communication and maximize resources between community groups. Consider collaborating to identify and fund a volunteer and community giving coordinator to act as a "central place" or "clearinghouse" for coordination between organizations. (Short-range)
- Create a page on the Village's website that lists the contact information for volunteer organizations in the Roberts-Warren Area along with volunteerism and community giving opportunities. (Short-range)
- Use community events, such as the sesquicentennial, as an opportunity to engage residents and build the volunteer base and foster coordination in the Roberts-Warren Area.



APPENDICES

Appendix A: Background Information and Data

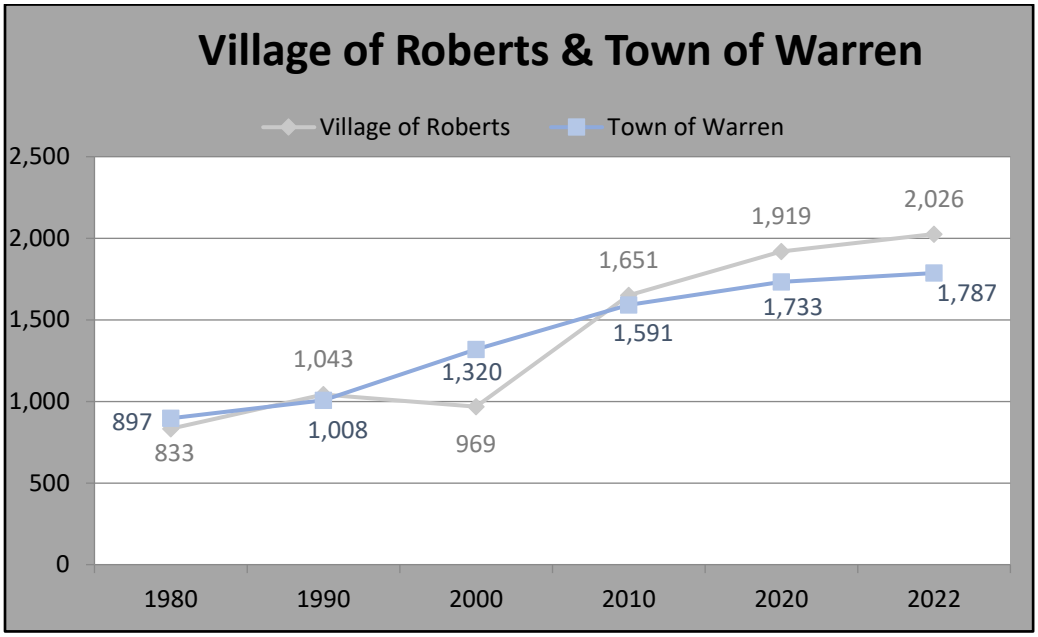
This section highlights some of the key background information and data used by the Village of Roberts and Town of Warren Joint Plan Committee during the update of the joint Village and Town comprehensive plan. Additional data, forecasts/projections, and related discussion can be found in the plan text.

Population and Demographics

2022 WDOA Official Population Estimate:

Village of Roberts 2,026 residents Town of Warren 1,787 residents

Village of Roberts & Town of Warren Population Change, 1980 – 2022



Source: U.S. Census Decennial 1970 – 2020; Wisconsin DOA Estimate for 2022

Population by Age, Village of Roberts, 2000, 2010, & 2020

	2000		2010		2020		% Change 2000-2020
Age (years)	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	62	6.4%	172	10.4%	165	8.6%	166.1%
5 to 19	210	21.7%	348	21.1%	400	20.8%	90.5%
20 to 44	423	43.7%	673	40.8%	742	38.7%	75.4%
45 to 64	210	21.7%	364	22.0%	402	20.9%	91.4%
65+	64	6.6%	94	5.7%	210	10.9%	228.1%
Total	969		1,651		1,919		98.0%
Median Age	31.8 (SC Co – 35.0)		31.3 (SC Co – 36.7)		33.6 (SC Co – 39.9)		+1.8 (SC Co +4.9)

Source: U.S. Census Decennial 2000, 2010, & 2020

Population by Age, Town of Warren, 2000, 2010, & 2020

	2000		2010		2020		% Change 2000-2020
Age (years)	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	84	6.4%	105	6.6%	97	5.6%	15.5%
5 to 19	365	27.7%	354	22.3%	371	21.4%	1.6%
20 to 44	472	35.8%	467	29.4%	489	28.2%	3.6%
45 to 64	317	24.0%	533	33.5%	522	30.1%	64.7%
65+	82	6.2%	132	8.3%	254	14.7%	209.8%
Total	1,320		1,591		1,733		31.3%
Median Age	35.9 (SC Co – 35.0)		39.6 (SC Co – 36.7)		42.1 (SC Co – 39.9)		+6.2 (SC Co +4.9)

Source: U.S. Census Decennial 2000, 2010, & 2020

Population Estimates & Projections for the Village of Roberts, 2000-2040

	2000 Census	2010 Census	2020 Proj	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2020 Census -2040 Proj
WisDOA Population Projections (2025-2040)									
Total Population	969	1,651	1,890	1,919	2,045	2,195	2,290	2,360	
Population Change		682		268	126	150	95	70	441
% Population Change		70.4%		16.2%	6.6%	7.3%	4.3%	3.1%	23.0%

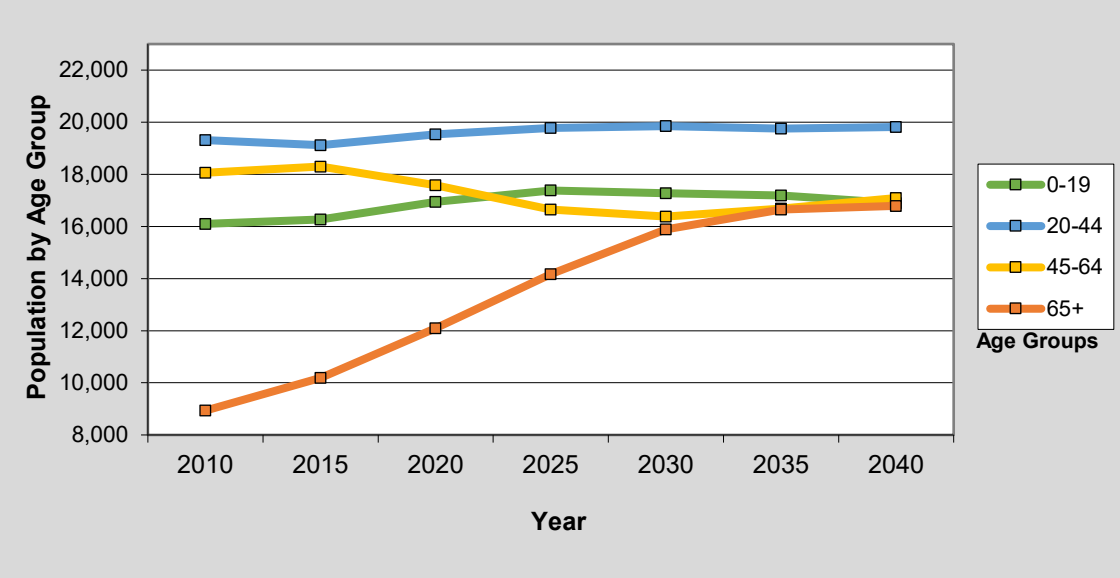
Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections

Population Estimates & Projections for the Town of Warren, 2000-2040

	2000 Census	2010 Census	2020 Proj	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2020 Census -2040 Proj
WisDOA Population Projections (2025-2040)									
Total Population	1,320	1,591	1,790	1,733	1,910	2,015	2,080	2,115	
Population Change		271		142	177	105	65	35	382
% Population Change		20.5%		8.9%	10.2%	5.5%	3.2%	1.7%	22.0%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections

WisDOA Population Projections, Chippewa County, 2010-2040



Source: Wisconsin Department of Administration, Final Population Projections, 2013

Education, Income, and Employment

Educational Attainment of Persons Age 25 & Older, 2021

	V Roberts		T Warren	
Attainment Level	**#**	**%**	**#**	**%**
Less than 9th Grade	25	2.1	24	2.0
9th Grade to 12 Grade, No Diploma	34	2.9	22	1.9
High School Graduate (includes equivalency)	337	28.3	257	21.6
Some College, No Degree	236	19.8	288	24.2
Associate Degree	281	23.6	229	19.3
Bachelor's Degree	238	20.0	301	25.3
Graduate or Professional Degree	38	3.2	68	5.7
TOTAL PERSONS 25 AND OVER	1,189		1,189	

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

- Educational attainment of Village residents has been improving with 95.0 percent of residents over 25 years of age in 2021 (ACS 5-year estimates[21]) having at least attained a high school diploma as compared to 89.9 percent in 2010 and 2000. The same is true of the Town of Warren where 96.1 residents over 25 years of age in 2021 was a high school graduate or higher compared to 93 percent in 2000.

[21] Many of the 2021 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

Median Household Income, 2000 - 2021

	2010	2021	% change 2000 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 age 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 age 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.
- In 2021, 12.1 percent of persons and 10.0 percent of families in the Village of Roberts were below the poverty level at some time in the previous 12 months. This is compared to 0.9 percent and 0.0 percent, respectively, for the Town of Warren. In St. Croix County, it is estimated that 5.8 percent of persons and 4.4 percent of families were below the poverty level at some point in 2021.

	2010		2021	
	Unemployed	Unemployment Rate	Unemployed	Unemployment Rate
Village of Roberts	77	8.0%	11	1.0%
Town of Warren	73	7.2%	26	2.6%
St. Croix County	2,956	6.2%	1,124	2.2%
Wisconsin	204,600	6.7%	109,017	3.5%

Unemployment Rate, 2010 & 2021

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

Means of Transportation to Work for Workers 16 Years & Over, 2021

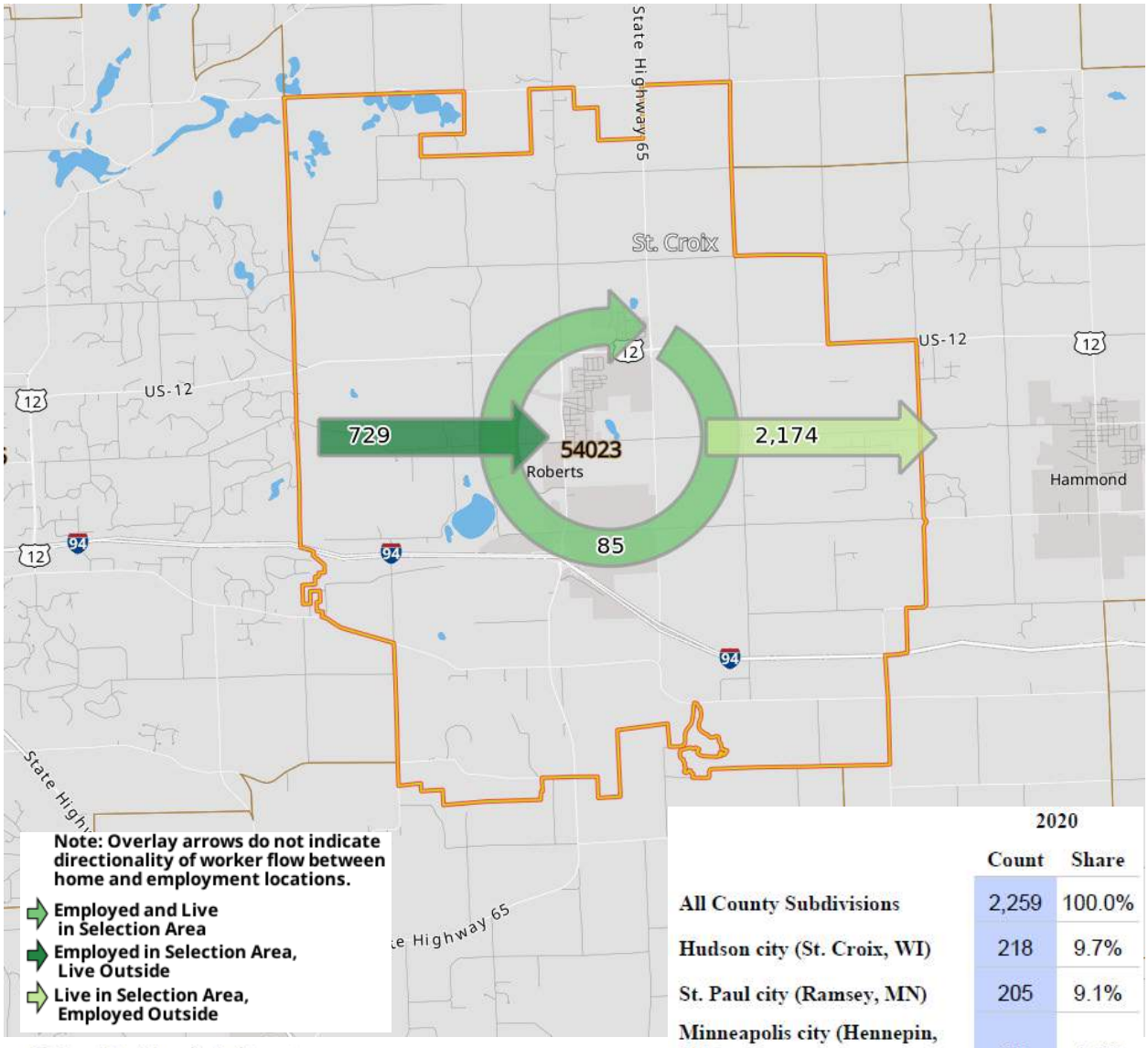
Primary Means of Transportation	V Roberts - Percent of Workers	T Warren – Percent of Workers
Car, Truck, or Van – Drove Alone	80.5%	82.0%
Car, Truck, or Van - Carpooled	11.0%	7.6%
Public Transportation (excluding taxi)	0.0%	0.3%
Walked	1.3%	0.4%
Bicycle	0.0%	0.2%
Taxicab, motorcycle, or other	0.9%	0.9%
Worked at home	6.3%	8.6%

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

Of employed residents in the Village of Roberts, mean travel time to work was 30.0 minutes. Employed residents in the Town of Warren had a mean travel time to work of 29.7 minutes.

Inflow / Outflow Analysis, 54023 Zip Code, 2020 (Primary Job)

Source: U.S. Census Bureau OnTheMap



Inflow/Outflow Job Counts (Primary Jobs)

	2020 Count	2020 Share
Employed in the Selection Area	814	100.0%
Employed in the Selection Area but Living Outside	729	89.6%
Employed and Living in the Selection Area	85	10.4%
Living in the Selection Area	2,259	100.0%
Living in the Selection Area but Employed Outside	2,174	96.2%
Living and Employed in the Selection Area	85	3.8%

	2020 Count	2020 Share
All County Subdivisions	2,259	100.0%
Hudson city (St. Croix, WI)	218	9.7%
St. Paul city (Ramsey, MN)	205	9.1%
Minneapolis city (Hennepin, MN)	95	4.2%
Hammond village (St. Croix, WI)	90	4.0%
Baldwin village (St. Croix, WI)	87	3.9%
New Richmond city (St. Croix, WI)	87	3.9%
Roberts village (St. Croix, WI)	76	3.4%
Hudson town (St. Croix, WI)	60	2.7%
Woodbury city (Washington, MN)	50	2.2%

Land Use

Land Use Acreage and Assessed Value Per Acre, Village of Roberts, 2012 and 2022

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2012									
# Parcels	28	2	6	15	592	64	7	0	714
# Improved	-	-	-	-	483	53	6	0	542
Acres	759	19	37	61	57	113	59	0	1,105
Land Value per Acre	$193	$5,216	$4,435	$2,123	$272,775	$33,061	$18,364	$-	$18,920
Improv. Value per Imp. Parcel	-	-	-	-	$102,332	$378,089	$1,505,450	$-	$144,830
2022									
# Parcels	32	1	8	20	644	77	8	0	790
# Improved	-	-	-	-	622	61	7	0	690
Acres	734	8	51	77	83	271	80	0	1,304
Land Value per Acre	$194	$4,025	$2,259	$1,853	$224,305	$28,927	$20,849	$-	$21,890
Improv. Value per Imp. Parcel	-	-	-	-	$147,035	$681,577	$1,232,486	$-	$205,304
Difference									
# Parcels	4	-1	2	5	52	13	1	0	76
# Improved	-	-	-	-	139	8	1	0	148
Acres	-25	-11	14	16	26	158	21	0	199
Land Value per Acre	$1	$(1,191)	$(2,176)	$(270)	$(48,471)	$(4,134)	$2,484	$-	$2,970
Improv. Value per Imp. Parcel	-	-	-	-	$44,703	$303,488	$(272,964)	$-	$60,474

Source: Wisconsin Department of Revenue

Notes:

- *The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.*
- *Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.*

Land Use Acreage and Assessed Value Per Acre, Town of Warren, 2012 and 2022

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2012									
# Parcels	535	38	88	296	612	28	1	41	1,639
# Improved	-	-	-	-	546	19	1	44	610
Acres	13,339	659	940	1,411	2,468	224	1	137	19,179
Land Value per Acre	$183	$3,797	$1,971	$1,526	$11,326	$8,129	$14,700	$7,057	$2,070
Improv. Value per Imp. Parcel	-	-	-	-	$165,845	$116,774	$39,700	$111,445	$160,186
2022									
# Parcels	573	33	92	392	685	30	1	49	1,855
# Improved	-	-	-	-	640	23	0	49	712
Acres	13,148	378	824	1,627	2,461	243	2	150	18,833
Land Value per Acre	$183	$4,996	$2,535	$1,603	$20,653	$10,255	$5,950	$13,943	$3,420
Improv. Value per Imp. Parcel	-	-	-	-	$211,586	$409,583	$-	$130,231	$212,383
Difference									
# Parcels	38	-5	4	96	73	2	0	8	216
# Improved	-	-	-	-	94	4	-1	5	102
Acres	-191	-281	-116	216	-7	19	1	13	-346
Land Value per Acre	$(1)	$1,199	$564	$77	$9,327	$2,126	$(8,750)	$6,886	$1,350
Improv. Value per Imp. Parcel	-	-	-	-	$45,741	$292,809	$(39,700)	$18,785	$52,197

Source: Wisconsin Department of Revenue

Notes:

- *The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.*
- *Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.*

Demographic and Income Profile

Roberts village, WI
Roberts village, WI (5510968475)
Geography: County Subdivision

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	1,804	1,919	1,998	2,010
Households	679	747	781	794
Families	492	-	561	567
Average Household Size	2.66	2.57	2.56	2.53
Owner Occupied Housing Units	526	-	620	648
Renter Occupied Housing Units	154	-	161	146
Median Age	33.7	-	36.4	37.0

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.12%	0.11%	0.30%
Households	0.33%	0.33%	0.49%
Families	0.21%	0.25%	0.44%
Owner HHs	0.89%	0.52%	0.66%
Median Household Income	1.75%	2.54%	2.57%

	2023		2028	
Households by Income	Number	Percent	Number	Percent
<$15,000	20	2.6%	17	2.1%
$15,000 - $24,999	24	3.1%	18	2.3%
$25,000 - $34,999	39	5.0%	33	4.2%
$35,000 - $49,999	105	13.4%	94	11.8%
$50,000 - $74,999	173	22.2%	174	21.9%
$75,000 - $99,999	107	13.7%	105	13.2%
$100,000 - $149,999	182	23.3%	194	24.4%
$150,000 - $199,999	91	11.7%	117	14.7%
$200,000+	40	5.1%	42	5.3%
Median Household Income	$80,539		$87,829	
Average Household Income	$102,268		$113,299	
Per Capita Income	$39,976		$44,756	

	Census 2010		2023		2028	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	163	9.0%	145	7.3%	153	7.6%
5 - 9	154	8.5%	140	7.0%	147	7.3%
10 - 14	124	6.9%	164	8.2%	142	7.1%
15 - 19	97	5.4%	133	6.7%	137	6.8%
20 - 24	94	5.2%	117	5.9%	105	5.2%
25 - 34	312	17.3%	255	12.8%	262	13.0%
35 - 44	266	14.7%	324	16.2%	318	15.8%
45 - 54	264	14.6%	234	11.7%	242	12.0%
55 - 64	210	11.6%	226	11.3%	196	9.8%
65 - 74	84	4.7%	185	9.3%	206	10.2%
75 - 84	25	1.4%	64	3.2%	88	4.4%
85+	13	0.7%	11	0.6%	14	0.7%

	Census 2010		Census 2020		2023		2028	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,725	95.6%	1,773	92.4%	1,831	91.6%	1,823	90.7%
Black Alone	15	0.8%	7	0.4%	13	0.7%	11	0.5%
American Indian Alone	6	0.3%	3	0.2%	5	0.3%	5	0.2%
Asian Alone	22	1.2%	43	2.2%	37	1.9%	44	2.2%
Pacific Islander Alone	3	0.2%	1	0.1%	2	0.1%	1	0.0%
Some Other Race Alone	9	0.5%	19	1.0%	26	1.3%	29	1.4%
Two or More Races	24	1.3%	73	3.8%	84	4.2%	97	4.8%
Hispanic Origin (Any Race)	33	1.8%	33	1.7%	40	2.0%	46	2.3%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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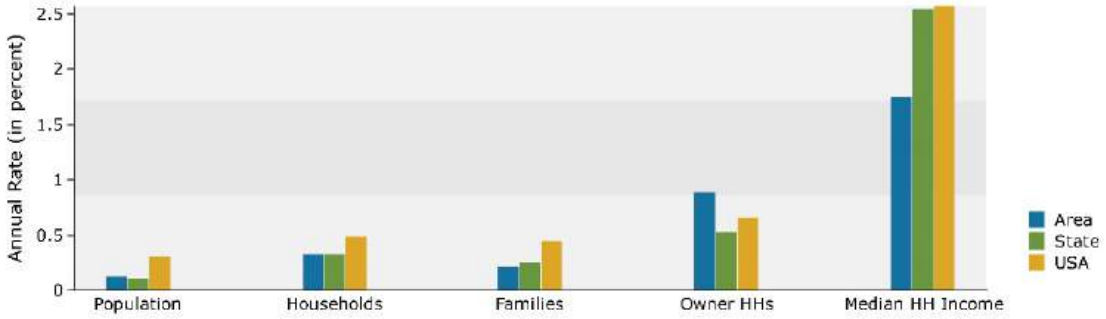
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Demographic and Income Profile

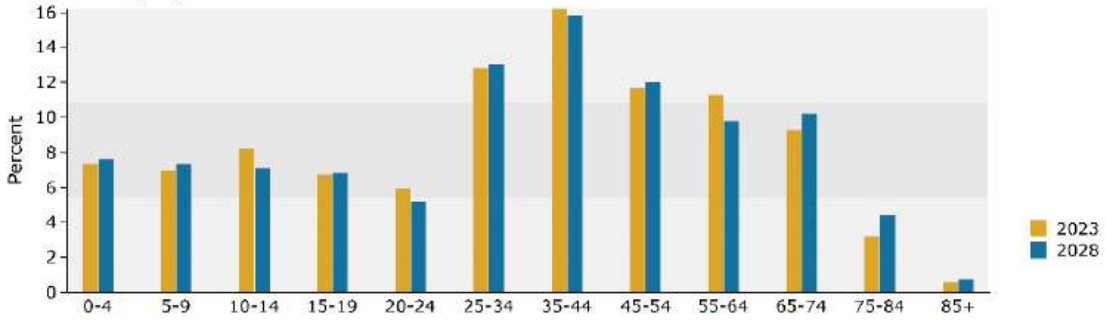
Roberts village, WI
Roberts village, WI (5510968475)
Geography: County Subdivision

Prepared by Esri

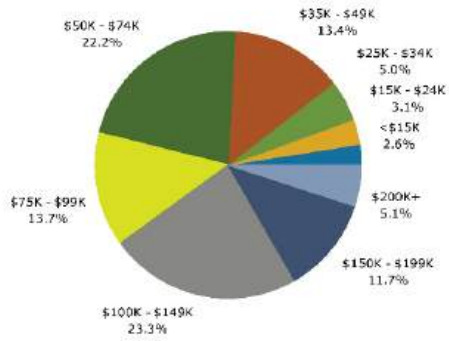
Trends 2023-2028



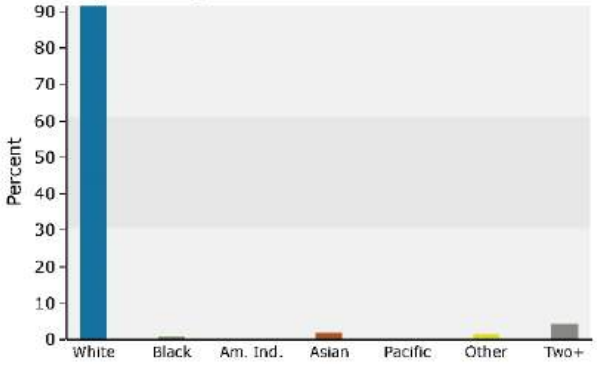
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 2.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Demographic and Income Profile

Warren town, WI
Warren town, WI (5510983400)
Geography: County Subdivision

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	1,436	1,733	1,793	1,806
Households	496	628	660	675
Families	408	-	519	525
Average Household Size	2.90	2.76	2.72	2.68
Owner Occupied Housing Units	427	-	585	596
Renter Occupied Housing Units	69	-	75	79
Median Age	36.1	-	37.0	38.6

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.14%	0.11%	0.30%
Households	0.45%	0.33%	0.49%
Families	0.23%	0.25%	0.44%
Owner HHs	0.37%	0.52%	0.66%
Median Household Income	2.07%	2.54%	2.57%

	2023		2028	
Households by Income	Number	Percent	Number	Percent
<$15,000	12	1.8%	11	1.6%
$15,000 - $24,999	11	1.7%	10	1.5%
$25,000 - $34,999	23	3.5%	19	2.8%
$35,000 - $49,999	45	6.8%	38	5.6%
$50,000 - $74,999	78	11.8%	60	8.9%
$75,000 - $99,999	76	11.5%	62	9.2%
$100,000 - $149,999	177	26.8%	191	28.3%
$150,000 - $199,999	135	20.5%	176	26.1%
$200,000+	103	15.6%	108	16.0%
Median Household Income	$118,191		$130,919	
Average Household Income	$142,209		$157,509	
Per Capita Income	$52,347		$58,870	

	Census 2010		2023		2028	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	112	7.8%	127	7.1%	117	6.5%
5 - 9	121	8.4%	137	7.6%	122	6.8%
10 - 14	119	8.3%	130	7.3%	142	7.9%
15 - 19	94	6.5%	120	6.7%	119	6.6%
20 - 24	56	3.9%	97	5.4%	87	4.8%
25 - 34	192	13.4%	227	12.7%	222	12.3%
35 - 44	221	15.4%	267	14.9%	267	14.8%
45 - 54	243	16.9%	218	12.2%	220	12.2%
55 - 64	175	12.2%	238	13.3%	229	12.7%
65 - 74	64	4.5%	168	9.4%	176	9.7%
75 - 84	31	2.2%	49	2.7%	85	4.7%
85+	9	0.6%	15	0.8%	20	1.1%

	Census 2010		Census 2020		2023		2028	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,365	95.1%	1,623	93.7%	1,669	93.1%	1,673	92.6%
Black Alone	25	1.7%	9	0.5%	7	0.4%	11	0.6%
American Indian Alone	2	0.1%	4	0.2%	4	0.2%	3	0.2%
Asian Alone	22	1.5%	17	1.0%	30	1.7%	30	1.7%
Pacific Islander Alone	0	0.0%	1	0.1%	0	0.0%	1	0.1%
Some Other Race Alone	4	0.3%	20	1.2%	21	1.2%	23	1.3%
Two or More Races	17	1.2%	59	3.4%	62	3.5%	65	3.6%
Hispanic Origin (Any Race)	22	1.5%	35	2.0%	34	1.9%	35	1.9%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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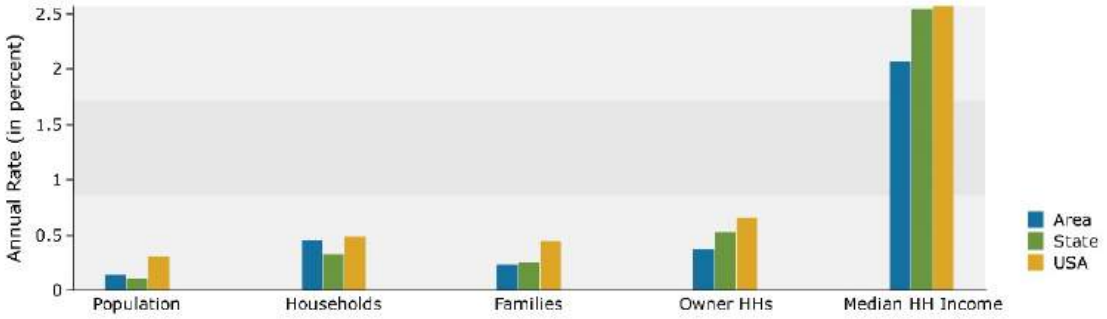
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Demographic and Income Profile

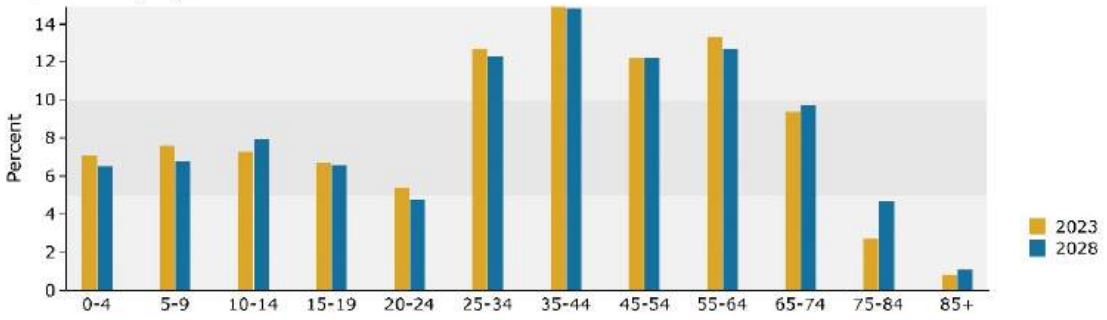
Warren town, WI
Warren town, WI (5510983400)
Geography: County Subdivision

Prepared by Esri

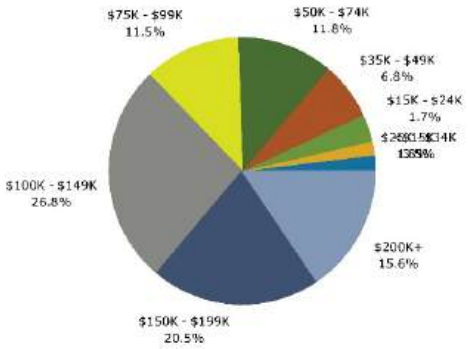
Trends 2023-2028



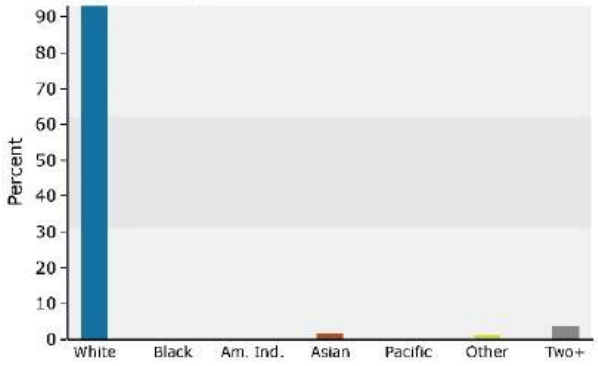
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 1.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Appendix B: Housing Data

The following housing data is a supplement to the housing data provided and conditions described in the main plan document.

Housing

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

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

Units in Structure, Village of Roberts, 2010 & 2021

	2010	% of Total	2021	% of Total
1-Unit Detached	318	50.2%	349	46.5%
1-Unit Attached	77	12.2%	187	24.9%
2 Units	47	7.4%	17	2.3%
3 or 4 units	20	3.2%	16	2.1%
5 to 9 units	27	4.3%	16	2.1%
10 or more Units	36	5.7%	21	2.8%
20 or More Units	8	1.3%	4	0.5%
Mobile Home	100	15.8%	141	18.8%
Boat, RV, Van, Etc.	0	0.0%	0	0.0%
TOTAL	633		751	

Source: U.S. Census, 2006-2010 5-Year ACS, 2017-2021 5-Year ACS – Based on sample data; ACS annual data can vary over time depending on timeline included.

***1-Unit Attached** are housing units separated by a full floor-to-ceiling wall with separate utility meters (e.g., townhouses, duplexes).*

***2 Units** are structures that have living units on separate floors (e.g., a home with a rental unit on the 2nd floor).*

Units in Structure, Town of Warren, 2010 & 2021

	2010	% of Total	2021	% of Total
1-Unit Detached	582	97.5%	607	98.9%
1-Unit Attached	2	0.3%	3	0.5%
2 Units	7	1.2%	4	0.7%
3 or 4 units	0	0.0%	0	0.0%
5 to 9 units	3	0.5%	0	0.0%
10 or more Units	0	0.0%	0	0.0%
20 or More Units	0	0.0%	0	0.0%
Mobile Home	3	0.5%	0	0.0%
Boat, RV, Van, Etc.	0	0.0%	0	0.0%
TOTAL	597		614	

Source: U.S. Census, 2006-2010 5-Year ACS, 2017-2021 5-Year ACS – Based on sample data; ACS annual data can vary over time depending on timeline included.

Units by Year Structure Built, 2021

	Village of Roberts		Town of Warren	
	Estimate	% of Total	Estimate	% of Total
Built 2020 or later	0	0.0%	0	0.0%
Built 2010 to 2019	137	18.2%	43	7.0%
Built 2000 to 2009	278	37.0%	126	20.5%
Built 1990 to 1999	54	7.2%	155	25.2%
Built 1980 to 1989	93	12.4%	116	18.9%
Built 1970 to 1979	94	12.5%	80	13.0%
Built 1960 to 1969	21	2.8%	35	5.7%
Built 1950 to 1959	25	3.3%	15	2.4%
Built 1940 to 1949	4	0.5%	17	2.8%
Built 1939 or earlier	45	6.0%	27	4.4%
TOTAL	751		614	

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

Housing Value of Owner-Occupied Units, Village of Roberts, 2021

Less than $50,000	$50,000-$99,999	$100,000 - $149,000	$150,000 - $199,999	$200,000 – $299,999	$300,000 – $499,999	$500,000 or more	Village Median Value	St. Croix County Median Value	State Median Value
65 13.5%	27 5.6%	50 10.4%	81 16.8%	209 43.4%	51 10.6%	0 0.0%	$208,200	$308,500	$230,700

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

Housing Value of Owner-Occupied Units, Town of Warren, 2021

Less than $50,000	$50,000-$99,999	$100,000 - $149,000	$150,000 - $199,999	$200,000 – $299,999	$300,000 – $499,999	$500,000 or more	Town Median Value	St. Croix County Median Value	State Median Value
7 1.2%	11 2.0%	19 3.4%	34 6.0%	122 21.6%	280 49.6%	91 16.1%	$341,000	$308,500	$230,700

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

Owner-Occupied (w/mortgage) Housing Costs as a Percentage of Household Income, Village of Roberts, 2021

Less than 20%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Village (with mortgages) % not affordable	St. Croix County (with mortgages) % not affordable
46.00%	14.80%	17.60%	4.00%	17.60%	21.60%	20.90%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.
Source: U.S. Census 2017-2021 ACS 5-Year Estimates

Owner-Occupied (w/mortgage) Housing Costs as a Percentage of Household Income, Town of Warren, 2021

Less than 20%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Town (with mortgages) % not affordable	St. Croix County (with mortgages) % not affordable
54.10%	26.00%	2.50%	6.30%	11.20%	17.50%	20.90%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.
Source: U.S. Census 2017-2021 ACS 5-Year Estimates

Contract Rent (Renter Occupied Units), 2021

	Less than $500	$500 - $999	$1,000 - $1,499	$1,500 or more	No Cash Rent	Median Contract Rent
Village of Roberts	11	66	113	37	11	$1,285
Town of Warren	0	15	11	15	3	$1,172

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

Gross Rent as a Percentage of Household Income, Village of Roberts 2021

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Village % not affordable	St. Croix County % not affordable
13.20%	43.60%	13.70%	11.50%	1.30%	16.70%	18.00%	36.00%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.
Source: U.S. Census 2017-2021 ACS 5-Year Estimates

Gross Rent as a Percentage of Household Income, Town of Warren 2021

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	Village % not affordable	St. Croix County % not affordable
29.30%	17.10%	0.00%	0.00%	0.00%	53.70%	53.70%	36.00%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.
Source: U.S. Census 2017-2021 ACS 5-Year Estimates

Housing Profile

Roberts village, WI
Roberts village, WI (5510968475)
Geography: County Subdivision

Prepared by Esri

Population		Households	
2010 Total Population	1,804	2023 Median Household Income	$80,539
2020 Total Population	1,919	2028 Median Household Income	$87,829
2023 Total Population	1,998	2023-2028 Annual Rate	1.75%
2028 Total Population	2,010		
2023-2028 Annual Rate	0.12%		

	Census 2010		2023		2028	
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	764	100.0%	808	100.0%	818	100.0%
Occupied	680	89.0%	781	96.7%	794	97.1%
Owner	526	68.8%	620	76.7%	648	79.2%
Renter	154	20.2%	161	19.9%	146	17.8%
Vacant	85	11.1%	27	3.3%	24	2.9%

	2023		2028	
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	620	100.0%	648	100.0%
<$50,000	76	12.3%	54	8.3%
$50,000-$99,999	22	3.5%	14	2.2%
$100,000-$149,999	64	10.3%	44	6.8%
$150,000-$199,999	89	14.4%	82	12.7%
$200,000-$249,999	92	14.8%	128	19.8%
$250,000-$299,999	71	11.5%	65	10.0%
$300,000-$399,999	93	15.0%	98	15.1%
$400,000-$499,999	40	6.5%	45	6.9%
$500,000-$749,999	60	9.7%	111	17.1%
$750,000-$999,999	13	2.1%	7	1.1%
$1,000,000-$1,499,999	0	0.0%	0	0.0%
$1,500,000-$1,999,999	0	0.0%	0	0.0%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$232,065		$251,538	
Average Value	$268,992		$307,060	

Census 2010 Housing Units	Number	Percent
Total	764	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	0	0.0%
Rural Housing Units	764	100.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 23, 2023

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Housing Profile

Roberts village, WI
Roberts village, WI (5510968475)
Geography: County Subdivision

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	526	100.0%
Owned with a Mortgage/Loan	405	77.0%
Owned Free and Clear	121	23.0%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	86	100.0%
For Rent	20	23.3%
Rented- Not Occupied	1	1.2%
For Sale Only	14	16.3%
Sold - Not Occupied	1	1.2%
Seasonal/Recreational/Occasional Use	9	10.5%
For Migrant Workers	0	0.0%
Other Vacant	41	47.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	681	527	77.4%
15-24	25	9	36.0%
25-34	141	103	73.0%
35-44	140	109	77.9%
45-54	160	129	80.6%
55-64	131	110	84.0%
65-74	55	46	83.6%
75-84	17	14	82.4%
85+	12	7	58.3%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	678	525	77.4%
White Alone	663	515	77.7%
Black/African American Alone	3	2	66.7%
American Indian/Alaska Native	1	1	100.0%
Asian Alone	3	2	66.7%
Pacific Islander Alone	1	1	100.0%
Other Race Alone	3	0	0.0%
Two or More Races	4	4	100.0%
Hispanic Origin	8	2	25.0%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	679	525	77.3%
1-Person	139	93	66.9%
2-Person	236	192	81.4%
3-Person	125	96	76.8%
4-Person	113	93	82.3%
5-Person	42	30	71.4%
6-Person	17	15	88.2%
7+ Person	7	6	85.7%

2023 Housing Affordability	
Housing Affordability Index	130
Percent of Income for Mortgage	17.3%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Housing Profile

Warren town, WI
Warren town, WI (5510983400)
Geography: County Subdivision

Prepared by Esri

Population		Households	
2010 Total Population	1,436	2023 Median Household Income	$118,191
2020 Total Population	1,733	2028 Median Household Income	$130,919
2023 Total Population	1,793	2023-2028 Annual Rate	2.07%
2028 Total Population	1,806		
2023-2028 Annual Rate	0.14%		

	Census 2010		2023		2028	
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	531	100.0%	676	100.0%	691	100.0%
Occupied	496	93.4%	660	97.6%	675	97.7%
Owner	427	80.4%	585	86.5%	596	86.3%
Renter	69	13.0%	75	11.1%	79	11.4%
Vacant	35	6.6%	16	2.4%	16	2.3%

	2023		2028	
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	585	100.0%	596	100.0%
<$50,000	9	1.5%	1	0.2%
$50,000-$99,999	3	0.5%	1	0.2%
$100,000-$149,999	3	0.5%	1	0.2%
$150,000-$199,999	16	2.7%	5	0.8%
$200,000-$249,999	35	6.0%	15	2.5%
$250,000-$299,999	87	14.9%	74	12.4%
$300,000-$399,999	174	29.7%	181	30.4%
$400,000-$499,999	68	11.6%	80	13.4%
$500,000-$749,999	172	29.4%	207	34.7%
$750,000-$999,999	14	2.4%	27	4.5%
$1,000,000-$1,499,999	4	0.7%	4	0.7%
$1,500,000-$1,999,999	0	0.0%	0	0.0%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$380,172		$425,000	
Average Value	$430,214		$473,448	

Census 2010 Housing Units	Number	Percent
Total	531	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	0	0.0%
Rural Housing Units	531	100.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Housing Profile

Warren town, WI
Warren town, WI (5510983400)
Geography: County Subdivision

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	427	100.0%
Owned with a Mortgage/Loan	349	81.7%
Owned Free and Clear	78	18.3%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	36	100.0%
For Rent	14	38.9%
Rented- Not Occupied	0	0.0%
For Sale Only	10	27.8%
Sold - Not Occupied	1	2.8%
Seasonal/Recreational/Occasional Use	5	13.9%
For Migrant Workers	0	0.0%
Other Vacant	6	16.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	499	429	86.0%
15-24	6	3	50.0%
25-34	83	65	78.3%
35-44	113	97	85.8%
45-54	137	122	89.1%
55-64	98	90	91.8%
65-74	38	34	89.5%
75-84	19	15	78.9%
85+	5	3	60.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	498	428	85.9%
White Alone	484	421	87.0%
Black/African American Alone	6	3	50.0%
American Indian/Alaska Native	1	0	0.0%
Asian Alone	3	1	33.3%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	1	1	100.0%
Two or More Races	3	2	66.7%
Hispanic Origin	3	2	66.7%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	496	426	85.9%
1-Person	64	44	68.8%
2-Person	182	162	89.0%
3-Person	86	78	90.7%
4-Person	100	90	90.0%
5-Person	38	31	81.6%
6-Person	16	13	81.2%
7+ Person	10	8	80.0%

2023 Housing Affordability	
Housing Affordability Index	117
Percent of Income for Mortgage	19.3%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Appendix C: Economic Data

The following economic profile is a supplement to the economic conditions described in the main plan document.

Civilian Labor Force and Employment

Employment data, especially in rural areas where agriculture, forestry, and extractive industries are a major part of the economy, can have significant seasonal and market-related employment fluctuation.

Unemployment Rate, 2010 & 2021

	2010		2021	
	Unemployed	Unemployment Rate	Unemployed	Unemployment Rate
Village of Roberts	77	8.0%	11	1.0%
Town of Warren	73	7.2%	26	2.6%
St. Croix County	2,956	6.2%	1,124	2.2%
Wisconsin	204,600	6.7%	109,017	3.5%

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

The Wisconsin Department of Workforce Development (WI DWD) calculated the 2021 unemployment rate for St. Croix County as 3.5%, with 1,745 people unemployed in the County. It calculated the unemployment rate for Wisconsin as 3.8%, with 118,698 people unemployed. WI DWD does not provide this data at the municipal level.

Educational Attainment

The table below displays the education attainment level of residents in the Village of Roberts & Town of Warren that were age 25 and older in 2020. The educational attainment level of persons within a community is often an indicator of the overall income, job availability, and well-being of the community. Lower educational attainment levels can also be a hindrance to attracting certain types of businesses, typically those that require high technical skills and upper management types of positions.

Educational Attainment of Persons Age 25 & Older, 2021

	V Roberts		T Warren	
Attainment Level	#	%	#	%
Less than 9th Grade	25	2.1	24	2.0
9th Grade to 12 Grade, No Diploma	34	2.9	22	1.9
High School Graduate (includes equivalency)	337	28.3	257	21.6
Some College, No Degree	236	19.8	288	24.2
Associate Degree	281	23.6	229	19.3
Bachelor's Degree	238	20.0	301	25.3
Graduate or Professional Degree	38	3.2	68	5.7
TOTAL PERSONS 25 AND OVER	1,189		1,189	

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

Based on American Community Survey data, educational attainment of Village residents has been improving with 95.0 percent of residents over 25 years of age in 2021 (ACS 5-year estimates[22]) having at least attained a high school diploma as compared to 89.9 percent in 2010 and 2000. The same is true of the Town of Warren where 96.1 residents over 25 years of age in 2021 was a high school graduate or higher compared to 93 percent in 2000.

Income

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, 12.1 percent of persons and 10.0 percent of families in the Village of Roberts were below the poverty level at some time in the previous 12 months. This is compared to 0.9 percent and 0.0 percent, respectively, for the Town of Warren. In St. Croix County, it is estimated that 5.8 percent of persons and 4.4 percent of families were below the poverty level at some point in 2021.

Employment by Industrial Sector

The majority of employed residents (96.2%) within the 54023 ZIP code work outside the ZIP code for their primary job per 2020 data from the Census longitudinal survey. The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend is partly attributed to the aging of the population.

The table on the following page shows the number of employed residents by industry group in the Village of Roberts and Town of Warren. Data is also provided for employment by industry from a different source for 2010 and 2020. The table reflects the economic changes in the past 10 years.

[22] Many of the 2021 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

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

Industry Performance within 54023 (Roberts) ZIP Code, 2010 and 2022

NAICS Code	Description	2010 Jobs	2022 Jobs	Change	Competitive Effect	2022 Employment Concentration
11	Agriculture, Forestry, Fishing & Hunting	11	17	5	5	0.77
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0	0	0.00
22	Utilities	0	0	0	0	0.00
23	Construction	105	132	27	(5)	1.24
31-33	Manufacturing	71	434	362	355	3.02
42	Wholesale Trade	72	119	47	41	1.78
44-45	Retail Trade	24	75	50	49	0.42
48-49	Transportation and Warehousing	32	86	54	34	1.06
51	Information	0	<10	Insf. Data	0	0.01
52	Finance and Insurance	14	<10	Insf. Data	(7)	0.11
53	Real Estate and Rental and Leasing	<10	<10	Insf. Data	0	0.10
54	Professional, Scientific, & Technical Services	19	43	24	17	0.33
55	Management of Companies and Enterprises	0	0	0	0	0.00
56	Administrative and Support and Waste Management and Remediation Services	75	45	(31)	(51)	0.38
61	Educational Services (non-public)	<10	<10	Insf. Data	4	0.13
62	Health Care and Social Assistance	17	59	42	38	0.25
71	Arts, Entertainment, and Recreation	17	14	(3)	(6)	0.47
72	Accommodation and Food Services	11	91	80	77	0.60
81	Other Services (except Public Administration)	159	149	(10)	(12)	1.64
90	Government	678	570	(108)	(95)	2.15
99	Unclassified Industry	0	0	0	(0)	0.00
	Total	1,312	1,851	539	444	

Source: Lightcast Q3 2023 Data Set, August2023

Included for reference in the previous table are competitive effect and location quotient numbers. Competitive effect is used as part of shift-share analysis to show the number of jobs gained or lost that cannot be explained by national growth or overall changes in an industry; these numbers

attempt to isolate region-specific trends. Location quotient (L.Q.) is a "snapshot in time" of how concentrated or clustered each industry is within the zip code area. In the case of manufacturing, the area has 3.02 times more jobs compared to the national average. By delving deeper into shift share and L.Q. for different years, trends, competitive advantages, and opportunities can be identified.

Employment Forecast by Industry, Roberts Zip Code (54023), 2032

NAICS Code	Description	2022 Jobs	2032 Jobs	# Change
11	Agriculture, Forestry, Fishing & Hunting	17	16	(1)
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0
22	Utilities	0	0	0
23	Construction	132	134	2
31-33	Manufacturing	434	533	100
42	Wholesale Trade	119	158	38
44-45	Retail Trade	75	79	5
48-49	Transportation and Warehousing	86	90	4
51	Information	<10	<10	Insf. Data
52	Finance and Insurance	<10	10	Insf. Data
53	Real Estate and Rental and Leasing	<10	<10	Insf. Data
54	Professional, Scientific, & Technical Services	43	48	5
55	Management of Companies and Enterprises	0	0	0
56	Administrative and Support and Waste Management and Remediation Services	45	47	3
61	Educational Services	<10	<10	Insf. Data
62	Health Care and Social Assistance	59	68	9
71	Arts, Entertainment, and Recreation	14	12	(3)
72	Accommodation and Food Services	91	106	15
81	Other Services (except Public Administration)	149	191	43
90	Government	570	654	84
99	Unclassified Industry	0	0	0
	Total	1,851	2,159	307

Source: Lightcast Q3 2023 Data Set, August2023

The table above shows an employment forecast of the Roberts/Warren 54023 zip code. It is important to note that the data at the zip code level are based on samples and the future trends are estimates.

An important feature of determining the economic health and future of Counties and their communities is to determine the amounts and types of jobs currently available as well as making predictions for the future. The Wisconsin Department of Workforce Development (WDWD), Office of Economic Advisors produced employment projections in for West Central Wisconsin, which includes Barron, Clark, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties.

Employment by Industry Projections, West Central Wisconsin, 2018 and 2028

Industry Title	2018 Employment*	2028 Projected Employment	Change (2018-2028)	
			Employment	Percent
Total All Industries	***222,885***	***235,000***		***5.48%***
Goods-Producing				
Natural Resources and Mining	4,738	4,937	199	4.20%
Construction	8,499	9,935	1,436	16.90%
Manufacturing	36,716	37,701	985	2.68%
Services-Providing				
Trade, Transportation, and Utilities	40,223	42,442	2,219	5.52%
Information	1,607	1,558	-49	-3.05%
Financial Activities	7,112	7,360	248	3.49%
Professional and Business Services	15,662	16,725	1,063	6.79%
Education and Health Services	50,932	55,056	4,124	8.10%
Leisure and Hospitality	21,133	22,930	1,797	8.50%
Other Services (except Government)	8,380	8,629	249	2.97%
Government	11,723	11,733	10	0.09%
Self Employed and Unpaid Family Workers, All Jobs	16,160	16,094	-66	-0.41%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2018

WDWD notes that employment is a count of jobs rather than people and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add-up due to rounding and some data for certain industries may be suppressed due to confidentiality. Government employment includes tribal-owned operations, which are part of Local Government employment. Information is derived using a variety of Federal data sources. It is important to note that unanticipated events may affect the accuracy of the projections.

Appendix D: Plans and Programs

The following plans and programs are the most commonly used and available to the community in the implementation of its comprehensive plan. In some cases, programs include agencies or divisions within an agency. This list is not exhaustive and will change over time as modifications are made and new rules, resources, grant programs, and partners become available.

HOUSING PLANS & PROGRAMS

While comprehensive plans must describe those programs which are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the Village and/or Town are solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized here.

Federal Housing Programs

Department of Housing and Urban Development (HUD)
HUD is the federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state developed programs through HOME and other initiatives. It also funds the Continuum of Care Program, and provides Section 8 vouchers, which assist low-income families in finding affordable housing. The Wisconsin HUD office is located in Milwaukee and can be contacted at (414) 297-3214.

Home Investment Partnership Program (HOME)
HOME is a federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Department of Administration (DOA) through its Division of Energy, Housing and Community Resources (DEHCR). These programs provide funds to eligible housing organizations for development of affordable rental housing.

The HOME Owner-Occupied Housing Loan program is administered by the DEHCR through the Homebuyer and Rehabilitation Program (HHR).

State Housing Programs

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

Historic Home Owner's Tax Credits
A 25 percent Wisconsin investment tax credit is available for people who rehabilitate historic, non-income-producing personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society's State Historic Preservation Office.

Homeless Programs

Wisconsin Department of Administration's Division of Energy, Housing & Community Resources administers programs specifically designed to help homeless people:

- State Shelter Subsidy Grant (SSSG) Program: provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.
- Housing Opportunities for Persons With Aids (HOPWA): This federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.
- HUD Emergency Shelter Grant (ESG) Program: Funds may be used for outreach to unsheltered individuals and families; emergency shelter, including shelter operations and renovations; homelessness prevention, including rental assistance; rapid re-housing, including rental assistance, rental arrears, application fees, security deposits, and utility payments; and database costs. In addition, up to 7.5% of grants may be used for program administration.
- Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

Home Safety Act

A Wisconsin law requires the state's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one- and two-family dwellings built since June 1, 1980. The Home Safety Act (2003 WI Act 90) signed into law by Governor Doyle on December 3, 2003, includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

Housing Cost Reduction Initiative (HCRI)

Local sponsors compete for state grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Energy, Housing and Community Resources.

Property Tax Deferred Loan Program (PTDL)

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

Wisconsin Weatherization Assistance Programs

The Department of Administration-Division of Energy, Housing and Community Resources provides weatherization assistance for units occupied by low-income persons. This service is provided through the three community action programs operating in the region. It is also notable that many residential properties which are being sold for conversion to rental units also have to meet state-minimum energy conservation standards at the time of ownership transfer.

Wisconsin Department of Administration, Division of Energy, Housing and Community Resources

The Division of Energy, Housing and Community Resources provides housing policy and assistance programs to households. It offers state-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop state housing plans and policies, and provides training and technical assistance. The Division channels federal housing funds to local authorities and organizations and administers federal funds for the homeless.

Wisconsin Housing and Economic Development Authority (WHEDA)
The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. WHEDA administers a low-income housing tax credit program and loan programs.

Regional Housing Programs

Regional Community Development Block Grant (CDBG) Housing Program
The Regional Community Development Block Grant (CDBG) Housing Program for West Central Wisconsin (inclusive of St. Croix County) is administered by the Chippewa County Housing Authority. The funds are used to assist Low-to-Moderate Income (LMI) homeowners in bringing their homes up to safe and sanitary conditions through the provision of no-interest, deferred payment loans. A separate program component provides homebuyers with no-interest, deferred payment loans for closing costs and downpayments. Repayment is made at the point that the homeowner no longer occupies the property. Grant funding can also be used for housing acquisition, reconstruction and demolition. Although not currently used in this way, other eligible uses include small neighborhood public facility projects, assistance to developers creating low- and moderate-income rental units, and conversion of buildings into LMI housing. The program is a revolving loan fund with repaid loans being relent to eligible LMI households. New funds for the program are secured through a competitive application process with the Wisconsin Department of Administration (WDOA).

Habitat for Humanity
The goal of this program is to eliminate inadequate housing and poverty housing throughout the world. Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers, identifying project sites, and constructing owner-occupied housing for the benefit of participating low-income families. The St. Croix Valley Habitat for Humanity is focused on growing safe and affordable housing opportunities in St. Croix County. See their website at https://scvhabitat.org/ for more information.

West Central Wisconsin Regional Planning Commission (WCWRPC)
The Regional Planning Commission offers technical housing assistance with respect to housing related grants and funding and grant writing. WCWRPC should be contacted for further information. Visit its website at wcwrpc.org.

County and Local Housing Programs

Wisconsin Home Energy Assistance Program (WHEAP)
The Wisconsin Energy Assistance Program, funded by Wisconsin Department of Administration Division of Energy, Housing and Community Resources, assists low-income households with purchasing furnaces when the family's existing furnace is a health hazard or beyond repair. The Division should be contacted for more information.

TRANSPORTATION PLANS & PROGRAMS

State Plans

Wisconsin Statewide Long-Range Multimodal Transportation Plan (Connect 2050)
The Wisconsin Department of Transportation has a statewide long-range transportation plan through the year 2050, called Connect 2050. The plan addresses all forms of transportation—highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects. The plan is available through the Wisconsin Department of Transportation's website.

Access Management

WisDOT employs three types of access control authorized by state statutes. A short summary of the state statutes follows, but it should be noted that the actual content of the statutes is significantly more detailed, and many special conditions and provisions are not included in this text. The type of access control that is imposed on various highway road segments influences how that segment is managed.

- Wis. Stats. 84.09 (purchase access control) – WisDOT acquires land by gift, devise, purchase or condemnation to establish, extend, or improve transportation facilities.
- Wis. Stats. 84.25 (administrative access control) – WisDOT designates some rural portions of the state trunk highway system as controlled-access highways where studies show that the potential exists for traffic volumes to exceed 2,000 vehicles per 24-hour day.
- Wis. Stats. 84.295 (freeway and expressway access control) – WisDOT designates highways with greater than 4,000 vehicles per day as freeways or expressways when it is determined that the volume and character of traffic warrants the construction or acquisition of right-of-way to accommodate a four-lane highway.

Wisconsin Rail Plan 2050 and Midwest Regional Rail Initiative

Nine Midwestern states, including Wisconsin, worked together on plans for linking the Midwest into a national passenger rail network, adopting a plan in 2000. Funding was acquired for the implementation of the leg between Milwaukee and Madison, and for the next phase of study, corridor selection, between Milwaukee and Minneapolis. In 2010, Wisconsin abandoned the project, returning the implementation funds to the Federal Rail Administration (FRA) and discontinuing participation in the corridor selection study. MnDOT continued the corridor study without Wisconsin's cooperation, eventually recommending a route through La Crosse. The West Central Wisconsin Rail Coalition continues to pursue passenger rail that would run from Eau Claire to Minneapolis-St. Paul. More information on this group and their efforts is available online at https://www.westwisconsinrail.org/.

Wisconsin State Airport System Plan 2030

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 (SASP 2030) provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of Wisconsin.

Wisconsin Bicycle Transportation Plan – 2020

This is the state's major plan for developing and integrating bicycles into the transportation system. It was adopted by WisDOT in 1998 and looked at creating a system of bikeways using suitable routes along County and state highways.

An update to the Bicycle Transportation Plan is currently underway within the Active Transportation Plan 2050.

State Recreational Trails Network Plan

This plan was adopted in 2001 and updated in 2003 by WDNR as an amendment to the Wisconsin State Trail Strategic Plan to identify a network of trial corridors throughout the state consisting of more than 4,000 miles of trails known as the Trail Interstate System.

An update to the Trails Network Plan is currently underway.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

Regional and Local Plans

The Village of Roberts and Town of Warren consider applicable State, regional, and local transportation plans in the development of their own respective transportation plans. Both entities submit Local Road Improvement Program (LRIP) plans to WisDOT in order to receive LRIP funding.

State Programs

Adopt-A-Highway Program

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

Wisconsin Information System for Local Roads (WISLR)

WISLR is an internet-accessible system that helps local governments and the Wisconsin Department of Transportation (WisDOT) manage local road data to improve decision-making, and to meet state statute requirements. With Geographic Information System technology, WISLR combines local road data with interactive mapping functionality. WISLR provides a system for local governments to report local road information (such as width, surface type, surface year, shoulder, curb, road category, functional classification, and pavement condition ratings) to WisDOT. Local governments can use WISLR to organize, analyze, update, and edit their data.

Transportation Economic Assistance (TEA) Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants of up to $1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. For more information about this program, contact: Wisconsin Department of Transportation, Division of Transportation Investment Management, phone (608) 266-3488.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources does provide funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

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

Administered by the Wisconsin Department of Administration, communities meeting a low-to-moderate income threshold are eligible to apply for CDBG-PF grants for infrastructure and building projects, which may include streets and specialized transportation projects.

Wisconsin Department of Transportation

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars.

Many of these key assistance programs for county and local governments are listed below.

- **General Transportation Aids (GTA)** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs.

- **Local Roads (LRIP) and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.
- **Surface Transportation Program (STP)** uses allocated federal funds for the improvement of federal-aid-eligible local (STP-L), rural (STP-R), and urban (STP-U) roads and streets.
- **Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.
- **Rural (RTAP) and State Urban Mass Transit Assistance** allocate federal funds to support capital, operating, and training expenses for public transportation services.
- **County Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.
- **Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.
- **Transportation Alternatives Program (TAP)** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.
- **Safe Routes to School Program** is a federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.
- **Airport Improvement Program** combines a variety of resources to fund improvements for the state's public-use airports which are primarily municipally owned. Additional program and regulatory support are also available through the Federal Aviation Administration.
- **Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** for all highway and transit projects that propose to use federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**. For further information, contact the WDOT at (715) 836-2891.

Regional, County, and Local Programs

Village of Roberts Public Works Department

The department provides: maintenance and repair of street, alleys, curbs, gutters, sidewalks, street signs, street lights, storm sewers, culverts, drainage areas, Village buildings and structures, and machinery and equipment; and other associated items.

St. Croix County Highway Departments

The County Highway Department has responsibilities regarding the maintenance and repair of county highways. The Town of Warren also contracts with the County for local road maintenance.

West Central Wisconsin Regional Planning Commission (WCWPRC)

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, and pedestrian/bicycle trail planning guidance. Contact WCWRPC for further information.

St. Croix County Aging & Disability Resource Center
The St. Croix County ADRC provides transportation resources for residents that meet certain qualifications. Rides for medical appointments are available. Rides for shopping, business, or social needs may be available, but are based on funding availability. Contact the ADRC for additional information and eligibility requirements.

UTILITIES AND COMMUNITY FACILITIES PLANS & PROGRAMS

Assistance to Firefighting Grant Program
This program is administered by the Federal Emergency Management Agency (FEMA). The program assists rural, urban, and suburban fire departments to increase the effectiveness of firefighting operations, expand firefighting health and safety programs, purchase new equipment, and invest in EMS programs. For information regarding the grant contact FEMA Grant Program staff at 1-866-274-0960. For the most current information regarding grant awards and any other USFA projects, visit fema.gov/.

Knowles-Nelson Stewardship Program
Administered through the Wisconsin Department of Natural Resources, funds are available to assist local communities acquire and develop public outdoor recreation areas as per s. 23.09 (20), Wis. Stats. Counties, towns, cities, villages, and Indian Tribes with an approved Comprehensive Outdoor Recreation Plan are eligible to apply. There is a 50% local match required. Awards are granted on a competitive basis. Acquisition and development of public outdoor recreation areas are eligible projects as well as urban green space, urban rivers, and recreational trails projects.

Brownfields Initiative
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. The Wisconsin Economic Development Corporation should be contacted for further information.

Clean Water Fund Program
Funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems as per s. 281.58 and 281.59, Wis. Stats. Cities, towns, villages, counties, town sanitary districts, public inland lake protection and rehabilitation districts, metropolitan sewerage districts, and tribal governments are eligible to apply. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Projects that are necessary to prevent violation of discharge permits, meet new or changed discharge limits, or correct water quality or human health problems in unsewered areas may receive priority for funding. Low interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department. The program is offered by the WDNR.

WEDC Brownfield Grants Program and Idle Sites Redevelopment Program
The Brownfield Grant and Brownfield Site Assessment Grant are designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site in a blighted area, or one that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community.

The Idle Sites Redevelopment program is in place for redevelopment plans of large idle, abandoned, or underutilized sites. These sites will need to have been in this condition for at least 5 years. Eligible activities include rehabilitation, demolition, remediation, or infrastructure improvements. The Wisconsin Economic Development Corporation should be contacted for further information on these programs.

Community Development Block Grant for Public Facilities (CDBG-PF)
The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed, smaller communities with public facility improvements. Eligible activities include, but are not limited to utility system improvements, streets, sidewalks, and community centers. Federal grant funds are available annually. The maximum grant for any single applicant is $1,000,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates. For more information on this program contact the Wisconsin Division of Energy, Housing and Community Resources.

Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)
The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities. Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. The Wisconsin Division of Energy, Housing and Community Resources should be contacted for further information.

Household and Agricultural Hazardous Waste Collection Grant (Clean Sweep)
Funds are available to municipalities to create and operate local “clean sweep” programs for the collection and disposal of hazardous waste. Any type of program for the collection and disposal of hazardous wastes, including permanent collection programs, is eligible. The program is offered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Chippewa County, which currently coordinates a county-wide clean sweep, can also be contacted for further information.

Tax Incremental Financing (TIF)
TIF can help a municipality (primarily Villages and Cities) undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. The Village’s current TIF districts are discussed in more detail within the Economic Development element.

AGRICULTURAL, NATURAL & CULTURAL RESOURCES PLANS & PROGRAMS

There are many agricultural, forestry, and natural resource conservation programs which area residents and communities can access, and a variety of related programs. The following is a description of some of the natural and cultural resources programs which may be of particular interest to the Village and/or Town and its residents. The St. Croix County Land Conservation Department, the County UW-Extension Office, and the local NRCS and Farm Services Agency are additional excellent resources.

Agricultural and Forestry Programs

U.S. Department of Agriculture (USDA)
The USDA’s Farm Service Agency (FSA) is tasked with implementing Federal farm conservation programs to improve the economic stability of the agricultural industry, maintain a steady price range of agricultural commodities, and help farmers adjust to changes in demand. These goals are achieved through a range of farm commodity, credit, conservation, loan, and disaster programs, including Federal Crop Insurance. Also part of the USDA is the Natural Resources Conservation Services (NRCS), which was formerly known as the Soil Conservation Service. The NRCS provides data, maps, technical expertise, and training in soils,

conservation techniques, ecological sciences, and other such activities. The USDA has service centers located in each county in the region, which include the FSA and NRCS offices. Local USDA staff typically work very closely with local UW-Extension Agriculture Agents and county conservation staff to assist farmers and municipalities in their respective counties.

Wisconsin Farmland Preservation Program Wis. Stats. §91

The Wisconsin Farmland Preservation Program was established in 1977 to assist local government efforts to preserve agricultural resources. The Program was updated in 2009 as part of the Wisconsin Working Lands Initiative. Eligible farmland owners receive state income tax credits. The amount of the credit varies and new credit rates went into effect in tax year 2023. The largest credit of $12.50 is available to landowners in an area zoned for farmland preservation and in an agricultural enterprise area (AEA) with a farmland preservation agreement signed after July 1, 2009, or in an area zoned for farmland preservation and with a farmland preservation agreement modified after July 1, 2009.

Farmland Preservation Planning & Agricultural Enterprise Areas

AEAs are community-led efforts establishing designated areas important to Wisconsin's agricultural future. More specifically, an AEA is an area of productive agriculture that has received designation from the state at the request of landowners and local governments. There are currently no AEAs in the Town of Warren.

St. Croix County updated its farmland preservation plan in 2024. The plan identifies and updates the County's Agricultural Preservation Areas, thus allowing participating farmers whose property lies within St. Croix County's certified Agricultural zoning district or within the Agricultural Enterprise Area (AEA) to claim state tax credits on their annual tax returns. The Town of Warren currently does not participate in farmland preservation zoning.

Farmland Use Value Assessment (1995 Wisconsin Act 27; Wis. Stats. §70.32(2r) & 73.03(49)

With the passage of the State 1995-1997 Budget Act, the standard for assessing agricultural land in Wisconsin changed from market value to use value. With taxation of land based on the income that could be generated from the land's rental for agricultural use, rather than development potential, the program helps Wisconsin farmers to maintain current farming practices, rather than succumbing to development due to economic pressures. Only land devoted primarily to agricultural use qualifies. For reference, undeveloped land (e.g., bog, marsh, lowland brush, wetlands) is assessed at 50% of its full value.

Livestock Facility Siting Ordinances Wis. Stats. §93.90 & ATCP 51

The role of local governments in the regulation of the site of new and expanded livestock operations changed significantly in 2006 with the adoption of Wisconsin Statutes §93.90 and Administrative Rule ATCP 51. Effective May 1, 2006, local ordinances which require permits for livestock facilities must follow state rules. The siting standards only apply to new and expanding livestock facilities in areas that require local permits, and then only (in most communities) if they will have 500 animal units (AU) or more and expand by at least 20%.

For most communities with zoning, the new Statute limits the exclusion of livestock facilities from agricultural zoning districts, unless another ag district exists where operations of all sizes are allowed and the exclusion is for public health and safety based on scientific findings of fact. However, such facilities can be treated as a conditional use. Appeals of local permit decisions are taken to the State Livestock Facility Siting Review Board. The changes in state rules for livestock facility siting do not impact a local government's ability to enforce shoreland-wetland zoning, erosion controls, stormwater management requirement, manure storage ordinances, and road regulations. St. Croix County zoning ordinance, which Town of Warren has adopted, contains specific provisions for livestock facilities.

Environmental Quality Incentives Program (EQIP)

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Contracts are used. Payment rates are reviewed and set each fiscal year.

Public access is not required. Contact one of the local USDA Natural Resources Conservation Service Center, Farm Service Agency, or Rural Development offices. The County Land and Water Conservation Department may also be able to assist.

Targeted Runoff Management Grants
Wisconsin DNR's Targeted Runoff Management (TRM) Grant Program offers competitive grants for local governments for the control of non-point source pollution. Grants from the TRM Program reimburse costs for agricultural or urban runoff management practices. Eau Claire County Land Conservation has used these funds in the past to promote and support agricultural best practices within the County and Town.

University of Wisconsin-Extension
UW-Extension offices provide a variety of educational and support programming in the areas of agribusiness, land use and soil management. To assist farmers and local governments, a UW-Extension Agricultural Agent is located in each county in the region with county support.

Forest Land Tax Programs Wis. Stats. §70 & 77
The Wisconsin Department of Natural Resources manages two forestry tax laws that provide tax incentives to encourage proper management of private forest lands for forest crop production, while recognizing a variety of other objectives. The Forest Crop Law (FCL) program allows landowners to pay taxes on timber only after harvesting or when the contract is terminated, though enrollment in this program was closed in 1986. The Managed Forest Law (MFL) program replaces the FCL and the now-defunct Woodland Tax Law Program. The Woodland Tax Law program expired in 2000, and there are no active contracts under this program in Wisconsin.

The Managed Forest Law (Wisconsin Statutes §77.80) was enacted in 1985 and offers flexibility for private owners of 10 or more acres of contiguous woodlands who enroll in the program. Under the MFL program, landowners have the option to choose either a 25- or 50-year order period; and the annual tax varies depending on whether the land to open or closed to public access (certain restrictions apply). Enrollees are obligated to submit and follow a forest management plan, submit a harvest report, and permit inspections, in exchange for technical support, tax benefits, and good woodlot management. Participants in the MFL program are automatically eligible for American Tree Farm System group certification which provides certain marketplace benefits.

Other Natural Resources Programs

Wisconsin Department of Natural Resources (WisDNR)
The Wisconsin Department of Natural Resources develops, maintains, implements, and enforces a wide variety of programs, plans, and permitting for west central Wisconsin. WisDNR is perhaps most visible to the region's residents through its management of state parks, trails, and other recreational or natural areas, as well as permitting for hunting, fishing, trapping, and burning. WisDNR also provides educational programs and training to residents and teachers/instructors in hunting, ecology, outdoor skills, safety, and regulatory compliance. Training and assistance are also available to governments and businesses in regulatory compliance, grant programs, etc. And WisDNR scientists and managers are working to address potential conflicts and threats to wildlife and recreational opportunities, such as invasive species.

But local governments often have more contact with WisDNR officials on planning, permitting, grants, and regulatory issues, such as stormwater planning, financial assistance for outdoor recreation or environmental remediation, or permitting as it relates to utilities, mining, burning, wetlands, and water discharges. More information and contact information for WisDNR programs and plans can be found at their website.

WisDNR Division of Water and Watershed Management
The Division of Water promotes the balanced use of Wisconsin's waters to protect, maintain and enhance them in full partnership with the public. Communities with municipal water supplies also interact with the Division of Water through water quality testing and reporting and wellhead protection. WisDNR has the authority to issue permits affecting navigable waters of the state. These permits include bulkhead line

ordinance establishment, bridge or culvert placement, dam construction, stream realignment, retaining wall construction, water diversion and pond construction. The Bureau of Watershed Management administers programs on dam safety, floodplain mapping and management, impaired waters, shoreland management, runoff management, the priority watershed program, and a variety of water-related permits. The Bureau also conducts basin planning or "water quality management planning" for the state, of which local sewer service area plans are part. Beginning in 1999, the water quality management program worked with state lands and fisheries programs to develop integrated basic plans statewide.

2003 Wisconsin Act 307 – Notification to Nonmetallic Resource Owners

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. 2003 Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

Non-Point Pollution Abatement Program

Funds and technical assistance are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction include priority lakes, are eligible to apply. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Cost sharing is capped at 50% as of 2023. Non-rural landowners and land operators can contact their municipal government offices. Contact the WDNR West Central Region Community Financial Assistance Specialist for further information.

Surface Water Grants

Cost-sharing grants are available for water protection or restoration planning and projects through the Department of Natural Resources. Sub-categories of these grants include projects to manage or prevent Aquatic Invasive Species or to implement shoreland/riparian projects (e.g., Healthy Lakes & Rivers). A comprehensive list of these grants can be found on the WDNR's Surface Water Grant Program website. The Regional Environmental Grant Specialist can also assist with identifying grants and determining eligibility.

Stewardship Grants for Non-profit Conservation Organizations

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails including the Ice Age Trail and North Country Trail, and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

Brownfield Remediation/Redevelopment

Programs under the Wisconsin Department of Natural Resources and Wisconsin Economic Development Corporation provide funding for acquisition, remediation, and redevelopment of designated "brownfield" sites. Contact the WDNR or WEDC for further information.

Historical and Cultural Resources Plans & Programs

Historic Building Code

Wisconsin Statute 101.121 *et seq.* addresses the Wisconsin Historic Building Code, which facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearance of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information. By State Statute, if a city or village has one or more properties on the National or State Register of Historic Places, it must enact a historic preservation ordinance. A city or village may also establish a landmarks commission to designate historic or archaeological landmarks and establish historic districts.

Wisconsin's Main Street Program

The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring. More information on the Wisconsin Main Street Program can be found at: wedc.org/programs-and-resources/main-street.

Federal & Wisconsin Historical Preservation Tax Credits

One of the benefits of owning an income-producing historic property in Wisconsin is the ability to participate in federal and state income tax incentives programs for significant rehabilitation of certified historic properties.

Wisconsin Historical Society

The Society is the federally-designated State Historic Preservation Office. The Society provides a range of resources for information concerning state or federal laws and regulations, information on grassroots strategies for preserving and protecting historic properties, or information on how you may protect and preserve your own historic property. Nonprofit organizations are not eligible for these tax credits in most cases. Owner-occupied historic homes are eligible for a 25 percent tax credit under a separate Historic Homeowners Tax Credit.

Wisconsin's Historical Markers Program

Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at wisconsinhistory.org/Records/Article/CS15267.

National Historic Landmarks Program

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

National Trust for Historic Preservation, Preservation Services Fund

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and

encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar. Funding is available up to $5,000.

Public Humanities Program, Wisconsin Humanities Council
The Wisconsin Humanities Council (WHC) provides funding from $500 to $10,000 for public humanities programs. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. More information can be found at wisconsinhumanities.org.

Jeffris Heartland Fund
The Jeffris Family Foundation provides grants between $5,000 to $50,000 for historic preservation projects. Additional information can be found at jeffrisfoundation.org/.

Certified Local Government Program
Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at wisconsinhistory.org/ or the National Park Service's Web site at nps.gov/nr/.

Local Organizations
A wide variety of local organizations are involved in promoting cultural or historical resources, which are important partners in related planning and programming. Key local partners and programs are discussed in the Historic and Cultural Resources element.

ECONOMIC DEVELOPMENT PLANS & PROGRAMS

There are many organizations, programs, grants, and services available to assist with economic development planning and activities. A number of the programs related to infrastructure development were previously discussed in the Utilities and Community Facilities element. The following are some additional commonly referred to economic development plans and programs.

U.S. Department of Commerce, Economic Development Administration (EDA)
The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, grants, and education. The WCWRPC is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see wcwrpc.org.

USDA, Wisconsin Rural Development Programs
The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at rurdev.usda.gov/wi/index.html.

Wisconsin Economic Development Association
WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive Council and

involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts. For more information see weda.org/.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements. The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility-Economic Development (PF-ED) funding for public infrastructure necessary for business expansions

For more information, see energyandhousing.wi.gov/Pages/CommunityResources.aspx.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. Economic development programs administered by WEDC include:

- The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring.
- The Connect Communities program also focuses on downtowns with WEDC providing operational and technical resources.
- The Community Development Investment Grant Program provides financial incentives for shovel-ready projects with significant, measurable benefits in job opportunities, property values, and/or leveraged investment with emphasis on, but not limited to, downtown community-driven efforts. These funds can be used for a variety of building and infrastructure projects and includes the Vibrant Spaces grant sub-program.
- Brownfield Site Assessment Grants for conducting initial environmental assessment and demolition activities on an eligible abandoned, idle, or underutilized industrial or commercial site.
- A Certified Sites Program to assist with marketing of industrial properties.
- Fabrication Laboratories (FabLab) grants to help students prepare for the manufacturing jobs of the future and to promote entrepreneurship.

Wisconsin Department of Tourism

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: industry.travelwisconsin.com/.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the website at dwd.wisconsin.gov.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

Local Agriculture Market Program (LAMP) – Value Added Producer Grants (VAPG)
The LAMP is a federal program created by the 2018 Farm Bill and under the supervision of the USDA-RD. Several funding programs have been established under the LAMP umbrella. One such program is the VAPG program, which provides funding to projects that have the potential to bolster agricultural profits or productivity. Projects may include new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. U.S. Department of Agriculture – Rural Development should be contacted for further information.

Wisconsin Department of Natural Resources
The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create a business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provides a comprehensive, streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).
- Business sector support: Sector development specialists are WDNR staff who work with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all DNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance.
- Improved environmental and economic performance is pursued through various strategies including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- DNR SwitchBoard: The WDNR SwitchBoard is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

Wisconsin Housing and Economic Development Authority (WHEDA)
The following economic programs are offered by WHEDA.

- Credit Relief Outreach Program: CROP features 90% guarantees on loans of up to $30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- Farm Assistance Reinvestment Management grants: FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.
- Small Business Guarantee: A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see dot.wisconsin.gov/localgov/aid/tea.htm.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see momentumwest.org/index.cfm.

West Central Wisconsin Regional Planning Commission

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an economic development district by the Economic Development Administration and produces an annual, regional Comprehensive Economic Development Strategy (CEDS) and is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), grant coordination, writing and administration. For more information, please see wcwrpc.org.

Regional Business Fund, Inc.

All communities in Chippewa County are covered by a business revolving loan fund. The Regional Business Fund, Inc. offers low-interest loan funds to businesses that expand within the region; diversify the economy; add new technology; revitalize buildings in the region's downtowns; create or retain quality jobs; and leverage private capital investment in the region. Visit www.rbfinc.org for more information.

St. Croix Economic Development Corporation

St. Croix Economic Development Corporation supports all economic growth in St. Croix County and the region. The EDC is working with development partners to maintain and growth existing companies and

facilitate new ideas for businesses of every kind.

Extension St. Croix County, University of Wisconsin-Madison Extension
University of Wisconsin-Madison Extension has an office in Chippewa Falls. Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development. One program within Extension is the First Impressions program, which helps communities learn about existing strengths and weaknesses through the eyes of first-time visitors.

INTERGOVERNMENTAL COOPERATION PLANS & PROGRAMS

The following general intergovernmental plans and programs are available to the Village , in addition to those plans and programs mentioned in other sub-sections of this element.

League of Wisconsin Municipalities (for Village)
The League of Wisconsin Municipalities is a not-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization, and legal resource for Wisconsin municipalities. Its membership consists of 378 villages and all of the 190 cities in the state. Chippewa County cities and villages participate in the League of Wisconsin Municipalities.

Wisconsin Towns Association (for Town)
The Wisconsin Towns Association is a statewide not-profit association. The Association provides an information library, legal information related for Wisconsin towns, and educational opportunities for members.

Annexation
Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a City or Village. Cities and villages cannot annex property without the consent of landowners as required by the following petition procedures:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need to sign the petition.

Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the City or Village when signed by at least 20 percent of the electors in the territory.

Extraterritorial Zoning
Wisconsin Statute, 62.23(7a) allows a City or Village to participate with towns in the zoning of lands outside their incorporate boundaries. For the City of Chippewa Falls, the extraterritorial area would encompass 3 miles. The steps for exercising this power are identified in the Statutes and include working with the Town to create a joint extraterritorial zoning committee with three City and three town members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations.

Extraterritorial Subdivision Review
Wisconsin Statute, 236.10 allows a City or Village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if

the City or Village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the City or Village. The City or Village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities influence the development pattern of areas outside their boundaries that will likely be annexed to the City or Village. This helps cities protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the City and Village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the City and Village so that no more than one ordinance will apply.

Office of Land Information Services, Municipal Boundary Review

Municipal Boundary Review regulates the transition of unincorporated areas to City or Village status through municipal annexation, incorporation, consolidation, or by joint City-Village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. For further information visit its website at localgovernment.extension.wisc.edu/

Wisconsin Intergovernmental Statute Agreements

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each City, Village, or Town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public

hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions
Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members.
State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. St. Croix County is a member of the West Central Wisconsin Regional Planning Commission.

LAND USE PLANS & PROGRAMS

The following are some general land use plans and programs. Land use implementation tools are addressed in the Implementation element.

Wisconsin Land Information Program
The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Council oversees the Program's policies. The Council's statutory authority includes preparing guidelines to coordinate the modernization of land records and land information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.

Division of Intergovernmental Relations, Wisconsin Department of Administration
The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Council. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: www.doa.wi.gov.

UW-Madison Extension Center for Land Use Education
Primarily based at UW-Stevens Point, the Center for Land Use Education provides outreach teaching related to: land use planning, plan and ordinance administration, community planning roles, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at www.uwsp.edu/cnr/landcenter/.

West Central Wisconsin Comprehensive Plan
As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan on September 9, 2010. This advisory document includes all of the nine elements

required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.

Village of Roberts and Town of Warren Comprehensive Planning Efforts

This document is an update of the *Village of Roberts and Town of Warren Comprehensive Plan* which was adopted in 2002, with amendments in 2016.

Appendix E: 2023 Community Survey Results

To help inform this plan, the UW-River Falls Survey Research Center (UW-RF SRC) was engaged to conduct a survey was conducted of Village and Town residents. UW-RF SRC prepared the *Village of Roberts & Town of Warren Community Survey Report* that details the findings from this survey. The report cover, table of contents and executive summary from this report are included in this appendix. Please see the survey report, dated December 2023, for the full results.

UNIVERSITY OF WISCONSIN
RIVER FALLS
SURVEY RESEARCH CENTER

VILLAGE OF ROBERTS & TOWN OF WARREN
COMMUNITY SURVEY REPORT

Joao Coelho
Shaheer Burney, PhD
Survey Research Center Report 2023/20
December 2023

THE SURVEY RESEARCH CENTER

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, etc. and completes about 25 to 30 survey projects per year. In alignment with its mission of strengthening communities and supporting education, all SRC projects have the goal of improving the welfare and quality of life for community residents, along with furthering the advancement of scientific research.

ACKNOWLEDGEMENTS

The SRC would like to thank Susan Badtke and Chris Straight, Senior Planners at the West Central Wisconsin Regional Planning Commission, for working with the SRC to develop a productive survey instrument and for promoting the survey. In addition, the SRC thanks the Joint Comprehensive Plan Committee of the Village of Roberts and the Town of Warren for providing their input throughout the survey process. Finally, the SRC would like to thank the residents of the Village of Roberts and the Town of Warren for taking the time to complete the survey. Without their robust engagement, the successful completion of this project would not have been possible.

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EXECUTIVE SUMMARY

The survey aimed to gauge residents' opinions on the Village of Roberts and Town of Warren's joint Comprehensive Plan. The SRC distributed a mail-out survey to **1,329 residents** in the region (608 from the Town of Warren, and 721 from the Village of Roberts). The SRC received a total of **620 responses** (322 from the Town of Warren, and 298 from the Village of Roberts) for a response rate of about **47%.** This sample size proved larger than the target sample of 487 responses (251 from the Village of Roberts, and 236 from the Town of Warren), allowing for the construction of estimates with a margin of error that was 3.8% for the Town of Warren and 4.3% for the Village of Roberts. These estimates were smaller than the statistical standard of 5% margin of error. Therefore, the estimates presented in this report have greater accuracy than estimates that follow the statistical standard.

In addition to summarizing the responses to each survey question, we tested the statistical significance of differences between groups of respondents that shared an attribute. We compared female residents to male residents, seniors (i.e. residents aged 65 or older) to residents 64 or younger, households without children to households with children, low-income to higher-income residents, residents of Roberts to residents of Warren, and renters to homeowners. These comparisons are not only discussed throughout the report, but also shown in aggregate tables in the last few sections of the report.

Key findings from the survey are as follows:

Quality of Life

- About 95% of respondents expressed satisfaction with the quality of life in the Village of Roberts and the Town of Warren, with more than a third (34%) indicating that they were "very satisfied" with their quality of life in the area. Village of Roberts residents are less likely to indicate that they are satisfied relative to the Town of Warren residents.
- The top reason for why residents chose to live in the Village of Roberts and the Town of Warren is the region's small-town atmosphere and rural lifestyle, selected by almost seven in ten (69%) respondents. Other reasons among the top three included the cost of a home/land (selected by more than a third, i.e. 34% of respondents), and the area's low crime rate (selected by 32% of respondents). Renters, seniors, and low-income residents were less likely to select the cost of a home/land as a reason to live in the area compared to other groups.
- Over nine in ten (93% in Roberts, 92% in Warren) respondents agreed that seniors can live safely, independently, and comfortably in the area.
- While over eight in ten (83% in Roberts, 90% in Warren) agreed that the overall character of the Village/Town should continue to be what it is today. Low-income residents and renters in Roberts are less likely to agree that the overall character of Roberts should continue to be what it is today, and households with children in Warren are less likely to agree with that statement

regarding Warren. Comparing the residents of Roberts and Warren, residents of Roberts were significantly less likely to agree to that statement about their respective locality.

- Almost two-thirds (65%) of residents in the Village of Roberts disagreed that the Village offers things to do and job opportunities for teenagers and young adults.

Housing

- About 95% of respondents in Roberts and Warren indicated that they plan to own a home in the next five years.
- Larger, single-family homes were not only the most prevalent current type of housing, with over four in ten (43%) respondents living in one, but also the preferred type of housing among residents, with over half (55%) stating that they would prefer to live in one.
- Around nine in ten residents in Roberts and Warren indicated that they are satisfied with the location (93%), size (90%), condition (89%) and affordability of their current housing.
- Almost a fifth (18%) of respondents stated that they need financial assistance with housing costs. Low-income residents and residents of Roberts were more likely to indicate that they need financial assistance. A high proportion of female residents (13%) and seniors (17%) also indicated that they need financial assistance, however, the differences with their counterparts were not statistically significant.
- Over three-quarters (77%) of respondents indicated that they are satisfied with the quality and appearance of current housing, with 12% classifying it as "excellent".
- Renters were 19% more likely to live in an apartment and 18% less likely to live in a smaller single-family home compared to residents who own a home or live with family. Additionally, they are 26% more likely to select a smaller, affordable single-family home as their preferred housing type compared to residents who own a home or live with family.

Facilities and Services

- The facilities and services with the highest "good" and "excellent" ratings among Roberts and Warren residents (all classified as such by around nine in ten respondents, or more), are library services (97% in Roberts, 95% in Warren), fire protection/EMS/ambulance services (96% in Roberts, 92% in Warren), and schools (92% in Roberts, 89% in Warren).
- While high speed broadband and cellular services were the lowest ranked services among Warren residents, water and sewer services were the lowest ranked services among Roberts residents. However, a non-trivial proportion (at least a fifth) of residents consider their quality to be "fair". Similarly, residents of both the Roberts and Warren rated their street road maintenance/snow plowing and their parks and recreation services as "fair", even though both were ranked near the bottom.

- Over half (51%) of the respondents in Warren indicated that the most important function of the Town was to protect groundwater and surface water quality, which was the most frequently mentioned function among this group. Other top functions included measures to ensure public safety and to preserve small-town character, both selected by 42% of residents.
- Six in ten (60%) residents of Roberts indicated that the most important function of the Village is to ensure public safety, which was the most frequently mentioned function among this group. Other top functions included measures to preserve the small-town character (selected by 45% of residents) and to protect groundwater and surface water quality (selected by 34%).

Transportation

- Over half of the residents from Roberts (51%) and Warren (53%) indicated that they are satisfied with the condition of local roads, but only 6% of Village respondents and 3% of respondents from the Town classified local road conditions as "excellent".
- Almost three in four (74%) residents of Roberts and Warren supported the proposal that the Village and the Town should work together to create ATV/UTV connections in the area, with over a fourth (28%) of the residents strongly supporting the proposal. Female residents, seniors, low-income residents and renters were less likely to strongly support the proposal compared to their counterparts.
- The main transportation priority among the residents of Roberts, classified as "important" or "very important" by 90% of respondents, was road/street repair and maintenance. Over six in ten respondents also indicated that sidewalk and trail maintenance (66%) and making streets safer for pedestrians/bicyclists (62%) was "important" or "very important". On the other hand, a third of respondents (33%) in Roberts indicated that establishing shared-ride transportation services was "not at all important" to them.
- More than nine in ten residents (91%) from the Town of Warren indicated that the overall road network in the Town meets the needs of its residents. A majority of the respondents also "agreed" or "strongly agreed" that there should be more off-road biking and walking trails in the Town (77%), and that there should be more biking and walking lanes along public roadways (63%).
- 9% of seniors and 6% of low-income residents indicated that establishing shared-ride transportation services was "very important" to them, compared to 5% of non-seniors and 4% of respondents with higher incomes.

Natural and Cultural Resources

- Among the residents of the Village of Roberts, more than eight in ten stated that it is "important" or "very important" to preserve the area's groundwater (90%), air quality (85%), and lakes, rivers and streams (84%). On the other hand, a majority (51%) of residents answered

that preserving the historic and cultural sites is either "somewhat important" or "not at all important".

- In the Village of Roberts, female residents (13%) and renters (19%) were more likely to state that becoming a more environmentally sustainable community is "very important" compared to their counterparts, while low-income households (4%) were more likely to select "very important" to preserving historical and cultural sites relative to higher income households.
- More than eight in ten (82%) residents of the Town of Warren answered that it is "very important" to preserve the area's groundwater; and six in ten or more indicated that preserving the local air quality (69%), lakes, rivers and streams (66%), and local wildlife habitat/existing natural corridors (60%) are also very important. Meanwhile, more than three in ten residents stated that becoming a more environmentally sustainable community (32%) and preserving historic and cultural sites (35%) is either "somewhat important" or "not at all important".
- In the Town of Warren, senior residents were 15% more likely to state that becoming a more environmentally sustainable community is "very important" compared to younger residents.
- Over eight in ten (84%) respondents agreed with the implementation of additional outdoor recreational opportunities in Roberts and Warren, with more than a quarter (26%) "strongly agreeing" to this proposal.
- Less than half (43%) of the residents of the Town of Warren who have a private well indicated that their water had been tested for bacteria and nitrates in the last three years. Among those who got their wells tested, over one-quarter (27%) indicated that the tests concluded that the level of nitrates present is considered not safe by the EPA.

Land Use and Growth

- Around nine in ten (91%) residents of Roberts and Warren supported the statement that the Village and the Town should seek agreements with each other on future land growth.
- At least half of the respondents from the Village of Roberts "strongly agreed" that new developments should occur in a planned and timely manner (56%); and that it should be required to pay fees to help defray the costs of public services associated with those developments (50%).
- Similarly, more than six in ten residents of the Town of Warren "strongly agreed" that new developments should occur in a planned and timely manner (64%); and that it should be required to pay fees to help defray the costs of public services associated with those developments (64%).
- Over half (56%) of Warren respondents strongly agreed that it is important to "protect my quality of life and property values from impacts of activities or development on neighboring properties", while just four in ten (40%) of respondents from Roberts did so. In addition, over six in ten residents of Warren (69%) and Roberts (61%) disagreed or strongly disagreed that landowners should develop land in any way they want.

- A slight majority of Warren residents (51%) are in favor of a traditional design for housing development over an open space/cluster design.
- The most popular locations for future housing development among the residents of the Town of Warren are near the Village of Roberts (51%) and in new subdivisions in rural areas (35%).
- Over eight in ten (84%) residents of the Town of Warren do not plan to sell their property for residential or commercial development.
- The overwhelming majority of respondents (97% in Robert, 87% in Warren) agreed that the appearance and upkeep of buildings and yards is important to them, while similar percentages of respondents (97% in Roberts, 95% in Warren) agreed that the visual impacts are an important consideration when evaluating proposed developments.
- Over one in four residents of Roberts strongly agreed that the visual impacts are an important consideration when evaluation proposed developments (37%), new residential development should have diversity in its form, layout, and aesthetics (26%), and that it is important that new residential development occurs in a manner that creates a sense of place and neighborhood feel (38%).

Economic Development

- Around six in ten (61%) residents of the Town of Warren want industrial and commercial development to occur near existing industrial and commercial development in the Town. However, a sizable percentage of respondents (23%) felt that new industrial/commercial development should not occur in the Town.
- More than three quarters (77%) of residents from the Village of Roberts want industrial and commercial development to happen near existing industrial and commercial development in the Village.
- More than eight in ten residents of Roberts stated that more new businesses and light industry are needed in the Village (86%), and that it is important to provide a high quality of life (90%) in order to attract and retain workers for local businesses. Along the same lines, a substantial proportion disagrees with the statement that downtown Roberts is inviting and vibrant (81%).
- Over half of the residents of Warren disagreed with the statement that more new businesses and light industry are needed in the Town (56%), and that the Town should use incentives to recruit or promote new businesses and industries (66%).
- More than eight in ten residents of Roberts and Warren agreed that new home-based businesses (88%), as well as agriculture-related businesses and ag-tourism (85%), are appropriate for the region. On the other hand, almost half (49%) of the respondents believed that manufacturing and warehousing development are inappropriate for the area.

Agriculture

- More than six in ten (62%) residents of Warren answered that large-scale farming should be restricted to areas designated for agricultural use, while a quarter (26%) stated that this scale of farming should not be allowed in the Town.
- At least eight in ten residents of Warren agreed that local agricultural products should be encouraged and marketed locally (95%) and that too much farmland is being converted to non-farming uses (84%), but over three-quarters (76%) disagreed that conflicts between farms and neighbors are common in the Town.
- Around one in five (22%) residents of the Town of Warren indicated that they own farmland in the Town, either farmed by the residents or leased/rented for farming.

Open-Ended Comments

Survey respondents provided 156 open-ended comments. In the analysis, we considered all comments received in the survey. A comprehensive list of comments is provided on page 61. Many comments indicated satisfaction with the small-town and rural atmosphere of the area, while also expressing the need for lower taxes (especially sewer and real estate/property taxes). Residents also mentioned multiple facilities and services that should be upgraded and implemented in Roberts and Warren and emphasized the need for improved transportation infrastructure. Respondents expressed significant concerns about water-related issues in the area and shared a common desire for purposeful and beneficial business development in Roberts and Warren, such as more restaurants and stores. Residents of the Town and Village also shared the opinion that feed mills or farming businesses should be outside of residential areas.

Demographics of Survey Sample

While in some instances, the survey sample represents the population of Roberts and Warren proportionately, in other instances it deviates in significant ways from the population. The sample represents remarkably well the population of Roberts and Warren by gender (female and male) and households at each end of the annual household income spectrum (above $100k and below $50k). However, the sample also overrepresents the older population (especially seniors 65+) and homeowners, and underrepresents employed residents.