

Town of Gardner Comprehensive Plan Strategies

Population and Housing

Population Projection, Town of Gardner, 2020 to 2040

	Town of Gardner
2020	1,230
2040	1,215
Change 2020 to 2040	
Number	(15)
Percent	-1%

Source: Wisconsin Demographic Services Center (2020 estimate and 2040 projection). Extrapolated to 2020 and 2040 by BLDPC.

Population

- Since 2000, Gardner's population has grown by 3%.
- Through 2040, Wisconsin Demographic Services Center projects that Gardner's population will decline slightly to 1,215.

Age

- The median age in Gardner increased by nine years, from 42 years in 2000 to 51 years in 2019. This trend is either due to growth in Gardner's and Door County's senior population, or people are not moving away from Door County.
- In comparison to the growth in the number of seniors (60 years and older), Gardner and Door County are experiencing a decline in the number of youth and young adults.



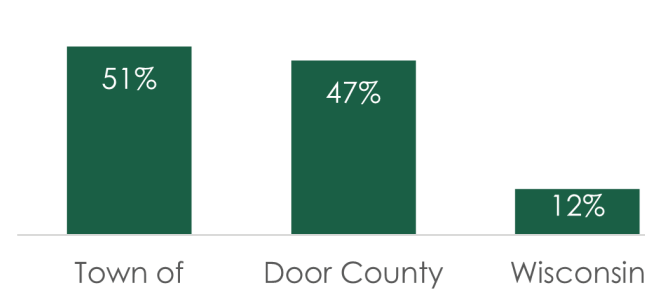
Median Household Income
\$63, 472

Population Trends, Town of Gardner, Door County, and Wisconsin, 1990 - 2020

	Town of Gardner	Door County	Wisconsin
1990	1,025	25,690	4,891,769
2000	1,197	27,961	5,363,675
2010	1,194	27,785	5,686,986
2020	1,233	28,770	5,854,594
Change 2000 to 2020			
Number	36	809	490,919
Percent	3%	3%	9%
Average Annual Growth Rate (AAGR)	0.15%	0.14%	0.44%

Source: U.S. Census (1990, 2000, 2010). WI Demographic Services Center (2020).

Residential Vacancy



Source: U.S. Census, ACS 5-year data (2013-2019).

Year Housing Units were Built

1950 - 1969	1970 - 1999	2000 - Present
473	544	161

Source: U.S. Census, ACS 5-year data (2013-2019).

Housing Strategies:

Goal:

To encourage and maintain an adequate supply of safe and affordable housing that provides a choice of location, style, and cost for current and future town residents while maintaining harmony with the Town's natural environment.

Objectives:

- Maintain housing values over time by promoting maintenance and rehabilitation of existing housing stock.
- Promote developments that provide a range of housing choices to meet the needs of all income levels, age groups, and persons with special needs.
- Promote housing that is environmentally conscious and have minimal negative impacts on surrounding land uses.
- Identify and utilize government agencies, local neighborhood associations, non-profit agencies, and private sector industries to implement these housing recommendations.

Housing Vacancy

As of 2019, Gardner's residential vacancy rate was about 51 percent. Of Gardner's vacant housing units, 85 percent are vacant for seasonal, recreational, or occasional use. Housing of this type is very common in Door County overall.

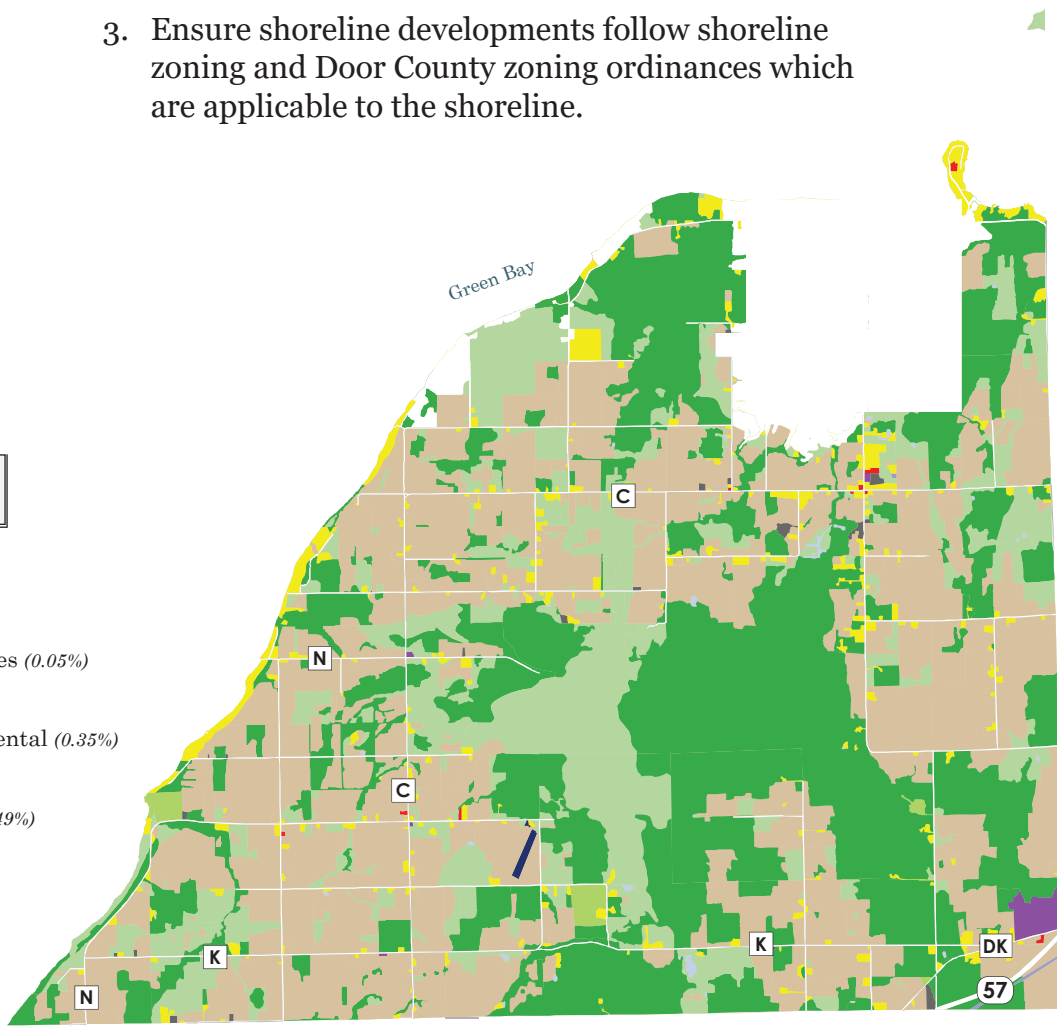
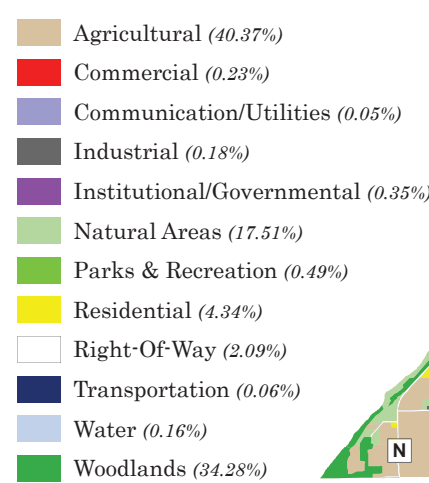
Land Use

Acreage of Existing Land Uses

Land Use Category	Acreage	Percentage (%)
Agriculture	8,842.78	40.27%
Commercial	49.27	0.23%
Communication and Utilities	10.64	0.05%
Institutional and Governmental	77.89	0.35%
Industrial	39.48	0.18%
Natural Area	3,845.36	17.51%
Parks and Recreation	106.76	0.49%
Residential	953.91	4.34%
Right-of-Way	459.01	2.09%
Transportation	14.05	0.06%
Water	34.12	0.16%
Woodlands	7,527.21	34.28%
Multi-Family	0.00	0.00%
Total	21,960.69	100.00%

Source: Bay-Lake RPC 2022

Existing Land Use



NAP Imagery, 2020

Land Use Strategies

Goal:

To maintain the vision of the town as a recreational, rural, and agricultural community which also promotes its unique and natural beauty.

Objective:

- Utilize the land use strategies section to make rational decisions on developments.
- Ensure that rural development is sensitive to the needs for rural preservation and the protection of environmental areas.
- Ensure shoreline developments follow shoreline zoning and Door County zoning ordinances which are applicable to the shoreline.

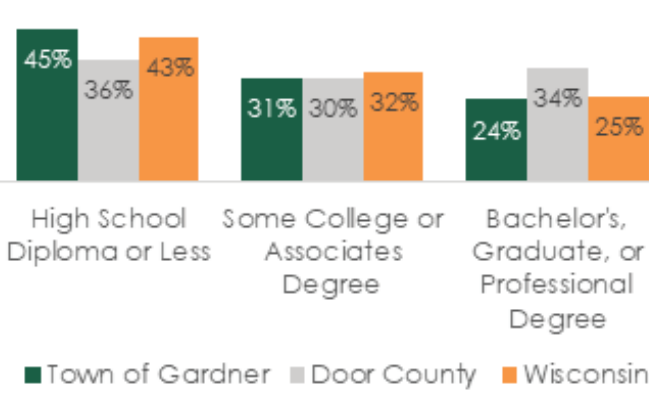
Economic Development

Civilian Labor Force (16 Years of Age or Older) by Occupation, Town of Gardner, 2015-2019

Occupational Category	Civilian Employed Population (16 years +)	
	Number	Share
Management, business, science, & arts	208	34%
Production, transportation, & material moving	138	22%
Sales & office	95	15%
Service	84	14%
Natural resources, construction, & maintenance	89	14%
Total	614	100%

Source: U.S. Census, ACS 5-year data (2013-2019).

Educational Attainment, Population Aged 25 and Older, Town of Gardner, Door County, Wisconsin, 2015-2019

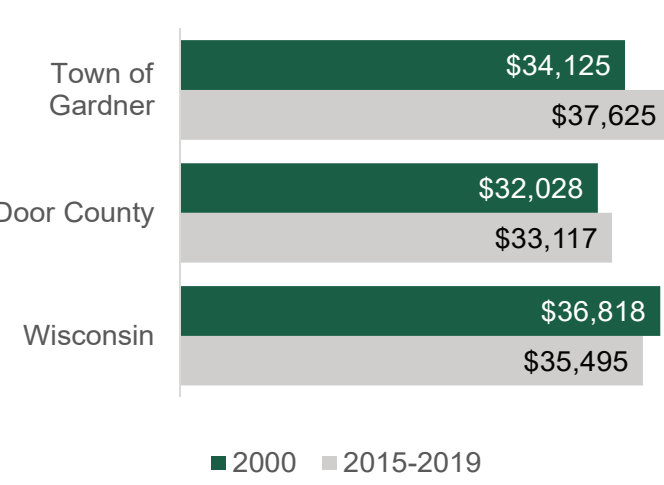


Source: U.S. Census, ACS 5-year data (2013-2019).

Gardner's Economic Base

Gardner's civilian labor force (aged 16 years and older) comprised over 600 people in 2019. The largest share of Gardner's civilian labor force was employed in management, business, science, and arts related occupations (34%). This occupational category increased by 57.6%.

Average Earnings, Population Aged 16 and Older with Earnings (2019 dollars), Town of Gardner, Door County, Wisconsin, 2000 and 2015-2019



Source: U.S. Census, Decennial (2000) and ACS 5-year data (2013-2019).

Economic Development Strategies

Goal:

To promote an economic environment which maintains and increases the town's current tax base and provide quality employment opportunities.

Objectives:

- Promote current and future rural economic development opportunities in the Town.
- Partner with governmental, non-profit, and educational entities in the development of Gardner's economic opportunities.
 - Partner with the Door County Economic Development Corporation in developing the Town of Gardner's economic opportunities.
 - Partner with the Door County Job Center in the marketing of job opportunities inside of Gardner.
 - Partner with NWTSC Sturgeon Bay in promoting educational and skill learning opportunities to Gardner residents.
- Support the development of zoning for commercial uses in economic centers found in the Town.
- Improve and maintain current infrastructure needed to sustain current and future businesses in the Town.
- Continue to support responsible ecotourism in the town to environmental features such as Little Sturgeon Bay and the Niagara Escarpment.

Intergovernmental Cooperation

Town of Union

TOWN OF BRUSSELS

Transportation

Transportation Strategies

Goal:

Maintain and support the development of a safe transportation system.

Objectives:

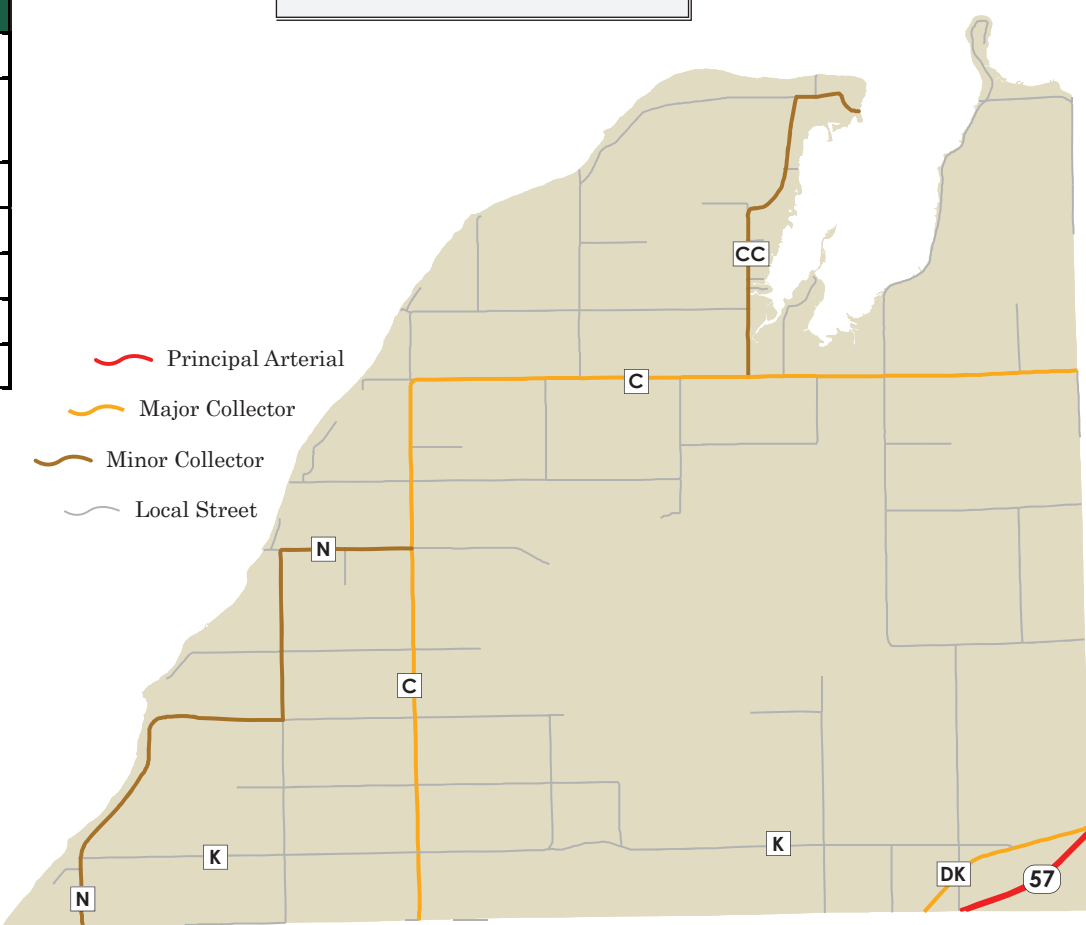
- Maintain and improve current town infrastructure in a timely and well-planned manner.
- Coordinate efforts with local communities, Wisconsin Department of Transportation (WisDOT) and other entities to maintain a safe, efficient, and accessible county wide transportation system.
- Maintain consistent funding for maintenance and improvement of the Town of Gardner transportation system.

Functional Class Mileage

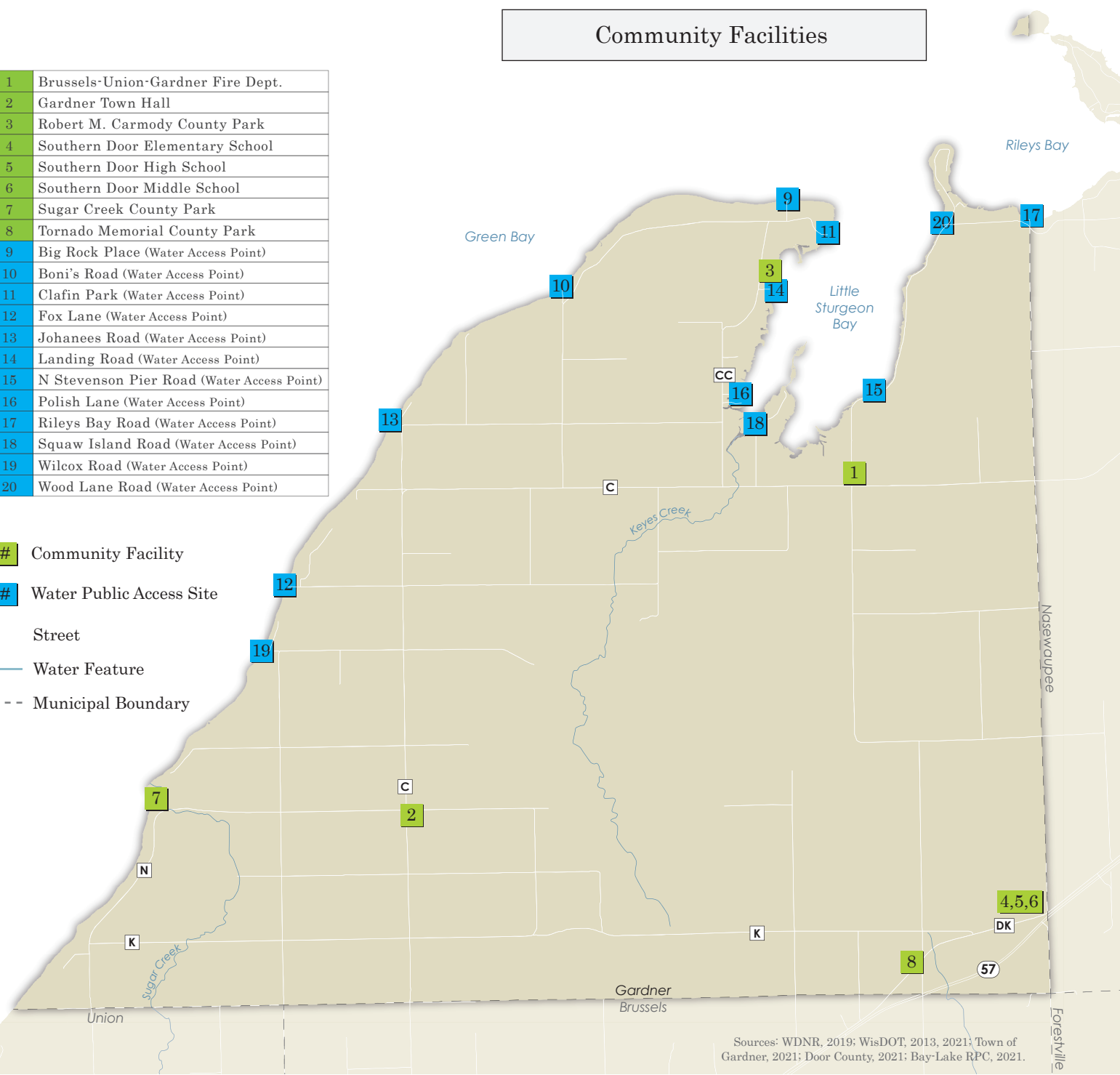
Functional Classification	Mileage
Class	
Principal Arterial	2.25
Major Collector	10.34
Minor Collector	7.63
Local Street	55.52
Total	75.73

Source: Wisconsin Department of Transportation

Functional Classification



Utilities and Community Facilities



Utilities and Community Facilities Strategy

Goal:

Ensure that the town's utilities and community facilities are maintained, updated, and expanded in a manner that reflects the present and future population of the Town of Gardner.

Objectives:

- Maintain town facilities and services that adequately serve the present and future needs of the town.
- Maintain and expand the intergovernmental cooperation activities.
- Identify opportunities to expand broadband internet service in the town.
 - Utilize USDA grant programs to implement broadband projects.
- Look for opportunities to expand community gathering areas such as community centers.

Parks and Recreational Facilities

Goal:

To provide and maintain safe recreational opportunities to all residents and visitors.

Objectives:

- Maintain the quality of current parks, recreation areas, and trails for residents and visitors.
- Insure that people with a disability or with disabilities can reasonably access parks and recreation facilities.
- Research areas for future installation of additional parking at water access sites.

Natural, Agricultural, and Cultural Resources Strategies

Natural Resources

Goal:

To maintain, preserve, and responsibly use the town's natural resources in a manner that allows for future generations of residents and visitors to use the same resources.

Objectives:

- Preserve and enhance the lakes, streams, bays, shorelines, wetlands, grasslands, woodlands, soil, and other natural resources found in the Town of Gardner.
- Responsibly develop in a manner that protects wetlands, woodlands, grasslands, the soil, the Niagara Escarpment, the shoreline, water resources, and other significant and sensitive ecosystems.
- Encourage the removal and management of invasive species.
- Work with Door County on the reclamation of non-metallic mining site found in the town.
- Encourage a resiliency planning mindset which better prepares the town to withstand coastal hazards and other climate related hazards.
- Support green infrastructure projects within the town such as rain gardens, retention ponds, and ecosystem restoration projects.
- Increase awareness of hazards and water quality issues related to karst landscapes, such as sinkholes and groundwater contamination.
- Look for opportunities to use nature-based solutions along the coastline to increase ecosystem services and the resiliency of the Town to negative environmental impacts.

Agricultural Resources

Goal:

To preserve and encourage the town's agricultural resources.

Objectives:

- Promote agricultural innovations and technique that improve the health of soils, and the Town's water quality.
 - Partner with Peninsula Pride Farms and the Door-Kewaunee Demonstration Farms Network to promote sustainable farming in the Town of Gardner.
- Minimize conflict between agricultural and non-agricultural uses.
- Support zoning that encourages local family farms and small specialty farming operations.



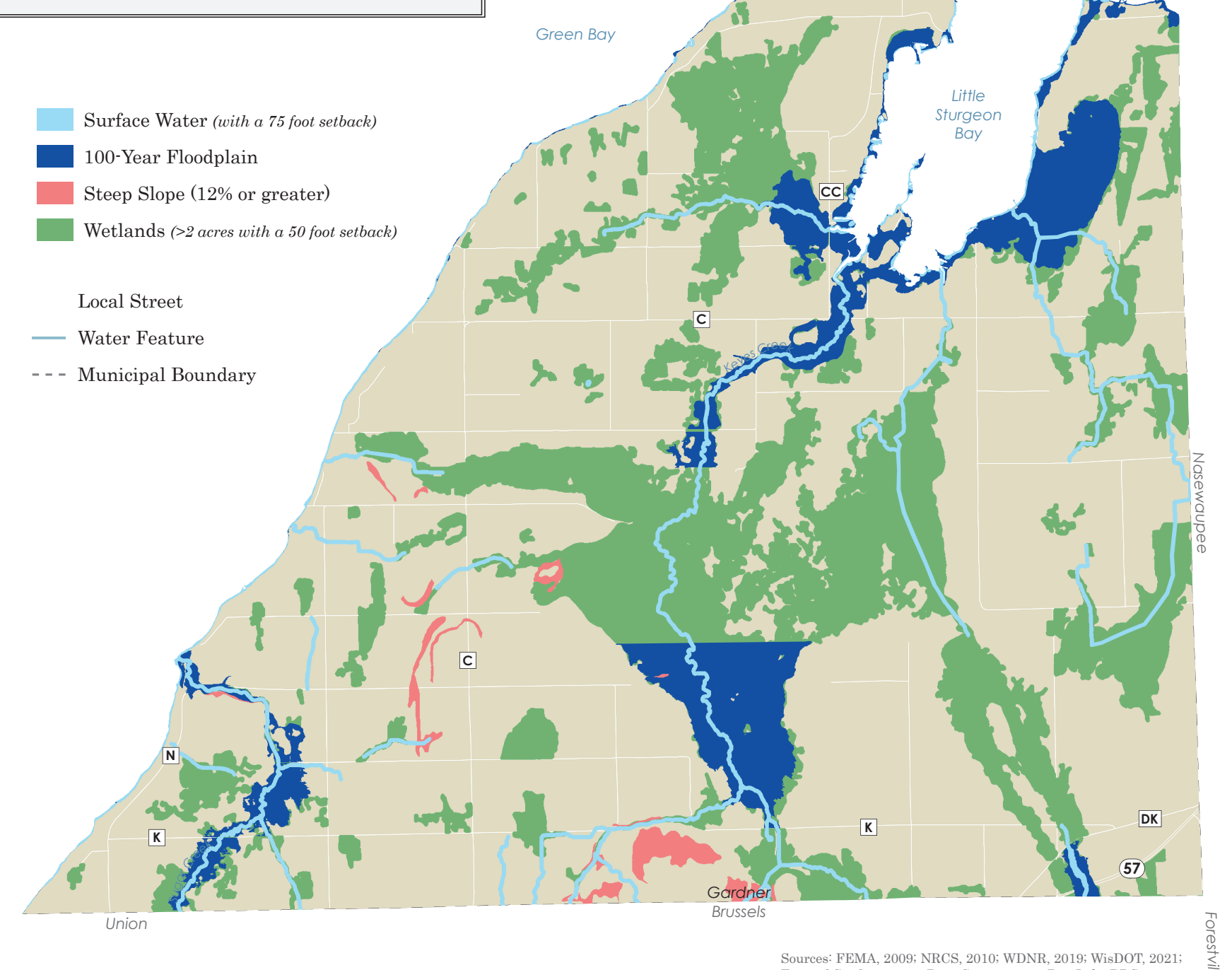
Environmental Corridors

Environmental corridors represent significant environmental features which should be protected from other land use influences, not only for the benefit of plants and animals but also for people.

These features include:

- Lakes, ponds, rivers, streams, flowages
- 75-foot setbacks for water features
- Wetlands, as delineated by the WDNR
- 50-foot setbacks for wetlands
- 100-year floodplains, outlined by Federal Emergency Management Agency (FEMA)
- Areas of steep slope (those 12% or greater)

Environmental Corridors



Sources: FEMA, 2006; NRCS, 2010; WDNR, 2018; WisDOT, 2021; Town of Gardner, 2021; Door County, 2021; Bay-Lake RPC, 2021.