

# Introduction

The Town of Manitowoc Rapids 20-Year Comprehensive Plan adopted under the authority granted by Wis. Stats. § 66.1001, serves as a guide that town officials and residents must consult when making decisions about managing the growth and conservation of the town. The comprehensive plan is a long-range policy document containing goals, objectives, and development/preservation strategies which will assist in achieving the town's 20-year vision.

## 20-Year Vision for the Town of Manitowoc Rapids

*The Town of Manitowoc Rapids continues to retain its treasured rural landscape while also providing a well-balanced mix of development. Thriving as an agricultural community, the town also makes great efforts to preserve its valuable natural resources from all types of land use activities, maintaining and enhancing the community as a desirable place to live, work, visit, and play.*

2010 Population: 2,150



Median Age: 48.3

### Age Distribution:



### Population Trends & Forecasts:



# Community Facilities

## Utilities Summary:

- Property owners maintain individual water wells and onsite wastewater systems. Holy Family Convent has a large private wastewater treatment facility.
- Manitowoc Sewer Service Area identifies established lands where City of Manitowoc sewer services could be extended within 20 years.

## Town Facilities and Services Summary:



- Manitowoc Rapids lies within the Valders and the Manitowoc public school districts. No education facilities exist within the town.
- Silver Lake College is a higher education facility found within the adjacent City of Manitowoc.

## Outdoor Recreation Summary:

- Recreation areas are in Branch, the Silver Lake County Park, and the Golf Course at Branch River.
- The town contains rivers and streams, as well as several small lakes that offer water recreation.

## Outdoor Recreation Strategy:

- Goal: Continue to support and offer a system of outdoor recreational opportunities that provide a variety of activities for all age groups and abilities.
- Objectives:
  - Continue to promote the existing park and recreation facilities within the town.
  - Work with Manitowoc County, adjacent communities, and other interested stakeholders to explore regional recreation opportunities.

## Utilities, Town Facilities and Services Strategy:

- Goal: Maintain and upgrade, where possible, the town's community facilities and services to meet the existing and future needs of residents and visitors.
- Objectives:
  - Ensure providers continue to maintain an adequate level of service for solid waste, recycling, natural gas, electricity, broadband, telephone, cable, and telecommunications.
  - Advocate for the proper disposal of wastewater and maintenance of septic systems to protect public health, groundwater, and surface water.
  - Monitor the City of Manitowoc's sewer service area planning process for any potential impacts to the town.
  - Maintain town roadside ditches/culverts and other related stormwater management facilities.
  - Encourage coordination and sharing of community facilities and services with surrounding communities, whenever possible.
  - Work with the Manitowoc County Sheriff's Dept. and adjacent communities to maintain a cooperative strategy for police, fire, and rescue services as growth occurs. Evaluate staffing and the condition of equipment and facilities and address needs, where appropriate.
  - Evaluate the need for new or expanded and modernized town government facilities (e.g., Town Hall)
  - Regularly monitor the location, condition, and capacity of public utilities and services. Also, explore options which could be more cost effective and more efficient.
  - The town should explore grant and aid programs when considering improvements to any of the town facilities.

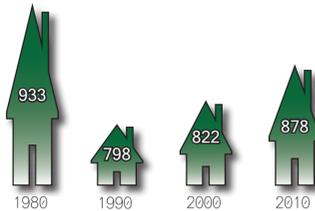
# Housing

## Housing Summary:

### Housing Trends:

- Approximately 1,400 acres (roughly 46% of developed land) in the town is used for residential purposes.
- 28% of the all housing units in the town were built prior to 1940. Another 22% were constructed between 1970 and 1979.

### Total Housing Units 1980-2010:



- 94% of the housing units are 1-unit, detached, while over 5% are 2 unit structures.
- 25% of households in the town are valued between \$200,000 and \$299,999. Another 24% are valued from \$150,000 to \$199,999. The average value of all the households in the town is \$176,400.

### Household Forecast: (# of total occupied housing units 2010-2040)



Housing and population data sources: U.S. Census; American Fact Finder; and Wisconsin DOA, 2013.

## Housing Strategy:

- Goal: To offer a variety of quality housing opportunities for all segments of the town's population while minimizing the adverse impacts on agriculture and the environment.
- Objectives:
  - Encourage new residential developments in or near the community of Branch and areas designated adjacent to the City of Manitowoc in an effort to promote residential growth, while also preserving the rural character of the town (see Future Land Use Plan map).
  - Whenever possible, residential developments should preserve and protect the town's prime agricultural land and environmentally sensitive features.
  - Evaluate the potential impacts of development proposals on groundwater quality and quantity.
  - When considering new housing developments, ensure types and densities are consistent with the rural nature of the town and other established residential developments.
  - Explore innovative residential development techniques with developers and home builders in an effort to minimize potential impacts on the environment.
  - Advocate for adequate housing for all persons including low and moderate income, elderly, and residents with special needs.
  - When feasible, rehabilitate and preserve the existing housing stock in the town.
  - Identify affordable housing for first-time home buyers in the town.
  - When possible, work with Manitowoc County and the Northeastern Wisconsin CDBG-Housing Program to apply for grants and become involved in programs (e.g., Lakeshore CAP Inc., WHEDA, etc.) to address the town's housing needs.
  - Work with the state, county, and planning agencies to monitor the town's population characteristics and stay informed of changing demographics within the town.

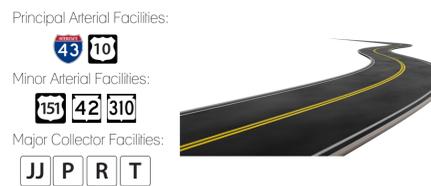
# Transportation

## Transportation Summary:



- Interstate Highway 43; US Highways 151 and 10; State Highways 42 and 310 are also found within the Town of Manitowoc Rapids.

### Functional Classification:



**Air Service:** Manitowoc County Airport is located in the adjacent City of Manitowoc. The airport is intended to service corporate jets, small passenger aircraft, and cargo aircraft used in regional service.

**Rail Facilities:** Two Canadian National rail lines are located in the town.

**Elderly and Disabled Transportation:** Maritime Metro Transit, through coordination with Manitowoc County, offers specialized transportation services for residents throughout Manitowoc County.

- Trucking:
  - Long Truck Routes: I-43; USHs 10 and 151; and STH 310
  - Restricted Truck Route (75-foot): STH 42

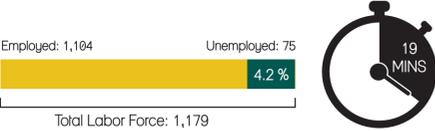
Transportation data sources: WisDOT and Manitowoc County.

## Transportation Strategy:

- Goal: Achieve a safe, convenient, and efficient transportation system that will effectively serve the existing development patterns and meet anticipated transportation demand generated by existing and planned land uses.
- Objectives:
  - Advocate for a transportation system that provides for all transportation modes (i.e., motor vehicles, pedestrians, and bicycles) and is compatible with surrounding land uses.
  - Continue to rate the pavement conditions of town roads and ensure proper maintenance.
  - Work with Manitowoc County and WisDOT to address any road deficiencies and deterioration as industrial/agricultural equipment increases in size and weight.
  - Consider working with WisDOT and surrounding communities to develop a corridor study for economic development on STH 310 from I-43 and the City of Two Rivers.
  - Attain a safe system of bicycle, walking, and motorized recreational vehicle paths and trails.
  - Participate and provide input on the City of Manitowoc Official Map.
  - Whenever possible, minimize the disturbance of environmental corridors and prime agricultural land for the development of transportation facilities.
  - Partner with the county, local civic organizations and clubs, and communities to advocate for abandoned rail and/or utility right-of-way corridors as future bicycle, pedestrian and/or recreational facilities.
  - Cooperate and coordinate with Manitowoc County regarding any county plans and budgeting that affects town roads.
  - Suggest the town remain aware of any recommendations in the state plans for rail and air transportation in order to determine potential impacts on the town.
  - The town should review WisDOT's State Highway 20-Year Strategic Plan and Six Year Highway Improvement Program.

# Economic Development

## Economic Summary:



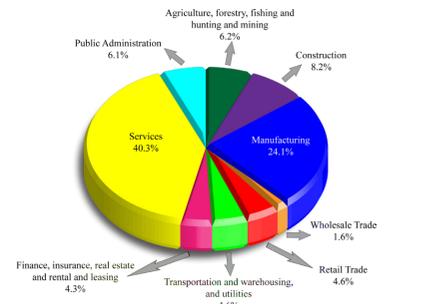
Median household income: \$68,790

- 95% of Manitowoc Rapids residents age 25 & older have a high school diploma or higher.
- 29% of residents age 25 & older have a bachelor's degree or higher.

### Occupation: (2010-2014, 5-year estimate)

- Over 31% of employed persons in the town are in management, business, science, and arts occupations. Production, transportation, and material moving (23%), as well as, sales and office occupations (23%) employ another 46% of residents.
- Agriculture provides 5,105 jobs, or 11.5 percent, of Manitowoc County's workforce.

### Employed Persons by Industry: (2010-2014, 5-year estimate)



### Employment Forecast:

- Goods-Producing Industries (e.g., construction, manufacturing, natural resources) are projected to increase over 4% for the region from 2012-2022.
- Service-Providing (e.g., Trade, Transportation, Financial, Professional and Business, Education and Health, etc.) is projected to increase by over 9%.
- Self-Employed is forecast to increase by nearly 3%.

### 2014 Economic Base:

- Manitowoc County "basic employment areas" that are considered exporters:
  - Manufacturing
  - Natural resources and mining industries
- Industries that import goods or services:
  - Professional and business services
  - Financial activities
  - Information industries
- Agriculture in Manitowoc County generates \$1.5 billion, or 17 percent of the county's economic activity. (Refer to the Manitowoc County Farmland Preservation Plan for more detailed information regarding Manitowoc County's agricultural industry.)
- In 2015, travelers spent over \$115 million in Manitowoc County, a 3.9% increase over 2014.

## Economic Development Strategy:

**Economic Goal:** Consider a variety of commercial and industrial development in designated areas of the town, while protecting and enhancing the town's agricultural and environmental assets.

### Objectives:

- Continue to support agriculture as a strong component of the local economy. Maintain a strong relationship with farmers to stay informed of issues and concerns.
- Advocate that business developments be reviewed for compatibility with existing land uses and do not adversely impact surrounding uses due to noise, traffic, odors, lighting, hours of operation, etc.
- Utilize I-43 and STH 310 corridors as opportunities to promote business and industrial development.
- Evaluate the economic benefits and costs of developing or accessing supporting infrastructure (e.g., public water and sewer).
- Work with Progress Lakeshore and planning agencies in promoting the approved types of economic development preferred in the town.
- Per the WDNR, there have been environmental incidences (spills or leaking underground storage tanks (LUST)) that have occurred in the town. One LUST site remains open, while all other sites are closed or need no action. These sites may be evaluated and considered for continued or future commercial uses.



# Land Use & Environmental Landscape

## Land Use and Environmental Landscape Summary and Strategy:

The Town of Manitowoc Rapids accounts for nearly 17,500 acres of land. Approximately 83% of the town is undeveloped (primarily agriculture and woodlands). Residential land accounts for the largest portion of the developed land in the town followed by transportation facilities. Land use by percent of total land is as follows:



### Natural Resources Summary:

- The Town of Manitowoc Rapids should utilize the Manitowoc County 20-Year Comprehensive Plan, Volume II: Manitowoc County Resources which contains data and maps reflecting the town's natural resources. Resources include geology, topography, general soils and soil limitations, water resources (including watersheds, groundwater, and surface water), floodplains, significant natural areas, and threatened and endangered species.
- The Manitowoc-Branch River (Land Legacy Place) is a significant natural feature in the Town of Manitowoc Rapids.
- Environmental corridors refer to several features (i.e., wetlands, floodplains, slopes 12% or greater, and 75 ft. water setback for buildings) that serve as a guidance tool to promote protection of areas with environmental significance from other land use influences. These areas can be viewed on the town's Future Land Use Plan map and are mapped by individual components in the Manitowoc County 20-Year Comprehensive Plan, Volume II: Manitowoc County Resources document.



### Agriculture Summary:

- According to the 2012 Census of Agriculture for Wisconsin, there were 1,224 farming operations managing approximately 230,735 acres of land in Manitowoc County. In Manitowoc Rapids, there are nearly 11,000 acres of crops/pasture.
- More detailed information on agriculture, farm demographics, crops, prime agricultural soils, etc. for Manitowoc County and the town can be found in the Manitowoc County Farmland Preservation Plan.



### Historic / Cultural Resources Summary:

- Sites of historic/cultural significance in the town include:
  - Green Bay Road Bridge (aka. Mill Street Bridge) - Listed in National Register of Historic Places
  - Pinecrest Historical Village
  - Holy Family Convent and associated structures
  - Several Gabled Ell Houses
  - Greek Revival Style Homes
  - Side Gabled Homes



### Natural Resources Goal:

- Conserve the town's natural resources by recognizing their importance on the town's rural character.
- Objectives:
  - Evaluate the potential adverse impacts of proposed developments and community growth on the town's environmental features.
  - Work with Manitowoc County to ensure the shoreland protection regulations minimize potential impacts of developments proposed adjacent to rivers, lakes, streams, and wetlands.
  - Minimize fragmentation of woodlands and other natural resource areas in proposed developments. Work with developers to consider conservation subdivision design or cluster developments that incorporate valuable environmental features into the development design.
  - Advocate for environmental corridors to be used for wildlife habitat, conservancy, trails, and outdoor recreation activities (e.g., hiking, hunting, etc.).
  - Work with Manitowoc County and other natural resource entities to evaluate the impacts of land uses, development, and agricultural activities on karst topography. Consider the impacts to groundwater quality and quantity.
  - Work with Manitowoc County, state agencies, and adjoining communities on informational programs and brochures regarding natural resources to educate and inform the public.
  - Identify and pursue funding sources for the acquisition of specific natural areas the town may wish to protect.
  - Unique natural features, wetlands, floodplains, and shoreland zoning areas that are regulated by the federal, state and county government, are to be strictly enforced by the appropriate regulatory authorities.
  - Continue cooperative efforts between the town and any other governmental agencies that make land use decisions impacting the town.
  - Work with surrounding towns to address possible boundary issues and minimize land use conflicts.
  - Any mining activities in the town shall not adversely impact the town or its residents.
  - Work with Manitowoc County to ensure all future mining operations will eventually return to a natural setting.

### Agriculture Goal:

- Preserve large contiguous areas of prime agricultural lands for continued farming operations and future generation farmers.
- Objectives:
  - Advocate for the majority of non-farm development to occur in designated development areas and not on productive agricultural soils. This will encourage the continued use and preservation of these farmlands for agricultural purposes.
  - Support landowner enrollment into the state's (DATCP) farmland preservation program. See the Manitowoc County Farmland Preservation Plan for more information.
  - In order to minimize conflicts, establish a process of communication with prospective non-farm developments regarding the importance of agriculture for the town and the related activities, noises, odors, etc. they will most definitely experience living in an agricultural area.

### Historic / Cultural Resources Goal:

- Whenever possible, the town's historic, archeological, and cultural locations and structures should remain preserved for town residents and visitors.
- Objectives:
  - Whenever feasible, the town will take measures to preserve buildings and structures, as well as landscape features (e.g., fence lines) that make up the town's cultural history and character.
  - Whenever possible, discourage the destruction of these sites and protect the features from incompatible uses.
  - The town is encouraged to work with state, federal, and county historical societies and other appropriate organizations to catalog historic and cultural sites and advocate for their preservation.