

CHAPTER 1 Issues and Opportunities for Comprehensive Planning in the Town of Lanark

66.1001(2)(a) Wisconsin Statutes:

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.

Section 1.1 Description of Planning Area

Lanark is the 15th largest town (out of 17 towns) in Portage County in terms of geographic size, encompassing an area of approximately 23,128 acres or 36.14 sq. miles. The Town (political unit) includes all of congressional township T22N-R10E. The Town of Lanark is located on the eastern edge of Portage County and is bordered on the north by the Town of Amherst, on the south by the Town of Belmont, on the east by Waupaca County, and on the west by the Town of Buena Vista (Figure 1.1).

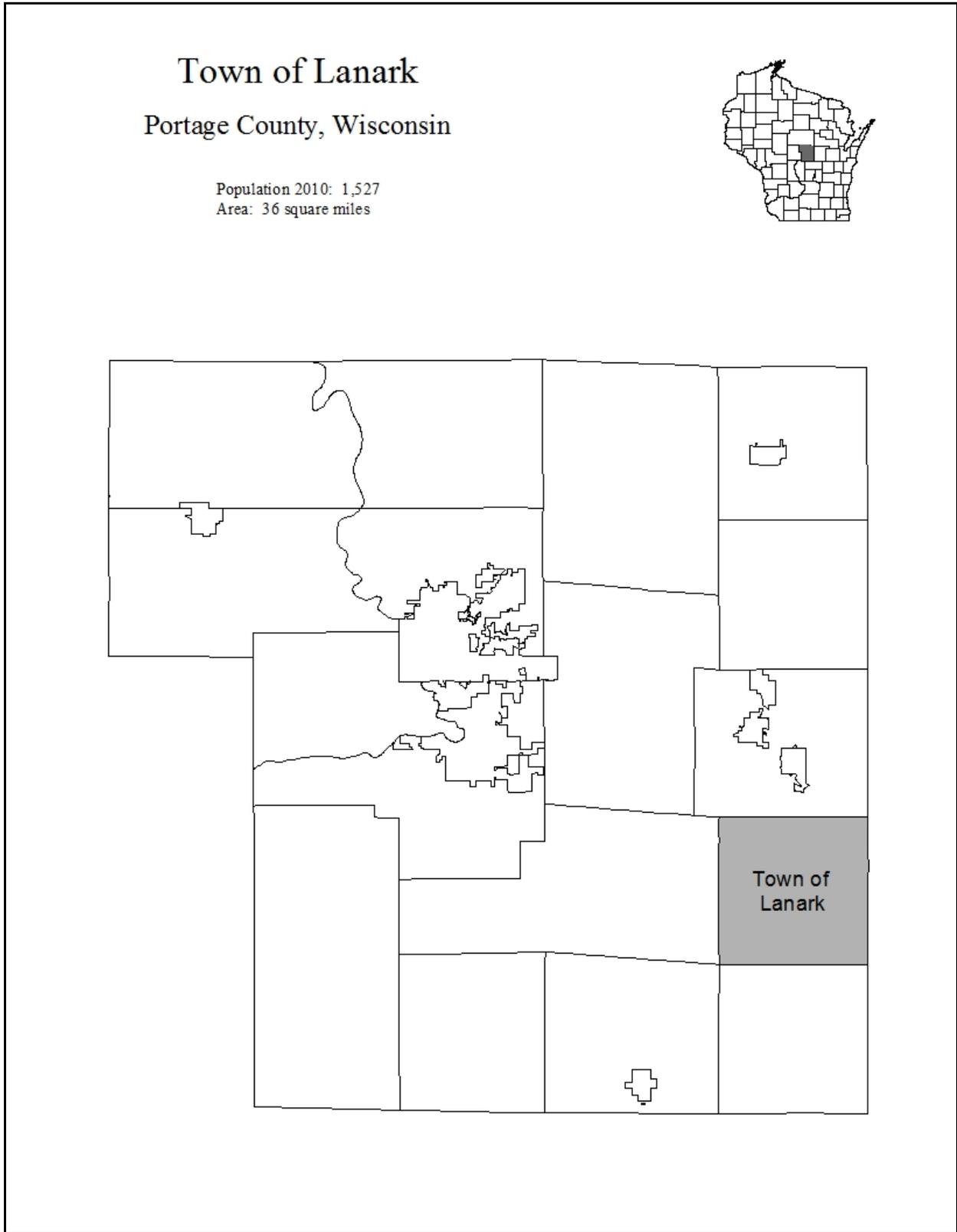
The following excerpt is used by permission from the online archives of the Portage County Historical Society:

The Town of Lanark is completely in the glaciated area of Portage County. It is therefore hilly with some flat areas, like the Town of Amherst of which it originally was a part. It was named after the City of Lanark in Scotland from where one of the first inhabitants came. The Tomorrow River or Waupaca River passes through the northeast corner and there are several lakes and small streams. Originally it was covered with forest but the best trees were logged and part of the remaining area was cleared to be used as farmland. Among the pioneer settlers were a number of Irish families who formed St. Patrick Parish with a church of the same name. It used to have several rural schools and a number of post offices. There was never a village or a central place in the town. Only one place has a special name, Little Chicago, a tavern at the junction of Highway 54 and County Rd A. It goes back to the prohibition era; moonshine is said to have been sold there and the bootleggers were considered as people similar to the gangsters of Chicago.

Up until 1970, the Town of Lanark was a typical rural agriculture-based community with a steadily declining population, due mostly to the changes in the agricultural economy. However, during the 1970's, the population of the Town nearly doubled. Since that time the Town has continued to grow, but not at the rate witnessed during the 70's. This extended period of growth has reversed a forty-year trend of declining population, and population projections for 2040 anticipate a continuing pattern of growth.

To accommodate this growth, tracts of land that are now undeveloped will see homes, hobby farms and some small businesses. If new development is not properly managed, the Town may find itself faced with unnecessarily inflated expenditures for the provision of its limited services to the new areas. This Comprehensive Plan will analyze all of the lands within the Town of Lanark corporate boundary, and include the short and long range 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 Lanark.

Figure 1.1: Map of Lanark Area



Section 1.2 Past Planning In Lanark

A. 2000 Land Use Plan

In 1998, the Town of Lanark Planning Committee began working with the Portage County Planning Department to draft the first land use plan for the Town of Lanark. This planning effort was requested by the Town due mainly to the increased development pressure the community had experienced over the previous 20 years. The intent of the plan was to serve as a formal statement of Town/County policies regarding land use. In addition, the Plan was to serve as a guide in updating the Town's twenty-nine year old zoning map, to reflect changing conditions and needs. As part of this planning effort, the Town of Lanark conducted a land use and zoning survey. The response rate for the Town survey was 31% (244 out of 795 questionnaires were returned).

B. 2005 Comprehensive Plan

The Town of Lanark 2005 Comprehensive Plan was created as a part of a larger, County-wide comprehensive planning project. With assistance from the Portage County Planning and Zoning Department, two separate “large area” plan documents were developed: an Urban Area plan, which encompassed the City of Stevens Point, Villages of Park Ridge, Whiting and Plover, and a portion of the unincorporated Towns of Hull, Stockton, Plover, Linwood and Carson; and the Portage County Comprehensive Plan, which included each of the seventeen unincorporated Towns (Alban, Almond, Amherst, Belmont, Buena Vista, Carson, Dewey, Eau Pleine, Grant, Hull, Lanark, Linwood, New Hope, Pine Grove, Plover, Sharon, Stockton) and six incorporated rural Villages (Almond, Amherst, Amherst Junction, Junction City, Nelsonville, Rosholt) that make up the rest of the County. In addition to the large area plans, the project included the adoption of a Comprehensive Plan for each of the County’s 27 individual units of government.

Work during the first 18 months of the County-wide project was performed primarily by the Portage County Comprehensive Planning Joint Steering Committee. Their work centered on public participation, with the adoption of a “Public Participation Plan” on July 25, 2001. The Participation Plan detailed the different ways that residents of the County would be invited and encouraged to participate in the formulation of the Comprehensive Plans. The Town of Lanark also adopted the Public Participation Plan on October 15, 2001.

The first step in soliciting public involvement was a County-wide opinion survey. Over 30,000 surveys were mailed, with an intended target of one for every household within the County. Over 6,600 of the households responded, a return rate of approximately 22%. The survey responses provided information on residents’ feelings in the areas of: County trends and land use; housing; utilities and community facilities; agricultural, natural and cultural resources; commerce and employment; transportation; and quality of life within the County. The Town of Lanark was well represented in the survey results (Appendix C). The information gathered in the survey led to visioning sessions, and the generation of preliminary 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 the Joint Steering Committee, the Town of Lanark Plan Commission began the Town Comprehensive Planning process in earnest in January 2003. The comprehensive planning process involved several basic phases:

The first phase involved research. Activities included acquiring a thorough knowledge of the existing community setting, identifying problems that required solutions, analyzing critical factors that needed to be changed before progress could be made toward community goals, and establishing goals and objectives for growth and development.

The second phase involved the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, and prevent undesirable change.

The next phase involved the selection of a preferred alternative for guiding future growth. The Land Use Element relates 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 phase involved implementation of the plan and programs that 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 used to accomplish this are the zoning ordinance, subdivision regulations, and capital improvements program.

Section 1.3 Current Comprehensive Planning Process

This Comprehensive Plan update was initiated by the Town of Lanark in March 2018 and follows the same planning steps as the 2005 Plan. When discussing how to begin the required review of the Comprehensive Plan (a minimum of once every 10 years), the Town of Lanark Plan Commission made the decision to pursue a full-scale review of the 2005 planning document. This planning effort began by establishing a new Public Participation Plan to provide a range of opportunities for citizens to participate throughout the update process. The Public Participation Plan was adopted by the Lanark Town Board on June 12, 2018 (Appendix B). The Plan Commission then proceeded chapter-by-chapter to update existing background information, reevaluate the issues, and reaffirm or revise the goals, objectives, and policies accordingly.

Section 1.4 Town of Lanark Vision

We envision that in 2040 Lanark will be...

- a distinctive rural community blending into a beautiful natural setting;
- home to productive family farms;
- an environmentally aware community with distinctive open space, natural features and protected habitats;
- a diverse and progressive community working together to address issues of local importance; and
- a growing community, with growth concentrated in designated areas and occurring in ways that protect the rural character of the town.

We believe that some of Lanark's most significant opportunities include the preservation of productive agricultural land, open space and environmental corridors. We believe there is room for us to grow, but in ways that will maintain and enhance the values of rural living that we enjoy today. To do this we must build upon our community's strengths and unique qualities; avoid complacency by promoting creativity, leadership and creative problem solving; and be willing to

work together to address a variety of challenging problems we will surely face in a changing future.

Section 1.5 Demographic Trends

The demographic information in this Comprehensive Plan comes from the U.S. Census Bureau. Through the Census the name, gender, 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 was changed. The more detailed demographic, housing, social, and economic information once collected during each Census is now collected annually by the American Community Survey (ACS), which began sampling in 2005.

ACS is a branch within the U.S. Census Bureau, designed to provide communities with reliable and timely data. The Survey is sent to a small percentage of the population each year on a rotating basis throughout the decade. Information for Towns is produced every year and is based on 5-year estimates. For example, the 2012-2016 ACS 5-year estimates are based on data collected from January 1, 2012 to December 31, 2016. These multi-year estimates cannot be used to say what is going on in any particular year in the period, only what the average value is over the full period.

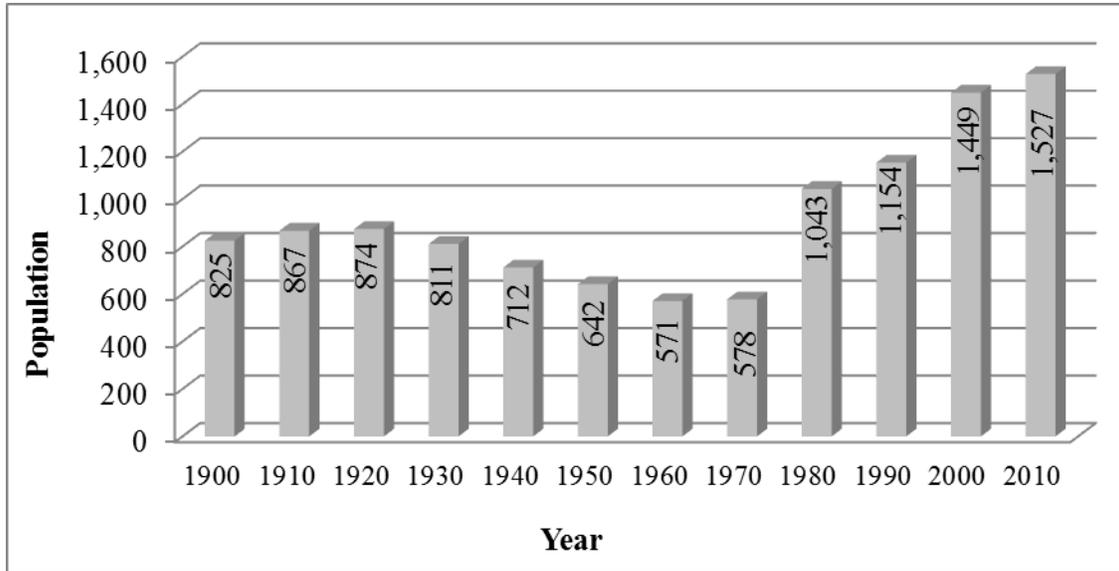
The tables and figures that follow use data from the decennial Census and ACS to compare the Town of Lanark with Portage County. This data is available via the American Fact Finder search site at <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>. Due to the changes in data collection mentioned above, the tables and figures rely more heavily on data from the ACS 5-year estimates than the decennial Census. In fact, the decennial Census was only used to obtain counts of the population and their age groups (see Tables 1.1 and 1.3, and Figure 1.2). To compare ACS estimates, the U.S. Census Bureau advises comparison of non-overlapping datasets (for example, compare 2007-2011 ACS 5-year estimates to 2012-2016 ACS 5-year estimates). When looking at the tables and figures remember that they are in many cases estimates and not based on a complete count. For this reason, it is recommended that derived measures (percent's, means, medians, and rates) be compared rather than estimates of population totals.

While ACS estimates may have some error, it is the most accurate measure of what is happening within the Town that is available, and is a valid tool for understanding the relative importance of the information it is describing.

A. Population Growth

Census data reveal two major, historical population trends for the Town of Lanark (Figure 2). The first major trend was a steady decline in the Town's population over a forty-year period from 1920 to 1970. This is characteristic of an agriculture-based economy that saw a steady decline in farm numbers, but an increase in average size of farm. This declining population trend was dramatically reversed in the 1970's, with the Town experiencing a significant upturn in population as urban residents began moving back 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 Lanark, the City of Waupaca is within a 5-mile drive from its borders.

Figure 2: Town of Lanark Population Change, 1900 to 2010



Source: U.S. Census Bureau, 1900-2010 Census

During the 1970’s, the Town recorded a population increase of 80% (Table 1.1). From 1980 to 2010, growth continued, increasing by 46% for the period. The Town of Lanark experienced a 164% increase in population between 1970 and 2010, far greater than the rate of change experienced by the County and neighboring towns during this time. The Wisconsin Department of Administration, which provides yearly population estimates to units of government within the State for the intercensal period, has estimated a 2017 population of 1,538 for Lanark. This represents a population growth of .7% since the 2010 Census.

Table 1.1: Lanark Comparison Population Change, 1970 to 2017

	U.S. Census					Wisconsin Estimate 2017	1970-2010 Change	2010-2017 Change
	1970	1980	1990	2000	2010			
Town of Lanark	578	1,043	1,154	1,449	1,527	1,538	164.2%	0.7%
Town of Amherst	936	1,215	1,335	1,435	1,325	1,335	41.6%	0.8%
Town of Belmont	387	496	540	623	616	618	59.2%	0.3%
Town of Buena Vista	827	1,023	1,170	1,187	1,198	1,195	44.9%	-0.3%
Portage County	47,541	57,420	61,405	67,182	70,019	70,761	47.3%	1.1%

Source: U.S. Census Bureau, 1970 - 2010 Census and Wisconsin Department of Administration

Population growth is a combination of many factors including births and deaths, as well as in- and out-migration. Examination of migration patterns for residents of the Town of Lanark can lead to a better understanding of the cause of growth in the community (Table 1.2). The American Community Survey provides data on where residents aged 1 year and older were living one year ago. The “Same House” column identifies the Lanark residents that lived in the same dwelling the previous year; this can be an indicator of long-term residency. The “Different House, Portage County” column identifies the Lanark residents that lived in a home outside the Town, but within Portage County. The “Different House, Different County” column identifies the Lanark residents that lived in a home outside of the Town and Portage County, but within the State of Wisconsin. The “Different State” column identifies the Lanark residents that lived in a

home outside the State of Wisconsin. “Abroad” includes those whose previous residence was in foreign country, Puerto Rico, or one of the U.S. Island areas. Altogether, this information provides insight into the nature and pace of new residents moving into the Town.

Table 1.2: Place of Residence for Town Residents, One Year Ago

	Same House		Different House, Portage County		Different County, Same State		Different State		Abroad	
	#	%	#	%	#	%	#	%	#	%
Town of Lanark	1,405	94%	38	3%	45	3%	6	0.4%	3	0.2%
Town of Amherst	1,252	94%	63	5%	9	0.7%	8	0.6%	0	0%
Town of Belmont	509	93%	2	0.4%	27	5%	9	2%	0	0%
Town of Buena Vista	1,065	99%	13	1%	2	0.2%	0	0%	0	0%
Portage County	57,058	82%	6,630	10%	4,960	7%	1,097	2%	240	0.3%

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Based on the 2012-2016 American Community Survey five-year estimates, 94% of the Town's residents lived in the same house as they did the previous year. This would show that long-term residents make up the majority of the total population. Roughly 6% of residents moved into the Town after living elsewhere in Portage County (3%) and the State of Wisconsin (3%), while an even smaller percentage of residents moved to the Town from a different state (0.4%) and abroad (0.2%).

B. Age Distribution

Table 1.3 details the number of Town residents that occupied specific age groups in each of the last three census years, along with similar information for the County as a whole.

The “median age” is the age that divides the population into two equal-size groups. Half of the population is older than the median age and half is younger. In 2010, the median age for the Town of Lanark was 41.2 years. This age has increased by nearly ten years since 1990, with the rate of increase holding steady over the two decades. The County as a whole has seen its median age increase at a slower rate, just six and a half years over the twenty-year period. This is an indication that the town is aging more rapidly than the County.

Further insight into the nature of the Town’s population change over time can be gained through examining how the different age groups change as they move through their life cycles. Age groups for the towns and County (or “cohorts” as they are called when tracking a group of same-aged people) have been displayed in the table in ten-year increments to more easily see how their numbers increase or decline over different census years. The diagonal series of gray and white boxes within Table 1.3 indicate the path of each age cohort through the three census periods.

The 5-to-14 year old cohort made up roughly 15% of the Town’s population in 2000. Their percentage fell to 10% by 2010 (as the 5-to-14 year olds became 15-to-24 year olds). Some of this decline may be the result of young adults leaving home for college or jobs. In contrast, a substantial increase occurred within the 25-to-34 year olds, which is typically considered family-aged. Between 2000 and 2010, the 25-to-34 year old cohort grew from 12% to 17% (as 35 to 44 year olds) for the Town. There has been little to no change within the 35-to-44 and 45-to-54 age categories for either the Town or the County, which may be an indication that middle-aged adults are living long term in their communities.

Table 1.3: Distribution of Population, by Ten-Year Age Groups

Age	Town of Lanark			Portage County		
	1990	2000	2010	1990	2000	2010
Under 5 years	107 9%	115 8%	84 6%	4,266 7%	3,964 6%	3,891 6%
5 to 14 years	203 18%	212 15%	227 15%	9,080 15%	9,118 14%	8,095 12%
15 to 24 years	148 13%	153 11%	149 10%	13,081 21%	13,983 21%	14,038 20%
25 to 34 years	194 17%	180 12%	145 10%	9,897 16%	8,322 12%	8,431 12%
35 to 44 years	151 13%	266 18%	259 17%	8,690 14%	10,261 15%	7,991 11%
45 to 54 years	96 8%	223 15%	274 18%	5,489 9%	8,945 13%	10,180 15%
55 to 64 years	116 10%	119 8%	223 15%	4,299 7%	5,235 8%	8,438 12%
65 to 74 years	85 7%	103 7%	97 6%	3,610 6%	3,791 6%	4,723 7%
75 to 84 years	40 4%	61 4%	52 3%	2,273 4%	2,565 4%	2,846 4%
85 years and over	14 1.2%	17 1%	17 1%	720 1%	998 2%	1,386 2%
Total Population	1,154	1,449	1,527	61,405	67,182	70,019
Median Age	31.3	37.3	41.2	29.3	33.0	35.8

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

C. Education Levels

The American Community Survey provides data on educational attainment for residents aged 25 years and older. Data is classified according to the highest degree or the highest level of schooling that is completed. Table 1.4 compares the levels of educational attainment for residents of the Town of Lanark and Portage County using the 2007-2011 and 2012-2016 American Community Survey 5-year estimates.

Table 1.4: Comparison of Educational Attainment for Residents 25 Years and Older

Educational Attainment (Persons 25 years +)	Town of Lanark		Portage County	
	2007-2011	2012-2016	2007-2011	2012-2016
Less Than 9th Grade	29 3%	23 2%	1,792 4%	933 2%
9th to 12th Grade (No Diploma)	115 11%	45 4%	2,278 5%	2,107 5%
High School Graduate	411 40%	331 32%	15,586 36%	14,652 33%
Some College (No Degree)	196 19%	199 19%	8,448 19%	9,137 20%
Associate Degree	70 7%	163 16%	3,697 9%	4,402 10%
Bachelor's Degree	126 12%	201 19%	7,990 18%	9,245 21%
Graduate/ Professional Degree	73 7%	82 8%	3,652 8%	4,335 10%
Estimate of population 25 years +	1,020	1,044	43,443	44,811

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey

The Town of Lanark raised its overall educational attainment between 2012-2016. This was 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. The percentage of Town residents age 25 and over who had less than a 12th grade education (no diploma) decreased significantly (from 14% to 6%) between 2012-2016. The percentage of 25+ year old residents who completed some college, or completed a college degree program rose from 45% to 62% over the same period. This 10-year increase in attainment for Lanark was slightly ahead of the gain for the County as a whole (54% to 61%).

D. Households and Income

The Town of Lanark residential community is made up of different types of households. The 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 1.5 details the changes in the make-up of Town of Lanark households over the last 10 years according to the 2007-2011 and 2012-2016 American Community Survey five-year estimates, and compares them to the Portage County data.

Family households, traditionally the largest group within Lanark, have seen their percentage of total households decrease slightly and at the same rate as the County. Between 2012-2016, approximately 90% of family households were married couple families, a 4% increase from the five year period spanning 2007-2011. By comparison, the County has seen a 1% decrease in married couple families.

Table 1.5: Household Type Comparison

Households by Type	Town of Lanark		Portage County	
	2007-2011	2012-2016	2007-2011	2012-2016
Family Households <i>(Percent of Total Household)</i>	449 76%	430 74%	17,812 64%	17,157 62%
Married-couple families <i>(Percent of Family Households)</i>	384 86%	389 90%	14,699 83%	14,104 82%
Other family, male householder <i>(Percent of Family Households)</i>	29 6%	16 4%	1,017 6%	1,086 6%
Other family, female householder <i>(Percent of Family Households)</i>	36 8%	25 6%	2,096 12%	1,967 11%
Nonfamily Households <i>(Percent of Total Households)</i>	142 24%	155 26%	10,028 36%	10,687 38%
Householder living alone <i>(Percent of Non-Family Households)</i>	116 82%	106 68%	7,242 72%	7,737 72%
Householder 65 years and over <i>(Percent of Non-Family Households)</i>	36 25%	25 16%	2,502 25%	2,802 26%
Total Households	591	585	27,840	27,844
Persons Per Household	2.62	2.58	2.38	2.41

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey

The Persons Per Household (PPH) statistic for the Town of Lanark declined between 2012-2016, while the PPH for the County increased. PPH has historically been higher for Lanark than the County.

Another instructive piece of information on the state of households within the Town is the level of income that each household achieves. Again the American Community Survey provides insight into the range of incomes present within Lanark. Table 1.6 describes how household incomes have changed in the last 10 years according to the 2007-2011 and 2012-2016 American Community Survey five-year estimates. It is a testimony to both the inflation of wages and the increased earning power of the residents of Lanark that the percentage of households making greater than \$50,000 per year increased from 52% between 2007-2011 to 61% between 2012-2016. This increase is greater than that of Portage County as a whole (51% to 53%). Lanark's median household income has increased from \$55,096 to \$60,179 over the same period.

Table 1.6: Household Income Comparison

Household Income Per Year	Town of Lanark		Portage County	
	2007-2011	2012-2016	2007-2011	2012-2016
Less Than \$10,000	36 6%	9 2%	1,911 7%	1,850 7%
\$10,000 to \$14,999	36 6%	14 2%	1,504 5%	1,504 5%
\$15,000 to \$24,999	60 10%	38 7%	3,022 11%	2,904 10%
\$25,000 to \$34,999	62 11%	85 15%	2,782 10%	2,782 10%
\$35,000 to \$49,999	92 16%	87 15%	4,273 15%	4,068 15%
\$50,000 to \$74,999	134 23%	110 19%	5,803 21%	5,803 21%
\$75,000 to \$99,999	106 18%	94 16%	4,012 14%	3,677 13%
\$100,000 to \$149,999	35 6%	114 20%	3,139 11%	3,621 13%
\$150,000 or more	30 5%	34 6%	1,394 5%	1,635 6%
Total Households	591	585	27,840	27,844
Median Household Income	\$55,096	\$60,179	\$51,887	\$52,411

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey

With the examination of income information, the Town of Lanark should also assess the poverty status of its residents. “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; 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 1.7 below outlines poverty thresholds for 1990, 2000, 2010, and 2016. Table 1.8 lists the census information on poverty for the total number of residents, persons aged 65 and above, and families within the Town of Lanark and Portage County. According to the American Community Survey five-year estimates, the Town of Lanark has experienced a substantial decrease in the number of residents and families earning below the poverty level as compared to the County as a whole.

Table 1.7: Poverty Thresholds - 1990, 2000, 2010 and 2016

Size of Family Unit (Poverty Threshold)	Poverty Thresholds			
	1990	2000	2010	2016
One Person	\$6,652	\$8,794	\$11,139	\$12,228
Two Persons	\$8,509	\$11,239	\$14,218	\$15,569
Three Persons	\$10,419	\$13,738	\$17,374	\$19,105
Four Persons	\$13,359	\$17,603	\$22,314	\$24,563
Five Persons	\$15,792	\$20,819	\$26,439	\$29,111
Six Persons	\$17,839	\$23,528	\$29,897	\$32,928
Seven Persons	\$20,241	\$26,753	\$34,009	\$37,458
Eight Persons	\$22,582	\$29,701	\$37,934	\$41,781
Nine Persons or More	\$26,848	\$35,060	\$45,220	\$49,721

Source: U.S. Census Bureau, 1990, 2000, 2010, and 2016 Poverty Thresholds by Size of Family and Number of Children (2016 poverty statistics were released September 2017)

Table 1.8: Percent in Poverty Comparison

Poverty Statistics For Selected Populations	Town of Lanark		Portage County	
	2007-2011	2012-2016	2007-2011	2012-2016
Persons	1,530	1,501	66,203	67,032
Below poverty level	179	89	8,402	9,454
% below poverty	12%	6%	13%	14%
Persons 65 Years and Over	168	201	8,517	10,158
Below poverty level	22	6	756	801
% below poverty	13%	3%	9%	8%
Families	449	430	17,812	17,157
Below Poverty Level	45	13	1,032	1,096
% below poverty	10%	3%	6%	6%

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey

E. Employment Characteristics

Table 1.9 summarizes “employment by industry” data in the last 10 years, as provided by the American Community Survey. This information represents what type of industry that the working residents of Lanark were employed by, and is not a listing of the employment currently located within the Town. The discussion of the Lanark economy will take place within the Economic Development Element of this Comprehensive Plan.

Table 1.9: Summary of Employment by Industry

Industry	Town of Lanark		Portage County	
	2007-2011	2012-2016	2007-2011	2012-2016
Agriculture, Forestry, Fishing and Hunting, and Mining	53 7%	28 4%	1,431 4%	1,414 4%
Construction	41 5%	37 5%	1,778 5%	1,692 5%
Manufacturing	157 21%	159 22%	5,124 14%	5,148 14%
Wholesale Trade	31 4%	7 1%	969 3%	717 2%
Retail Trade	80 11%	98 14%	4,709 13%	5,063 14%
Transportation and Warehousing, and Utilities	33 4%	35 5%	1,981 5%	1,842 5%
Information	5 0.7%	5 0.7%	763 2%	563 2%
Finance and Insurance, and Real Estate and Rental and Leasing	51 7%	61 9%	3,810 10%	3,880 11%
Professional, Scientific, and Management, and Administrative and Waste Management Services	39 5%	32 4%	1,995 6%	2,163 6%
Educational Services, and Health Care and Social Assistance	153 20%	160 22%	7,911 22%	8,487 23%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	81 11%	38 5%	3,714 10%	3,419 9%
Other Services, Except Public Administration	28 4%	19 3%	1,495 4%	1,386 4%
Public Administration	3 0.4%	42 6%	860 2%	1,067 3%
Civilian Employed Population 16 Years and Over	755	721	36,540	36,841

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey

Section 1.6 Forecasts

A. Population Projections

Population projections for States, Cities, Villages, and Towns are developed by the Wisconsin Department of Administration (DOA). The most recent population projections for the Town of Lanark were released in 2013:

2010 Census: 1,527 2020 Projection: 1,625 2030 Projection: 1,715 2040 Projection: 1,760

Based on a 2010 Census population of 1,527, these population projections suggest that the Town will experience moderate growth through the year 2040, with a projected increase of 233 residents from 2010 to 2040, or a growth of 15%. This compares with a projected increase of

9.8% for the entire County, for the same period. It should be noted that all population projections are "best guesses" and should be used with caution.

B. Household Projections

Household projections for the Town of Lanark are also developed by the DOA:

2010 Census: 590 2020 Projection: 638 2030 Projection: 682 2040 Projection: 705

These projections suggest that the Town will grow from 590 households in 2010 to 705 households in 2040, an increase of 115 households, or 19%.

C. Employment Projections

Although employment in the agricultural sector has declined over the last ten years (Table 1.9), the Town projects that agriculture related employment, including farm operations, will continue to provide job opportunities for some of its residents. Future job opportunities outside of the agriculture sector are projected to be created throughout central Wisconsin, including the Stevens Point urban area, Waupaca, and the Fox Valley area. Jobs will most likely be found in the service, education, retail, government, manufacturing, and finance sectors.

Section 1.7 Goals, Objectives and Policies

The Town of Lanark recognizes the important role that agricultural operations play in the economy and toward the preservation of a rural lifestyle and community character. Town residents wish to maintain rural character and protect as much agricultural land as practicable, while allowing for future development needs. Town residents also recognize the importance that natural resources, such as the Tomorrow River, Spring Creek, lakes and associated woodlands, and numerous wetlands contribute toward rural character. Recognition of these assets should be taken into consideration as growth and development occurs over time.

Goals, objectives and policies provide the framework for guiding future community development activities in the Town of Lanark. A 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 form goal or policy statements. Goals are stated as desirable conditions to strive toward in the future. They are common ideals 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. Policies are more specific recommendations or methods of action to accomplish these stated objectives. Together these three pieces express the uniqueness of the community while providing guidance for desirable patterns of growth and development.