

ELEMENT 1 – ISSUES AND OPPORTUNITIES

1.1 INTRODUCTION

This element of the plan gives an overview of the pertinent demographic trends and background information necessary to develop a comprehensive understanding of the changes taking place in the Town of Springbrook. As required under SS 66.1001, Wisconsin Statutes, this chapter includes information on population, households, age distribution, education, and income characteristics and forecasts. It also includes a section on overall goals, objectives, policies, and programs to help guide future preservation and development in the town over a 20-year planning period.

1.2 HISTORICAL POPULATION

Historical Population

Since 1950, the Town of Springbrook has had a variable population. Table 1.1 reveals the town sustained a decline from 1950 to 1960 and from 1980 to 1990. However in the last ten years the town has gained 133 residents, putting total population according to the 2000 U.S. Census Bureau at 536.

	1950	1960	1970	1980	1990	2000
US Census	413	370	410	441	403	536

Source: US Census Bureau

Population Projections

In Table 1.2, population projections for the Town of Springbrook, generated by the Northwest Regional Planning Commission (NWRPC) and the Wisconsin Department of Administration (DOA), are displayed through 2025. Both methods used to project the town’s population over the next 20 years show an increasing population. While differing in absolute numbers, the projections reveal modest, continued growth through the year 2025. For clarification on how these projections were generated see footnote.¹ Figure 1.1 charts both the historical population as well as the projected population change through 2025.

	2005	2010	2015	2020	2025
¹ Historical Avg.	556	575	596	617	637
² DOA Estimates	564	589	607	620	630

¹NWRPC Projections based upon historical average

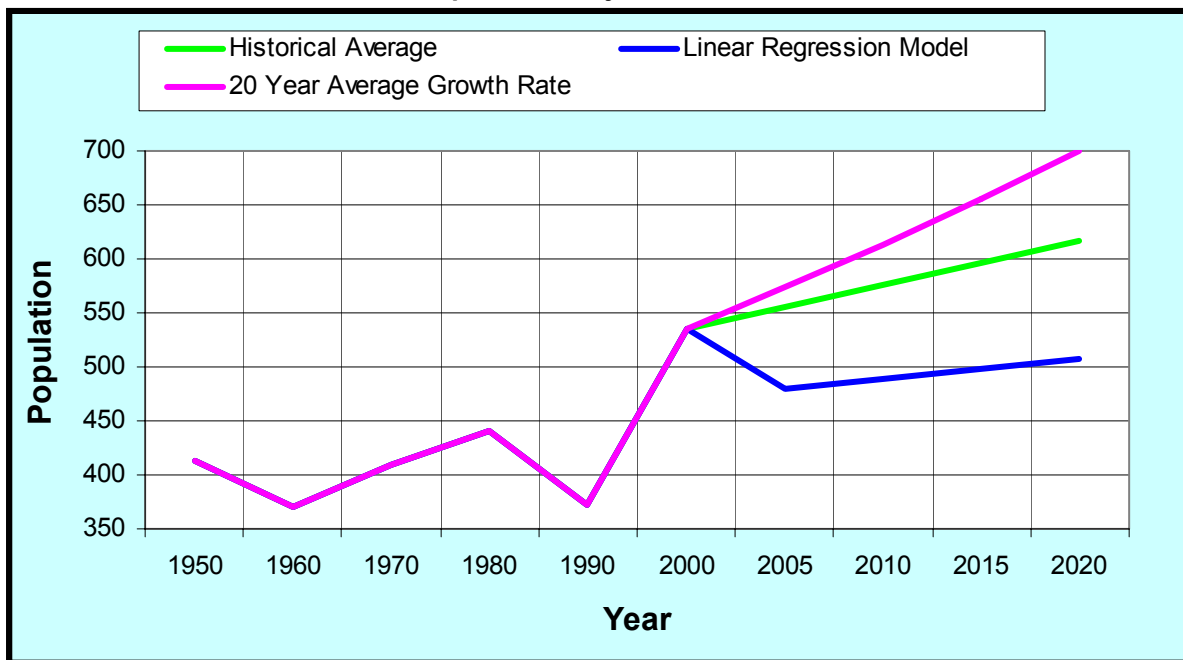
²Wisconsin Department of Administration

¹

Historical Average:

Model based on the historical average 10-year growth rate for the period 1950-2000. Derived historical growth rate (x) is applied to year 2000 population in order to generate 2010 figure.

Figure 1.1
Historic Population: 1950-2000
Population Projection: 2005-2020



Source: U.S. Census Bureau 1950-2000; Northwest Regional Planning Commission 2005-2020

Population projections represent **estimates** of future population change based on historical information. Actual future population growth will be based on many social and economic factors, and unforeseen events may cause dramatic deviations from the projected future values.

The historical growth rate is typically a mid-range estimate based on the average growth rate from 1950 through 2000. The DOA projections are developed by the Demographic Services Center in accordance with Wisconsin SS.16.96, and are based on past and current population trends. These projections take into account phenomena such as birth and death rates, and “in and out” migration patterns. They are intended as a baseline guideline for users. Barring unforeseen changes, population growth in Springbrook will occur, and likely at a rate at least equivalent to or exceeding the historical average. It is expected that net in-migration will continue to drive population growth as more retirees relocate to places within the town and county, especially the lake areas. The historical average projection is likely to be the most realistic future growth model for the Town of Springbrook.

Factors Affecting Population Change

Factors for the overall increase in population in the Town of Springbrook may include: the relatively new phenomena of home-based electronic businesses, the conversion of seasonal residences into permanent residences, attractiveness of the area’s natural resources, affluent people choosing to buy homes and retire in the area, and the overall ability of the region to provide a quality of life that is comfortable, with access to goods, services, and future economic opportunities to satisfy its current population and attract new people.

1.3 AGE DISTRIBUTION AND DEMOGRAPHIC TRENDS

Summary of Demographic Changes

In the years between 1990 and 2000, the Town of Springbrook saw a decrease in children under 5 years old and persons age 85 and over. A significant drop of 18 occurred in the “5 and under” group. Conversely, the town saw an increase in all other age groups, the largest of which were persons age 45 to 54 where a gain of 49 people is noted. That represents a 188.5 percent increase from 1990. Table 1.3 illustrates the net gain/loss for each age group, while the population pyramids in Figure 1.2 represent a visual depiction of the age categories for 2000 in the Town of Springbrook.

Table 1.3: Town of Springbrook, Demographic Change: 1990-2000	
Age category	Change in Absolute Number: 1990-2000
Under 5	-18
5 to 14	30
15 to 24	13
25 to 34	2
35 to 44	46
45 to 54	49
55 to 64	20
65 to 74	5
75 to 84	19
85 and over	-2
Selected age categories	
All inhabitants under 14	12
All inhabitants under 24	25
All inhabitants over 65	22
All inhabitants over 75	17

US Census Bureau data, 1990 & 2000(STF-1A)

1.4 HOUSEHOLD CHARACTERISTICS

Households

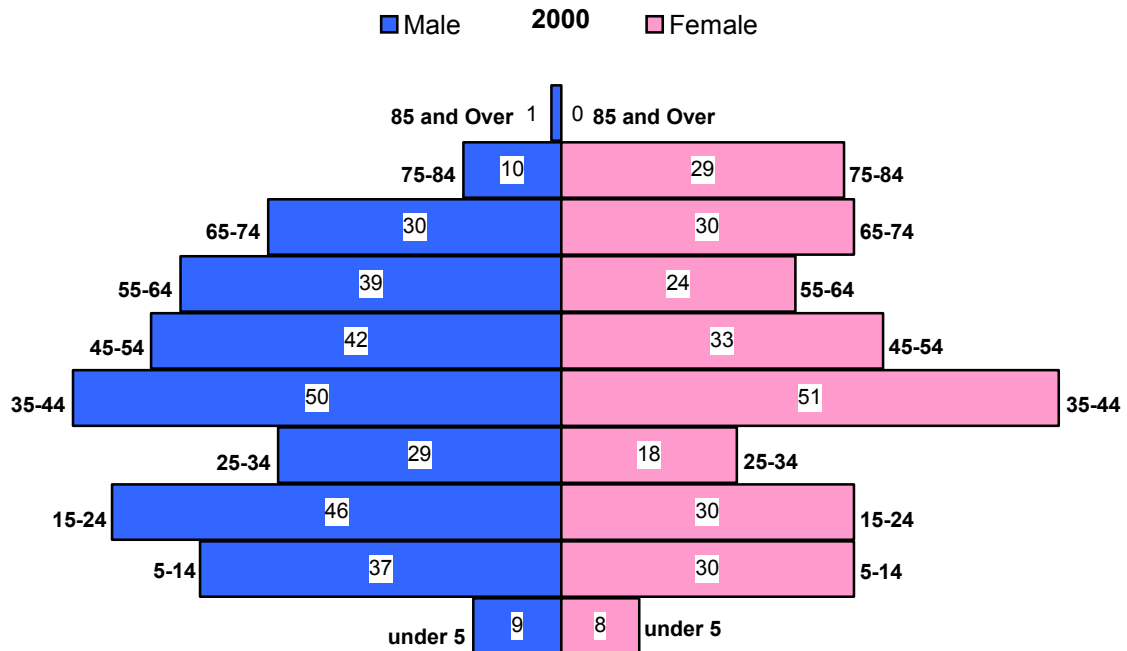
The 2000 Census identifies 227 households in the Town of Springbrook. Of these, 150 (66.1%) are family households and 77 (33.9%) are non-family households. Over 40 percent of households in the town are two person households, which is close to the average household size of 2.36 persons.

Household Trends

In reviewing the household characteristics, and present composition of households, one noticeable trend comes forth: married-couple families with children comprise just over 20

percent of the families in the town. Table 1.4 reveals in more detail the composition and characteristics of households in the Town of Springbrook as well as definitions for each characteristic.

Figure 1.2
Male & Female Distribution, 2000



Source: U.S. Census Bureau, 2000

Table 1.4: Household Characteristics	
Total Households	227
1-person household	63
Male householder	38
Female householder	25
2 or more person household	164
Family households (families)	150
Married-couple family	127
With own children under 18	48
No own children under 18	79
Other family	23
Non-family households	77
1 persons in household	63
2 persons in household	93
3 persons in household	26
4 persons in household	27
5 persons in household	9
6 persons in household	8
7 or more persons in household	1
Average household size	2.36
Average family size	2.84

Source: U. S. Census Bureau, 2000-(STF-1A)
(X) Not applicable

Household Projections

In Table 1.5, household projections for the Town of Springbrook, generated by the Department of Administration, are displayed through 2025. In the next 20 years, the town is projected to gain 54 households, approximately three per year.

Table 1.5: Town of Springbrook, Households 1980-2000, Projected Households 2005-2025								
Town of Springbrook	1980	1990	2000	2005	2010	2015	2020	2025
U.S. Census ¹	163	155	227	--	--	--	--	--
NWRPC ²	--	--	--	242	261	277	288	296

Source: ¹US Census Bureau
²DOA Projections

1.5 EMPLOYMENT, INCOME, AND POVERTY STATISTICS

Industry

The 2000 Census reports 39 of the town’s 230 civilian labor force as currently employed in the manufacturing industry. Figure 1.3. below shows in more detail the composition of the town’s workforce.

Figure 1.3: Town of Springbrook, Employment by Industry 2000



Source: Census 2000

Occupational Categories

The 2000 Census identifies most employed Town of Springbrook residents work in production, transportation, and material moving occupations. Table 1.6 illustrates the occupational status of Town of Springbrook residents.

Table 1.6: Town of Springbrook, Occupations 2000 (Employed civilian population 16 years and over)	
Occupation	Number
Management, professional, and related occupations	42
Service occupations	50
Sales and office occupations	47
Farming, fishing, and forestry occupations	8
Construction, extraction, and maintenance occupations	28
Production, transportation, and material moving occupations	55
Total	230

Source: Census 2000

Household Income in 1999

Of the town’s 201 households, 31.9 percent report an annual income of over \$25,000, while the remaining households (68.1%) report annual incomes below \$25,000. Table 1.7 reports in more detail the average annual income for households in the Town of Springbrook.

Annual Income	Number of Households	Percent of Households
Less than \$10,000	17	8.5%
\$10,000 - \$14,999	8	4.0%
\$15,000 - \$24,999	39	19.4%
\$25,000 - \$49,999	96	47.7%
\$50,000 - \$99,999	37	18.4%
\$100,000 and over	4	2.0%

Source: 2000 Decennial Census

Median Income, Per Capita, and Poverty Level

The 2000 Census reports a median household income of \$36,406 for Springbrook. This figure is higher than the median level for Washburn County, but lower than the state figure as indicated in Table 1.8 below. Per capita income for Springbrook is slightly higher than the county average, but lower than the state average, while the poverty level is identified as being higher than the county and the state.

	Town of Springbrook	Washburn County	State of Wisconsin
Median Household Income	\$36,406	\$33,716	\$43,791
Per Capita Income	\$17,859	\$17,341	\$21,271
Percent of inhabitants below poverty level	12.3%	9.9%	8.7%

Source: 2000 Decennial Census

Educational Attainment

The 2000 Decennial Census identifies 348 town residents aged 25 and over; and of this age group, 280 (80.5%) have attained a high school education. Table 1.9 below details educational attainment of Town of Springbrook residents.

Highest level of education attained	Number of Residents Aged 25 and Older	Percent of all Town of Springbrook Residents
Less than 9 th Grade education	6	1.7%
9 th to 12 th education, no diploma	62	17.8%
High School Diploma	133	38.2%
Some College, No Degree	89	25.6%
Associate Degree	21	6.0%
Bachelor's Degree	35	10.1%
Master's Degree or Professional Degree	2	0.6%

Source: 2000 Decennial Census

Definitions

Households- A person or group of persons who live in a housing unit. These equal the count of occupied housing units in a traditional census.

Householder- This is the person or one of the people in whose name the house is owned, being purchased, or rented.

Family Households (families)- Includes a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption.

Married-couple family- A family in which the householder and his or her spouse are enumerated as members of the same household.

Other family- A male or female householder with no husband or wife present.

Non-family Household- A householder living alone or with non-relatives only.

Average Household Size- A measure obtained by dividing the number of people in households by the total number of households.

Average Family Size- A measure obtained by dividing the number of people in families by the total number of families.

Per-Capita Income- Calculated as the personal income of the residents of an area divided by the population of that area.

Median Household Income- The average income received in the previous calendar year by all household members 15 years old and over, including household members not related to the householder, people living alone, and others in non-family households.

1.6 OVERALL GOAL STATEMENT

The Town of Springbrook has prepared a number of goals and objectives that include actions and policies in addressing land use activities of the town. For purposes of this planning process, actions identified through the plan are also defined as policies. The goals and objectives are intended to assist the town board and local property owners in implementing actions deemed important and in the interest of the community. It is imperative the set of goals, objectives, actions, and policies described in this plan are implemented to fully achieve the desired outcome. A full set of the goals, objectives, and activities are included in the implementation element of this plan.

The overall goal is to maintain the quality of life in the Town of Springbrook. To do this the overall objective of the Town of Springbrook is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall policy is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping

jurisdictions. The overall programs outlined throughout the recommendations and action plan represent the methods to achieve the overall plan goal.

1.7 RESULTS OF ISSUES AND IDENTIFICATION PROCESS

Issues – Town of Springbrook

HOUSING

- Need for minimum lot size in various parts of the town.
- Setbacks from roads.
- Need for secondary roads to eliminate individual homes all having access to main roads.
- Investigate future needs for housing choices, ex. – low-income, senior, apartments.
- Look at specific areas for different types of housing developments.
- Final disposition of unlivable homes or buildings.
- Environmental impacts of new developments, ex. – sewer, water, etc.

TRANSPORTATION

- Expansion of ATV traffic.
- Maintenance and improvements of town roads.
- Ski-jet traffic on town lakes. Also large boats.
- Potential regulations on recreational vehicles.
- Possible need for airstrip in future.
- Senior transportation needs.
- Transportation of seniors to community meal centers, rather than “meals on wheels”. (Except for those needing it.)

UTILITIES AND COMMUNITY FACILITIES

- Cell tower locations
- Improve access to community center facilities.
- Continued maintenance of town’s community facilities.
- Ensure that adequate utilities are available for new developments, industrial, commercial and residential.
- Gas line expansion.
- Billboard and sign standards.

NATURAL RESOURCES

- Erodable banks – management of wild scenic rivers by federal government.
- Slot limits on lakes – unclear and confusing, need consistency.
- Failing septic systems – identification and repair/closure.
- Boating regulations
- Enforcement of regulations.
- Preserve hunting and fishing areas.

AGRICULTURAL RESOURCES

- Feedlot regulations.
- Surface run-off.
- Ag land – residential development – minimum lot size.

CULTURAL RESOURCES

- Proper identification of town historical landmarks

ECONOMIC DEVELOPMENT

- Attract higher-paying jobs.
- Ensure proper regulations on noise, pollution, septic, utilities, etc.
- Attract appropriate businesses that don't alter the rural atmosphere of the community.
- Encourage utilities development as they become feasible.
- Search for rail line development possibilities and commercial development around it.

INTERGOVERNMENTAL COOPERATION

- Maintain good relationship with County Highway Department, which presently provides road and snow services
- Scenic Riverway (St. Croix) - Inadequate management methods by federal jurisdiction.
- Inappropriate management methods by same.
- Lack of compensation presently for lost tax base.
- Ambulance service – Town pays for service, but residents using service also have to pay.

LAND USE

- More cooperation and communication with county zoning department.
- More consistent zoning.
- Improper billboardage.
- Adequate building setbacks from road.
- When county forest department is cutting on town roads, eliminate buffer zones.

1.8 S.W.O.T. (STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS) ANALYSIS

S.W.O.T. – Town of Springbrook

Strengths

- Good roads and maintenance.
- Good intergovernmental relations.
- Natural scenic beauty.
- Rural nature of the town.
- Good electrical service.

Opportunities

- Improvement of mass transit services.
- Expansion/improvement of cell phone technology.
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Weaknesses

- Citizens need to become more involved and provide more local input.
- Aging population.
- Restrictions on public land usage.
Lack of handicapped access to town hall restrooms.

Threats

- Loss of local control.
- Groundwater contamination
- Future degradation of septic systems.