

CHAPTER 1 - ISSUES AND OPPORTUNITIES

66.1001(2)(a) Wis. Stat.:

Issues and Opportunities element. Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

The purpose of a comprehensive planning program is to promote orderly and beneficial development, helping to create a community that offers residents a more attractive, efficient, and “resident-friendly” environment in which to live. Such an environment can be realized in part by creating a financially sound governmental structure, providing good schools, a variety of community facilities and services, efficient land use and transportation systems, and encouraging sufficient employment opportunities and adequate, affordable housing.

The planning process involves understanding the various physical, economic, and social issues within the Town. It examines where the Town has been, where it is now, what goals or targets the community hopes to achieve, and what actions are necessary to reach these goals. A successful planning program can provide the direction needed to manage future growth by offering guidelines to governmental leaders, private enterprise, and individuals so that the Town development-related decisions are sound, practical and consistent.

Section 1.1 Description of Planning Area

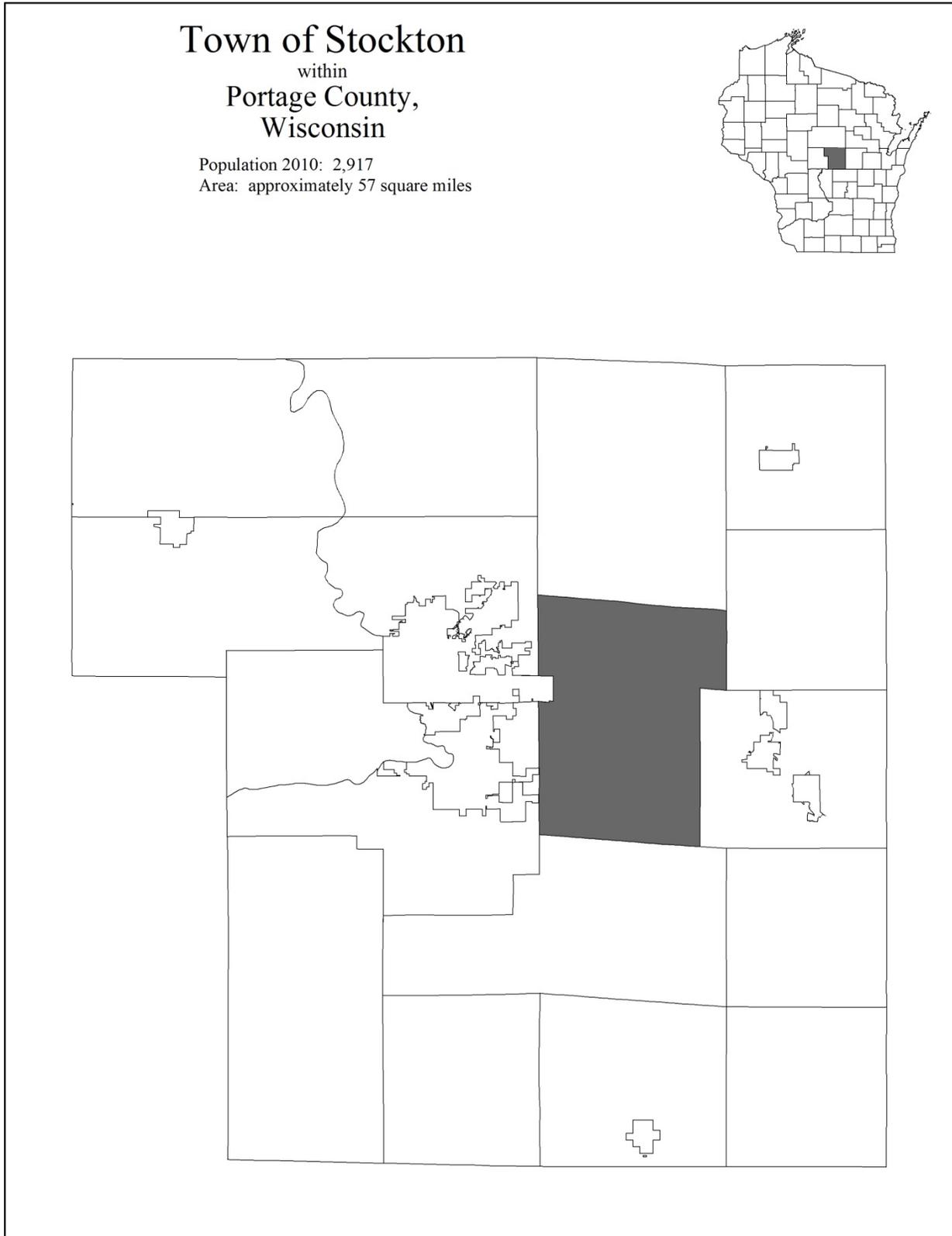
Stockton is the 5th largest town (out of 17 towns) in Portage County in terms of geographic size, encompassing an area of approximately 36,703 acres or 57.3 square miles. The Town (political unit) includes all but the eastern tier of sections of congressional township T23N-R9E and that portion of T24N-R9E annexation into the City of Stevens Point (2012) and the southern ½ of T24N-R9E. Stockton is located in the central part of Portage County and is bordered on the north by the Town of Sharon, on the south by the Town of Buena Vista, on the east by the Towns of New Hope and Amherst, and on the west by the Towns of Hull and Plover and the City of Stevens Point.

Up until 1960, the Town of Stockton was a typical rural agriculture-based community with a steadily declining population, due mostly to the changes in the agricultural economy. This declining trend was reversed during the 1960’s, with the community experiencing a significant upturn in population as urban residents began moving back to rural areas. This change was characteristic of a broader urban-to-rural movement at the County, State, and national levels. The impact of this rural migration was greatest in the towns adjacent to the larger population centers; accordingly, towns such as Hull and Plover experienced the largest growth spurts due to their proximity to the City of Stevens Point. Nevertheless, population growth in more outlying towns, such as Stockton, was still very significant. Thus, the decade of the 1960’s marked the end of the Town of Stockton’s declining population and the beginning of a growth period, and population projections for 2030 portray a continued growth pattern.

To accommodate this growth, tracts of land that are now void of development will see homes, farms and some businesses. If new development is not properly managed, the Town may find itself faced with unnecessarily inflated expenditure requirements for the provision of its limited

services to the new areas. This Comprehensive Plan will analyze all of the lands within the Town of Stockton corporate boundary, and include recommendations for residential, commercial and industrial development, as well as the protection of important farmlands and other natural resources as determined by the residents of the Town of Stockton.

Figure 1.1



Section 1.2 Past Planning In Stockton

A. 1992 Land Use Plan

In 1992, the Town of Stockton Planning Committee finished working with the Portage County Planning Department on the first land use plan for the Town of Stockton. This land use planning effort was performed by the Town to guide decisions related to land use and changes in zoning. The intent of the plan was to serve as a formal statement of Town/County policies regarding land use. In addition, the Plan was intended to serve as a guide in updating the Town's zoning map that was created in the late 1960s, to reflect changing conditions and needs.

B. 2002 Land Use Plan Update

The Town of Stockton spent the better part of a year working on an update to their Land Use Plan. This was the first amendment of the plan since it was first adopted in 1992. The Town worked with Portage County Planning and Zoning Department staff throughout the process. After a recommendation from the Town Planning Committee and a public hearing, the Town Board adopted the Land Use Plan amendments at their June 10, 2002 Board meeting.

Section 1.3 The Initial Comprehensive Plan and Current Update Process

As mentioned in the introduction to this document, this Town of Stockton Comprehensive Plan had its beginning as a part of the County-wide planning project started in June 2001. The Portage County Planning and Zoning Committee generated preliminary County-wide goal suggestions for the nine required Plan elements. This information was then forwarded to all local units of government in the fall of 2002. Utilizing the information provided by Portage County, the Town of Stockton Plan Commission and the Town of Stockton Smart Growth Committee (the Smart Growth Committee was dissolved in October 2005) began the Town Comprehensive Planning process in earnest in January 2003. The Plan was adopted by the Stockton Town Board on May 15, 2006.

The Stockton Plan Commission is tasked with managing the process of public hearings, open meetings, the planning process, town committees and volunteer working groups. The Plan Commission took information from all of these resources to complete this plan.

The comprehensive planning process includes several basic steps: The first step involves research. Activities include acquiring a thorough knowledge of the existing community setting on a variety of topics, identifying problems that require solutions, and analyzing critical factors that need to be changed. This knowledge and analyzing factors needs to be done before progress can be made toward establishing goals, objectives, and growth and development policies.

The second step involves the formation of planning policy.

The next steps involve the selection of a preferred plan alternative for guiding future growth. The Land Use Element relates to how the Town is expected to grow, and generally identifies how development should proceed in the future to achieve community goals. It proposes the most efficient use of land within the financial capabilities of the community by identifying where residential, and other anticipated land uses should occur.

The final step involves implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major tools of implementation are Zoning Ordinances, subdivision regulations, and capital improvements program.

This Plan update was initiated by the Town of Stockton in August 2011 and follows the same planning steps as the 2006 Plan. When discussing how to begin the required full-scale review of this document (minimum of once every 10 years), Town officials made the decision to use the existing document as a solid base to start from. The Plan Commission proceeded Chapter by Chapter to verify and update existing background information, review and validate any issues identified in each of the Chapters, and review, validate, and revise the Goals, Objectives, and Policies accordingly. Additionally, the Town of Stockton used this Comprehensive Plan update as an opportunity to discuss the merits of the newly created Planned Development Zoning District that was adopted and incorporated into the Portage County Zoning Ordinance on November 4, 2013. In order to utilize this new Zoning District, the Town must discuss and justify its use within their Comprehensive Plan. As such, part of this Comprehensive Plan review was devoted to identifying situations that may be appropriate for Planned Development within the Town, and reviewing the goals, objectives, and policies to identify areas where use of the new District could be more specifically supported or prohibited.

The Comprehensive Plan is the primary link between the past, the present, and the future, making it perhaps the best resource for achieving continuity over a period of time. It is to be used as a guide by those making decisions with regard to the development of the community. The Comprehensive Plan must also remain flexible so that it can be modified to reflect the processes of actual development and the changing attitudes and priorities of the community. To maintain an updated Comprehensive Plan, new information must be continually gathered and studied to determine trends and reevaluate projections, forecasts, and plans. Even policy recommendations, which are relatively permanent statements, may require periodic review to determine their appropriateness and suitability in relation to the direction and character of community development at that time. A well thought-out and updated Comprehensive Plan, with a solid base of public involvement, is one of the most fruitful investments a local government can make. As a collection of policies and plans designed to guide future growth and development, it will help ensure continuity over time as changes occur within the Town of Stockton.

Section 1.4 Town of Stockton Vision

We envision that in 2030 most of Stockton will remain a rural community that strives to maintain a balance between growth pressures from the City of Stevens Point, and the Village of Plover.

We realize that we are living in a time of economic and land use change in the Town of Stockton. We anticipate the changes that will occur over the next twenty years may alter the landscape and rural character of our Town. The Plan Commission believes that our Town has a future based on community values and we offer this statement:

“Town Officials and residents will work to maintain the rural and agricultural character of the community as much as possible by trying to preserve, protect, and enhance the Town’s natural resources and open spaces while maintaining a high quality of life in the Town of Stockton.”

Growth is anticipated but will be managed in a financially sound way which will not negatively impact the Town’s ability to provide services. While agriculture continues to be the predominant land use and the cornerstone of our Town’s economy, we continue to support well planned residential areas and small commercial development to maintain the tax base and annexations. Higher intensity uses are carefully planned to blend with our rural lifestyle and our neighboring municipalities.

The Town will continue to work with neighboring communities to resolve issues of extraterritorial rights and any other common problems to enhance the quality of life for present and future generations. To achieve this desired future, residents and community leaders recognize the necessity and importance of individual rights, landowner rights, and community interests encouraging citizen involvement and open communication.

Section 1.5 Demographic Trends

The demographic information in the Comprehensive Plan comes from the U.S. Census Bureau. Through the Census, name, sex, age, date of birth, race, ethnicity, relationship and housing tenure is collected on every individual in the United States every ten years. Starting with the 2010 Census, the method of collecting data beyond this primary information has been changed. The more detailed socioeconomic information once collected during each Census is now collected annually by the American Community Survey (ACS), which began sampling in 2005.

The ACS is a branch within the U.S. Census Bureau. The Survey is sent to a small percentage of the population each year on a rotating basis throughout the decade. Information for large metropolitan areas is available every year. For urban areas like the City of Stevens Point and Portage County as a whole, estimates are based on a 3 year average. Data at the Town level is based on a 5 year average.

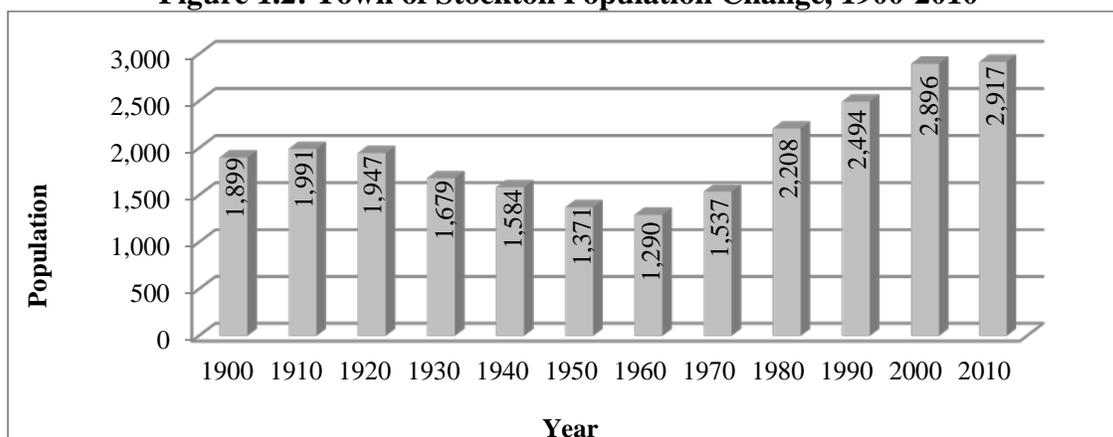
The tables and figures provided below use the U.S. Census or ACS data. This data is available via the American Fact Finder search site at the <http://factfinder2.census.gov/> web site. When looking at the tables and figures remember that they are in many instances estimates and not based on a complete count. The point is that, while Census or ACS data is an estimate that may have some error, it is the most accurate measure of what is happening within Stockton that is available.

The tables and figures below compare the Town of Stockton, Town Average, and Portage County as a whole. The Town Average includes information for the other sixteen Towns in Portage County besides Stockton. Portage County data is for the entire County.

A. Population Growth

Census data reveals two major, historical population trends for the Town of Stockton (Figure 1.2). The first major trend was a steady decline in the Town's population over a fifty-year period from 1910 to 1960. This is characteristic of an agriculture based economy that saw a steady decline in farm numbers, but an increase in average size of farm.

Figure 1.2: Town of Stockton Population Change, 1900-2010



Source: US Census Bureau, 1900 to 2010

This declining population trend was dramatically reversed in the 1960's and 1970's, with the Town experiencing a significant upturn in population as urban residents began to move to rural or semi-rural areas. In Portage County, the impact of this migration back to the rural areas occurred earlier and was greater in those towns located adjacent to the larger population centers. For the Town of Stockton, the City of Stevens Point's annexation of 2012 now has the City boundary ½ mile into the Town.

The Town of Stockton's most dramatic growth occurred during the 1970's, with the Town documenting population increases of 43.1% for the 1970-1980 period (Table 1.1). The 1970's was a decade of substantial growth for many Portage County communities. In the last twenty years (Census 1990 to 2010), the Town of Stockton gained 423 residents, adding residents at a rate higher than the County overall during this period, and a much higher rate than surrounding Towns. Between 2000 and 2010, population growth waned considerably. Stockton only gained 21 residents in the decade. Of the adjacent Towns described in Table 1.1, only Sharon (+46) and Buena Vista (+11) grew; the others lost population.

Table 1.1: Stockton Comparison Population Change, 1970 to 2010

	1970	1980	1990	2000	2010	1990-2010 Change
Town of Stockton	1,537	2,208	2,494	2,896	2,917	17.0%
Town of Amherst	936	1,215	1,335	1,435	1,325	-0.7%
Town of Buena Vista	827	1,023	1,170	1,187	1,198	2.4%
Town of Hull	3,124	5,122	5,563	5,493	5,346	-3.9%
Town of New Hope	492	625	694	736	718	3.5%
Town of Plover	3,692	2,330	2,223	2,415	1,701	-23.5%
Town of Sharon	1,304	1,694	1,742	1,936	1,982	13.8%
Portage County	47,541	57,420	61,405	67,182	70,019	14.0%

Source: U.S. Census Bureau 1970 - 2010

Population growth is a combination of many factors including birth, death, and in and out migration. By examining migration patterns for the residents of the Town of Stockton, we can better understand the cause for how the growth in the community is occurring. Table 1.2 provides data on where residents were living the year prior to the Federal Census.

Table 1.2: Comparison of Place of Residence for the Year Prior to 2010

	Same house 1 year ago		Within same county		Different county, same state		From a different state	
T. Stockton	2,710	95.1%	127	4.5%	12	0.4%	0	0.0%
T. Amherst	1,285	95.9%	21	1.6%	23	1.7%	11	0.8%
T. Buena Vista	1,057	89.7%	78	6.6%	35	3.0%	8	0.7%
T. Hull	4,729	89.7%	460	8.7%	63	1.2%	19	0.4%
T. New Hope	671	95.0%	35	5.0%	0	0.0%	0	0.0%
T. Plover	1,593	89.6%	154	8.7%	26	1.5%	5	0.3%
T. Sharon	1,825	90.4%	132	6.5%	34	1.7%	28	1.4%
Portage County	55,399	80.9%	8,134	11.9%	4,037	5.9%	926	1.4%

Source: ACS 2006-2009

This information provides a bit of insight into the nature and pace of new residents moving into the Town. Information found in the 2010 American Community Survey estimated that ninety-five (95%) of Stockton residents lived in the same house in the year prior to the Census. Nearly all of the remaining residents moved to Stockton from somewhere inside Portage County. A small number (less than 1%) moved to Stockton from somewhere else in Wisconsin.

The 5-to-14 year old cohort for the Town of Stockton numbered 492 in 1990. This number declined by 108 persons (-22%) by the year 2000 (as the 5-to-14 year olds became 15-to-24 year olds). Some of this decline may be explained by children leaving home for college or jobs. This cohort declined by an additional 115 persons (-30%) as the cohort became 25 to 34 year olds in 2010. The decline could represent adults leaving for better jobs or opportunities elsewhere.

The 15-to-24 year old cohort numbered 355 in 1990. This number declined by 15 persons (-4%) by the year 2000 (as they became 25-to-34 year olds). By 2010, however, this cohort had gained 58 persons (+17%) (as they became 35-to-44 year olds).

The 1990 25-to-34 year old cohort also has an interesting trend. In 1990 they numbered 411; by 2000 (as 35-to-44 year olds) they had gained 127 persons (+31%), becoming the largest cohort in the Stockton population. By 2010 (as 45-to-54 year olds) they had gained another 16 persons (+3%), and remained the largest Stockton cohort.

The 1990 35-to-44 year old cohort continued this trend on population increase. In 1990 they numbered 436; by 2000 (as 45-to-54 year olds) they had gained 37 persons (+8%). By 2010, however, (as 55-to-64 year olds) they had declined by 20 persons (-4%), but leaving a net gain for the 20-year period.

The Town of Stockton’s 65+ population segment increased from 7.9% of total population in 1990 to 11.4% in 2010. The average Portage County town saw this segment increase from 10.7% to 13.7%, and the County as a whole increased from 10.8% to 12.8%. The number of seniors aged 75 and over has nearly doubled since 1990.

Table 1.4: Comparison of Population Age 65+

Age	Town of Stockton			Town Average			Portage County		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
65 to 74 years	197 7.9%	226 7.8%	332 11.4%	130 10.6%	157 11.3%	192 13.7%	6,603 10.8%	7,354 10.9%	8,955 12.8%
TOTAL	2,494	2,896	2,917	1,449	1,506	1,443	61,405	67,182	70,019
Median Age	30.0	35.9	42.1	32.4	37.9	44.0	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990 and 2000 Census, and ACS data from 2005 to 2009 DP02.

The “median age” is the point where ½ of the population lies above and ½ lies below; the older this age is, the older the overall population for a place is becoming. The median age for the Town of Stockton in 2010 is 42.1 years. This age has increased by over twelve years since 1990, with the rate of increase accelerating over the two decades. The Town Average reflects a similar pace for growth, while tending to be, on average, slightly older than Stockton. The County’s lower overall median age reflects the influence of the student population at UW-Stevens Point.

C. Education Levels

As is typical across the different municipal divisions within Portage County, the Town of Stockton raised its’ overall educational attainment over the last 20 years (Table 1.5). This achievement is a result of the combination of in-migration, continued educational involvement by the existing residents of the Town and the passing of older residents who did not have the educational opportunities enjoyed today.

Table 1.5: Comparison of Educational Attainment for Residents 25 Years and Older

Ed. Attainment (Persons 25 yrs+)	Town of Stockton			Town Average			Portage County		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Less Than 9th Grade	220 15.2%	102 5.5%	72 4.8%	112 15.0%	63 7.0%	42 4.5%	4,065 11.6%	2,420 6.0%	1,577 3.8%
9th to 12th Grade (No Diploma)	125 8.7%	113 6.1%	95 6.3%	79 11.0%	83 9.4%	72 7.4%	3,029 8.7%	3,019 7.5%	2,415 5.9%
High School Graduate	743 51.4%	860 46.7%	673 44.7%	365 44.2%	414 42.8%	422 42.7%	14,082 40.2%	14,952 37.2%	14,911 36.4%
Some College (No Degree)	149 10.3%	321 17.4%	263 17.5%	111 12.6%	175 17.6%	166 16.8%	5,205 14.9%	7,572 18.9%	8,143 19.9%
Associate Degree	50 3.5%	153 8.3%	145 9.6%	42 4.7%	68 6.5%	88 8.6%	1,922 5.5%	2,802 7.0%	3,263 8.0%
Bachelor's Degree	96 6.6%	180 9.8%	185 12.3%	89 9.3%	138 11.9%	145 13.7%	4,594 13.1%	6,468 16.1%	7,151 17.5%
Grad / Profess Degree	62 4.3%	114 6.2%	72 4.8%	35 3.2%	53 4.7%	67 6.2%	2,107 6.0%	2,910 7.2%	3,502 8.5%
TOTAL	1,445	1,843	1,505	832	994	1,001	35,004	40,143	40,962

Source: U.S. Census Bureau, 1990 and 2000 Census, and ACS data from 2005 to 2009 DP02.

D. Households and Income

The Town of Stockton residential community is made up of different types of households. U.S. Census defines a household simply as “including all of the people who occupy a housing unit.” People not living in households are classified as living in group quarters. “Family Households” consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. “Nonfamily Households” consist of people living alone and households which do not have any members related to the householder. Table 1.6 below details the changes in the make-up of Town of Stockton households over the last 20 years, and compares them to the Portage County data and the average of the County Towns.

Family households, traditionally the primary household type within Stockton, have seen their percentage of total households slightly decrease over the last 20 years, even though their numbers have continued to increase. Married-couple householders are by far the most numerous (90%). Single-head households within Stockton decreased slightly to 10% of Family households. By comparison, the Town Average and County as a whole have seen single-head households increase to 13% and 18% of Family households, respectively.

Stockton’s Non-Family households have increased slightly since 1990 (19% to 20% of total households). The Towns Average indicates a Non-Family share of 23%.

The Persons Per Household (PPH) calculation for the Town of Stockton, average of Towns and the County have continued a declining trend over the last 20 years. In 2010 Town of Stockton had a PPH of 2.68, down from 3.09 in 1990. The Town Average was 2.55.

Table 1.6: Household Type Comparison, Town of Stockton

HOUSEHOLDS BY TYPE	Town of Stockton			Town Average			Portage County		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
Family Households	655	821	873	388	427	428	14,883	16,496	17,270
<i>Percent of Total Households</i>	<i>81%</i>	<i>83%</i>	<i>80%</i>	<i>83%</i>	<i>78%</i>	<i>71%</i>	<i>70%</i>	<i>66%</i>	<i>62%</i>
Married-couple families	580	718	784	343	381	373	12,645	13,808	14,155
<i>Percent of Family Households</i>	<i>89%</i>	<i>87%</i>	<i>90%</i>	<i>89%</i>	<i>89%</i>	<i>87%</i>	<i>85%</i>	<i>84%</i>	<i>82%</i>
Other family, male householder	34	46	44	17	19	23	602	861	1,023
<i>Percent of Family Households</i>	<i>5%</i>	<i>6%</i>	<i>5%</i>	<i>4%</i>	<i>5%</i>	<i>5%</i>	<i>4%</i>	<i>5%</i>	<i>6%</i>
Other family, female householder	41	57	45	28	27	32	1,636	1,827	2,092
<i>Percent of Family Households</i>	<i>6%</i>	<i>7%</i>	<i>5%</i>	<i>7%</i>	<i>6%</i>	<i>8%</i>	<i>11%</i>	<i>11%</i>	<i>12%</i>
Nonfamily Households	152	163	214	82	119	136	6,423	8,544	10,544
<i>Percent of Total Households</i>	<i>19%</i>	<i>17%</i>	<i>20%</i>	<i>17%</i>	<i>22%</i>	<i>23%</i>	<i>30%</i>	<i>34%</i>	<i>38%</i>
Householder living alone	122	112	175	66	93	106	4,679	6,130	7,559
<i>Percent of Non-Family Households</i>	<i>80%</i>	<i>69%</i>	<i>16%</i>	<i>81%</i>	<i>78%</i>	<i>78%</i>	<i>73%</i>	<i>72%</i>	<i>72%</i>
Householder 65 years and over	44	37	52	28	34	40	1,933	2,196	2,632
<i>Percent of Non-Family Households</i>	<i>29%</i>	<i>23%</i>	<i>5%</i>	<i>34%</i>	<i>29%</i>	<i>29%</i>	<i>30%</i>	<i>26%</i>	<i>25%</i>
TOTAL HOUSEHOLDS	807	984	1,087	469	546	600	21,306	25,040	27,814
Persons Per Household	3.09	2.94	2.68	3.00	2.71	2.55	2.71	2.54	2.39

Source: U.S. Census Bureau, 1990, 2000, and 2010 Census SF1.

Another instructive piece of information on the state of households within the Town is the level of income that each household achieves. Again the census provides insight into the range of incomes present within Stockton. Table 1.7 below describes how household incomes have changed in the last 20 years. It is a testimony to both the inflation of wages and the increased earning power of the residents of Stockton that the percentage of households making greater than \$50,000 per year has increased from 26.8% in 1990 to 64.2% in 2010. Median household income has increased from \$35,724 to \$62,760 over the same period.

Table 1.7: Household Income Comparison for the Town of Stockton

Household Income Per Year	Town of Stockton			Town Average			Portage County		
	1989	1999	2010	1989	1999	2010	1989	1999	2010
Less Than \$10,000	85 <i>10.6%</i>	29 <i>2.9%</i>	11 <i>0.9%</i>	46 <i>11.1%</i>	25 <i>5.5%</i>	22 <i>3.8%</i>	3,210 <i>15.0%</i>	1,767 <i>7.0%</i>	1,854 <i>6.9%</i>
\$10,000 to \$14,999	87 <i>10.8%</i>	32 <i>3.2%</i>	22 <i>1.9%</i>	33 <i>7.5%</i>	24 <i>4.5%</i>	24 <i>3.6%</i>	1,978 <i>9.3%</i>	1,608 <i>6.4%</i>	1,520 <i>5.6%</i>
\$15,000 to \$24,999	121 <i>15.0%</i>	104 <i>10.5%</i>	58 <i>4.9%</i>	82 <i>19.2%</i>	52 <i>9.6%</i>	50 <i>8.5%</i>	4,072 <i>19.1%</i>	3,174 <i>12.6%</i>	3,180 <i>11.8%</i>
\$25,000 to \$34,999	98 <i>12.2%</i>	107 <i>10.8%</i>	94 <i>7.9%</i>	83 <i>17.9%</i>	73 <i>13.2%</i>	55 <i>9.9%</i>	3,654 <i>17.1%</i>	3,425 <i>13.6%</i>	2,744 <i>10.2%</i>
\$35,000 to \$49,999	185 <i>23.0%</i>	204 <i>20.6%</i>	239 <i>20.2%</i>	119 <i>23.4%</i>	105 <i>20.3%</i>	76 <i>14.1%</i>	4,370 <i>20.5%</i>	4,484 <i>17.9%</i>	3,908 <i>14.5%</i>
\$50,000 to \$74,999	183 <i>22.8%</i>	275 <i>27.8%</i>	325 <i>27.5%</i>	76 <i>14.7%</i>	146 <i>26.4%</i>	142 <i>25.1%</i>	2,983 <i>14.0%</i>	5,771 <i>23.0%</i>	6,002 <i>22.3%</i>
\$75,000 to \$99,999	19 <i>2.4%</i>	149 <i>15.1%</i>	232 <i>19.6%</i>	21 <i>4.1%</i>	76 <i>11.8%</i>	105 <i>18.6%</i>	661 <i>3.1%</i>	2,820 <i>11.2%</i>	3,709 <i>13.8%</i>
\$100,000 to \$149,999	13 <i>1.6%</i>	71 <i>7.2%</i>	155 <i>13.1%</i>	7 <i>1.4%</i>	34 <i>5.5%</i>	70 <i>12.0%</i>	274 <i>1.3%</i>	1,346 <i>5.4%</i>	2,828 <i>10.5%</i>
\$150,000 or more	13 <i>1.6%</i>	17 <i>1.7%</i>	47 <i>4.0%</i>	4 <i>0.8%</i>	18 <i>3.1%</i>	28 <i>4.4%</i>	134 <i>0.6%</i>	717 <i>2.9%</i>	1,200 <i>4.5%</i>
Total Households	804	988	1,183	472	552	571	21,336	25,112	26,945
Median H-Hold Income	\$35,724	\$50,957	\$62,760	\$31,248	\$47,854	\$59,636	\$28,686	\$43,487	\$50,978

Source: U.S. Census Bureau, 1990 and 2000 Census and the ACS data from 2005 to 2009 table DP03.

With the examination of income information, the Town of Stockton should also assess the poverty status of its residents. Table 1.8 below outlines poverty thresholds for 1980, 1990, 2000, and 2011.

Table 1.8 Poverty Thresholds: 1980, 1990, 2000, and 2011

Size of Family Unit (Poverty Threshold)	1980	1990	2000	2011
One Person	\$4,190	\$6,652	\$8,794	\$11,702
Two Persons	\$5,363	\$8,509	\$11,239	\$15,063
Three Persons	\$6,565	\$10,419	\$13,738	\$17,595
Four Persons	\$8,414	\$13,481	\$17,603	\$23,201
Five Persons	\$9,966	\$15,792	\$20,819	\$27,979
Six Persons	\$11,269	\$17,839	\$23,528	\$32,181
Seven Persons	\$12,761	\$20,241	\$26,754	\$37,029
Eight Persons	\$14,199	\$22,582	\$29,701	\$41,414
Nine Persons or More	\$16,896	\$26,848	\$35,060	\$49,818

Source: U.S. Census Bureau 1980-2000: Social, Economic, and Housing Statistics Division: Poverty, Last Revised: September, 2012

“Poverty” is generally defined as a set of money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid).

Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under age 15 (such as foster children). Table 1.9 lists the Census information on poverty for the total number of residents, persons age 65 and above, and families within the Town of Stockton, the Town Average, and Portage County as a whole.

The Town of Stockton has experienced a decrease in the number of residents earning below the poverty level over the last two decades, to levels lower than Town Average and County overall.

Table 1.9: Poverty Comparison, Town of Stockton, Town Average, and Portage County

Poverty Statistics For Selected Populations	Town of Stockton			Town Average			Portage County		
	1989	1999	2010	1989	1999	2010	1989	1999	2010
Persons	2,485	2,896	2,907	1,415	1,506	1,449	57,805	67,182	65,720
Below poverty level	265	81	106	122	82	74	7,454	6,074	7,924
% below poverty	10.7%	2.8%	3.6%	8.6%	5.5%	5.1%	12.9%	9.0%	12.1%
Persons 65 Years and Over	197	226	255	122	157	198	5,327	7,354	8,356
Below poverty level	21	9	7	14	15	14	740	561	690
% below poverty	10.7%	4.0%	2.7%	11.3%	9.3%	6.9%	13.9%	7.6%	8.3%
Families	652	801	910	380	430	442	14,927	16,643	17,658
Below Poverty Level	58	10	23	24	15	16	1,051	725	901
% below poverty	8.9%	1.2%	2.5%	6.3%	3.5%	3.6%	7.0%	4.4%	5.1%

Source: U.S. Census Bureau 1990, 2000 Census and ACS Survey data from 2005 to 2009 table S1701 and S1702.

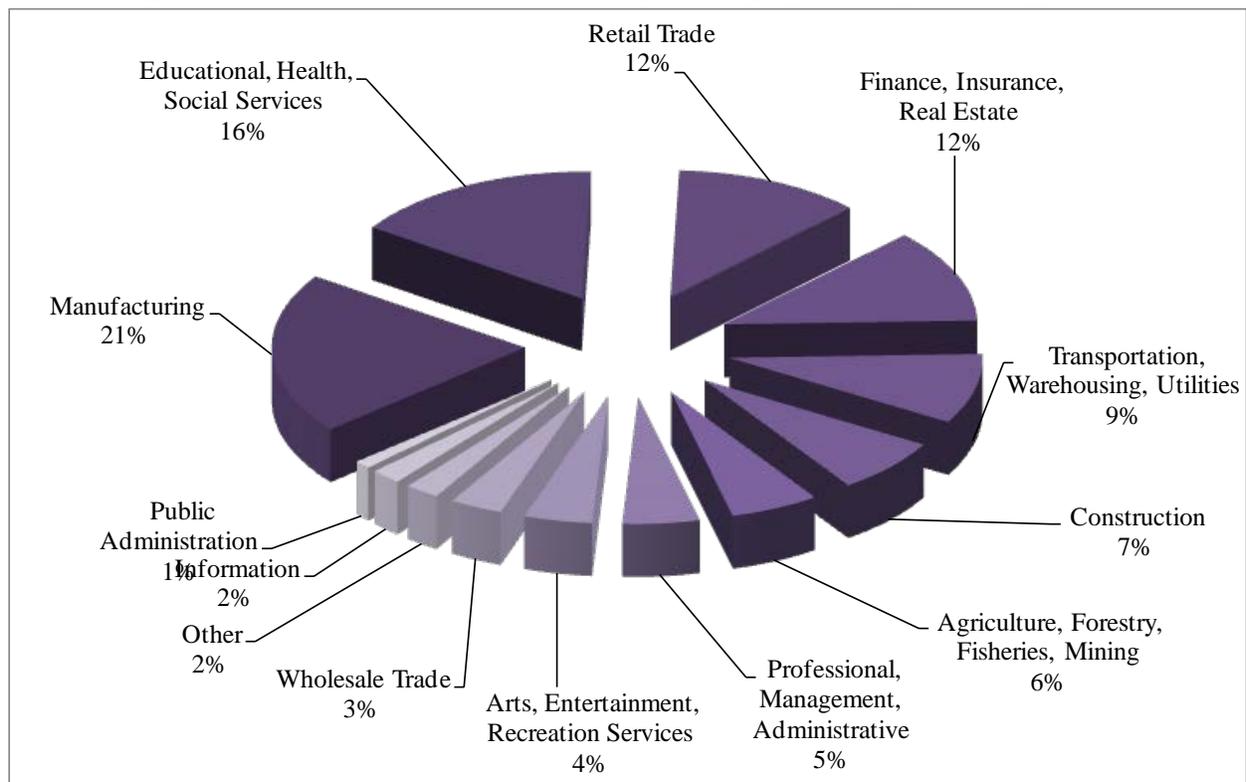
E. Employment Characteristics

Figure 1.3 below summarizes employment by industry data provided by the ACS. This information represents what type of industry that the working residents of Stockton were employed by, and is not a listing of the employment currently located within the Town. The

discussion of the Stockton economy will take place within the Economic Development Element of this Comprehensive Plan.

The U.S. Census Bureau has changed the method of producing the statistics for the summary of employment by industry, creating a situation where comparison between the 1990, 2000, and 2010 Census is not possible. Figure 1.3 below shows the employment by industry for residents of Stockton as identified in the 2010 Census.

Figure 1.3: Town of Stockton Summary of Employment by Industry, 2010



Source: ACS Survey data from 2005 to 2009 table DP03.

The Town of Stockton has diversified employment sectors, with 60% of the employment for Town residents accounted for in the top four industry sector clusters. The Manufacturing, Education/Health, and Finance/Insurance/Real Estate sectors usually represent employment with higher incomes or jobs that pay well over the minimum wage. The Town of Stockton is not home to a large number of these types of employment, resulting in a community where most people have to commute to work. Only six percent of Town residents identify agriculture as their employment.

Section 1.6 Forecasts

A. Population Projections

The State of Wisconsin Department of Administration (DOA) prepares population projections for each of the municipalities within the County. The most recent population projections for the Town of Stockton were created in 2008. Based on those projections, the Town of Stockton will grow to 3,724 residents by 2030. This represents an increase of 807 people (+28%) over the 20 year period. It is believed that the State projections will be recalculated based on the 2010 Census, which totaled 249 people less for Stockton than the State's previous projection for that

year. It should be noted that population projections are “best guesses” and should be used with caution.

The Town of Stockton Plan Commission has adopted the following projected population totals for the planning period:

Yr 2015: 2,970 Yr 2020: 3,461 Yr 2025: 3,601 Yr 2030: 3,724

B. Household Projections

Household projections for The Town of Stockton are also based upon projections from the Wisconsin Department of Administration. As with population, the projections were created in 2008. Based on these projections, Town of Stockton will grow to 1,393 households in 2030, an increase of 210 households (+18%).

Projected Households in: 2015: 1,206; 2020: 1,278; 2025: 1,342; 2030: 1,393

The number of persons per household has been steadily declining in Stockton, from 3.30 persons in 1980 to 2.68 persons in 2010 (see Table 1.6 above). Based on the State population and household projections, the persons per household in 2030 would be 2.67.

C. Employment Projections

The majority of future job opportunities are expected to be located in the Stevens Point urban area, Wausau, Wisconsin Rapids, Amherst, Waupaca, Rosholt and other surrounding communities. Jobs will most likely be found in the service field, health care, government, manufacturing and finance sectors.

Agricultural use occupies a significant portion of the Town’s land base. Discussions with farm operators indicate that positive changes in the agriculture sector have occurred since the completion of the Town of Stockton Comprehensive Plan in 2006. The outlook for success of the agriculture sector indicates an opportunity for increased employment. Refer to Chapter 5, Agricultural, Natural, and Cultural Resources Element for an additional discussion of agricultural employment.

Section 1.7 Conclusions

- A. From 1980 to 2000, the Town of Stockton increased their population by 31% (688 persons). The growth experienced by the Town over the past twenty years was the second highest percentage increase of all towns in Portage County.
- B. Land Use issues exist between agricultural operations and non-farming landowners. Issues also exist between landowners wishing to develop their property and those residents that do not want these developments to occur.
- C. In 2001 a County-wide survey of resident’s attitudes was completed by the Portage County Planning and Zoning Department.
- D. A good number of Town of Stockton households (approx. 30%) participated in the survey, and those survey responses will help form the conclusions for each Chapter throughout this document. The Town of Stockton survey results, in their entirety, are included in Appendix B; the following are survey responses related to Issues & Opportunities, and overall community life.

Survey Question 31: Stockton resident's preference for development in rural Portage County in the year 2020. 92% wanted Preservation of the existing rural landscape (49% with limited amounts of new development, 43% with moderate amounts of new development).

Survey Question 33: 82% of Stockton households that responded encouraged environmental preservation; 77% encouraged farmland preservation; 28% encouraged residential development; 47% encouraged industrial development; 40% encouraged retail development.

Survey Question 3: Local units of government have the responsibility to protect property owners and the community by regulating land use. 69% of Stockton respondents agreed or strongly agreed; 14% disagreed or strongly disagreed.

Survey Question 4: The use of zoning regulations is beneficial. 75% of Stockton respondents agreed or strongly agreed; 10% disagreed or strongly disagreed.

Survey Question 5: People should be allowed to develop their property any way they see fit. 25% agreed or strongly agreed; 54% disagreed or strongly disagreed.

Section 1.8 Community Goals, Objectives, and Polices

Goals, objectives and polices provide the framework for guiding future community development activities in the Town of Stockton. Goals are stated as desired conditions to strive for in the future. They are common ideas of the Community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Polices are methods of action to accomplish these objectives. Together these three pieces express the uniqueness of the community while stating changes that will produce desirable patterns for growth and development.

One means of deriving goals and policies is through issue identification. Many of the issue statements in the various plan elements are framed as questions. This was purposefully done so that answering the questions would help Plan Commissioners more easily form goal or policy statements.

A. Goal

1. Maintain the Town's rural character

B. Objective

1. Work with surrounding communities to maintain our rural character.

C. Policy

1. Develop an agreement with the City of Stevens Point and Village of Plover regarding extraterritorial rights and developments that would enhance the rural character of the Town of Stockton.