

City of Colby

2024-2044

Comprehensive Plan

Adopted XXXXX, 2024



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City of Colby

2024-2044 Comprehensive Plan



prepared by the City of Colby Plan Commission
with assistance from West Central Wisconsin Regional Planning Commission



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RESOLUTION PLACEHOLDER

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ORDINANCE PLACEHOLDER

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1. INTRODUCTION

1. Introduction

1.1 Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9, which is currently codified as Wisconsin Statutes §66.1001.

Beginning on January 1, 2010, any program or action of a local government which regulates land use (e.g., zoning, subdivision regulations, agricultural preservation programs) must be consistent with that government's comprehensive plan. Under Statute, a conditional use permit that may be issued does not need to be consistent with the local government's comprehensive plan."

According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must incorporate 20-year land use projections and encourage public participation during the planning process. Additionally, each plan must, at a minimum, address nine key elements:

- | | |
|--|----------------------------------|
| 1) Issues & Opportunities | 6) Economic Development |
| 2) Housing | 7) Intergovernmental Cooperation |
| 3) Transportation | 8) Land Use |
| 4) Utilities & Community Facilities | 9) Implementation |
| 5) Agricultural, Natural, & Cultural Resources | |

The City of Colby's Comprehensive Plan further modifies this element list:

- The Agricultural, Natural, & Cultural Resources element is split into two separate chapters—**Chapter 6: Agricultural & Natural Resources** and **Chapter 7: Historical & Cultural Resources**.

The City of Colby Comprehensive Plan 2024-2044 update fully addresses the requirements of Wisconsin Statutes §66.1001. Given that this plan update was not funded with a State grant specifically earmarked for comprehensive planning, the fourteen State of Wisconsin Comprehensive Planning Goals identified in Wisconsin Statutes §16.965 are considered advisory.

1.2 2009 City of Colby Comprehensive Plan

This document is an update of the City of Colby Comprehensive Plan, prepared by Foth and Van Dyke, which was adopted in August 2009. The issues, goals, objectives, and policies from the 2009 Plan were

reviewed and where needed, were updated as part of this plan. The maps, data, and a review of existing programs and plans were also updated, with much of the data and program information incorporated into the appendices.

1.3 City of Colby Plan Update Process

In 2023, the City of Colby contracted with West Central Wisconsin Regional Planning Commission to assist with updating the City's Comprehensive Plan. The plan was updated under the guidance of the City of Colby Plan Commission, which conducted five meetings between September 2023 and July 2024 with the WCWRPC as facilitator.

The City of Colby has complied with all public participation requirements as detailed in Wisconsin Statutes §66.1001, including the adoption of a written public participation plan (see Appendix A). The City implemented the public participation plan as part of this plan which included opportunities for public input such as:

- facilitation of a bi-lingual web-based community survey;
- all meetings were properly noticed and open to the public;
- draft copies of the Plan were available for public review prior to the public hearing;
- a properly noticed public hearing was conducted by the Plan Commission on the draft plan; and,
- the City invited, considered, and responded to written comments on the draft plan.

The above public participation activities were completed by the City prior to the adoption of the plan. The Plan Commission and City Council held a joint public hearing inviting public comment on the draft plan on October X, 2024. Following the public hearing, the City of Colby Plan Commission recommended adoption of the plan by resolution and the Colby City Council adopted the plan by ordinance on October X, 2024.

1.3 Plan Framework

This Chapter, as well as **Chapter 2: Issues & Opportunities**, provide the framework within which the planning process was conducted and the Plan updated. While each plan element is unique, the framework of this plan addresses them in a consistent manner. With the exception of **Chapter 2: Issues and Opportunities** and **Chapter 11: Implementation**, each element has the following general structure:

1. A brief introduction to the element, which provides a generalized explanation and identifies the importance of the element to community development.
2. The background research and statistical data specific to that element and the City of Colby. In most chapters, highlights from the data will be provided in the chapter itself, while the additional data and statistics are in the appendices.
3. A Community Perspective, which highlights the results of the public engagement efforts related to the element, including input from the community survey as well as the Plan Commission.
4. The Goals, Objectives, Policies, and Strategies for the element.
 - a. Goals are overarching statements that portray the City in a new light. They are written as if the future has occurred, and Colby has fulfilled its vision statement.
 - b. Objectives are a list of more measurable aims that will help bring Colby's Goals to fruition.
 - c. Policies are on-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.
 - d. Recommendations are actionable tasks with a clearly defined result or deliverable.¹ Strategies also have designated timelines for their completion: Ongoing, Short-term, and Long-term. These designations are discussed in **Chapter 11: Implementation**.
5. A reference to additional plans and programs at the local, regional, state and federal levels that may impact implementation of the element. Local plans and programs will be listed in the chapter itself, with non-local plans and programs identified in the appendices.

Implementation of this plan is more thoroughly explained in **Chapter 11: Implementation**, however, it is valuable to reiterate the following key implementation policies:

1. This plan should be utilized and applied in its entirety. The elements of this plan do not exist in isolation from one another. For example, when contemplating an action that will impact land use and development in the City, that action must be considered for its compliance with all goals, objectives, policies, and strategies identified in this plan. This is discussed further in Chapter 11.

¹ State statutes do not make a distinction between policies and strategies. Strategies and policies in this plan both constitute policies as described under Wisconsin Statutes § 66.1001. The main difference between policies and strategies in this plan lies in the ability to measure the completion or achievement.

2. This plan is a guiding document that must be flexible, adaptable, and regularly updated throughout its useful life. It is the culmination of a year-long process to establish a 20-year vision for Colby. The priorities, trends, and resources in place today may not be the same as those in the years to come. As the priorities and resources of the City shift over time, the Plan should be updated to reflect those changes.
3. There are overlapping or repetitive aspects within this plan and some topics and actions do not fit perfectly within one of the elements. In order to reduce redundancy, some plan aspects (i.e., data, community input, goals/objectives, policies/strategies, programs) have been organized according to the most-applicable plan element rather than repeating in multiple elements.
4. This is a plan for the City of Colby as a community, not a strategic plan for the city government. The City's government is not responsible for implementing all recommended strategies; strong partnerships are vital to achieving the plan vision and goals.

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2. ISSUES & OPPORTUNITIES

2. Issues and Opportunities

2.1 Regional Perspective

Clark County

Clark County, Wisconsin is located in West Central Wisconsin. Geographically, Clark County is very large (1,215 square miles) and is host to 46 local units of government that include eight (8) cities, five (5) villages, and 33 towns. The County's population has been declining; the 2020 census population was 34,659, a decrease of 31. The County also has a low population density of just 18.6 persons per square mile. Clark County is predominantly a rural county which revolves around the agriculture, manufacturing, and recreation industries.

Marathon County

Marathon County, Wisconsin is located directly east of Clark County. The County encompasses about 1,576 square miles of land and is host to 32 local units of government that include six (6) cities with three only partially located in the County, fifteen (15) villages and 40 towns. It is the largest county in Wisconsin by land area. As of the 2020 census there were 125,834 people in 47,702 households residing in the county. The County is known for its strong manufacturing base and also for its primary health care systems. It is also ranked number one for dairy production among Wisconsin's counties.

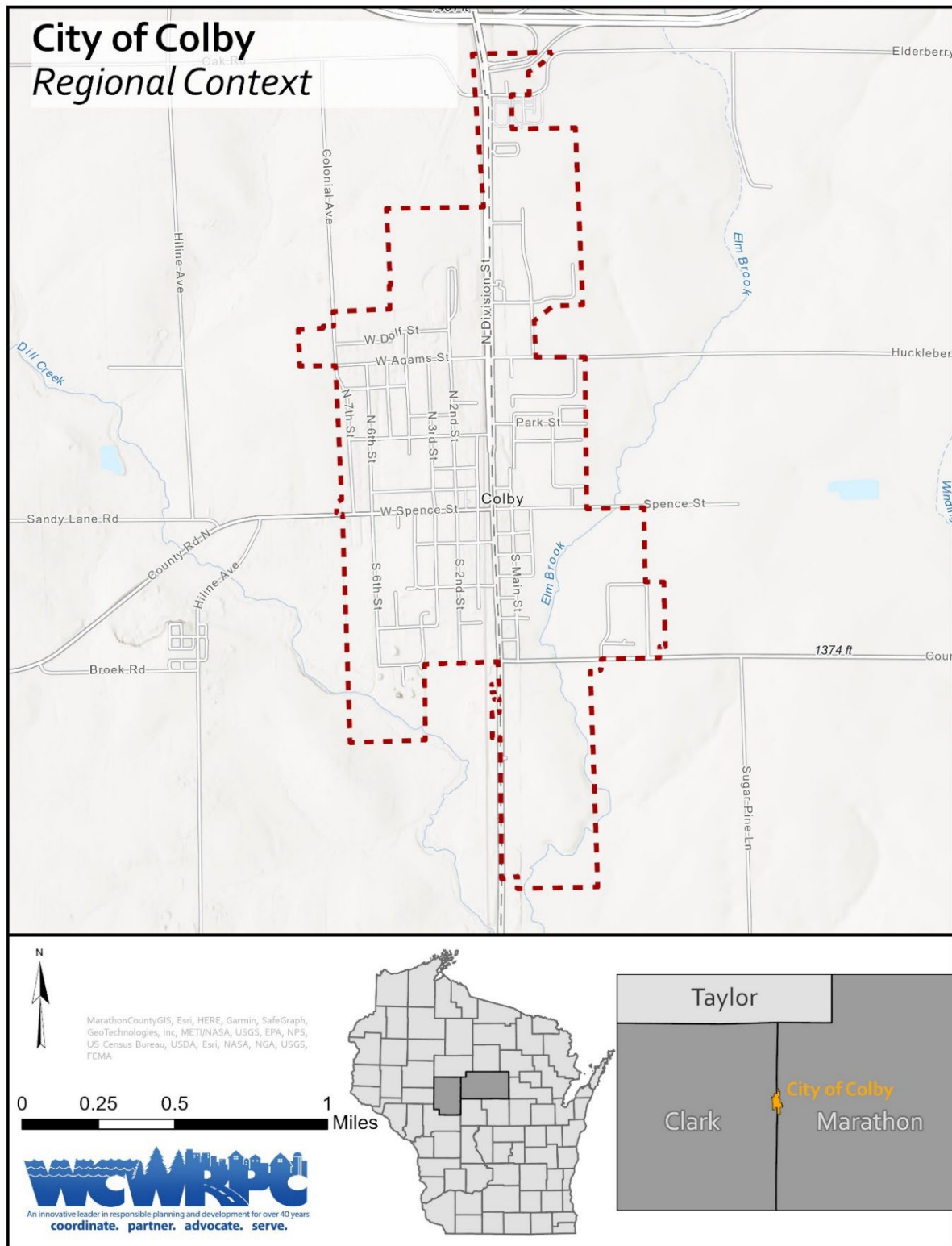
City of Colby

The City of Colby extends into both Clark and Marathon Counties with State Highway 13 serving as the County line. The City shares its borders with the Town of Colby to the west and the Town of Hull in Marathon County to the east. The 2020 census identified the City having a population of 1,952 residents with 1,275 in Clark County and 677 in Marathon County.

The City of Colby was named for the Colby family who was instrumental in bringing the Wisconsin Central Railroad to the area in the 1870's. A historical marker notes the development of "Colby Cheese" by Joseph Steinwand in the 1880's. The Clark County Historical Society has established the Rural Arts Museum in Colby. The museum is a collection of buildings that hold the stories, artifacts, and memories of middle Wisconsin.

The foundation of the City of Colby, like Clark and Marathon Counties, is based in agriculture, particularly the dairy industry. Dairy processing and agri-business are very important to residents as an employment opportunity and way of life.

Map 1 City of Colby Context and Location

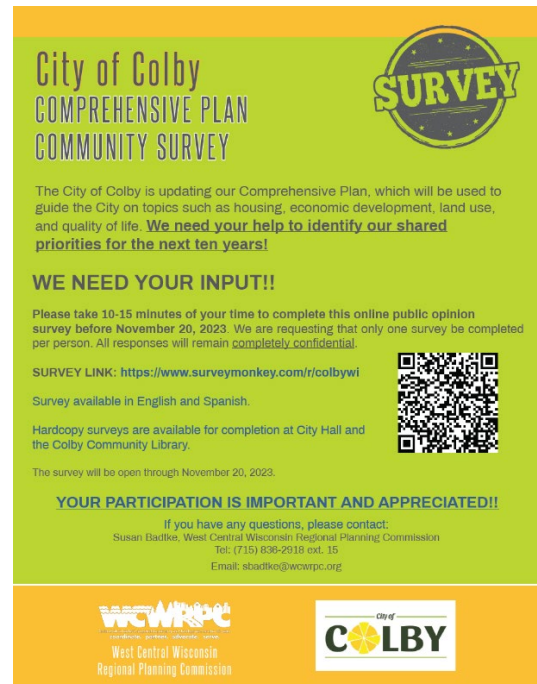


2.2 2023 Community Survey

In fall of 2023, the City Plan Commission prepared a *City of Colby Comprehensive Plan Public Survey*. The web-based survey, available in both English and Spanish, was conducted using SurveyMonkey; hardcopies were available at City Hall and the Public Library. This survey offered the public an opportunity to provide input into the issues, opportunities, needs, and priorities for the City of Colby. The survey was available October 16, 2023, through November 20, 2023, and was widely advertised.

There were 56 survey respondents, of which 40 (71.4%) were City residents. A complete summary of the survey results is provided in **Appendix F**, with some selected findings for City resident respondents highlighted below:

1. The majority (74%) of resident respondents are satisfied or very satisfied with the quality of life in the City; however, 26% are dissatisfied or very dissatisfied – most of these respondents identified as residing in Clark County.
2. The top three reasons resident respondents and their family live in the City of Colby include: cost of home (51%), near job/job availability (49%), and near family & friends (43%).
3. Resident respondents identified ensuring public safety, planning for growth and development, and enhancing economic development as the top three functions that are most important for the City.
4. The majority of resident respondents (66%) disagree or strongly disagree that the City offers things to do & job opportunities for teens and young adults.
5. Resident respondents are divided as to whether the City is welcoming to new residents – 52% agree that it is welcoming, 33% disagree and 15% have no opinion. The majority of those who disagree identified as residing in Clark County.
6. Most resident respondents find the quality and appearance of housing in the City to be good (38%) or fair (44%).
7. 88% of resident respondents rated road/street repair and maintenance as being very important or important for the City to prioritize over the next 10 years. 86% of respondents rated making streets safer for pedestrians and bicyclists to be important or very important.
8. Almost all (91%) of resident respondents disagree or strongly disagree that downtown Colby is inviting and vibrant.
9. 97% of respondents strongly agree or agree that development should occur in a planned and orderly manner.
10. 94% agree or strongly agree that the City should do more to promote and market development opportunities.



In addition to the specific questions, respondents were provided the opportunity to share other comments or suggestions. A complete listing of the other comments provided is included with the survey results in Appendix F, which include:

- Need more business and residential growth.
- Need to be responsive to those looking to develop business opportunities.
- Need to encourage downtown building owners to properly and historically preserve and restore their buildings.

It is important to note that this was an opinion survey reflecting only the views of the respondents. No statistical analysis with margins of error, non-response bias testing, or sampling was performed.

2.3 City of Colby Issues and Opportunities

The following issues and opportunities were identified by the Plan Commission and/or through the community survey. An individual issue or opportunity may be addressed in multiple sections within the Plan. The list provides insight into some of the important topics that this Plan addresses but is not inclusive of all such issues and opportunities facing the community.

Challenges / Issues:

- Revitalize Main Street & Highway 13 corridor going through town
- Lack of water (wells) for future growth and development
- Lack of retail
- Need more opportunities for seniors – social gatherings, dances, etc.
- Lack of housing available
- Lack of workforce
- Need for community activities but we have lack of community involvement
- Need better marketing of city-owned property for business development
- Need to do more to promote businesses to locate in the City
- Cultural issues / inclusion of Hispanic residents
- Lack of investment by City in Economic Development program
- No incentives to improve or maintain properties

Assets / Opportunities:

- Continued expansion of rental housing on the north side of town (Marathon County) east of STH 13
- Attract manufacturing business (non-water users – major) to located in industrial park
- Facilitate next expansion of Loos Machine
- Land available for development, including city-owned land
- Location (on two major Highways)
- Employment opportunities available
- Bringing more business to the City with land we have
- Housing development, specifically like condos with HOA
- Promoting high paying positions available in our community
- Highway 13-29 corridor
- Being a small town
- Could do more to incorporate/involve the Hispanic community

- More recreational opportunities for people to explore, such as hiking trails, open swimming at high school

2.4 Existing Plans, Programs, and Regulations

Section 1.2 briefly discussed the City's existing Comprehensive Plan, which was adopted in 2009. This plan is an update to the City's 2009 comprehensive plan.

The City utilizes ecode360.com to publish its ordinances online. Colby Code of Ordinances can be found at <https://ecode360.com/CO4170>.

Existing plans and programs adopted by the City of Colby or other organizations within the community that are more pertinent to this Plan are discussed within the different plan elements. **Appendix E** highlights the potential programs and resources that are available to help address the issues and opportunities and implement the recommendations within this plan.

2.5 City of Colby 2044 Vision Statement

A vision statement defines the future that a community wants, but it does not define how it gets there. Vision helps build consensus, can emphasize assets, identifies desirable change, and provides direction and context for the planning goals and policies later in the process. After considering community trends, issues, opportunities, community survey results, and focus group discussions, the Plan Commission prepared a vision statement for the City. The plans Goals, Objectives and Policies should work toward fulfilling this vision.

By 2044, the City of Colby shall strive to:

- Be a safe, growing, and welcoming community.
- Have a thriving economy with abundant job opportunities.
- Celebrate its history and promote itself as a destination, with a vibrant and inviting downtown.
- Have housing options that meet the needs of all people.
- Be known for its recreational opportunities for people of all ages, including walking & biking trails throughout the community.
- Utilize its strengths to create a sense of place and be known as the City with small town charm.



3. POPULATION & HOUSING

3. Population and Housing

The chapter assesses the age, structural value, and occupancy characteristics of the existing housing stock and includes a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand. While comprehensive plans must describe programs that are available to provide an adequate supply to meet existing and projected demand, it is not assumed that the City is solely responsible for managing and providing these programs.

3.1 Population Estimates, Characteristics, and Projections

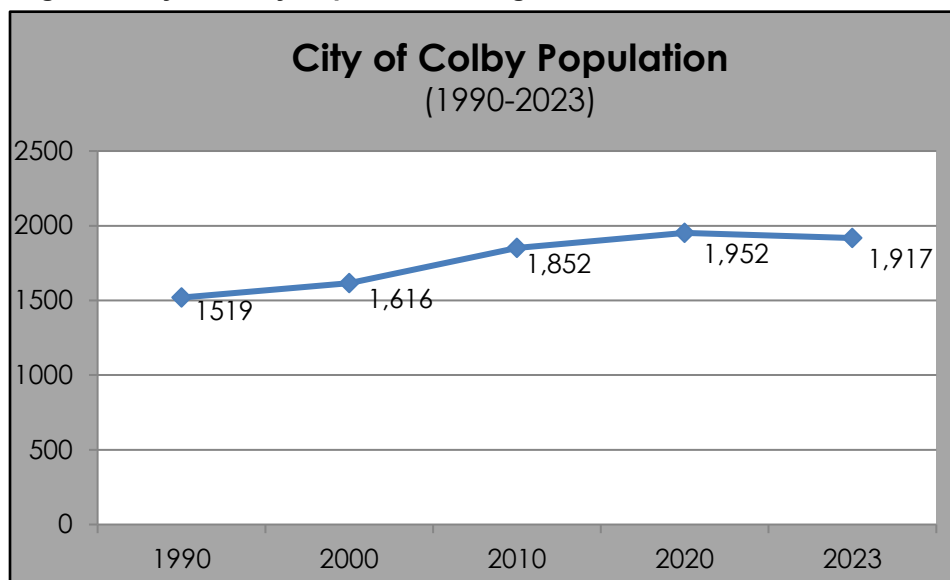
To properly plan for the City of Colby's future requires an understanding of the community's population, demographic trends, and housing base. Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. Housing trends are directly related to demands of the population. Appendix B provides a variety of population and demographic data for the City of Colby while Appendix C provides a variety of housing data for the City.

Population Estimates

As of January 1, 2023, the City of Colby had 1,917 residents according to the official state of Wisconsin population estimates. As shown in Figure 1 **Error! Reference source not found.**, this is a decrease from the 2020 U.S. Census population.

According to the U.S. Census, the City of Colby had a 2020 population of 1,952, a 5.4% increase from the 2010 population count of 1,852. However, population estimates show the City starting to decline in population.

Figure 1 City of Colby Population Change, 1990-2023



Source: U.S. Bureau of the Census 1970 – 2020; Wisconsin DOA Estimate for 2023

Population Characteristics

Between 2000 and 2020, the median age in the City decreased very little from 40.0 years to 38.6 years. The City's median age is slightly higher than Marathon County's median age of 37.5 years and younger than Clark County's median age of 41.1 years. In 2020, approximately 21 percent of the City's population was 65 years or older, while 29 percent was under the age of 20.

While the City's population might have a slight decrease in median age, the national trend of a shifting age structure is evident across Wisconsin. This is largely due to the baby-boomer generation, which is a large segment of the overall population. As this age group gets older the demand for services such as health care will increase, as well as employment opportunities in certain industries and the demand

for certain housing types. It will become increasingly important for communities to recognize these demographic shifts and to plan for the new demands that will need to be met.

Table 1 shows the population distribution by age in the City of Colby from 2000 to 2020. Looking at the City's age cohorts, the group with the highest population in 2020 was the 20-to-44-year age group. Between 2000 and 2020, the under 5 age group grew by 45.2%, the 45-to-64-year group grew by 40.8%, yet the 65+ age group only increased by 4.4%.

Table 1 Population by Age, City of Colby, 2000, 2010, & 2020

Age (years)	2000		2010		2020		% Change 2000-2020
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	93	5.8%	163	8.8%	135	6.9%	45.2%
5 to 19	358	22.2%	343	18.5%	426	21.8%	19.0%
20 to 44	475	29.4%	574	31.0%	562	28.8%	18.3%
45 to 64	299	18.5%	402	21.7%	421	21.6%	40.8%
65+	391	24.2%	370	20.0%	408	20.9%	4.4%
Total	1,616		1,852		1,952		20.8%
Median Age	40.0 (Clark Co – 35.9) (Marathon Co – 36.3)		36.9 (Clark Co – 37.2) (Marathon Co – 39.4)		38.6 (Clark Co – 37.5) (Marathon Co – 41.1)		-1.4

Source: U.S. Bureau of the Census 2000, 2010 and 2020

The population in the City of Colby is also becoming more racially diverse. While the majority (77.2%) of the population identified as white alone in 2020, 20.6% of the population identified as Hispanic or Latino. The percentage of Hispanic or Latino population in the City is higher than that of Clark or Marathon County.

Population Projections

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of these past growth trends. Projections should be considered as one of many tools used to help anticipate and predict future needs within the City. Population levels are subject to many different social, economic, and land use factors.

It should be noted that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, and other methods use births, deaths, and migration to estimate the population. While certain factors (such as demographic, economic, and geographic) influence growth, each community has an opportunity to shape its growth using tools or policies to promote or limit development.

In 2013, the Wisconsin Department of Administration (WDOA) Demographic Services Center released their population projections (year-round resident population) out to year 2040 for the communities and counties of Wisconsin. The WDOA utilized a projection formula that calculates the annual population change over three varying time spans. From this formula, the average annual numerical population change is calculated, which was used to give communities preliminary population projections for a future date. Table 2 below includes the official population estimates and projections for the City of Colby. The official population projections, prepared by WDOA in 2013, anticipate an increase in population of over 300 people in the City through 2040. The City found these projections to be high, specifically given the City's 2020 population was lower than that projected by WDOA in 2013.

While it's possible that the State's projections could be met if continued housing growth occurs in the City, a lower-growth alternative population projection was created. The alternative population projections will be used for housing and land use planning. This alternative calculation projects that from 2020 to 2045 (25 years), the City's population will increase by 257 residents or 13.1%. This alternative is a straight-line projection based on an annual population increase of 2.5% every five years. The City Plan Commission believes that the alternative projections are reasonable, achievable, and a good estimate to use when planning for the City's future. It is important to remember that a community and its partners have the ability to influence these projections based on programming and policy decisions.

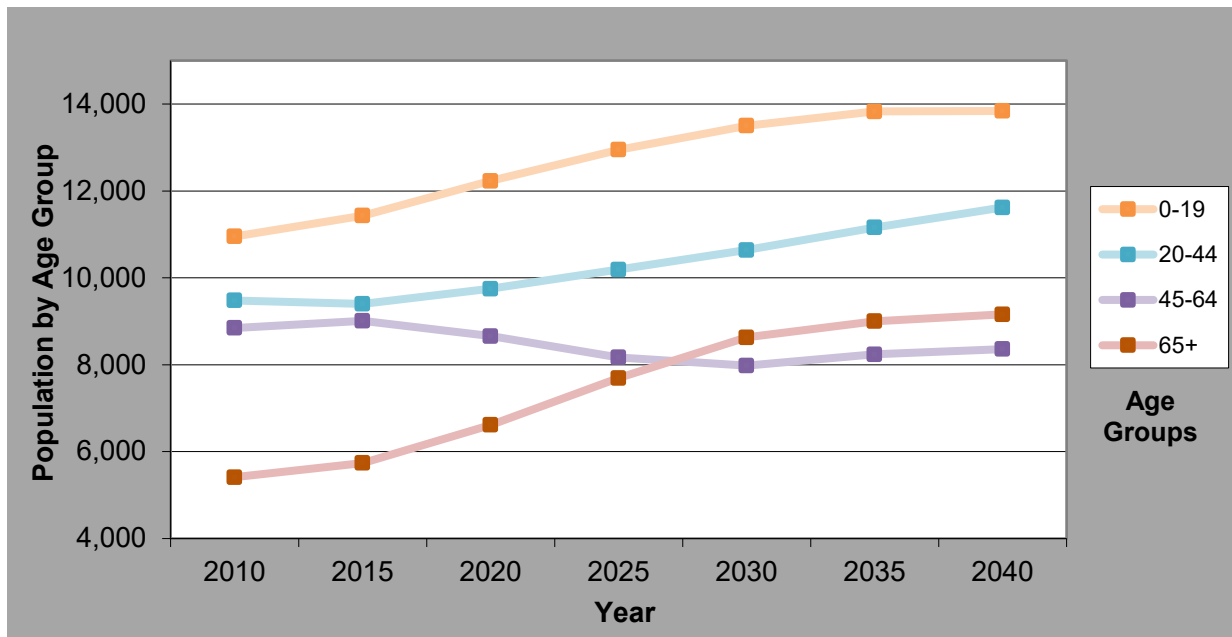
Table 2 Population Projections for the City of Colby through 2045

	2000 Census	2010 Census	2020 Census	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	2045 Proj.	2020 -2045 Change
Total Population	1,616	1,852	1,952	2,001	2,051	2,102	2,155	2,209	
Population Change		236	100	49	50	51	53	54	257
% Population Change		14.6%	5.4%	2.5%	2.5%	2.5%	2.5%	2.5%	13.1%

Source: WCWRPC

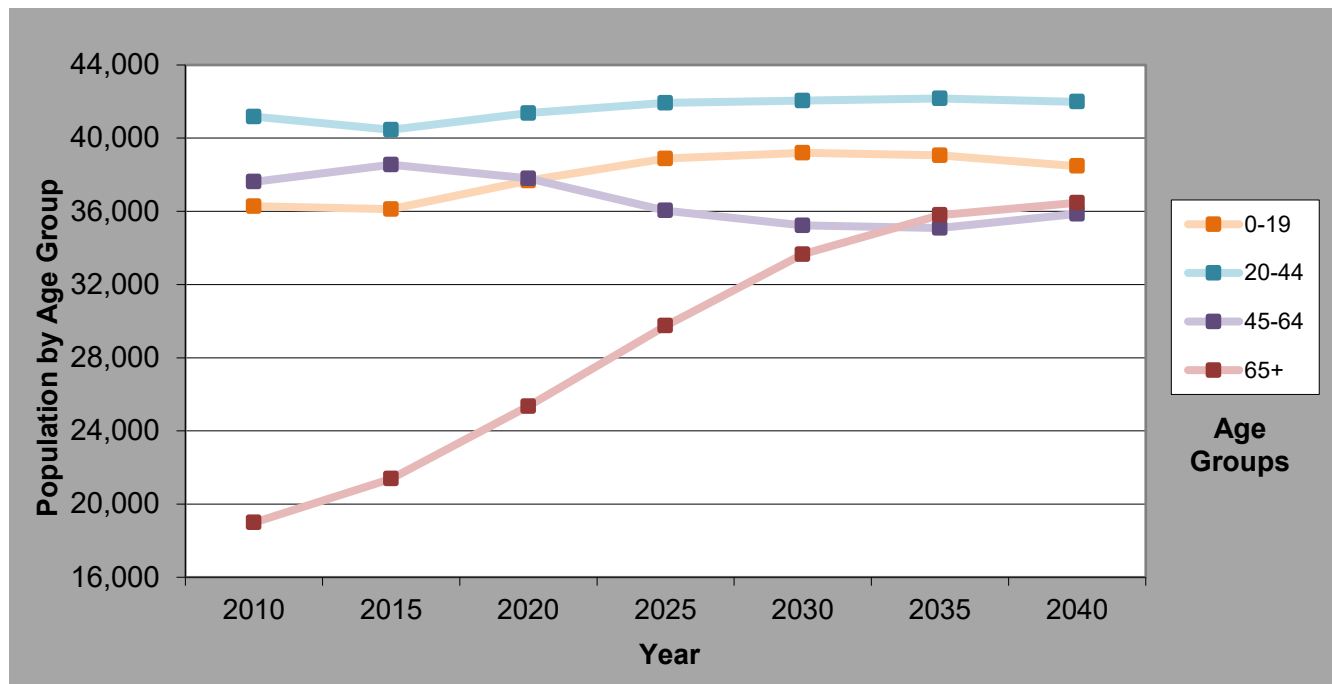
Figure 2 shows the WDOA projections by age group for Clark County while Figure 3 shows for Marathon County. In both counties, long-term a significant increase in the senior population (ages 65+) is expected. These trends have significant consequences for the workforce, housing, and services in the area.

Figure 2 Population Projections, Clark County, 2010-2040



Source: Wisconsin Department of Administration, 2013

Figure 3 Population Projections, Marathon County, 2010-2040



Source: Wisconsin Department of Administration, 2013

3.2 Housing Characteristics, Needs, and Projections

Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies (e.g., construction industry, tax base). Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

The comprehensive planning process necessitates that the community analyze housing supply, demand, and the impact of policies and regulations on housing development. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a twenty-year planning horizon. The following subsections further discuss specific information about the City's housing stock, patterns, and future trends.

General State of Housing

- **Housing Supply:** The total number of housing units in the City, per the Census data, increased 17.8% from 643 in 2000 to 757 in 2010. From 2010 to 2020 there was a 10.2% increase, from 757 units in 2010 to 834 units in 2020. It is estimated that there were 786 housing units in the City in 2022.
- **Age of Structures:** Per the 2022 5-Year ACS, it is estimated that 21% of housing units in the City were built in 1939 or earlier.
- **Structures:** As of 2022, it is estimated that 64.6% of housing units in the City were single-family detached homes while 3.9% were mobile homes.
- **Housing Mix:** The overall City housing mix as of 2020 was 41% renter and 59% owner.
- **Rental Units:** As of 2022 it is estimated that 21% of all renter-occupied units were single-family homes. 68% of renter-occupied units had 1 or 2 bedrooms while only 7% had 4 or more bedrooms.
- **Rental Vacancy Rate:** The estimated 2020 rental vacancy rate was 6.4% with 22 vacant rental units available in the City.
- **Rental Costs:** The estimated 2022 median household income of rental households was \$33,469, compared to \$51,176 for the overall City median. The 2022 median gross rent in the City was estimated to be \$784. About 55% of renters in the City of Colby spent more than 30% of their income on housing costs (rent, insurance, utilities) in 2022 and were considered cost-burdened.
- **Owner Units:** In 2022 it is estimated that 96% of owner-occupied units in the City were single-family detached units, while 2% were mobile homes. 82% of owner-occupied units had 3 or more bedrooms while 1% had just 1

Table 3 Housing Occupancy Characteristics, 2020

City of Colby	2020 Census
Population	1,952
Population in Households	1,888
Population in Rental Units	784
Population in Owner Units	1,104
Population in Group Quarters	64
Households, excluding group quarters	792
Avg. Household Size	2.38
Renter Avg. Household Size	2.45
Owner Avg. Household Size	2.34
Housing Units, excluding seasonal	834
Rental Units	342
Owner Units	485
Other Seasonal & Migrant ²	7
Occupied Units	792
Renter-Occupied Units	320
Owner-Occupied Units	472
Vacant Units for Rent, excludes seasonal	22
2020 Rental Vacancy Rate	6.4%
Rental Vacancy Rate Standard ³	5-7%
Vacant Units for Sale, excludes seasonal	2
2020 Homeowner Vacancy Rate	0.4%
Homeowner Vacancy Rate Standard ⁴	2-2.5%
% of Overcrowded Units – Renter Occup.	13.4%
% of Overcrowded Units – Owner Occup.	1.7%

Source: U.S. Census Decennial 2020

² Includes seasonal, recreational, or occasional use as well as sold and rented, but not occupied and other vacant units that are not currently on the market.

³ Florida, Richard. 2018 July. *Vacancy: America's Other Housing Crisis*. Accessed at: <https://www.citylab.com/equity/2018/07/vacancy-americas-other-housing-crisis/565901/>

⁴ Ibid. For owner housing, Florida's vacancy rate standard was expanded by WCWRPC from 2% to 2%-2.5% in order to accommodate additional market flexibility given the County's relatively small population size.

bedroom.

- **Owner Vacancy Rate:** The estimated 2020 owner vacancy rate was 0.4% (or 2 vacant owner units).
- **Owner Costs:** The 2022 median home value in the City was estimated to be \$143,900. The estimated 2022 median income for homeowners was \$76,339, compared to \$51,176 for the overall City. About 25% of homeowners with mortgages in the City spent more than 30% of their income on housing costs in 2022 and were considered cost-burdened.
- **Overcrowding:** It is estimated that in 2020, 13.4% of rental units within the City were overcrowded with more than 1.01 persons per room in a rental unit. This is significantly higher than the State level of 2.9%.

By parcel count and acreage, residential housing is the primary land use within the City of Colby. Map 2 shows the general distribution of residential parcels with improvements (e.g., single-family homes, duplexes, mobile homes) within the City.

Subsidized Housing

Subsidized housing refers to housing that is rent- and income-restricted for a period of time to keep housing costs for low-to-moderate income households affordable, often in exchange for government subsidies such as tax credits. These units require qualifying incomes, typically less than 80% of the county median income and may include units set-aside for other income levels (for example, less than 30% or 50% of the county median income).

Based on monitoring information from the Wisconsin Housing and Economic Development Authority (WHEDA), the City of Colby has 48 subsidized units that were created using the Low-Income Housing Tax Credit (LIHTC) program. This program uses tax credits to encourage private developers to create affordable housing. Under this program properties are required to preserve affordability for 30 years in exchange for the tax credits. The Colby-Abbotsford Senior Village (24 units) was placed in service in 2010; based on the 30-year term these units are set to expire in 2040 (during the 20-year horizon of this plan). Colby Cottages (24 units), was more recently put into service in 2017. It is possible for properties to begin charging market rate rents when their program obligations expire, which may make some of the rental units unaffordable for current renters. Given this, it is important for the City to monitor expiring tax credit projects and communicate with owners regarding future plans.

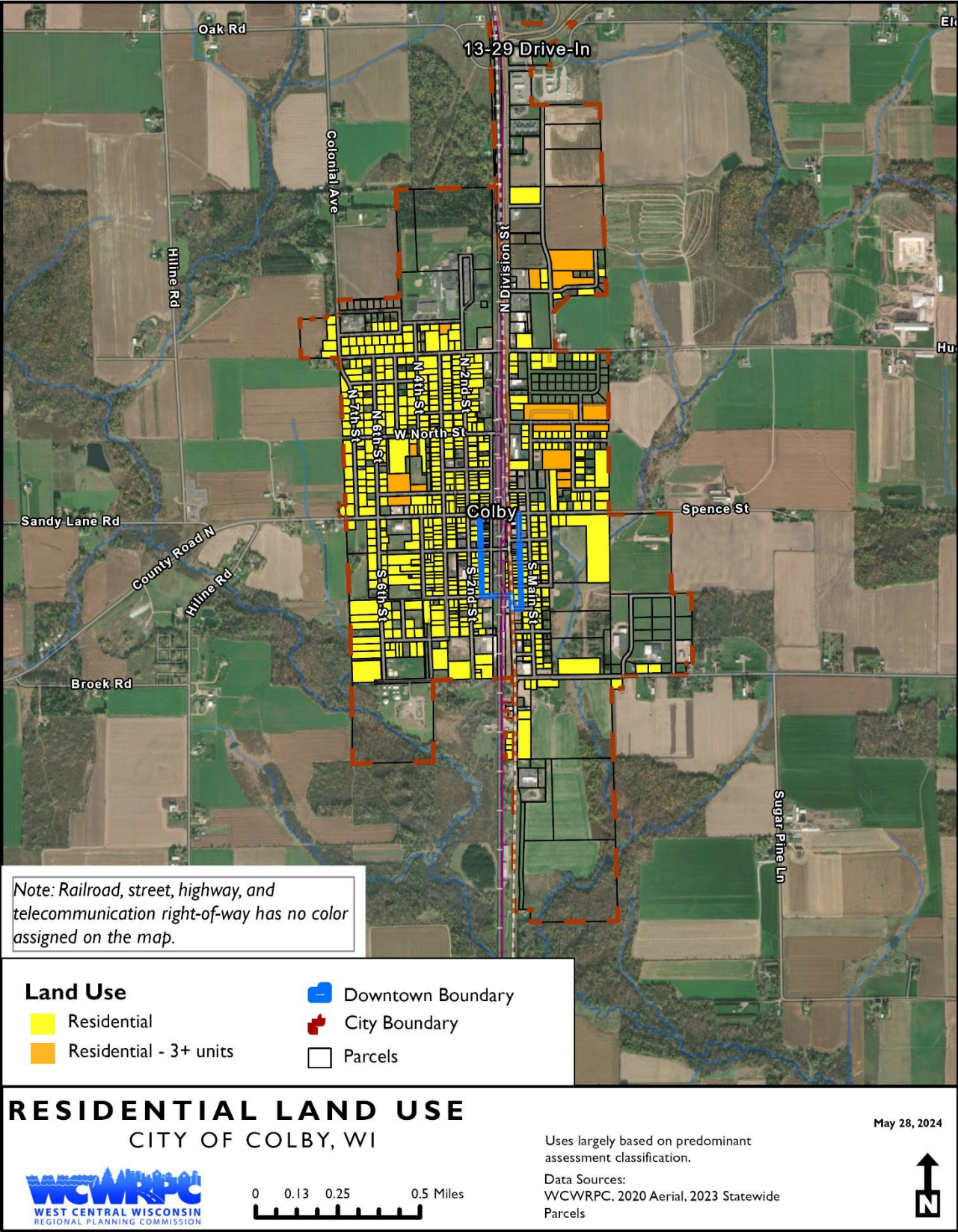
Assisted Living Facilities and Group Quarters

The City of Colby has the following community living arrangements:

- Community Based Residential Facility (CBRF): one facility with capacity of 48
- Adult Family Home (AFH): one facility with capacity of 48
- Residential Care Apartment Complex (RCAC): one facility with capacity of 24

A group quarters facility is a “group living arrangement” that houses multiple, unrelated people, where occupants may not have privacy, or the facility houses an institution or service-receiving population. Included in this category are nursing homes, memory care, or other facilities such as homeless shelters, dormitories, correctional facilities, and other group housing facilities. These facilities are not considered a housing unit, rather they are a standalone category counted separately by the US Census. The 2020 Census identified the Group Quarters population in the City of Colby as 64, which are likely accounted for from residents of the nursing home. Per the Wisconsin Department of Health Services, the City of Colby has one nursing home with a total of 70 beds.

Map 2 City of Colby Residential Land Use



Homelessness and Transitional Housing

Unfortunately, there is no single source of data that tells the whole story of homelessness in a community.

According to the United Way Alice 2023 report, based on the 2021 Point-in-Time Data, 30% of Clark County and 20% of Marathon County households were ALICE (Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county). In Clark County 10% of households were in poverty while only 8% were in poverty in Marathon County. The report also noted that 44% of the households in the City of Colby (Clark County) and 51% of the households in the City (Marathon County) are ALICE and over the poverty level.

Eligibility in the school free and reduced meal program, which is based on household size and income, is another measure used to identify the level of needed assistance. As of 2022, 62% (565) of students in the Colby School District were approved for free and reduced lunches.⁵ The Wisconsin Department of Public Instruction (DPI) also maintains enrollment data for each school district including percent of student population identified as homeless. The data shows that in the 2022-23 school year, 3.2% of all students, or 31 students, were identified as being homeless. This is slightly higher than overall state level of 2.2% of all students.

Housing Affordability & Value

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not cost a household more than 30 percent of its household income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing. Households may choose to pay more to get the housing they need or want; however, according to HUD standards, people should have the choice of having decent and safe housing for no more than 30 percent of their household income. A lack of affordable housing has overriding impacts on population migration patterns, economic development, and the tax base.

While the individual financial situation of each household varies, a common analysis to affordability is based on the Federal affordability standard that households should not pay more than 30% of their income (before taxes) on housing costs, regardless of income. In other words, a household that is paying more than 30% of its income on housing costs is considered cost-burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care.

The 2022 5-year ACS estimates that 55% of renter households in the City were spending 30% or more of their household income on gross rent, making them housing cost-burdened. In looking at the data, 65% of renter households with a householder age 65 year and over in the City were severely cost-burdened as they spent 35% or more of their household income on housing costs. Housing costs can be a challenge for income-constrained seniors. In looking at homeowner costs, the data shows that about 25% of all homeowner households with a mortgage were cost-burdened in the City.

Rental Affordability

To explore the current supply of housing in the City of Colby relative to affordability, Table 4 shows the households income range and the number of rental housing units that fall within the corresponding affordable renter range as of 2012. This approach assumes that a healthy rental market mix will have

⁵ Wisconsin Department of Public Instruction, Free and Reduced Meal Eligibility. <https://dpi.wi.gov/school-nutrition/pvprogram-requirements/free-reduced-meal-eligibility>

a supply of rental units at certain affordable price points that are near or equal to the number of households within the respective household income ranges.

Table 4 Renter-Occupied Housing Affordability by Cost, 2022

City of Colby Renter Housing Gap Analysis						
Household Income Ranges	# of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance	
Less than \$10,000	26	9%	\$0-\$199	14	-12	
\$10,000 to \$14,999	26	9%	\$200-\$299	0	-26	
\$15,000 to \$24,999	46	16%	\$300-\$549	93	47	
\$25,000 to \$34,999	69	24%	\$550-\$749	100	31	
\$35,000 to \$49,999	45	16%	\$750-\$999	57	12	
\$50,000 to \$74,999	63	22%	\$1,000-\$1,499	2	-61	
\$75,000 to \$99,999	10	4%	\$1,500-\$1,999	15	5	
\$100,000 to \$149,999	0	0%	\$2,000-\$2,999	0	0	
\$150,000 or more	0	0%	\$3,000 to \$3,499	4	4	
Source: U.S. Census 2018-2022 ACS 5 Year Estimates and WCWRPC calculations						
NOTES: (i) The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the commonly used 30% Federal standard for gross rent. The additional 5% in the Federal standards allows for the payment of all other housing costs. (ii) The above includes some rental units with zero cash rent. (iii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by 0.25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.						

When considering Table 4, it is important to understand that the balance does not necessarily represent a rental market surplus or deficit. The balance is simply the difference between the number of households and the number of rental units within each income range or price point. The balance suggests how the City's existing rental units might be better distributed based on household income and monthly contract rent price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing. These households may be interested in housing at their price point should it become available.

Table 4 provides the following insights:

- The City of Colby's primary pool of rental housing is at the \$300 - \$749 price point and is being relied upon by many renters from other income ranges. Per the 2022 ACS data, about 68% of all rental units in the City fall within the \$300 - \$749 price range. Several income ranges are relying on this supply for housing.
- The balance is negative for household income ranges of less than \$14,999 and \$50,000 - \$74,999. While 18% of all rental households, of 52 households, have incomes less than \$14,999, there are only 14 rental units within the City that fall within the corresponding affordability range. This data indicates that it is likely that at least 38 rental households are paying more than they can afford for monthly rent. Additionally, the balance is negative for renter households with incomes of \$50,000 to \$74,999. While 22% (63) of rental households within the City have an

income within this range, there are only two rental units in the City with rental values within the corresponding price range. These households are likely paying less than what they could afford for their rental units. This creates challenges and opportunities:

- Many of the rental households with the lowest incomes are having to pay more in rent than what they likely can afford. This places constraints on these households and suggests there may be a need for some additional rental units to meet the needs of lower-income households within the City.
- While the City may have some renter households that could potentially afford to pay more for their housing, the actual market rates are not solely based on income. Numerous factors influence rental rates and what an individual can afford, such as location, quality and characteristics of the rental units, local cost of living, property maintenance costs, and unit demand.
- Many of these “higher-income” households may be interested in purchasing a home. These higher-income renters have income ranges whereby they could possibly afford to purchase a house but there may be a lack of houses available in their affordability range or lack of homes for sale with the characteristics they desire (e.g., size, style, location). In the interim, some of these households may be residing in rental housing below their price point as a cost-saving measure, possibly in anticipation of buying a home in the future.
- The City identified a need for some new multi-family rental housing. Providing new rental units could potentially free up entry-level, more affordable, rental units for some of the income-constrained households.

Owner Affordability

Similar to the rental analysis, an analysis was conducted to more fully explore the current supply of owner-occupied housing in the City relative to affordability. Table 5 shows the City of Colby’s owner households by income range and the number of owner housing units that fall within that range. This approach assumes that a healthy homeownership market mix will have a supply of owner units at certain affordable cost ranges (or price points) that are near or equal to the number of households within the respective housing income ranges.

Similar to the rental affordability analysis, the balance in Table 5 does not necessarily represent a home sales market surplus or deficit. The balance is simply the difference between the number of households and the number of owner units for each income range and affordable price point range. The balance suggests how the City’s existing owner units might better be distributed based on household income and the corresponding affordability price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing.

Table 5 provides the following insights:

- The largest concentration of current owner housing supply is less than \$200,000. While this presents an opportunity, as the price point is generally considered to be “starter” level housing, it also has challenges as houses on the lower end of the price scale may require significant updates.
- Like the rental analysis, a significant proportion of homeowners are living in owner-occupied units that may be less than what they can afford. Some of these individuals may be interested

in a higher-value unit, or a “move-up” home, but they may also be comfortable with the unit they are in.

Table 5 Owner-Occupied Housing Affordability by Cost, 2022

City of Colby Owner Housing Gap Analysis						
Household Income Ranges	# of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance	
Less than \$25,000	63	14%	\$0-\$59,999	20	-43	
\$25,000 to \$34,999	38	8%	\$60,000-\$89,999	61	23	
\$35,000 to \$49,999	40	9%	\$90,000-\$124,999	88	48	
\$50,000 to \$74,999	78	17%	\$125,000-\$199,999	206	128	
\$75,000 to \$99,999	68	15%	\$200,000-\$249,999	41	-27	
\$100,000 to \$149,999	120	26%	\$250,000-\$399,999	28	-92	
\$150,000 or more	46	10%	\$400,000 +	9	-37	
Source: U.S. Census 2018-2022 ACS 5 Year Estimates and WCWRPC calculations						
NOTES: (i) The above affordable price points are calculated based on 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the more commonly used 30% Federal affordability standard. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities. (ii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.						

Housing Demand

Traditionally, rural communities, such as the City of Colby, have a high percentage of single-family homes, often with few other housing types available. However, as new residents move in and as the population ages, other types of housing may be considered to provide an assortment of housing types needed to meet the needs and demands of area residents.

Housing projections are helpful in identifying housing program strategies as well as to estimate the amount of land that may be needed for future residential development. Additionally, as the number of households and new housing units grow, there is a resulting need for government to provide additional public facilities and services such as roads, sewer and water extensions, fire and police protection, schools, etc. The projected demand provides guidance based on recent trends and the best information available. No estimate, model, or projection is perfect. As previously noted, the community and partners have the ability to influence these projections based on other programming and policy decisions. Moreover, the housing market does not stop at municipal boundaries. A community's housing supply and demand is influenced by what is occurring around it. Further, many unanticipated social, economic, and policy factors in the larger region or nationally can also influence local growth, housing costs, and market demands.

Table 6 estimates existing and projected housing demand for the City of Colby, with the following assumptions:

- Future demand is based on the alternative low-growth population and household projections with a small factor added for market flexibility;
- The current owner-to-rental mix (40% renter, 60% owner) is maintained throughout the projection period;
- The additional rental and owner units needed are in addition to the 2020 vacant units shown in Table 3.
- For this analysis, the group quarters projection is the difference between the total population and the population in households. Given the area's aging population, the demand for group quarters (nursing care) and rental units (downsizing, accessory dwelling units, assisted living) is expected to increase. As noted earlier, the City currently has one nursing home, the Ocoee Colby Healthcare Center, with a capacity for 70 individuals.

As previously noted in Table 2, the Plan Commission believes that the alternative low-growth population projections are reasonable and achievable. It is also recognized that household sizes continue to decrease. The City's housing needs and demand, based on these alternative projections, is shown in

Table 6.

Table 6 City of Colby Housing Demand Projections (based on Alternative Low-Growth Population Projections)

	2020	2025	2030	2035	2040	2045	Net Change
Total Population	1,952	2,001	2,051	2,102	2,155	2,209	257
Total Households, excluding group quarters	792	814	837	860	887	911	119
Change in Total Households		22	23	23	27	24	--
Change in Rental Households (40% Rent)	--	9	9	9	11	10	48
Change in Owner Households (60% Own)	--	13	14	14	16	14	71
Additional Rental Units Needed*	36 – 38	9	10	10	11	10	86 – 88
Additional Owner Units Needed**	12 – 14	12	14	14	16	15	83 - 85
Total Additional Housing Units Needed	48 – 52	21	24	24	27	25	169 – 173
Population in Group Quarters	64	69	80	96	111	114	50

* In addition to the 22 estimated rental units vacant in 2020.

** In addition to the 2 estimated owner units vacant in 2020. 2025 estimate decreased by 1 unit to reflect changes from 2020 – October 2023.

It is important to remember that the numbers in Table 6 are not certainties and are simply provided to help show one housing demand scenario based on potential population and household growth projections.

The City has taken steps to address the need for additional workforce housing. The City of Colby purchased land on the north side of the City and has recently partnered with a developer to build 72

units of rental housing. The site is close to retail, the Waterford at Colby senior living facility, and has prime transportation access close to Highway 29. These new units will help fulfill much of the City's rental unit demand and will provide housing opportunities for current and future residents.

3.3 Community Perspectives

The 2023 City of Colby community survey provided some insights into the opinions and needs of survey respondents related to housing.

- 32% identified “promoting housing opportunities” as one of the three most important City of Colby governmental functions.
- All respondents identified their current housing as either a smaller or larger single-family home. While most respondents prefer to have a larger single-family home within the next five years, there were a few respondents who identified their preference for a duplex or twin home, a townhome or condominium, a tiny home, and a senior apartment.
- 45% of respondents rated the overall quality and appearance of housing in the City as fair with 16% rating it as poor.

One respondent provided additional input related to housing noting that “there is a need for housing for people who don’t need low-income housing but may not be interested in stand-alone housing. Nice duplexes to rent to attract young professionals or seniors is needed.”

The Plan Commission was not surprised by the results of the community survey; many of the same needs were identified and discussed by the Commission.

- **There is demand for additional housing units, both owner and renter:** As discussed in the previous sections, and identified in Table 6, there is demand in Colby for additional renter and owner units. Specifically, the Commission noted a need for additional units for families and the workforce, along with units for young folks who are interested in moving to (or back to) the City. The 72-units of housing approved along Community Drive on the City's north side will help fill a large part of the City's housing gap.

While the Plan Commission recognizes the importance of planning for an aging population, given the number of assisting living and senior housing units in the City, the Commission believes that this is adequately addressed but will continue to monitor the housing needs for the aging population.

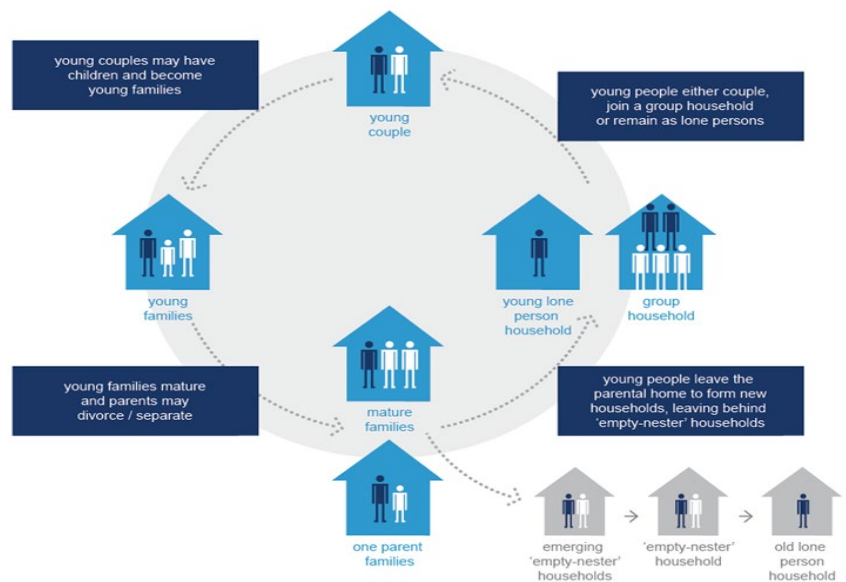
- **Vacant land available for future residential development is limited:** While there are some vacant lots available, and some lands that could be developed as residential, long-term the City is constrained by land availability. The Commission discussed the need for the City to identify future growth opportunities in adjacent Towns.
- **Overcrowding in residential units:** Overcrowding of residential units presents safety challenges. As identified in Table 3, it is estimated that 13% of rental units in the City are overcrowded with 1.01 persons or more per room in a unit. The Commission discussed that for some households, this may be by choice due to cultural preference. For others, housing availability and/or affordability might play a role.

Chapter 280 Housing Standards of the City's Ordinances contains provisions regarding the minimum square feet of habitable floor area required for each occupant of a dwelling unit. Every dwelling unit shall contain a minimum of 150 sq ft of habitable floor area for the first occupant and a minimum of 100 additional square feet for each additional occupant. The ordinance does not establish a maximum number of people that can reside in a dwelling unit.

- **The visual appearance of some housing in the community is poor:** The Census estimates that 25% of the housing structures in the City were built prior to 1939; approximately 65% were built prior to 1980. Age of structure is one indicator of housing condition but given the older housing stock in the City there is likely a need for rehabilitation, and in some cases, demolition.
- **The City lacks a variety of housing types, including smaller housing units:** The Plan Commission expressed interest in exploring modifications to the City's ordinance to allow for smaller housing units to meet the needs of smaller households. In 2020, 1-person households made up for 34% of all households while 31% were 2-person households.

Housing preferences and needs change over time as residents move through life and into the next "cycle". Understanding the lifecycle stages in , while recognizing that not all individuals move through every stage, is important when analyzing a community's housing needs. The benefits to having a diverse housing base that allows an individual to move through all stages within a community, often called "aging in place", are significant in promoting neighborhood stability, a sense of belonging and responsibility for the community, and greater community pride.⁶

Figure 4 Lifecycle Housing Needs



Source: .id – the population experts, <https://home.id.com.au/case-studies/nillumbik-shire/>

⁶ Mooney, J. Michael. Mooney LeSage Group. (October 1991). The Impact of Local Government Regulation on Development of Affordable Housing.

3.4 Population and Housing Goals, Objectives, Policies, and Strategies

Goal 1:

~~Provide for~~ The City of Colby has an adequate housing supply that will meet the needs of **current and** future residents and ~~provide offers~~ a range of **quality** housing choices for all income levels, age groups and special housing needs while maintaining the current housing stock and city vision.

Objectives:

1. Increase the availability of low to moderate income housing that is consistent with the city's ~~and county's~~ comprehensive plan.
2. Increase the availability of quality moderate cost starter homes consistent with locations identified in the city's ~~and county's~~ comprehensive plan.
3. ~~Increase the availability and accessibility of assisted living and elderly care facilities while continually the housing needs of the aging population. Housing and neighborhoods will allow for aging in place and aging in community.~~
4. Provide a broad range of housing choices to meet the changing needs of the community.

"Aging in Place"

Aging in place (or aging in community) is the ability to live in one's own home and community safely, independently, and comfortably regardless of age, income, or ability level.

This concept is not limited to housing design and construction, but should be expanded to encompass the entire community, includes aspects of other plan elements such as transportation, access to goods and services, social opportunities, recreation, and urban design.

Policies:

1. ~~Continue to promote fair housing throughout the City. Avoid public actions which would not allow persons of lower income levels, ethnic origin, creed, age groups, or special needs to reside in the city.~~
2. ~~Pursue the availability~~ Encourage the use of state or federal **housing** funding for the development or redevelopment of low to moderate income quality housing.
3. Improve public education on available funding or assistance sources that will allow LMI residents and elderly residents to make accessibility or other improvements to their homes for special needs.
4. ~~Increase the utilization of building codes for new housing construction and rehabilitation. Continue to enforce the City's building code.~~
5. Increase coordination with the county housing authority and other agencies in monitoring and creating solutions to the housing affordability issue.
6. Ensure an adequate supply of land is planned and zoned for **residential development, at varying densities, multi-family housing and for development at higher densities** to meet forecasted demand.
7. Local land use controls and related administration (e.g. fees) shall consider the impact on affordable housing.
8. Actions which may deter the creation of alternative forms of housing shall be discouraged and all community actions shall be evaluated for their effects on local housing.
9. An adequate supply of land shall be zoned for multi-family housing and for development at higher densities to meet demand.

Strategies:

1. Rezone property as needed, in **planned residential growth areas**, to accommodate new housing development.
2. **With input from community members, developers, and other stakeholders, review the City's land use regulations to explore opportunities to modify standards to make housing more affordable and to identify and address any barrier to alternative and missing-middle housing types (e.g., 2- to 4-plex's, accessory dwelling units, etc.)**
3. **Update the City's website to include information on housing-related resources, including funding assistance for LMI and elderly residents.**

Goal 2:

New housing is developed in a way that maintains the character of the City and is economically efficient. ~~Provide for housing development that maintains the characteristics of the city.~~

Objectives:

1. **Siting and construction of new housing is consistent with the City's long-term vision and comprehensive plan.**
2. **New housing is developed in a way that is economically efficient in terms of its location and its relation to necessary services, facilities, and infrastructure.**

Policies:

1. Encourage and support multi-family, group housing, and other high density residential development within existing neighborhoods with established urban services.
2. Direct development to areas currently served by existing roads, public utilities, parks or other services.
3. Direct residential development to planned growth areas.
4. Retain single family residences as the preferred type of housing supply in the city.
5. Utilize various programs and concepts that can encourage creative ways to preserve city character and natural resources.
6. **~~Support~~ Encourage** developers who want to develop other forms of housing, such as duplexes or small apartment buildings, as long as they are congruent with the overall city vision and needs for the future.
7. Encourage energy efficient construction and construction that takes into account the placement of the home in relation to its surrounding environment (i.e. orientation to the sun).
8. Residential in-fill development shall be given priority over the development of housing in areas currently not occupied by residential structures.

Goal 3:

Residential properties and structures within the City of Colby are well-maintained. ~~Maintain or rehabilitate the city's existing housing stock.~~

Objectives:

1. Maintain or rehabilitate the city's existing housing stock.

Policies:

1. Continue rehabilitation efforts for the existing housing stock.
2. Increase citizen education about unsafe or unsanitary housing conditions including lead paint, carbon monoxide emissions, radon, exposed heat pipes, and broken or missing smoke detectors.

3. ~~Maintain an inventory of historically significant homes and allow for and support rehabilitation that will encourage their existence.~~ Encourage the maintenance and rehabilitation of historically significant homes.
4. Pursue development and redevelopment efforts which serve to enhance the character of the city.

Strategies:

1. ~~Pursue~~ Encourage the use of housing rehabilitation grants for low to moderate income families and owners, including the City's Residential Revolving Loan Fund.
3. ~~An inventory of historically significant homes shall be maintained throughout the planning period to ensure that these homes are accurately identified and to promote and target preservation and/or rehabilitation efforts.~~

It is important to note that the housing goals, objectives, and policies will require collaboration and partnerships to achieve. There is not an expectation that the City has the resources to achieve these goals and support new housing programming on its own. Some solutions may be multi-jurisdictional, while non-profit housing partners and the private-sector may also take the lead role.

3.4 Housing Programs

The City of Colby has adopted a fair housing ordinance (Chapter 247) which sets forth policy that the City endorses the concepts of fair and open housing for all persons and prohibits discrimination. Additionally, the City has a Residential Revolving Loan Fund (RLF) to assist with funding housing residential improvements in the city. The money is distributed to income qualified applicants at 0% interest with the loan payable at the time that the property is sold or changes use.

To meet local housing needs, a variety of public and non-profit housing programs and services are available, as identified in Appendix E.

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4. TRANSPORTATION

4. Transportation

A transportation system should safely and efficiently move people and products. Transportation can directly influence a community's growth, or it can be used as a tool to help guide and accommodate the growth which a community envisions. Like the other elements in the plan, transportation is interconnected, especially with land use. Economic, housing, and land use decisions can increase or modify demands on the various modes of transportation (e.g., highways and roads, air, rail, pedestrian, bicycling). Likewise, the transportation decisions, such as the construction of new roadways, changing rail infrastructure, or bike facilities can impact accessibility, land values, and land use. For many smaller communities, maintaining the local transportation system is a very significant part of their budget.

This element includes a compilation of background information, goals, objectives, actions or policies, and programs to guide the future development and maintenance of transportation systems in the City of Colby. This element also identified the City's transportation policies and programs as well as other local, state, and regional transportation plans as required under Wisconsin State Statutes §66.1001.

4.1 Streets and Highways

Streets and highways constitute Colby's primary mode of transporting people, goods, and services. The primary components of the Colby's streets and highway network are:

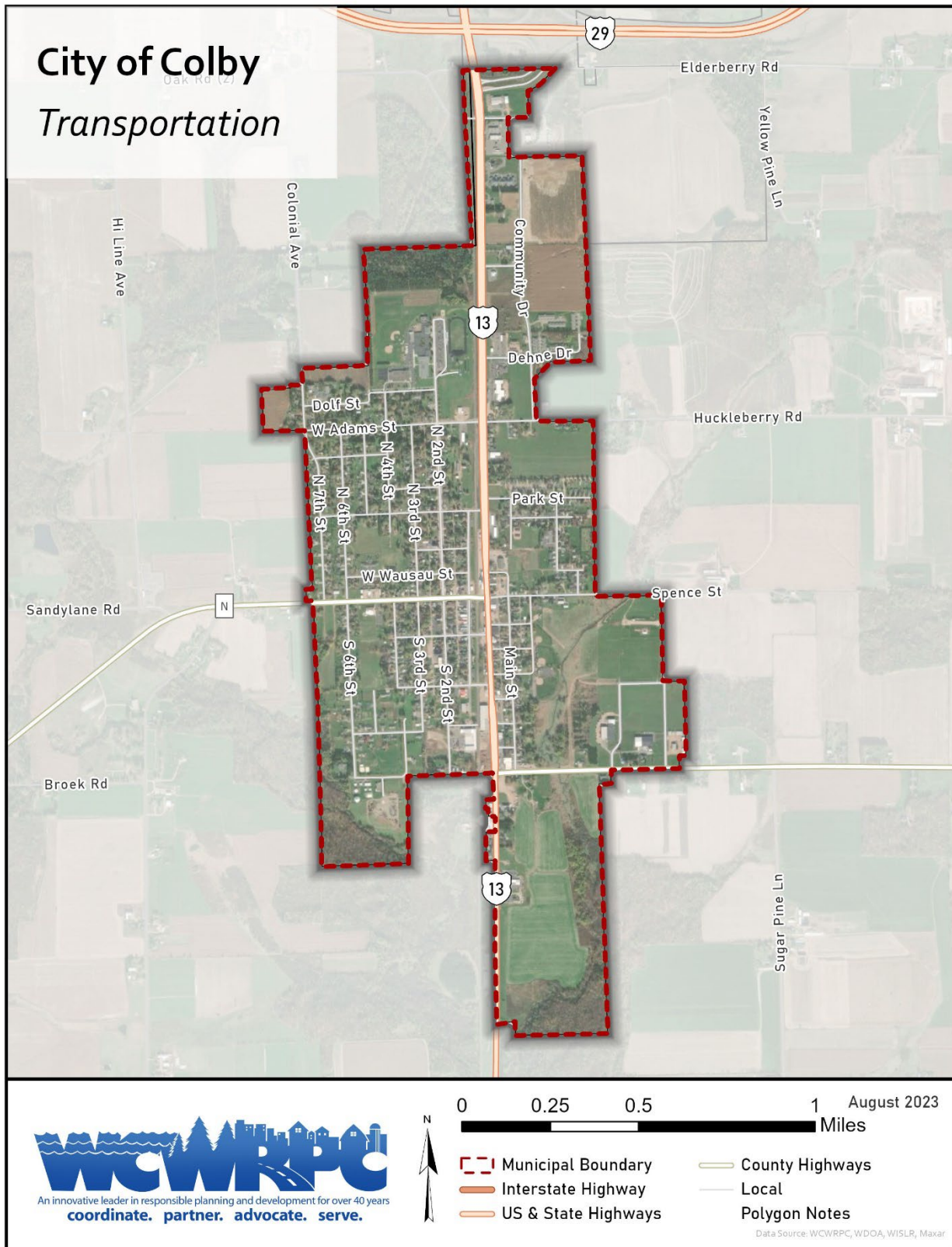
1. WI-13, which travels in a north-south direction through the City, is a major transportation route providing access south to Marshfield and eventually to Interstates 90/94 at Wisconsin Dells , and north to Highway 8, a major east-west corridor throughout northern Wisconsin.
2. CTH N provides an east-west connection throughout the City. The Highway runs west to the where it connects with State Highway 73, and east to the Wausau metro area where it connects with Interstate 39 and US 51, a major north-south corridor through Wisconsin.

Road Functional/Jurisdictional Classification

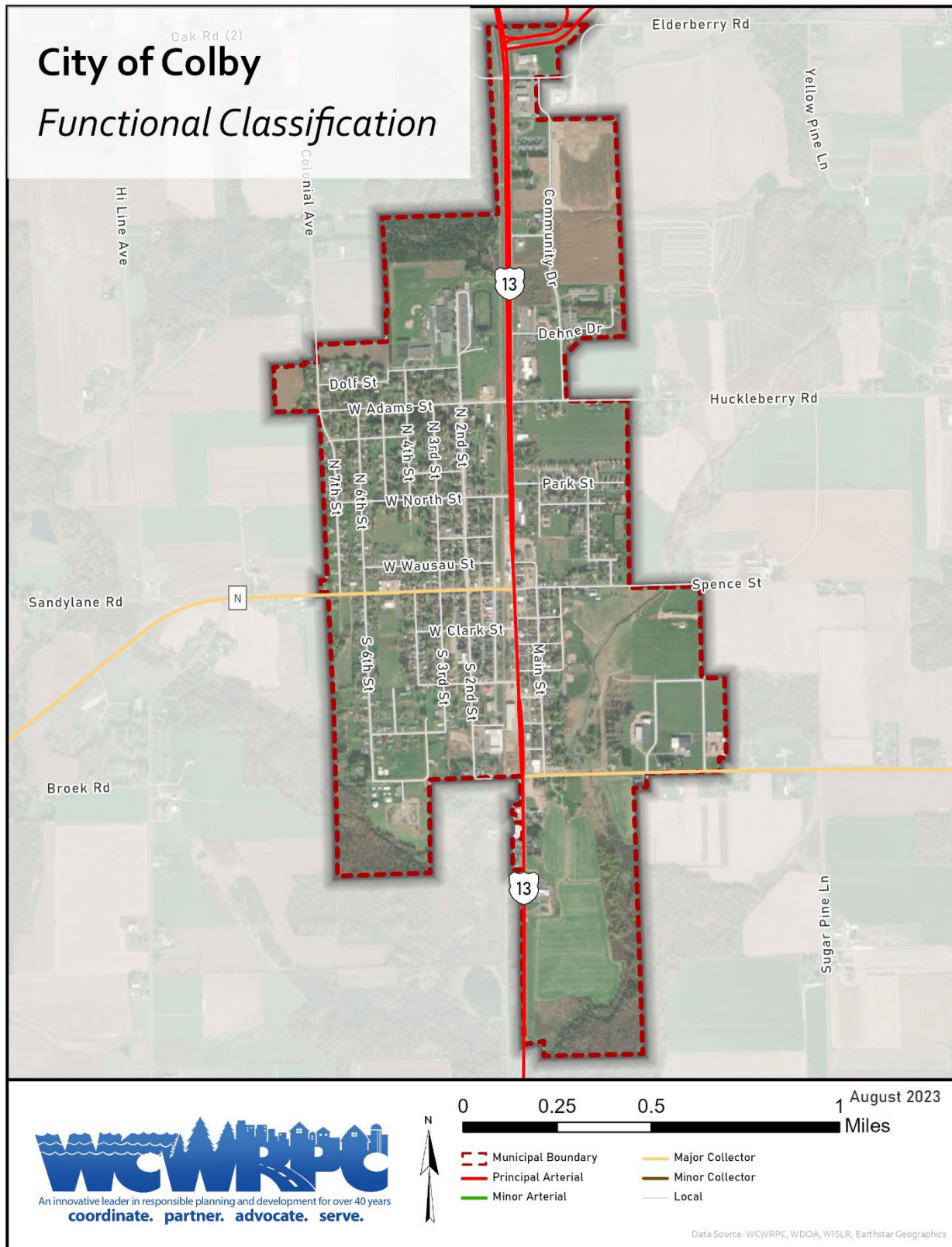
For planning, transportation funding, and design purposes, public roadways are divided into different functional classes, such as arterials and collectors. Factors influencing function include traffic circulation patterns, land use, the land access needs, and traffic volumes. The transportation system for Colby is depicted on Map 3. Map 4 shows the functional classification of roads within the City. Per the Wisconsin Department of Transportation's Bureau of Planning and Economic Development Department, the breakdown of streets and highways within the City of Colby, by functional classification mileage, is as follows:

Principal Arterial: 2.34 miles
 Major Arterial: 0 miles
 Major Collector: 0.82 miles
 Minor Collector: 0 miles
 Local Street: 13.64 miles

Map 3 City of Colby Transportation System



Map 4 Functional Classification of Colby's Transportation System



Traffic Volume Trends

Annual Average Daily Traffic (AADT) counts are produced by the Wisconsin Department of Transportation every three years. The majority of these counts are focused on State highways, County highways and other higher traffic volume roadways.

Table 7 City of Colby Traffic Counts, selected segments

Road Segment	ADT (count year)	ADT (count year)	% change
STH 13 – 1.5 miles north of CTH N	12,000 (2013)	10,500 (2023)	
STH 13 – between CTH N West and Broadway	8,400 (2013)	8,600 (2023)	
CTH N west of STH 13	1,100 (2010)	1,300 (2019)	

source: WisDOT Annual Average Daily Traffic interactive maps

Traffic volumes along State Highway 29 continue to increase. Counts along the Highway, just east of Highway 13, were 7,900 in 2004 and have increased to 10,600 in 2023.

Vehicle Use and Commuting Trends

The automobile is the dominant mode of transportation for the residents of the City of Colby. According to the 2021 ACS, over 90% of households in the City had one or more vehicles. It is estimated that close to 8% of households in the City (58 households) have no vehicle.

Table 8 Vehicle Availability in the City of Colby, 2021

# of Vehicles Available	Percent of Households
No vehicle	7.9%
1	31.8%
2	35.6%
3 or more	24.7%

source: U.S. Census Bureau, 2017-2021 5 Year ACS Estimates

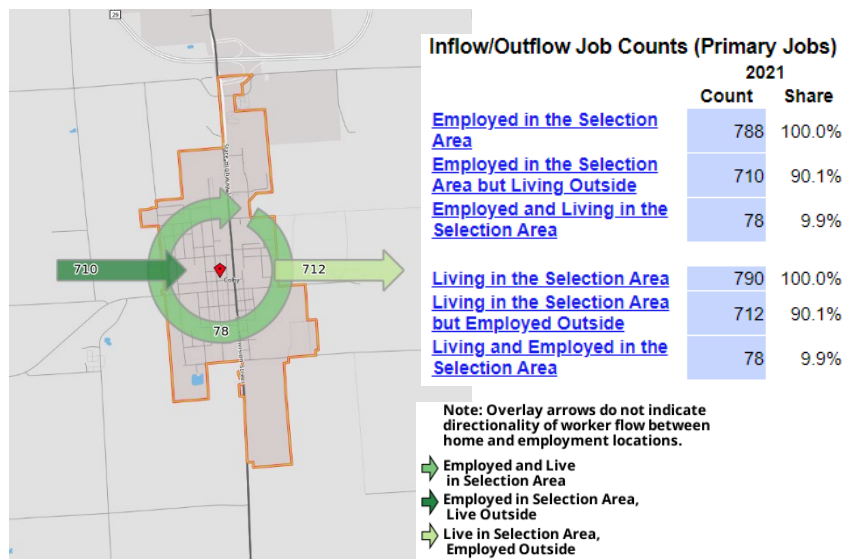
Table 9 Means of Transportation to Work for City of Colby Residents, 2021

Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	85.5%
Car, Truck, or Van - Carpooled	7.7%
Public Transportation (excluding taxi)	0.0%
Walked	0.3%
Taxicab, motorcycle, bicycle, or other	1.0%
Worked at home	0.3%

source: U.S. Census Bureau, 2017-2021 5 Year ACS Estimates

Figure 5 shows that in 2021, 710 (90.1%) of the total 788 workers with a primary job in the City of Colby lived outside the City. It is estimated that 9.9% of residents live and have a primary job within the City while 90.1% of employed residents hold a primary job located outside of the City.

Figure 5 Colby Employment Inflow/Outflow, 2021(Primary Job)



It is estimated that 36% of the workers within the City of Colby live in Clark County, 30% in Marathon County, and 13% in Taylor County. The majority (32%) of City residents work in Marathon County while 29% work in Clark County and 12% in Taylor County.

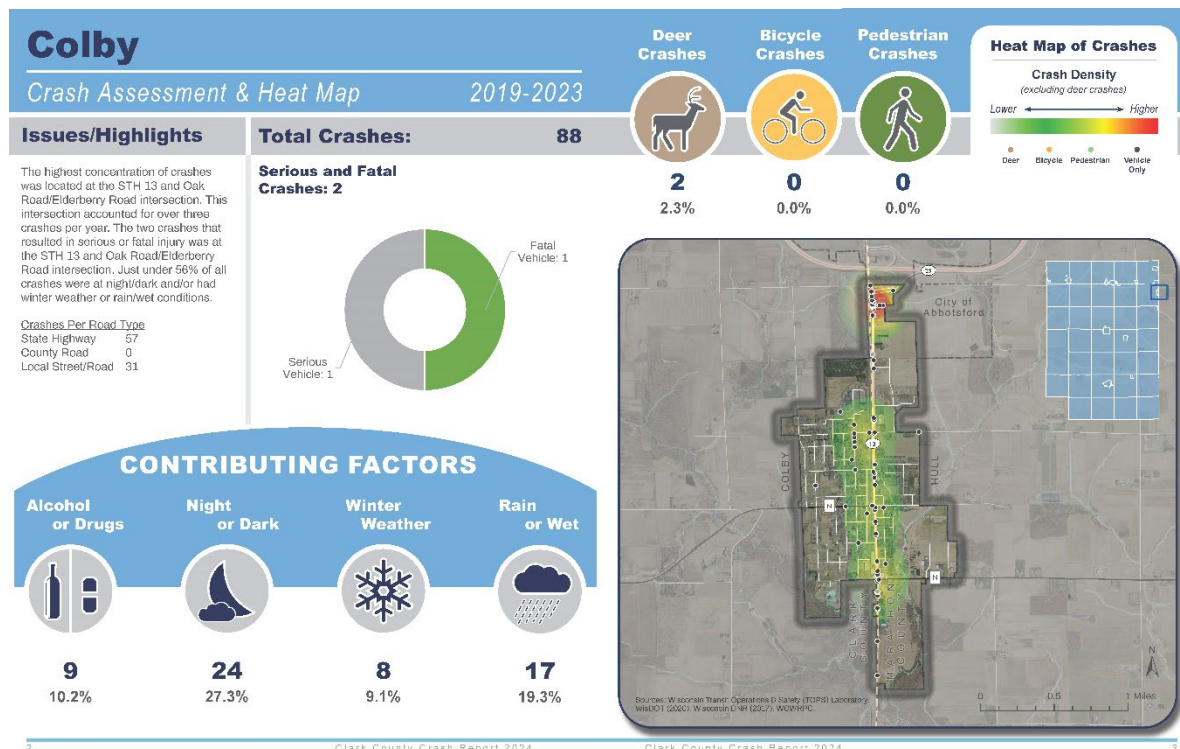
source: 2020 Longitudinal Employer-Household Dynamics

Truck Freight Service

According to WisDOT Wisconsin Long Truck Operator's Map, dated August 2017, Wisconsin Highway 13 is a designated long truck route. These are routes that are safe to operate vehicles and combinations of vehicles with overall lengths that cannot be limited.

Accident Types and Locations

Figure 6 City of Colby Crash Assessment



According to data from the Wisconsin Traffic Operations and Safety Laboratory, there were a total of 88 crashes in the City of Colby during the five-year period from 2019-2023. Just under 65% of all crashes (or 57 crashes) occurred on State Highway 13 with 35.2% (or 31 crashes) on local/town roads. Most crashes took place along the State Highway 13 corridor nearby or at intersections with local roads and only two of the total crashes involved a deer. The two weekdays that accounted for the most crashes were Monday and Friday, both with 19 crashes each or 21.5% of total crashes. The second highest weekday was Wednesday with 14 crashes or 15.9% of the total crashes occurring on a that day. From 2019-2023, the two age groups that had the most crashes were ages fifteen to nineteen with 21.2% of the total crashes and ages seventy plus with 12.9% of the total.

4.2 Additional Modes of Transportation

Transit and Specialized Transportation

There are no municipal public transit services available in the City of Colby. A number of transportation providers are available for residents with specialized needs, often coordinated through or in partnership with the Clark and Marathon Counties Aging & Disability Resource Center (ADRC) offices.

Bicycles and Pedestrians

The surface condition of the roadway, the width of the street and the presence of parked cars and any physical barriers such as high traffic volume street crossings, may impact biking and walking conditions in the community. While there are no dedicated bicycle facilities in the City of Colby, the average bicyclist can be accommodated on most of the streets in the City. County Highway N, east of STH 13, is identified moderate condition while west of STH 13 outside of the City is identified as being of best condition for bicycles by the Wisconsin Department of Transportation. State Highway 13 has a paved shoulder on the west side of the Highway from Oak Road/Elderberry Road south approximately 5,300 ft to just south of Adams Road.

Map 5 City of Colby Sidewalks

Sidewalks

The map to the right shows the areas within the City that have existing sidewalks and where no sidewalks are present.

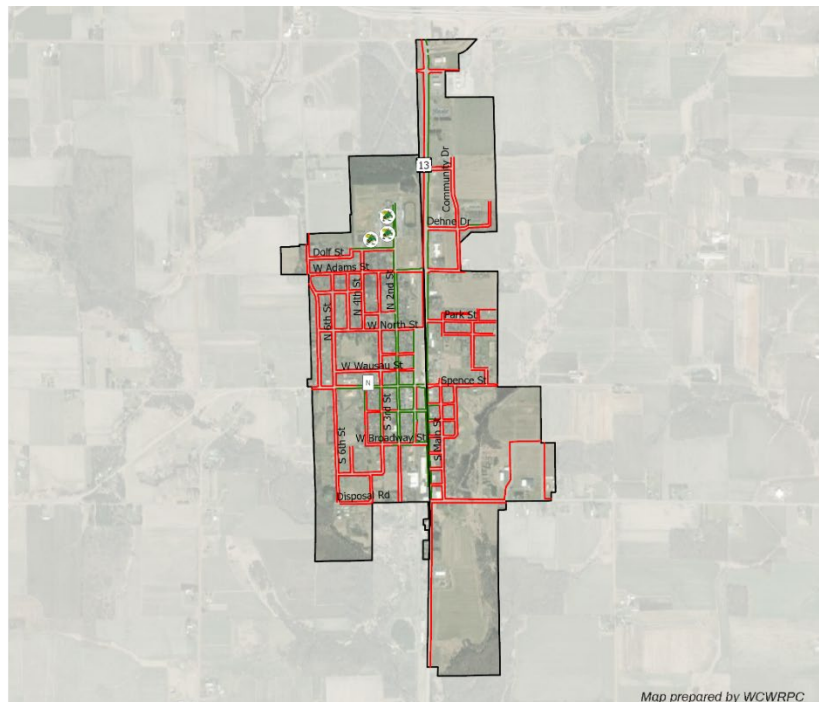
Legend

-  School
-  No Sidewalks
-  Existing Sidewalks
-  City of Colby Boundary

February 2022

0 0.15 0.3 0.6
Miles

Data Sources:
2018 Aerial Image (USDA)
Colby School District
City of Colby



As shown in Map 5, sidewalk is installed along some residential streets west of Highway 13; sidewalk also parallels Highway 13 on the east side of the corridor for the full length of the City connecting Colby to Abbotsford. While sidewalk is absent on many streets, low traffic levels allow for the street to accommodate vehicles and pedestrians without issues. The City does not currently have a *Bicycle and Pedestrian Plan*. The School District and City have been discussing opportunities to partner together on preparing a Safe Routes to School Plan; this plan would help identify safe routes, and potential improvements, to encourage kids to walk or bike to school safely.

Freight Rail Service

A rail line runs north-south through the center of the city. The line connects Dorchester to Medford and is currently owned by WATCO. While currently inactive, there have been discussions about the potential of reactivating (upgrading and improving) the line for freight rail, specifically for use by a prospective business in Dorchester. If the line is reactivated, it could provide new opportunities for existing businesses in the City, or new economic development opportunities for the City.

There have also been discussions about converting the rail to a recreational trail. The City of Colby Plan Commission is open to exploring both the reactivation of the rail for economic development purposes whether that be for freight service or a tourism-based trail; the ultimate goal is for the rail to be revived in a way that will spur additional economic development.

Air Service

The Taylor County Airport, located in Medford, is the nearest airport to the City of Colby, followed by the Marshfield Municipal Airport. While no commercial airlines service these airports, there is general aviation traffic including business and leisure fliers. The closest commercial airport to Colby is the Central Wisconsin Airport (CWA) located in Mosinee; the airport is currently served by three major airlines including American, Avelo, and Delta.

ATV and Snowmobile Routes

The City of Colby, under Chapter 281 of City Ordinances, has designated all City streets and alleys for ATV/UTV routes with a 25 mph speed limit.

4.3 Transportation Needs and Planned Improvements

In general, the local and regional transportation system in the City of Colby is presumed to be adequate to serve projected traffic volumes within the City. Ongoing maintenance and minor safety improvements are expected on local, county, and state roadways. New roads may be needed if new development occurs within the City.

State Highway Improvements

According to the WDOT's Transportation Improvement Program for 2024-2027, there are no State improvement projects scheduled within the City of Colby. Resurfacing of State Highway 29 from County Highway D in Owen to STH 13 in Colby is scheduled for 2025.

The 2009 Plan contained significant details and plans for a State Highway 13 bypass. The WisDOT representative for the North Central Region was consulted as part of this plan update; at this time WisDOT does not have plans to bypass the City of Colby. The DOT made some major improvements to STH 13 within the City about 15 years ago, and last year, it completed a resurfacing project along the highway within the City.

County and Local Improvements

Marathon County's 5-year plan includes a 2" mill and overlay of CTH N in 2026. About 2,700 ft of CTH N is within the City limits on the south side of the City.

While there are no specific projects in Clark County's 5-year plan within the City, a future project would be pavement replacement on CTH N west of STH 13 to the city limits. According to the Clark County Highway Commissioner, the current pavement was installed in 2010 and has a pavement rating of 7 out of 10; an estimated pavement lifecycle is approximately 25 years; based on this an estimated replacement year would be 2035. The City should complete a detailed inventory and assessment of utilities under this section of CTH N, approximately 2,600 feet, and also the curb and gutter, in advance of this replacement, preferably around year 2030.

The City's Public Works Department has equipment necessary to ensure that adequate street services are provided. The city includes line items in the budget for maintenance and purchase of equipment. Planning for local streets and roads, along with corresponding utilities, is done through a 5-year streets plan. The City has identified the following planned streets, and corresponding infrastructure projects, that it would like to complete in the next five years. All of the projects listed are full reconstruction projects. Existing gravel streets will be reconstructed into hard surface with curb and gutter. The goal is to complete all of the identified street projects within the next five years, contingent on available funding.

Table 10 City of Colby Transportation Improvements (from 5-year Streets Plan)

Needed or Planned Major Transportation Improvements
Road/Street Name
E Clark St 2 Blocks from S Division St (Hwy 13) to S East St. (One block of 4" Water Main and Storm)
East St from E Spence to E Broadway (Lined Sewer and 6/8" Water)
E Graves from S Division St. to East St.
E Broadway from S Division St to East St. (6"/2" Water)
North St. From N 2 nd to N 3 rd (4" Water)
Dolf St. from N 2 nd to N 7 th (8" water)
W Disposal from S 2 nd to S 6 th St. (6"/2" Water)
S 3 rd St from W Spence St. to Clark St. (Water is 4" and Sewer)
W Broadway from S Division St (Hwy 13) to S 3 rd St.
S 2 nd St. from W Spence St. to W Broadway St. (Water main is 4" and 6", sewer 8", and storm)
Gravel Street - S 4 th St from Washington St. to Disposal Rd.
Gravel Street - Disposal Rd. (Water, Sewer, and Storm)
Gravel Street - E Broadway St. (Storm)
Gravel Street - E Graves St.
Gravel Street - E Clark St. (Water)
Gravel Street - E Park St.
Gravel Street - N 4 th St. (Sewer and Water) – currently no sewer and water on street

4.4 Community Perspectives

Respondents to the 2023 Colby community survey shared their opinions on transportation priorities for the next ten years. Priorities with the highest percentage of very important and important responses include:

- Road/Street repair and maintenance
- Increased transportation options for seniors and/or disabled individuals
- Sidewalk & trail maintenance
- Making streets safer for pedestrians/bicyclists
- Pedestrian amenities & connectivity
- Bicycling amenities & connectivity

Respondents to the survey identified planning for electric vehicles, better signage, and increased traffic-related law enforcement as lower priorities. Some respondents also provided transportation-related comments which identified a need for van service for the elderly, better lighting on city streets, desire for walking trails, and more traffic calming on city streets.

27 of 43 respondents (63%) responded that increased transportation options for seniors and/or disabled individuals is very important or important. Given the aging population of the community, it will be important that services are maintained and residents are educated on available services, such as the Clark County ADRC transportation options.

The Plan Commission discussed the City's transportation network along with the community survey results. In general, the Commission feels that the City's transportation system functions well throughout the community. A few specific transportation improvements were identified by the Commission:

- The Commission supports reviving the rail line for economic development purposes. As mentioned earlier in this section, this could be revived for freight rail or repurposes as a rails-to-trail initiative. The Commission is open to considering both options.
- Future development along Highway 13 should utilize frontage roads for access and connectivity to mitigate impacts to Highway 13. Community Drive accomplishes this by providing a north-south connection from Elderberry Drive on the north end of the City south to E Adams Street. As the City continues to develop, it should encourage these extensions and connections. The City owns a strip of land on the far southern edge of the City, near Smith Brothers Meats, that will serve as a frontage road for future development.
- The Commission also desires to provide better connectivity for lands east of Highway 13. As lands are (re)developed, street connectivity should be considered.

4.5 Transportation Goal, Objectives, Policies, and Strategies

Goal:

Develop and support a transportation system which, through its location, capacity, and design, will effectively serve the existing land use development pattern and meet anticipated transportation demand generated by existing and planned land uses.

Objectives:

1. Reduce accident exposure by improving deficient roadways.
2. Direct future residential, commercial and industrial development to roadways capable of accommodating resulting traffic.
3. Minimize the disturbance of environmental corridor and natural areas for the purpose of accommodating the location of transportation facilities.

4. Continue administration of existing construction and maintenance standards for local roads.
5. Maintain qualified and trained road maintenance personnel.
6. Provide information to elderly or disabled individuals regarding ~~transit—~~transportation opportunities.
7. Improve coordination of other services ~~and utilities~~ (i.e. Internet, telephone, cable TV, natural gas) within local road right-of-way.
8. Increase opportunities for multi-use trails where appropriate.
9. Weigh the cost and benefits of allowing development and providing needed transportation improvements in the future.
10. The review of rezoning requests must consider impacts on the existing road network.
11. Provide accommodations on pedestrian facilities for people with disabilities such as curb cuts, minimizing inclines and slopes of sidewalks and ensuring sidewalk connectivity.
12. Continue requiring developers to bear an equitable share of the costs for improvement, extensions and new roads.
13. Guide new growth so as to develop a road system that does not financially burden the city or make inefficient use of public tax dollars.
14. ~~The inactive rail line is used or repurposed to benefit the economic development efforts of the City.~~

Policies:

- ~~1. Utilize the Clark County Amish and Mennonite Transportation Report, June 2003 to guide future transportation policies, programs, and recommendations.~~
2. The existing road network and other public facilities/services shall be utilized to accommodate new development to the maximum extent possible.
3. Ensure that the transportation needs of the physically challenged are met.
4. Actively pursue all available funding, especially federal and state sources, for needed transportation facilities. Funding for multimodal facilities should be emphasized.
5. The city and county shall cooperatively prepare a transportation system plan for the area designating corridors for major facilities (arterials, collectors, transit corridors, etc.).
6. Dead-end roads and cul-de-sacs shall be avoided to the extent practicable.
7. Developers shall be required to bear an equitable share of the costs for improvements and extensions to the transportation network.
8. Area Development Plans shall be required as part of the submittal of any residential development plans (i.e. subdivisions). This will allow the community to assess the future connection and traffic flow impacts on surrounding properties. Development proposals shall address the impacts to transportation systems including:
 - a. Traffic flow
 - b. Road conditions and maintenance
 - c. Emergency vehicle access
 - d. Safe ingress and egress
9. Street design standards (intersection design, signal phasing, roadway width) shall give priority to and enhance the safety of pedestrians, cyclists and horse drawn buggies and minimize conflict with motorists. Priority for installation or construction should be given to those routes that are used by school children, senior citizens, physically challenged persons and/or commuters.
- ~~10. Any transportation related issues that involve the use of horses or horse drawn vehicles on community roadways shall be thoroughly discussed with the applicable party prior to any policy or ordinance development.~~

11. The PASER (Pavement Surface Evaluation and Rating) system for road maintenance and project budgeting shall be the primary tool used to forecast local road improvement projects.
12. ~~Connect community trails and pedestrian systems to neighboring communities pedestrian systems whenever feasible.~~
13. Transportation related issues which have effects on neighboring jurisdictions shall be jointly discussed and evaluated with that community and the Wisconsin Department of Transportation if necessary.
14. Whenever feasible, promote the separation of truck and through-traffic from local traffic and reroute truck traffic around the community as much as possible.
15. ~~Future development along Highway 13 should utilize frontage roads for access and connectivity to mitigate impacts to Highway 13.~~

Strategies:

- ~~1. Implement the planned transportation improvements identified in Section 3.7 and Map 4-2.~~
1. Annually review and update the City's 5-year streets plan.
- ~~2. Create a City of Colby Transportation Committee to work with the Wisconsin Department of Transportation (WDOT) District 6 Office on STH 13 by-pass planning alternatives.~~
3. Utilize the city's official mapping authority to reserve possible locations for future roads. ~~and the expansion of STH 13.~~
4. Maintain the existing bike lane shoulder along Highway 13, connecting the northern portion of the Colby to the City of Abbotsford and extend the bike facility south along Highway 13 into downtown Colby.
5. Collaborate with the Colby School District to prepare a Safe Routes to School Plan.
6. As areas east of Highway 13 develop or redevelop, explore opportunities to provide additional transportation connections.
7. Adopt street design standards (intersection design, signal phasing, roadway width) that give priority to and enhance the safety of pedestrians and bicyclists and minimize conflict with motorists.
8. Continue the use of the PASER evaluation rating system for road maintenance and project budgeting purposes.
9. Continue to actively participate in conversations regarding the future of the rail corridor.

4.5 Other Transportation Plans and Programs

Several state and regional organizations development plans and programs for the management and systematic update of transportation facilities that may include the City of Colby. These other plans were considered during the planning process, as reflected by the text and maps in the previous sub-sections. Based on a review of these plans and programs, no land use or policy conflicts were identified. Appendix E includes a review of these other potentially related transportation plans and programs.

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5. UTILITIES & COMMUNITY FACILITIES

5. Utilities and Community Facilities

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Special services deemed to be vital to a community, such as childcare facilities, may also be included as a community facility though they are not typically publicly owned. Some community services, such as health care, libraries, parks, and schools, also provide services to a population outside the corporate limits.

Utilities and community facilities can also be used to guide growth, encourage development, contribute to quality of life, or help establish community identity. Aside from roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget. The City of Colby budgets for maintenance and construction of utility and community facility infrastructure projects.

This element contains background information, goals, objectives, actions or policies/programs to guide the future maintenance and development of utilities and community facilities in the City of Colby. Chapter 4 previously discussed transportation-related facilities. For all public utilities, local government services, and community facilities that serve the local governmental unit, the location, use, capacity, and approximate timetable to address short-term needs (1-5 years) and long-term needs (5+ years) are identified if available, including expansion, rehabilitation, or new development.

5.1 Assessment of Utilities and Community Facilities

City Administrative Facilities and Services

Administrative facilities for the City of Colby are currently located in City Hall at 211 W Spence Street. The City is staffed by a Clerk, Deputy Clerk, Public Works Director and maintenance staff. The city contracts for street sweeping and building inspection. City administrative facilities are adequately meeting the needs of the community.

The City of Colby government consists of the six City Council members and the Mayor. The City's website can be accessed at <https://ci.colby.wi.us/> and details a variety of government related information about the City.

Ongoing Needs:	• Regular facility maintenance. • Remain diligent in protecting the City from cyber-attack, including related staff training, testing, and data back-up systems.
Short-Term Needs:	• None identified
Long-Term Needs:	• Monitor need for additional staff and space

Sanitary Sewer Service

Located in the southwest corner of the City, the City's wastewater treatment plant provides treatment for most of the city's sanitary waste. The facility was completed in 1971 as an activated sludge system with oxidation ditches added in 1995. The monthly design flow is just over 270,000 gallons per day (in

dry weather, 400,000 per day in wet weather), while the average flow is about 180,000 gallons per day. Per the City Public Works Department, the wastewater system is at 67.0% capacity. The City currently has a valid permit from the DNR for discharge requirements that expires on September 30, 2025. Treated effluent is discharged into Dill Creek in the Upper Big Eau Pleine River Watershed of the Upper Wisconsin River Basin, just south of the treatment facility.

The City's sewer system, shown on Map 6 is primarily gravity fed. There are two lift stations in the City, both located to the south. The City's records do not identify any private on-site wastewater treatment systems (POWTS), although the 2009 plan identified six homes having private systems. As noted in the 2009 plan, if there are private systems, as ownership at these properties changes, municipal sewer will be connected and existing POWTS will be abandoned.

Ongoing Needs:	Regularly update the City's <i>Wastewater Plant Facility Plan</i>
Short-Term Needs:	- Maintain the 5-year WDNR discharge permit, which expires in September 2025 - Continue to replace sanitary infrastructure as funds allow
Long-Term Needs:	- Expanded sanitary service is anticipated as new development areas within the City are proposed - Wastewater plant improvements for additional treatment may be needed in the future to continue to meet the DNR requirements

Public Water Supply

Map 7 shows the extent of the City's water system. The City of Colby provides municipal water via seven (7) municipal wells. As of June 2024, there are 624 residential meters, 71 commercial customers, 5 industrial customers, 13 public authority customers, and 15 multi-family customers. Municipal water service is available to buildings and facilities located in the City. The water system is mostly looped with the exception of the northwestern side where the system deadheads at Community Drive.

The average daily use is approximately 330 gallons per minute; all seven wells run for about 6 hours a day. While there is some unused capacity of the existing system, municipal water supply is the biggest limitation for growth. There is a need for another water source which has been challenging to find as the City sits on a slab of granite. The City continues to search and conduct test wells but comes up empty; the City used to drill down 300' but recent tests have found pure granite at 70'.

Ongoing Needs:	- Continue to maintain and enforce <i>Wellhead Protection Plans</i> for community water supplies. - Continue to replace water mains past their useful life.
Short-Term Needs:	Continue to conduct test wells for future water source.
Long-Term Needs:	Expanded municipal water service is anticipated as new development areas with the City are proposed.

The City has a wellhead protection plan in place to help protect water quality. A wellhead-protection overlay district is also included in the City's Water and Sewer Systems Ordinance to "institute land use regulations and restrictions to protect the City's municipal water supply and well fields, and to promote the public health, safety and general welfare of the residents of the City of Colby." Continuing improvements and preventative maintenance are important to maintain functioning infrastructure for the City's water supply.

Map 6 City of Colby Municipal Sanitary Sewer System



Map 7 City of Colby Municipal Water System



Stormwater Management

The goal of stormwater management is to prevent runoff from delivering pollutants or sediment to lakes, rivers, streams, or wetlands. Commonly applied stormwater management tools include: ditches, culverts, grassed waterways, rock chutes, retention basins or settling ponds, curb and gutter, storm sewer, and construction site erosion control.

While the City of Colby does not have a stormwater management plan it does regulate stormwater and erosion control under Chapter 393 of City ordinances. The purpose of the ordinance is to preserve the natural resources, protect the quality and quantity of surface water and ground waters, and protect the health, safety, and welfare of people by minimizing the amount of sediment deposition in waters located within the City. The Wisconsin Department of Natural Resources (WDNR) requires on-site stormwater retention for all new development in the City.

The City is not required to hold a stormwater discharge permit from WNDNR. However, state law currently requires certain construction sites, municipalities, and industries to obtain a Stormwater Discharge Permit from the WDNR. Construction sites with more than one-acre of bare soil and non-metallic mine sites of any size must obtain a permit. Incorporated areas with a population of less than 50,000 are not required to obtain a permit. Industrial sites are categorized based on their potential for contamination of stormwater runoff. The highest potential sources of pollution are regulated more strictly than the lowest.

Ongoing Needs:	- Continued enforcement of Chapter 393 of City Ordinances. - Continue to check and clean stormwater facilities for maintenance and improvement needs.
Short-Term Needs:	None identified
Long-Term Needs:	None identified

Solid Waste Management & Recycling

There are no licensed solid waste landfills located within the City of Colby. The closest landfills to Colby are the Marathon County Landfill in Ringle, WI and Seven Mile Creek Landfill east of Eau Claire.

Solid waste collection and recycling services in the City are provided by a private contract, currently Waste Management. In 2004, the City of Colby joined the United Communities of Clark County (UCCC) in accepting bids for joint garbage and recycling contract. While the full UCC group is no longer jointly tied together for waste management, the City of Abby, Colby and Dorchester have remained in a joint service contract.

Clark County also hosts a Clean Sweep where hazardous waste is collected along with tires, batteries, and appliances. The collected materials are then recycled or disposed of properly.

Ongoing Needs:	Continued collaboration with nearby communities for joint service contract pricing.
Short-Term Needs:	None identified.
Long-Term Needs:	Continued recycling, applicant/electronics disposal, pharmaceutical and drug take back, and Clean Sweep opportunities for residents.

Communication and Power Facilities

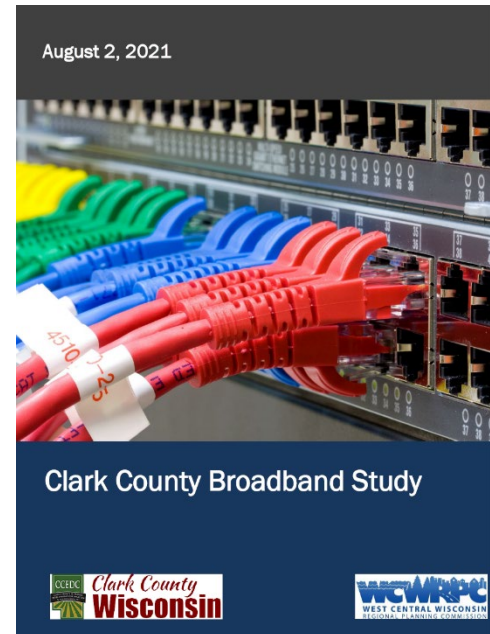
Colby is provided electric service by Clark Electric Cooperative and Northern States Power Company. Wisconsin Gas provides natural gas service to the City.

Overall, telecommunications service with the City is good. Verizon Communications provides telephone service. The Public Service Commission's Wisconsin Broadband Office (WBO) has a wealth of data and maps available at their website including the interactive *Wisconsin Broadband Map*. Caution must be used as much of the data on the website are primarily drawn from internet service provider (ISP) reporting to the Federal Communications Commission (FCC).

Recognizing the importance of high-speed internet, Clark County, working with West Central Wisconsin Regional Planning Commission (WCWRPC) prepared a *Clark County Broadband Study* report that documented coverage levels, identified gaps, and provided recommendations for improving coverage throughout the County. A countywide survey was also conducted to get more information from residents on satisfaction with internet service. Respondents from the City of Colby appeared generally satisfied with service.

Per the PSC's coverage map, as of June 30, 2023, most of the City appears to be served by broadband, although the availability of fiber is unknown. Available providers include Charter/Spectrum, Country Wireless, US Cellular, and Frontier. Charter/Spectrum appears to have the highest speed fixed wireline cable modem service with speeds of 940/30. According to the PSC's map, nearly all broadband serviceable locations in the City as of June 30, 2023 around 99% of serviceable locations in the City have access to 100 Mbps / 20 Mbps (download/upload speeds) broadband service, with no locations reported as lacking access to the minimum of 25/3 Mbps service. Areas on the edge of the City, along with other spots, may have limited access to higher speed service. While service is available, it does not represent affordability, although the Commission did not identify specific affordability challenges.

The City has not encountered any issues with the siting of new wireless telecommunications towers. The need to construct or locate additional towers is being driven by advancements in wireless technology, additional demand for mobile telephone service, and increased numbers of service providers competing to supply that increased demand. The popularity of wireless devices and network services is the primary reason that more towers are needed. The expansion of digital service can assist in the ability to access the internet by wireless devices, though such mobile services can be more costly and slower than many fixed wireless and wired technologies.



Short-Term Needs:	• Coordinate with internet service providers when planning street projects and new development areas for opportunities to improve broadband service and redundancy. • There may be desire to locate or co-locate private cellular infrastructure on municipal buildings, water towers, etc.
Long-Term Needs:	• Public-private partnering may be beneficial in the future to take advantage of new energy of telecommunications technologies.

Emergency and Protective Services

Police Services

The Colby-Abby Police Department provides police service to both the City of Colby and the adjacent City of Abbotsford. The Department, which is housed in the City of Abbotsford, is staffed by the Chief of Police, several officers, and a clerk/dispatcher. Since the 2009 Plan, the department has moved to the old Abbotsford elementary school where it shares the building with Central Fire & EMS. The move to this facility addressed cramped conditions and provides adequate space for both departments. The Department maintains a full-time School Resource Officer (SRO) in Colby.

Fire Protection & Ambulance Services

The City of Colby's Fire & EMS services are provided by the Central Fire & EMS District. In 2017, the Fire/EMS departments from Colby, Abbotsford, and Dorchester merged to form one fire district. Each City still has a fire hall, but the main office for the District is operated out of the Abbotsford Fire Hall.

9-1-1 Emergency Communications

Clark County has a single emergency dispatch for the entire county, including the City of Colby. Enhanced 9-1-1 is in place and a mobile or portable 9-1-1 system is now available, as well as a stationary back-up site. The Clark County Emergency Services Association maintains the mobile response center that is available for emergencies anywhere in the County.

Hazardous Materials Planning and Response

The City of Colby coordinates with Clark County Emergency Management on issues of hazardous materials planning, exercises, and response, including Emergency Planning and Community Right-to-know Act (EPCRA) compliance for hazardous substances.

Clark County does not have a local "Type II" hazardous materials response team, though most fire departments have been trained to the operations level. This is important since local fire departments are often responsible for managing a HazMat incident until it is stable or another Team (e.g., railroad team, higher-level team) arrives.

As needed, the West Central Wisconsin Regional Response Team, based in the Chippewa Falls and Eau Claire Fire Departments, can be contacted for additional reconnaissance and research support. This "Type I" team can also be requested to respond to the most serious of spills and releases requiring the highest level of skin and respiratory protective gear. This includes all chemical, biological, or radiological emergencies requiring vapor-tight "Level A" gear with self-contained breathing apparatus.

Railroads, pipelines, and some larger industry and businesses (e.g., EHS planning facilities) have their own hazardous materials response teams. These entities often work closely with local responders, dispatch, and emergency management personnel for training, incident command system exercises, and sharing of emergency operational procedures.

Clark County Natural Hazards Mitigation Plan

The City actively participated in the development of the *Clark County Multi-Hazard Mitigation Plan* and adopted the plan in November 2020. Adoption of the plan is a prerequisite for certain FEMA mitigation grant programs and is updated every five years. The plan included the following recommendations for specific to Dorchester, Abbotsford, and Colby:

Utilities and Community Facilities

- Continue to engage participation of emergency management, responders, and dispatch/911 communications in both Clark and Marathon counties during EOP planning and exercises to foster response communications and coordination. (High Priority)
- Public education efforts, especially in northeast Clark County, should also offer outreach and materials in Spanish and delivered with the support of partner organizations service the Hispanic community. Consider innovative approaches to enhance emergency communications and natural disaster response and recovery, such as multi-lingual smartphone apps.
- For Colby, an additional storm siren may be needed as the north side of the City develops.
- For Colby, the mobile home parks, senior housing, and apartments on the city's northeast side lack a saferoom.
- Fire Hall is an Emergency Operations Center (EOC) and lacks a fixed generator.



Multi-Hazard Mitigation Plan
Clark County, Wisconsin
2020-2025



The 2022 *Marathon County Hazard Mitigation Plan* notes that the City of Colby is included in the plan of their primary county, that of Clark County, and as such is not addressed in the Marathon County Plan.

Short-Term Needs:	• Implement those recommendations pertinent to the City of Colby within the <i>Clark County Multi-Hazard Mitigation Plan</i> as opportunities and resources allow.
Long-Term Needs:	• Continue to monitor the need for workers and volunteers; demands in the area will increase with growth and an aging population.

Dams

According to the Wisconsin Department of Natural Resources, there are no dams located in the City of Colby.

Schools

Colby Public School District

The Colby School District serves the communities of Colby, Dorchester and Unity and has educational programming for grades 4k-12. The Colby School Campus is located in the northwest corner of the City of Colby; the Elementary School is in one building while the High School and Middle School are attached in one facility. Per the 2022-23 Report Card from the WI Department of Public Instruction (DPI), student enrollment in the District during the school year was 936, a 0.8% decrease from the previous year. In the 2012-13 school year, 952 students were enrolled in the District. Enrollment trends in the District have showed a continual decrease; this gradual decreasing enrollment is anticipated to continue for the next several years. The City is not aware of any expansion plans for the schools.

Private Schools

The City of Colby is also served by St. Mary's Catholic School. The school, located in Colby, offers educational services for grades 4k-8th grade.

Higher Education

The closest four-year campuses to the city include UW-Eau Claire and UW-La Crosse. The closest two-year campuses include UW-Marshfield and UW-Wausau. Technical colleges are also located in Neillsville, Marshfield, Spencer, and Wausau.



Short-Term Needs:	- Collaborate and partner on a Safe-Routes-to-School plan. - Explore options for providing childcare through the school district. - Decreasing enrollment at public schools.
Long-Term Needs:	Potential space and equipment demands at school facilities.

Health Care and Senior Housing Facilities

Marshfield Clinic has a family medical center on the north side of the City. The Marshfield Clinic Colby/Abbotsford Center provides a full scope of primary care for patients along with imaging and lab services. Physical therapy services are also available nearby at the clinic's Therapy Center. Patients requiring more specialized care can travel 20 miles to Marshfield. There are also other non-western wellness providers established throughout the city that provide alternative healthcare options to residents.

As summarized in Section 3 of this Plan, the City of Colby has a few Assisted Living Facilities, including The Waterford at Colby and Colby Senior Care. There is also one licensed nursing home in the City, the Colby Healthcare Center, with capacity of 70 beds.

Additional information on housing needs and opportunities within the City can be found in Section 3 of the plan. As the population continues to age, there may be an increase in demand for senior facilities and associated services.

Short-Term Needs:	- No specific needs identified. - See Section 3 for a discussion of housing needs.
Long-Term Needs:	Continue to monitor healthcare needs of the community and work with partners to address any healthcare gaps.

Child Care Facilities

Currently, childcare options for younger children are limited to a few locations throughout Colby. Per the State Department of Health Services, there are two licensed child care facilities within the City.

1. Jay's Geniuses Family Day Care (capacity 8 – 6 weeks to 13 years)
2. Zion Lutheran Early Childhood Center (capacity 65 – 6 weeks to 13 years)

The availability of childcare is a quality of life factor that is important when working to attract young families to the area and maintain a sound economy and workforce. The *America's Child Care Deserts in 2018* report, prepared by the Center for American Progress, notes that "Families in rural areas face

the greatest challenges in finding licensed child care, with 3 in 5 rural communities lacking adequate child care supply.” The report uses a definition of child care deserts, such that **a ratio of more than three young children for every licensed child care slot constitutes a child care desert**. The definition comes from the U.S. Census Bureau’s findings that show approximately one-third of young children are regularly in the care of someone who is not a relative. “When the number of licensed child care slots is insufficient to reach at least one-third of young children under age 5, the likelihood that parents face difficulty finding child care increases. This could affect employment decisions or force families to turn to unlicensed options.”

Per the State’s registry, the previously mentioned facilities have an identified capacity of 73. The 2020 Census data shows that there are approximately 135 children under five years old within the City of Colby. Based solely on the ratio of spots to children under five (1:3), there is not a deficiency; however, these facilities are not limited to providing care for Colby residents. The City of Abbotsford does not have any licensed child care facilities and are likely relying on these facilities as are many others who reside outside of the City.

The Colby School District has been looking at how it may be able to provide some sort of before or after school child care. The District has been exploring funding options for the program and is hoping to have something small in place by the start of the 2024-2025 school year.

Short-Term Needs:	Additional childcare capacity is needed. Continue community conversations for ongoing programs and mitigation efforts for childcare challenges.
Long-Term Needs:	It is likely that additional childcare capacity will be needed in the future as the City looks to grow.

Child care is receiving much greater attention at a State level due to the lack of child care services and workers. Related initiatives and incentives may assist with the start-up or expansion of child care services within Colby.

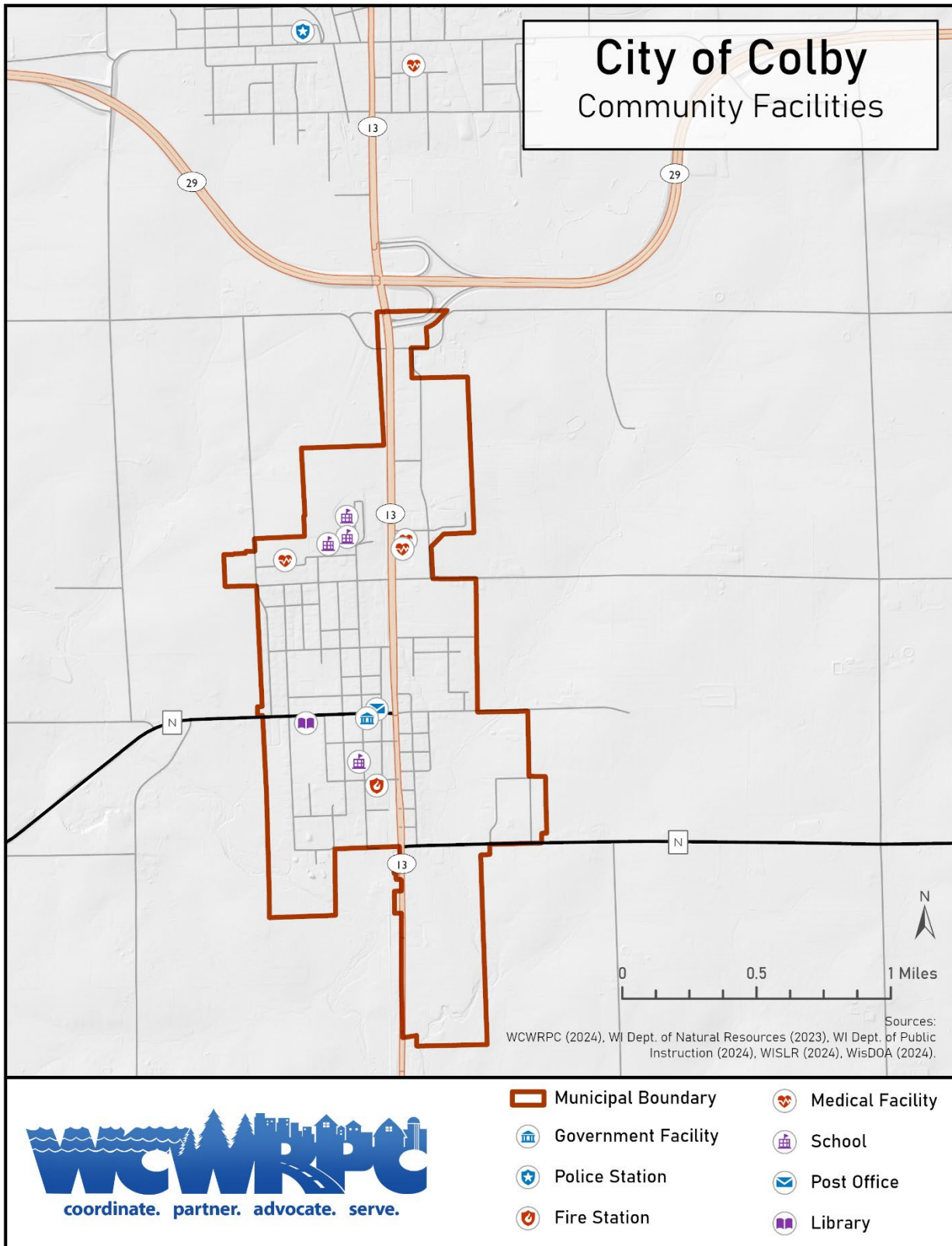
Libraries

The Colby Community Library opened its doors in December 2017 and is a true asset to the community. As noted on the library’s website, “the new 10,600 square-foot library is the showpiece of our rural farming community in central Wisconsin”. Not only does the library have books, but it also provides a History Room, housing Wisconsin and local history library materials and items. Other unique features include outdoor programming space with an amphitheater built to hold 150 people during library programs along with the RCU Community Room that can accommodate 200 people.



Short-Term Needs:	None identified.
Long-Term Needs:	Monitor staffing needs.

Map 8 Existing Community Facilities



Post Offices

The City of Colby is served by the Colby Post Office, located downtown Colby at 200 W Spence Street. No specific facility needs were identified during the planning process.

Religious / Faith Based Institution

There are four religious facilities within the City of Colby, including:

- St. Mary's Catholic Church
- Zion Lutheran Church
- First United Church of Christ
- Colby United Methodist Church

Cemeteries

While there is no cemetery located within the City of Colby, the Colby Cemetery is near the City on Hillne Road in the Town of Colby.



5.2 Parks and Outdoor Recreational Facilities

The City of Colby Outdoor Recreation Plan, which is included with the 2022-2027 Clark County Outdoor Recreation Plan, is incorporated into this Comprehensive Plan by reference and is not duplicated within this document. The ORP assesses the existing parks and recreation system in the City, identifies recreation needs and capacity based upon public input and recreation standards, sets forth goals and objectives to be used as guidelines in formulating recreation plans, and establishes recommendations for improving the recreation system for a 5-year planning period (2022-2027). The adoption of the Outdoor Recreation Plan also makes the City eligible for certain Wisconsin Department of Natural Resources (WDNR) grant funding (e.g., Knowledge-Nelson Stewardship Fund) for outdoor recreation improvements. Map 9 shows the parks and recreation areas within the City.



Map 9 City of Colby Parks and Recreation Areas



Utilities and Community Facilities

The ORP includes a detailed Action Plan, with timelines, for the parks and recreational facilities owned by the City of Colby. In addition to the specific facility improvements, the plan identifies the following recommendations:

- Continue to devote resources to maintain and improve the existing parks and open space areas.
- Use parks and open space as buffers between incompatible land uses, as delineators or constraints on urban development, or as necessary complementary uses for other land development.
- Establish walkways and trail systems.
- Encourage the use of school/park combined facilities.
- Acquire recreation land to satisfy current and future park needs.

Short-Term Needs:	• See the <i>City of Colby Outdoor Recreation Plan</i>, adopted as part of the <i>Clark County Outdoor Recreation Plan 2022-2027</i>
Long-Term Needs:	• See the <i>City of Colby Outdoor Recreation Plan</i>, adopted as part of the <i>Clark County Outdoor Recreation Plan 2022-2027</i> • Continue to update the Outdoor Recreation Plan (5-year schedule) to inventory recreational facilities and update goals, needs, timelines, etc.

5.3 Community Perspectives

The 2023 comprehensive plan community survey had very few questions that were specific to utilities, community facilities, and non-transportation services. The following are some related insights from the survey.

Survey respondents were asked to rate programs and services. Resident respondents find many of the services to be excellent or good; parks and recreation, schools, and telecommunication services had a lower level of excellent or good responses.

	Excellent	Good	Fair	Poor	No Opinion
Fire Protections / Emergency Services / Ambulance Service	68.6%	22.9%	5.7%	0.0%	2.9%
Police / Law Enforcement Services	60.0%	31.4%	8.6%	0.0%	0.0%
Street and Road Maintenance / Snow Plowing	37.1%	42.9%	11.4%	8.5%	0.0%
Parks and Recreation	11.4%	57.1%	22.9%	8.6%	0.0%
Garbage Service / Recycling	22.9%	62.9%	5.7%	5.7%	2.9%
Schools	11.4%	42.9%	25.7%	11.4%	8.6%
Library	54.3%	34.3%	5.7%	0.0%	5.7%
High Speed Internet / Broadband Service	14.3%	51.4%	20.0%	8.6%	5.7%
Cell Phone Service	17.1%	40.0%	34.2%	8.6%	0.0%
Water Service	31.4%	45.7%	20.0%	0.0%	2.9%
Sewer Service	31.4%	51.4%	14.3%	0.0%	2.9%
*Percentages based on those who responded.					

- 17.1% of resident respondents said that the low crime rate was one of the top three reasons they live where they do. This ranked higher than “quality schools” at 14.3%. Recreational

opportunities was one of the lowest ranking reasons with only 2.86% selecting this as one of the top three reasons.

- When asked to select the three City of Colby governmental functions that are most important, resident respondents ranked “ensuring public safety” and “plan for growth and development” at the top with 54.29%.

The 2023 survey also asked about recreational needs. A majority of respondents identified some or significant needs for age ranges 5-13, 35-54, and 55+ groups. Specific comments related to recreational opportunities included:

- Youth activities
- Senior activities
- Bike and walking trails (this was the most common comment provided)
- Pickleball

Plan Commission

The Plan Commission discussed the City’s utilities and community facilities/services, along with the community survey results. The Plan Commission was not surprised by the survey results as there are opportunities to expand and improve park and recreation facilities. The Commission identified broadband service as being available by a number of providers but affordability might be the bigger issue for respondents.

The Plan Commission discussion centered around public utilities of water and sewer, with specific attention given to the need for another water source, the need to monitor PFAS, and the desire to reduce Inflow and Infiltration (I&I), which is groundwater and stormwater that enter a sewer system. I&I can damage collection systems when they are forced to transport more flow than they are designed to handle and can increase costs for wastewater treatment facilities.

5.4 Utilities and Community Facilities Goals, Objectives, Policies, and Strategies

Utilities & Community Facilities Goal:

Provide city facilities and services that meet the demands of residents, will meet future demands, are of high quality and are consistent with the community vision for the future.

Objectives:

1. Maintain facilities and services at current levels in relation to population.
2. Actively pursue and maintain the highest levels of service from solid waste, natural gas, electrical, telephone, cable, telecommunications and other technology providers.
3. Continue to consider impacts of development proposals to city facilities and services.
4. Maintain or pursue additional cooperation between communities to avoid duplication of facilities and increase the cost effectiveness of services provided to residents.
5. Continue to monitor the need for new, ~~expanded or rehabilitated~~ or improved services.
6. Coordinate utility and city facility planning with the location of future service areas as guided by the comprehensive plan, environmental considerations, economic development and growth management objectives.

Utilities and Community Facilities

Policies:

1. The city shall encourage the shared development of all public capital facilities including community facilities such as parks, libraries, schools, snowplowing, road maintenance and meeting facilities.
2. The city shall require installation of stormwater and surface water facilities.
3. All new development shall be connected to sanitary sewer and public water facilities.
4. Sidewalks shall be required on main thoroughfares only.
5. Development proposals shall address the impacts to utilities and community facilities including, but not limited to, sewer capacity, water availability, fire protection, emergency rescue, law enforcement, drainage systems, solid waste collection and disposal.
6. The city shall direct urban growth by providing community facilities in designated expansion areas.
- ~~7. An approved Capital Improvement Program/Budget shall support the development of new public facilities.~~
8. Development which can not prove cost effective in covering required services, utilities and community facilities should not be pursued.
9. A proportional share of the cost of improvement, extension and construction of public facilities should be borne by those whose land development and redevelopment actions made such improvement, extension and construction necessary. In determining the proportional share, the public benefit of the project/improvement shall be considered. Impact fees should be utilized as a source of funding for capital projects directly attributable to new development. Impact fee programs shall be considered for transportation facilities, schools, parks, and fire protection.
10. Continue to provide service to existing and new customers in all areas of the community, consistent with the legal obligation of utilities to provide service.
11. Maintain the reliability of the city's utility infrastructure as the first priority for utility capital expenditures.
12. Coordinate community utility capital expenditure planning with capital investment planning by other departments.
13. Work with neighborhood and community representatives in siting utility facilities.
14. The city shall encourage the shared development of all public capital facilities including community facilities such as parks, libraries, schools and community meeting facilities.
15. The city shall require the placement of new utility systems within the existing right-of-way whenever possible.
- ~~16. The city shall maintain an inventory of existing capital facilities owned by public entities.~~
17. The city shall maintain at least a 5-year plan to finance needed capital facilities. The plan shall clearly identify sources of public money for capital facilities, and shall be updated annually.
18. The city shall not unduly impact any ethnic, cultural or class group by essential public facility siting or expansion.
19. The city shall encourage the joint use of utility corridors consistent with limitations of applicable law and prudent utility practice.
20. The city shall maintain consistency between private utility system plans and the county's comprehensive plan.
- ~~21. To minimize influent issues caused by bad piping, consider replacing water/sewer lines when streets are reconstructed.~~

Strategies:

- ~~1. Implement the projects listed in Section 4.25 as shown on Map 4-2.~~

Utilities and Community Facilities

2. ~~The city should study~~ Consider studying the use of impact fees as a source of funding for capital projects directly attributable to new development.
3. When future contracts for solid waste collection/disposal and recycling services come due, the city should conduct an evaluation on the benefits of working with neighboring communities for joint pricing ~~through the United Communities of Clark County (UCCC) Group.~~
4. ~~The City should consider the adoption of a~~ utility accommodation ordinance ~~shall be developed~~ to inform the city on the placement of utilities, maintenance and abandonment within local road right-of-way.
5. ~~Development of a utility accommodation ordinance should be considered. An ordinance of this type should be studied and developed jointly between the united communities of Clark County (UCCC) group.~~
6. Continue to monitor PFAS requirements. It is not known at this time whether the City will be required to take related action for the municipal water or wastewater system.
7. Explore options for mitigating and reducing excessive infiltration and inflow in the City's municipal sanitary sewer system.

Sanitary Sewer Goal:

Ensure proper disposal of wastewater to protect ground and surface water and meet the needs of current and future residents.

Objectives:

1. Formulate sewerage assessment policies that will encourage compact development and discourage scattered development.
2. Institute and support technically and economically feasible wastewater collection, treatment, and disposal.

Policies:

1. Where sanitary sewer service is extended to an outlying developed area through an undeveloped area, laterals from that line shall not be extended to support unplanned development along that line which would foster sprawl.
2. New development shall not be allowed until adequate sewer facilities serve the area.
3. ~~New on-site sewage treatment facilities are discouraged within the city.~~
4. Existing private on-site sewage treatment systems shall ~~be converted~~ be connected to the municipal sewer service when it becomes available and/or when the property changes ownership.
5. Regular inspections of existing private on-site sewage treatment systems should be conducted within the city.
6. Extension of public sewer service should not be permitted outside the city limits unless specified in an intergovernmental agreement.
7. The city shall allow phased development of sewer and water services according to future land use needs.
8. The city shall require the connection of all new development in the community to public sewer and water systems.

Stormwater Management Goal:

Promote stormwater management practices which reduce property and road damage and ensure a high level of water quality.

Utilities and Community Facilities

Objectives:

1. Increase the use of stormwater management practices to abate non-point source pollution and ensure water quality.
2. Preserve natural open space areas such as wetlands and floodplains that will accommodate flood water and minimize flooding.
3. Maintain community road-side swales/ditches/culverts/~~retention ponds~~ and other related stormwater facilities for both stormwater quantity and quality control.
4. Stormwater outfall (drains) should not discharge unmanaged stormwater into wetlands, aquifers or sensitive areas.

Policies:

1. Stormwater management shall be addressed as a requirement of all development proposals with an appropriate level of review based on potential negative impacts caused by construction site erosion and post-construction runoff.
2. Stormwater retention or detention basins shall be blended into the natural landscape or require landscaping to the greatest extent possible.
3. The city, ~~working with Wisconsin Department of Natural Resources, and the county~~ shall ~~cooperatively~~ prepare a drainage system plan for the area and identify major drainage facilities.
4. The city shall require installation of stormwater and surface water facilities in order to minimize construction-related disruptions to the public and to minimize the costs of system deliveries.
5. The city shall require surface water conveyance systems in all new development, including transportation facilities.
6. The city shall implement procedures to ensure that public and private stormwater collection, retention/detention, and treatment systems are properly maintained.

Water Supply Goal:

Ensure that the water supply for the city has sufficient capacity, remains drinkable and is available to meet the needs of current and future residents.

Objectives:

1. Reduce the potential of point and non-point source pollution.
2. Continually evaluate the potential impacts of development proposals on groundwater quality and quantity.
3. Protect and improve the quality and quantity of the ground and surface water features.

Policies:

1. New development shall not be allowed until adequate facilities serve the area.
2. New private wells are not permitted within the city.
- ~~3.~~ Existing private wells should be properly abandoned in accordance with state regulations and converted to public water service when it becomes available. ~~Programs to ease the transition to public water service should be developed.~~
4. Extension of public water service should not be permitted outside the city limits unless specified in an intergovernmental agreement.
5. The city shall ~~consider the ability of an adequate water supply when reviewing proposals for new residential projects development for the availability of an adequate water supply.~~

Solid Waste Disposal and Recycling Facilities Goal:

Promote effective solid waste disposal and recycling services and systems that protect the public health, natural environment, and general appearance of land use within the city.

Utilities and Community Facilities

Objectives:

- ~~1. Maintain the type, location and extend of disposal facilities and services.~~
2. Regularly evaluate solid waste and recycling services available to residents and determine if current needs are adequately being met.
3. Require major developments to adequately address solid waste disposal and recycling needs.
4. Increase collection opportunities for the proper recycling and disposal of unique (i.e. tires, white goods, etc.) and/or hazardous wastes.

Policies:

- ~~1. Promote the proper disposal of household hazardous waste. collection shall be performed at least once every two years.~~
- ~~2. New contracts for service shall not be made until an evaluation of working with a neighboring community on solid waste collection/disposal and recycling services is completed. The City should continue to pursue joint purchasing for lower pricing when renewing its contract for solid waste collection/disposal and recycling services.~~

Parks and Outdoor Recreation Goal:

Allow for recreational opportunities within the city.

Objectives:

1. Identify areas where recreational opportunities can be increased.
2. Provide opportunities for all age groups and abilities to enjoy recreational pursuits.
3. Continually identify the recreational needs and priorities of the residents of the city.
4. Maintain and improve the city's existing parks, natural resources and recreational facilities that provide multi-use recreational opportunities.

Policies:

1. All park facilities shall be in compliance with the Americans with Disabilities Act.
2. Concentrated residential developments shall be within a service area of a neighborhood, community or regional park facility.
3. Trail surfacing materials which are permeable and do not compound drainage and erosions problems shall be used in public recreational areas.
4. Ensure a sufficient quantity of suitable land is set aside for parks and recreational purposes during the site planning process for new residential development projects.
5. The city shall work with local recreation leagues on program and facility needs.

Utilities and Communication Services Goal:

Ensure the provision of reliable, efficient, and well-planned utilities (i.e. gas, electric) and communication services (i.e. telephone, cable, telecommunications) to adequately serve existing and future development.

Objectives:

1. Direct new utility transmission and distribution lines into public right-of-ways whenever feasible.

Policies:

1. Telecommunication facilities and towers shall utilize and coordinate with existing facilities to the maximum extent possible and shall be designated to be as safe and unobtrusive as possible.

Utilities and Community Facilities

2. Telecommunication towers and facilities should be located in industrial park areas or on other facilities such as water towers whenever feasible.
3. Underground placement of new or existing distribution lines for electricity, telecommunications, and cable entertainment shall be pursued to improve neighborhood character and appearance.
4. Utility accommodation and abandonment ordinance shall be utilized to administer utility placement with public right of ways.

Libraries and Schools Goal: To be pursued by the library, school and partners.

Promote quality schools and access to educational opportunities for everyone.

Objectives:

1. ~~Increase city involved~~ Participate in the coordination of local planning efforts with the School District in order to allow them to anticipate future growth and to provide appropriate facilities.
2. Maintain library facilities and services at current levels in relation to population.
3. Continue support for local libraries in their efforts to increase community education.

Policies:

1. Library facilities shall pursue fund raising and the building of relationships with private or individual contributors in order to reduce the burden on local government.
2. Library facilities shall be available to residents with a reasonable distance of the city.

Fire/Rescue Facilities Goal: To be pursued by Central Fire and partners.

Provide a level of fire and emergency services that meets existing and future demands of residents and development patterns.

Objectives:

1. ~~Determine the ISO rating of the fire department and develop strategies to improve the rating.~~
2. Increase resident education on ways to reduce the risks of fire and increase access and response time of emergency vehicles to local residences (i.e. forest and grass fire prevention, driveway design that eases emergency vehicle access).
3. Continually monitor and evaluate the condition of equipment and facilities and address needs where appropriate.
4. Maintain a properly trained staff of volunteers.

Policies:

1. An evaluation of fire protection staff, services, and equipment shall be completed on an annual basis.
2. Maintain the ~~Opportunities for~~ shared service agreements ~~shall be maximized whenever possible.~~
3. ~~Support the consolidation of fire protection services.~~
4. ~~The city shall continue to contract with the most economical service provider available for the function of fire protection.~~

Police Protection Goal: To be pursued by Colby-Abby Police and partners.

Ensure that police services are appropriately meeting the existing and future needs of the city.

Objectives:

Utilities and Community Facilities

1. Maintain the current service agreement with the Clark and Marathon County Sheriff's Departments.
2. Continue involvement with the Clark and Marathon County Sheriff's Departments in their efforts to provide police protection.
- ~~3. Maintain good relationships with the City of Abbotsford and neighboring communities for utilization of extra police services when needed.~~

Policies:

1. An assessment of department staffing, equipment and training levels shall be assessed annually.
2. Programs or activities which increase community access or relations with the police department shall be pursued.
3. Determine the training and equipment needs of the police department and incorporate it into the capital improvement plan.
- ~~4. Opportunities for shared service agreements shall be maximized whenever possible.~~

Government Facilities Goal:

Maintain quality City services and facilities.

Objectives:

1. Maintain a public meeting place for large gatherings, city activities, and public meetings.
2. Continually monitor the need for new or expanded local government facilities or services.
3. Assess if current staffing levels are effectively providing quality city services.
4. Provide a contact person for developers, homeowners, landowners, agencies and local business owners for information regarding city procedures, ordinances and/or land use regulations and programs.
5. Provide information to local decision makers, private developers, and citizens with detailed information on any capital improvement projects that will take place in the city's future.

Policies:

1. The city shall continually review staffing and professional service needs relative to planning, ordinance development/enforcement and other governmental services.
2. The city shall assess its capacity and needs with regard to administrative facilities and services and public building ~~every five years~~.

Health and Child Care Services and Facilities Goal:

The city shall allow for reasonable access to health care facilities and child care.

Objectives:

1. ~~Allow~~ Encourage opportunities for local residents in providing child care facilities.

Policies:

1. The city shall make opportunities available for the siting of needed health and child care services and facilities.

5.5 Other Utilities and Community Facilities Plans and Programs

Utilities and Community Facilities

Appendix E includes some additional regional, state, and federal programs that may assist the City of Colby in achieving its utilities and community facilities goals and objectives

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6. AGRICULTURAL & NATURAL RESOURCES

6. Agricultural and Natural Resources

As suggested in Wisconsin Statutes, the comprehensive plans of many communities combine agricultural, natural and cultural resources into a single element or plan chapter. The City of Colby has selected to separate cultural resources into its own chapter – Chapter 7: Historical & Cultural Resources. Agricultural & Natural Resources are combined here due to their inherent relationships to the land.

6.1 Agricultural Resources

For over a century, agriculture has been the dominant land use in Clark and Marathon Counties and vital to the local economy. This agriculture ranges from small family farms to large corporations and produces food for people to consume as well as energy feedstock. This concept is often lost during comprehensive planning processes where most plans promote the preservation of farmland in a general sense and do not indicate what is needed from the land to better a community or region. Policies that promote family farms and farms that produce food (e.g., produce, meat, and honey) and/or energy for the local/regional population improve the economic vitality of rural areas and small communities, improve the environmental condition of our natural resources, and reduce a region's impact on the environment.

As of 1/1/24, the City had 66 parcels that were predominantly in agricultural use totaling about 183 acres generally shown on Map 13. Not all of this acreage is tillable due to environmental features or improvements. Most of the lands in agricultural use are located on an edge of the City and are being held for future development.

6.2 Natural Resources and Environmentally Sensitive Areas

Unlike the other elements, natural resources existed prior to settlers and even indigenous populations. Healthy natural resources are paramount for a sustainable society. Natural resources place a significant role in day-to-day life, tourism, industry, and recreation. The area's natural resources contribute to a good quality of life, which is important for attracting and retaining workers. And since natural resources often cross administrative boundaries, intergovernmental cooperation is extremely important in related planning and conservation.

Bedrock Geology

Bedrock geology can have implications for construction and groundwater quality. The bedrock geology for much of the City of Colby consists of Cambrian aged sandstone with some dolomite and shale. There is also some Lower Proterozoic bedrock, consisting of granite, primarily in the southern portion of the City. As noted in the Utilities and Community Facilities section, the geology of the area, specifically the granite, has made it challenging for the City to find a water source.

Soils

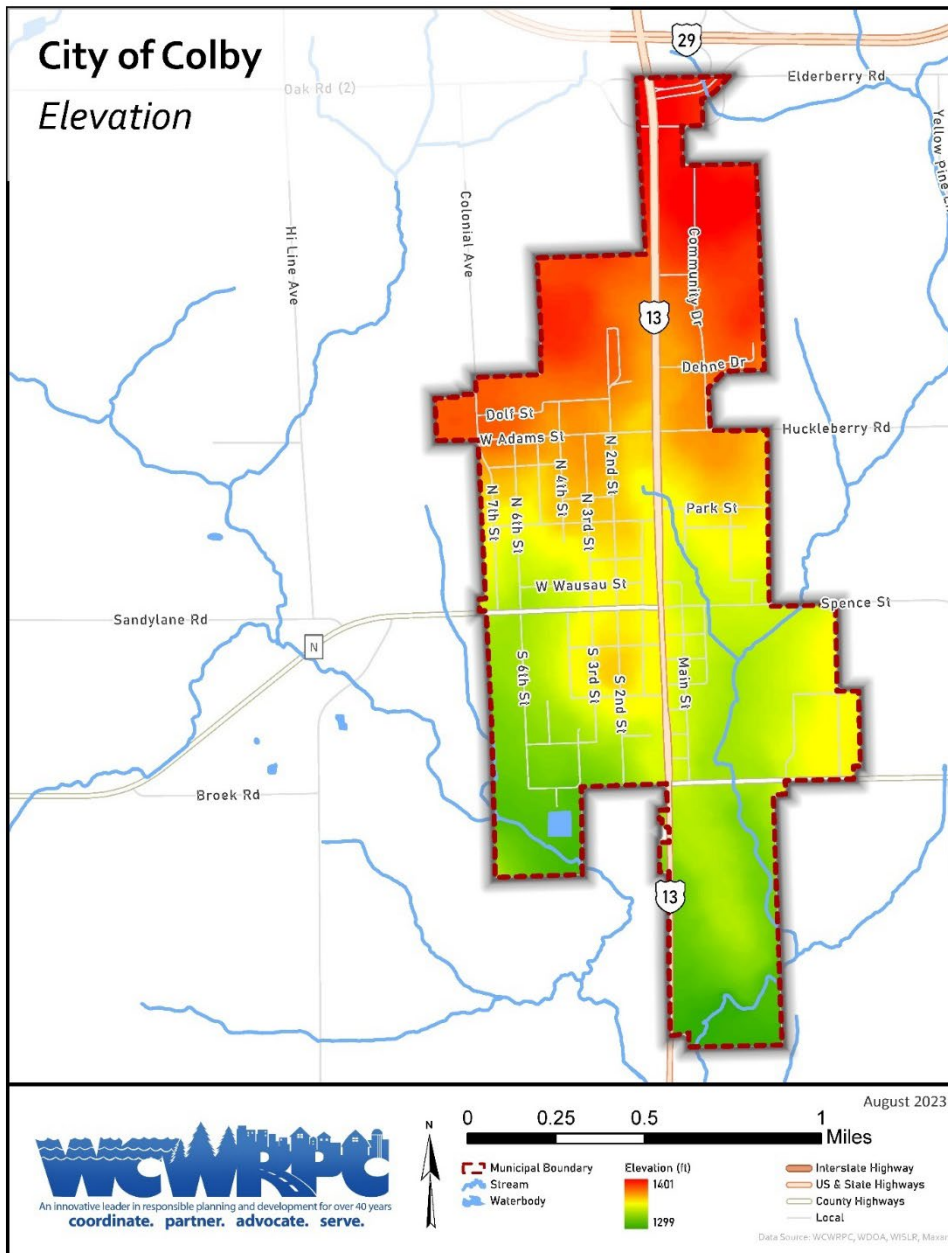
The soil region of eastern Clark and western Marathon counties falls in the Forested, silty soils category. According to the USDA Natural Resources Conservation Service soil survey data, the predominant soils within the City of Colby are the Withee silt loam with 0-3 percent slopes (43.5%), loyol silt loam of 1-6 percent slopes (36.0%) and the Marshfield silt loam of 0 to 2 percent slopes (17.3%). These soils, which are part of the Loyal-Withee-Marshfield association, are silty soils found within the glacial landscape feature known as moraines. Soils are moderately well drained to very poorly drained.

Topography

The glacial activity of the past greatly influenced the topography of the area, which has gently rolling terrain. The topography of lands within Clark County ranges from about 1,200 feet above sea level in the north to about 900 feet in the southern portion of the County. Map 10 shows the land elevation within the City.

Map 11 identifies areas of the City which may have steep slopes. The WDNR considers any area of 12 percent or greater to be steep slopes. Soil erosion on slopes of 12 percent to 20 percent is often manageable with good practices. The WDNR discourages development of slopes greater than 20 percent without more intensive or engineered best management practices and erosion controls.

Map 10 City of Colby Land Elevation



Metallic and Non-Metallic Mineral Resources

Nonmetallic mining is the extraction of stone, sand, rock, or similar materials from natural deposits. The most common examples of nonmetallic mines are quarries and pits. There are no active mining or quarry sites within the City of Colby.

The Clark County Planning & Zoning Department currently administers the Clark County Non-metallic Mining Reclamation Ordinance. Marathon County's Zoning Department oversees Chapter 21 of the County – Nonmetallic Mining Reclamation Code, which was put in place to provide uniform reclamation standards and environmental protections during and after the mining process. Ordinance standards address reclamation, surface water and wetland protection, groundwater protection, topsoil management, grading and slopes, maintenance, and a variety of other issues. Current and future mining or non-metallic mineral extraction operations must consult these ordinances for applicability and should consult with the respective County (Clark or Marathon) for further assistance.

Surface Water and Watersheds

A watershed can be defined as an interconnected area of land draining from surrounding ridge tops to a common point such as a lake or stream confluence with a neighboring watershed. All lands and waterways can be found within one watershed or another. The City falls within the Upper Big Eau Pleine River watershed (HUC 10) which is about 220 square miles in area.

Lakes, ponds, rivers, streams, intermittent waterways and natural drainage ways make up the surface waters of Clark and Marathon Counties. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel overland rainwater or snowmelt runoff. As shown on Map 11, there are no significant surface water features within the City of Colby.

Dill Creek, runs the extreme southwest corner of the City. According to WI DNR, the creek is characterized by the large amount of run-off it receives and little base flow. As such, the condition is poor and the river is impaired due to high phosphorus levels; the poor water quality causes excel algae growth, in-stream sediment, water warming and low flow conditions. The City of Colby WWTP discharges effluent to Dill Creek and is also a significant source of nutrients.

Elm Brook, which is classified as “a limited forage fishery and limited aquatic life stream” by the WI DNR is located on the eastern side of Highway 13 in Marathon County. Per WI DNR, the condition of the stream is suspected to be poor as results from a site a mile above the junction with Dill Creek results in “very poor” water quality. The Abbotsford WWTP and stormwater run-off may be responsible for the degradation of water quality.

Wetlands

According to the United States Environmental Protection Agency, wetlands are areas where water covers the soil, or is present either at or near the surface of the soil, all year or for varying periods of time during the year, including during the growing season. Wetlands may support both aquatic and terrestrial species. The prolonged presence of water creates conditions that favor the growth of specially adapted plants (hydrophytes) and promote the development of characteristic wetland (hydric) soils.

Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, fens, or bogs. Wetland plants and soils have the capacity to store and filter pollutants ranging from pesticides to animal wastes. Wetlands provide storage of flood waters preventing damage to developed areas. Wetlands can make lakes, rivers, and streams cleaner, and drinking water safer. Wetlands also provide

valuable habitat for fish, plants, and animals. In addition, some wetlands can also provide the replenishment of groundwater supplies. Groundwater discharge is common from wetlands and can be important in maintaining stream flows, especially during dry months.

The Wisconsin Department of Natural Resources (WDNR) has inventory maps for wetlands two acres and larger. The wetland inventory map should be consulted in conjunction with this document whenever development proposals are reviewed in order to preserve wetland functions and to ensure regulatory compliance. Approximate wetland locations within the City are shown on Map 11.

Floodplains and Flooding

For planning and regulatory purposes, a floodplain is normally defined as those areas, excluding the stream channel, that are subject to inundation by the 100-year recurrence interval flood event. This event has a one-percent chance of occurring in any given year. Because of this chance of flooding, development in the floodplain should be discouraged and the development of park and open space in these areas encouraged. The floodplain includes the floodway and flood fringe. The floodway is the portion of the floodplain that carries flood water or flood flows, while the flood fringe is the portion of the floodplain outside the floodway, which is covered by waters during a flood event. The flood fringe is generally associated with standing water rather than rapidly flowing water.

Floodplain areas in the City, as shown in Map 11, include lands surrounding Dill Creek and Elm Brook Stream. Flooding is not a significant problem for the City; while Elm Brook floods, the surrounding area was designed and is protected to handle the flooding.

Groundwater and Wellhead Protection

Groundwater is the source of all drinking water in the City of Colby; residents, businesses, and services primarily rely on groundwater for drinking, industry, and daily life. Groundwater is a limited resource, and both its quality and quantity are important factors. These factors are primarily influenced by local geology and local land use. Precipitation percolates through the soil and bedrock where it eventually reaches a saturated zone known as an aquifer. It is from these aquifers that private wells are used to draw water. Groundwater in the City of Colby is generally adequate and of good quality. However, there could likely be groundwater supply challenges should one or more additional large water users be proposed.

Groundwater contamination is most likely to occur where fractured bedrock is near the ground surface, or where only a thin layer of soil separates the ground surface from the water table. According to a WDNR map, Groundwater Contamination Susceptibility in Wisconsin, 1989, eastern Clark County and western Marathon County has moderate susceptibility to contamination. The Groundwater Contamination Susceptibility analysis shows the same for lands in the City.

Potential sources of groundwater contamination include:

1. Chemical storage
2. Landspreading of animal, sewage, and industrial waste
3. Road salt usage and storage
4. Animal feedlots
5. Use and spillage of fertilizers and pesticides
6. Accidental spills
7. Septic tanks and drainfields

8. Underground storage tanks
9. Underground pipelines and sewers
10. Landfills
11. Mines, pits, and quarries

The City has wellhead protection plans in place and enforces wellhead protection to protect all municipal wells. The goal of wellhead protection is to prevent potential contaminants from reaching the wells that supply municipal water systems. This is accomplished by monitoring and controlling potential pollution sources within the land area that recharges those wells.

Wellhead protection planning is administered by the WDNR as required by the U.S. Environmental Protection Agency (EPA) and the 1986 amendments to the Federal Safe Drinking Water Act. The general process of community-level wellhead protection planning includes:

1. Forming a planning committee.
2. Delineating the wellhead protection area.
3. Inventorying potential groundwater contamination sources.
4. Managing the wellhead protection area.

The City has a wellhead protection ordinance, under Chapter 440 Water and Sewer Systems, to regulate and restrict land uses in order to protect the groundwater recharge area for the municipal water supply. The Groundwater Protection Overlay District is in addition to the standard zoning also administered by the City.

Air Quality

The City of Colby has no major air quality issues. Clark and Marathon Counties are both designated as Attainment Areas by US EPA, meaning they meet the National Ambient Air Quality Standards as defined in the Clean Air Act. As such, they do not have additional regulations on new industries desiring to locate in the County.

Ecological Landscape

The City of Colby lies in the Ecological Landscape area classified as the Forest Transition. Per the Wisconsin DNR, the climate of the Forest Transition is variable as the landscape extends east-west across 200-mile of the state. As noted in *The Ecological Landscapes of Wisconsin* publication, “this ecological landscape has lost over half of its historic forests (though this is highly variable in different areas) and overall, is one of the most deforested ecological landscapes north of the Tension Zone.”

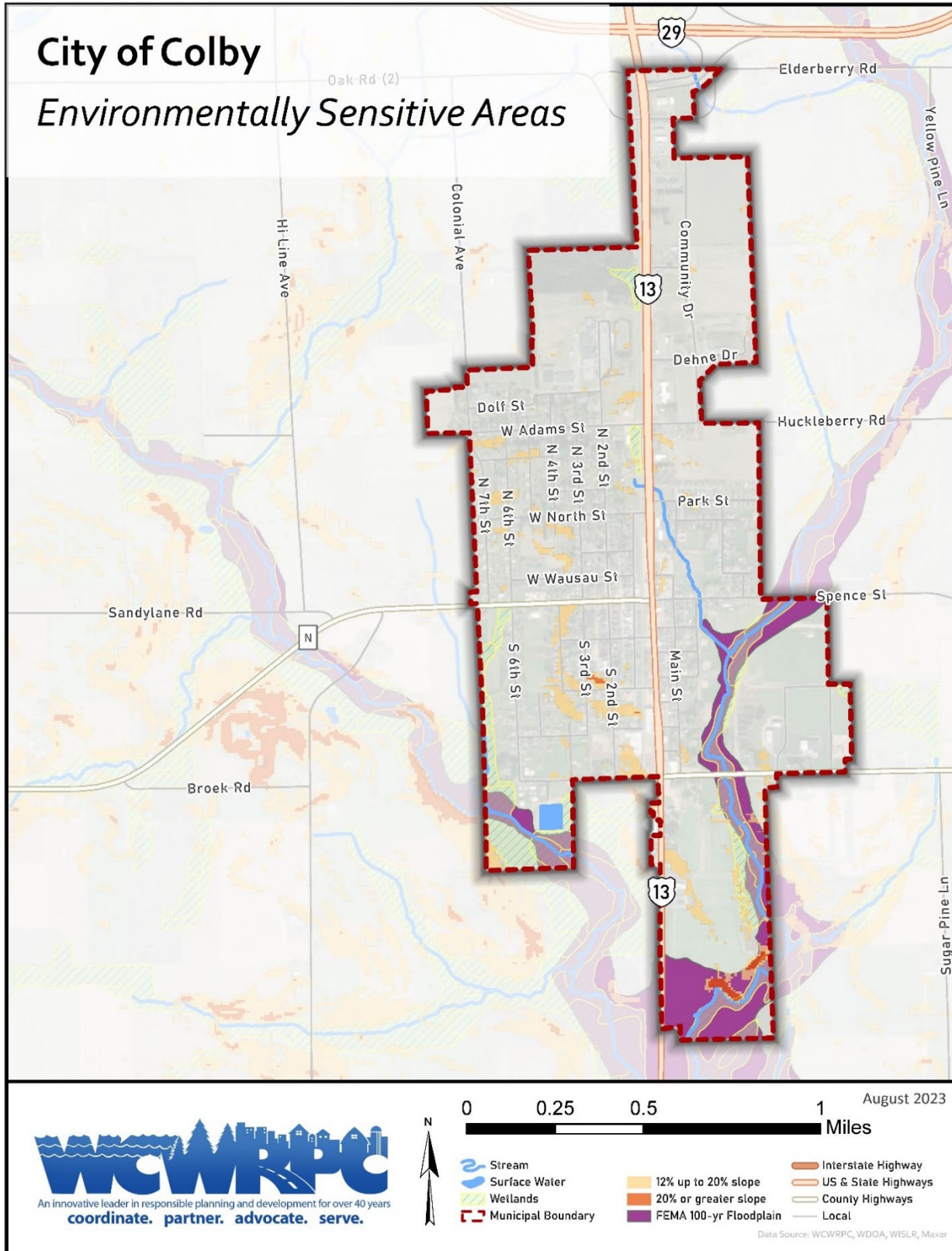
Forest

Per the WI DOR Statement of Assessments, in 2022 there were no lands within the City assessed as Forest. Per the WI DNR, there are no private forest lands in the City enrolled in the WDNR Managed Forest Law program.

Environmental Corridors/Sensitive Areas

While there are no specifically designated environmental corridors in the City of Colby, there are features of environmental significance including wetlands, Dill Creek & Elm Brook as well as associated floodplains.

Map 11 Natural Resources & Environmentally Sensitive Areas



Threatened and Endangered Species

The U.S. Fish and Wildlife Service (USFWS) identifies the following federally-listed Endangered, Threatened, and Proposed species in Clark and Marathon Counties:

- Gray Wolf - Endangered
- Northern Long-Eared Bat – Endangered
- Karner Blue Butterfly – Endangered
- Monarch Butterfly – Candidate
- Little Brown Bat – Under Review
- Regal Fritillary – Under Review (Clark only)
- Eastern Massasauga (rattlesnake) – Threatened (Clark only)
- Whooping Crane – Experimental Population, Non-Essential

The Wisconsin Department of Natural Resources (WDNR) lists species as “endangered” when the continued existence of that species as a viable component of the state’s wild animals or wild plants is determined to be in jeopardy on the basis of scientific evidence. “Threatened” species are listed when it appears likely, based on scientific evidence, that the species may become endangered within the foreseeable future. The WDNR also lists species of “special concern” of which some problem of abundance or distribution is suspected but not yet proven; the intent of this classification is to focus attention on certain species before becoming endangered or threatened. The following are WDNR-identified endangered or threatened species in the Colby area:

- Greater Prairie Chicken (bird)
- Woodland Jumping Mouse (Mammal)
- Stream – fast, hard, cold (community)
- Rich Northern Mesic Forest (community)

The WDNR carefully monitors the level of detail provided regarding the locations of threatened and endangered species. Identifying specific locations of species in the City that are threatened or endangered is currently not provided by the WDNR and some sensitive species or locations may not be publicly shared.

Wildlife Habitat and State Natural Areas

Wildlife habitat can simply be defined as the presence of enough food, cover, and water to sustain a species. There are no State Natural Areas located within the City of Colby. The Colby landscape doesn’t provide strong wildlife or ecological habitat. While the City has some parks and outdoor recreation areas, these are more active in nature and not meant for conservancy.

6.4 Community Perspectives

Respondents to the 2023 Colby community survey shared their opinions on the importance of preserving natural resources. While only 6.5% of respondents identified protecting environmental and natural resources as one of the top three most important functions of the City of Colby government, responses to other survey questions indicate a desire to be environmentally conscious and protect resources.

- Top priorities identified by respondents including: additional efforts to protect surface water

quality, additional efforts to protect groundwater quality, and additional efforts to reduce stormwater runoff and flooding.

- 73% of respondents identified becoming a more environmentally sustainable community as being important or very important.
- 68% of respondents rated encouraging energy conservation practices as being very important or important.
- Some respondents also provided open-ended comments which included:
 - Plant more flowers, trees, bushes
 - Text municipal wells for PFAS, continue to treat with fluoride
 - Protect our broader community from the invasion of industrial wind turbines, industrial solar panels, and other so-called “green energy” initiatives

The City recognizes that the agricultural land in Colby today will likely be developed over the next 20 years. It is not the intent of the City to preserve the remaining farmland, rather these lands are being farmed as a holding use until development occurs. The Colby Plan Commission would like to see a local farmers’ market in downtown, perhaps in the City park shelter before music in the park. This would provide access to local food and would support area farmers. The City should work with partners such as the Colby EDC and Chamber of Commerce and should also consult with other successful community farmers market programs to identify best practices.

6.5 Agricultural and Natural Resources Goal, Objectives, Policies, and Strategies

Goal 1:

Maintain, preserve, and enhance the natural resources in the city.

Develop in a manner that minimizes land use conflicts between agricultural and other land uses, while encouraging access to local foods.

Objectives:

1. Monitor growth to protect open spaces which, through their preservation, would: conserve and enhance natural or scenic resources; protect water supply/quality; promote conservation of soils, wetlands, and woodland; enhance the value of adjoining public and private lands; and maintain and improve public and private recreation opportunities.
2. Protect the physical environment and enhance the character, quality and livability of the city by preserving the natural environment as an integral part of the development process.
3. Groundwater, surface water and air quality within the City will meet or exceed EPA standards.
4. The condition of agricultural lands within the City are properly managed so that they can be developed in the future.

Policies:

1. Proposed developments shall incorporate environmental features and resources into the development rather than harm or destroy them.
2. Encourage the protection of critical areas during the planning, engineering, and construction of transportation projects.
3. All new development proposals should be evaluated based on potential impacts to environmental features and ecological health including:

- a. Wetlands
- b. Woodlands and wildlife
- c. Contiguous natural corridors
- d. Threatened or endangered species and habitats
- e. Groundwater
- f. Surface water
- g. Floodplains
- h. Air quality

Strategies:

- ~~1. Develop a wellhead protection plan for municipal wells located in adjacent town.~~ Continue to implement wellhead protection in the City for the municipal wellfields.
2. Work with the Colby EDC and Chamber to explore opportunities to establish and promote a downtown farmers' market.
3. Encourage residents to plant trees and shrubs in the boulevard or terrace in compliance with City Ordinance 415-6.
4. Continue to monitor PFAS requirements and take any necessary action.

6.6 Agricultural and Natural Resources Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that contribute to preservation, conservation, or management of agricultural and natural resources in Clark and Marathon Counties, many of which are summarized in Appendix E.

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7. HISTORICAL & CULTURAL

7. Historical and Cultural Resources

Historical and cultural resources are a valuable way to define local character and distinction. Cultural resources can nurture a “sense of place”, provide an important context for planning, have social or spiritual importance, and help foster community identity and pride. These resources are identified in many manners, including historical buildings, archaeological sites, historic districts, and unique landscapes/viewsheds, but can also include cultural programming and events.

The City of Colby is rich with history. The City was named for the Colby family who was instrumental in bringing the Wisconsin Central Railroad to the area in the 1870's. A historical marker, located near downtown, commemorates the development of “Colby Cheese” by Joseph Steinwand in the 1880's. 73% of respondents to the 2023 Colby community survey agree or strongly agree that preserving and celebrating the community's history is important to their quality of life.

The Clark County Historical Society has also been very active in the community, including the establishment of the Rural Arts Museum. The museum features a collection of buildings that hold the stories, artifacts, and memories of central Wisconsin. There are several buildings including a depot, one-room schoolhouse, log cabin, and main museum building.



7.1 Historical Sites and Structures

While there are currently no buildings or sites within the City on the State Historical Society of Wisconsin list of the Wisconsin or National Register of Historic Places there are thirteen historic sites (3 in Clark County and 10 in Marathon County) identified on the Wisconsin Architectural and Historical Inventory (AHI), a digital source of information on historic buildings, structures, and objects, maintained by the Wisconsin Historical Society. All photos below are sources from the respective property records maintained by the Wisconsin Historical Society.

Colby, WI Clark County AHI Structures



109 S Division St. – original storefront



401 S Division St. – likely a former service station



401 N 2nd St. – Queen Anne-style house

Colby, WI Marathon County AHI Structures



804 S Division St. – Italianate-style house



410 S Division St. – 1950-60 era gas station

Historical and Cultural Resources



400 S Division St. – Queen Anne-style house



306 S Division St. – Side-gabled-style house



300 S Division St. – English Revival Styles house



202 S Division St. – Twentieth Century Commercial building built as automobile showroom between 1914 and 1931.



200 S Division St. – Astylistic utilitarian building used as an automobile garage between 1914 and 1931



CA 110 S Division St. – Commercial Vernacular retail building; all or part of this building was built prior to 1894



112 S Division St. – Gabled Ell-style house with upright wing in place prior to 1894



304 N Division St. – Queen Anne-style house

7.2 Community Celebrations and Other Cultural Resources

The Colby Chamber of Commerce and the Colby Future Farmers of America Alumni sponsor the annual Dairy Breakfast on a Colby farm each June. Hosted by the Abby/Colby Chamber of Commerce, the main community festival not only celebrates, but is named for, the community's heritage. Colby Cheese Days is three days of fun that includes a carnival, cheese toss, ATV pulls, live music, a vibrant parade and a 5k & 10k race. The festival brings together members of the community and those wishing to celebrate cheese.

The City is fortunate to have many partners that support and promote the City's history and culture, including:

- Abby/Colby Chamber of Commerce
- Colby Lions Club
- The ShowCase Players
- Friends of the Colby Library
- VFW
- Colby Historical Society / Rural Arts Museum
- Colby Community Library

As noted in the Utilities and Community Facilities section, the Colby Community Library has a History Room, housing Wisconsin and local history library materials and items. As described on the library's website, "Complete with five stained glass windows, a working fireplace (built from re-purposed brick from the 1910 school formerly gracing the site), hand applied original 1930-1960 magazine ads as wall covering, copper colored pressed metal ceiling, and original library furnishings from the early 1900s, it allows patrons to step back in time into a Carnegie-style library room. Patrons of all ages enjoy the charming atmosphere and historical materials found in this stunning room dedicated to Pearl Vorland (1913-2014), local historian and philanthropist."

Historical and Cultural Resources

The City promotes history through the recognition of historical buildings that are still existing in the community. Historical markers, containing the year structure is built, are located on historical buildings on 1st street.

7.3 Community Perspectives

Respondents to the 2023 Colby community survey shared their opinions

- 73.9% of respondents agree or strongly agree that preserving and celebrating the City's history is important to quality of life.
- One person commented that the City needs to "Develop the historical part of Colby with the promotion of the history of Colby".

The City desires to encourage preservation of historic structures but does not want to mandate preservation. The City previously considered establishing a Main Street Program for the community but there was not support by the business community.

7.4 Historical and Cultural Goal, Objectives, Policies, and Strategies

Goal 1:

Maintain, preserve and enhance the cultural resources in the city.

Objectives:

1. Monitor growth to protect open spaces which, through their preservation, would preserve historic and cultural resources.
2. Continue to support efforts of organizations working to preserve significant historical and cultural lands, sites, and structures that contribute to local identity and character.

Policies:

1. Encourage the protection of critical areas, including any unique historical or cultural resources, during the planning, engineering, and construction of transportation projects.
- ~~2. Increase knowledge of the area's cultural, archaeological, and historical resources through comprehensive studies and surveys which take into consideration the physical, architectural, archaeological, social, economic, and cultural significance.~~
- ~~3. Provide incentives for the area's residents and businesses to participate in the preservation of cultural and historical resources.~~
4. Work with partner organizations to increase public awareness of the area's cultural and historic resources, their significance, and programs for their preservation and management.
5. Encourage the preservation of historic structures, where feasible.

Strategies:

- ~~1. Study the feasibility of establishing a Main Street Program through the State Department of Commerce.~~
2. Encourage new development or redevelopment near downtown to keep an age-appropriate structure design that blends in with historical downtown.
3. Promote the historical resources in the City including the History Room at the Colby Community Library as well as the Rural Arts Museum.

7.5 Historical and Cultural Resources Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that contribute to preservation, conservation, or management of cultural resources in Clark and Marathon Counties, many of which are summarized in Appendix E.

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8. ECONOMIC DEVELOPMENT

8. Economic Development

Through planning, a community can anticipate economic change and guide development to the best of its abilities to achieve the economic vision and objectives for the community. Economic development is about working together to maintain a strong economy which provides a good standard of living for individuals and a reliable tax base for the community. A community's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other plan elements.

This chapter focuses on the local economy and economic development in the City of Colby. To promote economic opportunities for all citizens, the overall goal of any community is to have economic cohesion in all areas inside its borders, which at the same time, support neighboring economies that can have symbiotic relationships.

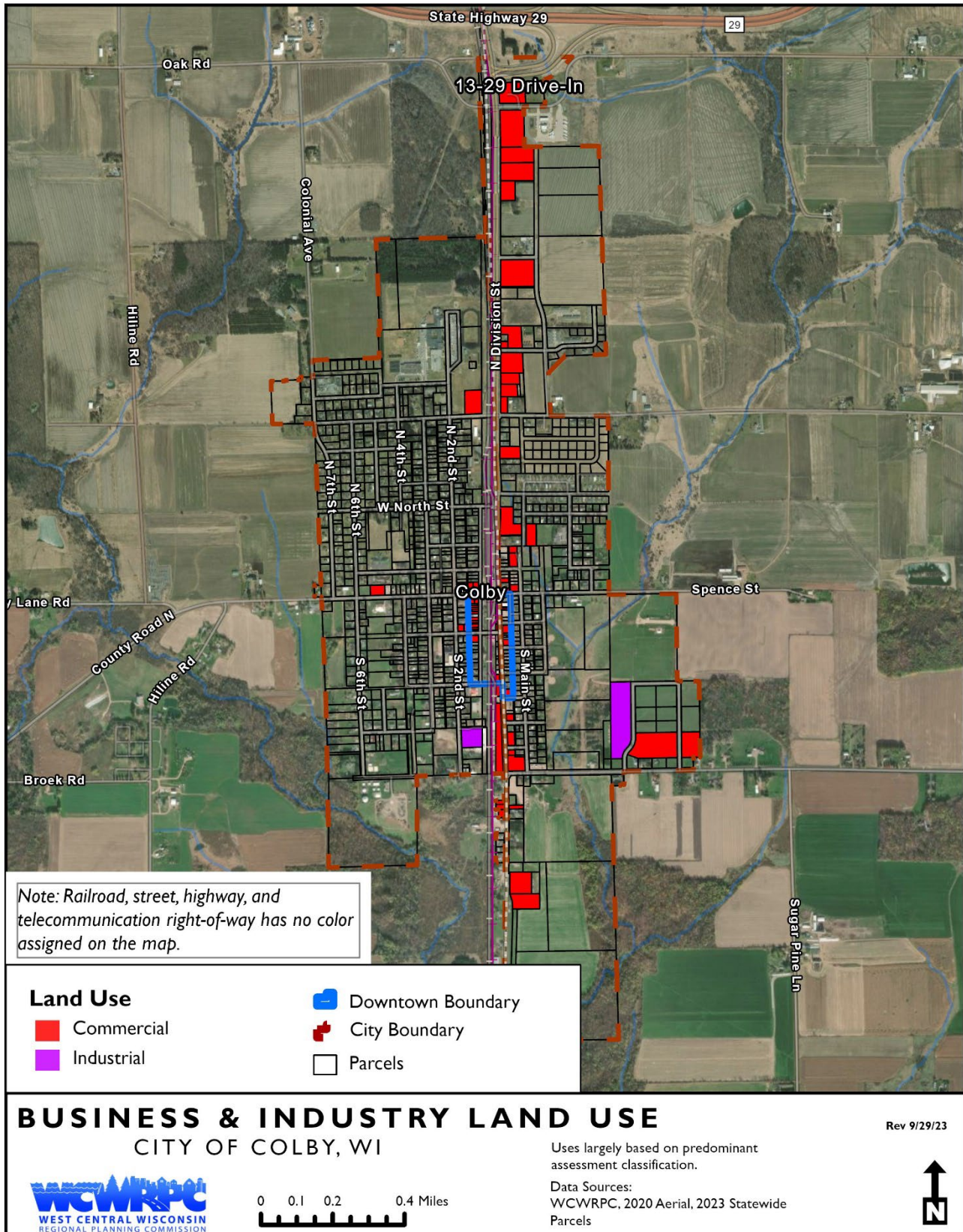
8.1 Economic Conditions, Strengths, and Weaknesses

Economic Conditions

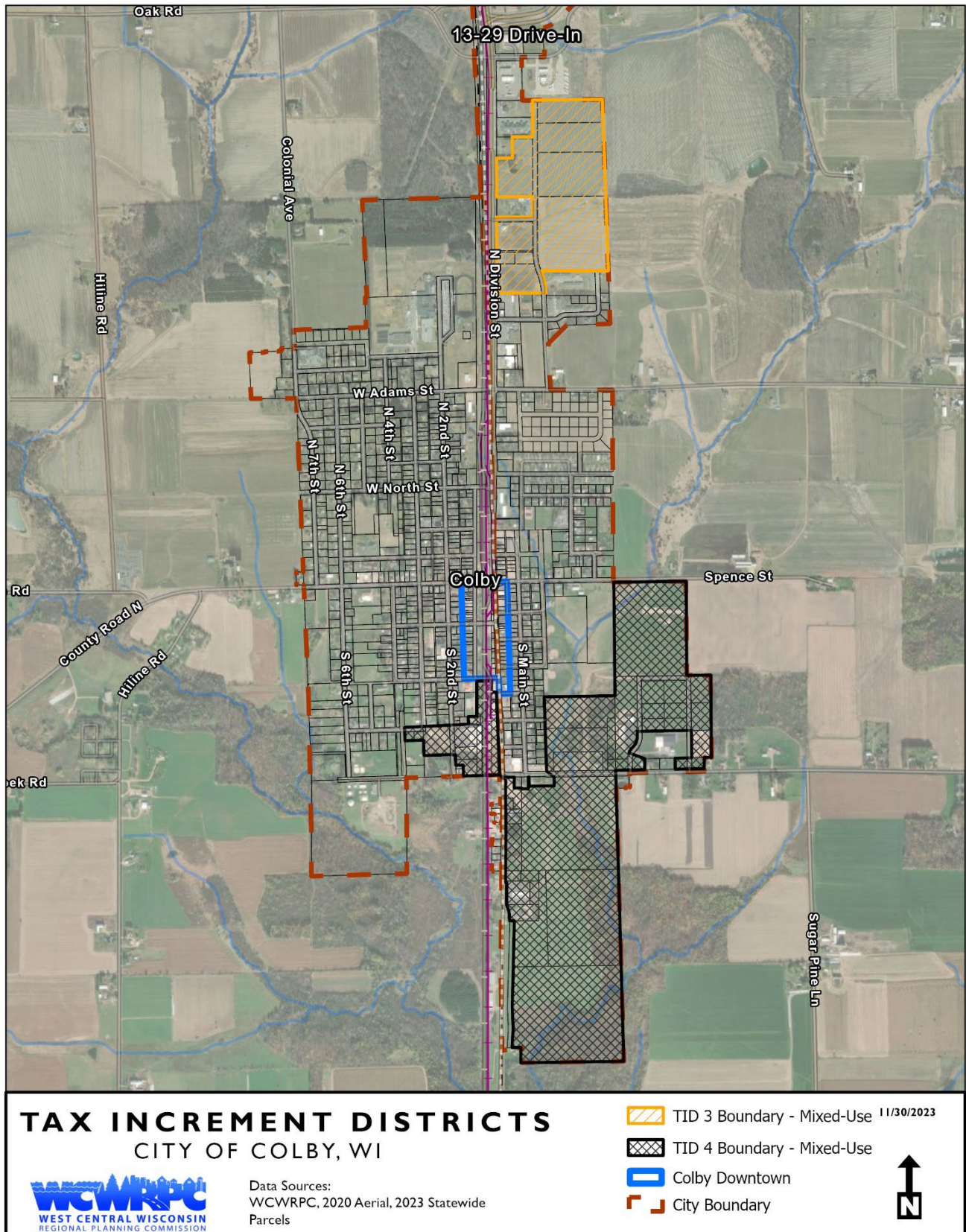
Map 12 identifies parcels within the City that are assessed or identified by the Plan Commission as commercial or industrial use. The highest density of commercial development is located in downtown and along Highway 13. Economic condition data for Colby and the region can be found in Appendix D. Some key trends, as discussed by the Plan Commission:

- The City's population and median age have remained relatively stable.
- The median age in both Clark and Marathon Counties has increased. And only 29% of the City's population was under age 19. Such trends have significant labor force implications for the future as the Baby Boomers retire.
- Unemployment in the City is relatively low. The Census estimated the 2021 unemployment rate in the City at 4.0%.
- In 2020, about 91% residents commuted outside the City for their primary job, while nearly the same percentage commuted into the City to work.
- City residents are largely employed in the manufacturing and educational services/health care/social assistance industries.
- Within the City of Colby, employment in manufacturing, government (schools), accommodate and food service, and ag/forestry/fishing & hunting, are strongest. Loos Machine & Automation, Kelley Supply Inc, and Colby Metal are strong manufacturers in the City.
- Map 13 shows the City's active Tax Incremental Financing District boundaries.
- Median household income in the City increased 19.8% from 2010 to 2021, a much lower rather than that of Clark (34.5%) and Marathon (39.3%) Counties.

Map 12 City of Colby Industry and Businesses



Map 13 City of Colby Active Tax Increment Districts



Strengths & Weaknesses

Identifying the strengths and weaknesses of the City of Colby and its economy provides the basic planning steps for future economic development (e.g., attraction, growth, and retention of business and industry). Strengths should continue to be promoted and new development which fits well with these features should be encouraged. Weaknesses should be improved or further analyzed and new development which displays aspects similar to identified weaknesses should be discouraged.

The Plan Commission reviewed the strengths/weaknesses identified in the 2009 Plan to identify those that are still applicable, as well as added to each respective list.

The following strengths and weaknesses were identified by the City's Plan Commission.

Strengths or Opportunities

- Centrally located within the state
- Tax Increment Financing District established to encourage new development – TID 4 assisted with Loos Machine expansion in 2023
- Land available for new development, including city-owned land
- Location with solid transportation access (on two major highways – STH 29 & STH 13); railroad line (currently inactive but could be reactivated for business or tourism purposes)
- Revolving loan fund programs available
- Excellent schools and healthcare
- Diverse employers and economic base
- Lower cost of living
- High quality of life
- Recreational opportunities in the region

Weaknesses or Issues

- Appearance of buildings along the Highway 13 corridor and along 1st Street downtown
- Uncooperative property owners and businesses (no desire to clean up and make the community attractive)
- Land available for industrial development is limited; future expansions to the industrial park should be considered
- Not enough housing to attract workforce to the community
- Lack of water (wells)
- Lack of workforce
- Need additional investment in promoting and recruiting new businesses and development to locate in the City
- No large population or retail center
- Small and aging population
- Distance to major market – other communities and major regional centers

8.2 Desired Businesses and Industries

Like most communities, the City of Colby would welcome most economic opportunities that do not sacrifice community character or add a disproportionate level of City services per taxes gained. A diversified mix of many smaller and some large businesses and industry is desired in order to have a healthy, resilient local economy. The following are desired businesses and industries identified by the Plan Commission:

- More casual dining options/restaurants
- More general retail
- Professional services: lawyer, accountant
- Assembly operators
- Employers that provide job paying jobs

A few additional considerations:

- Other plan sections also reference desired businesses or suggest business opportunities. For example, child care services have been identified as a need within the community and could provide an opportunity.
- As discussed in the Utilities & Community Facilities section, the City's water system cannot accommodate a high water user.
- Undesirable businesses include those that are high odor or noise generators.

Section 8.5 will discuss desired businesses and industries specific to downtown Colby.

8.3 Designated Sites for Business and Industry

The land use element (Chapter 10) includes an evaluation of land use trends, forecasts future land demands, makes recommendations on infill, redevelopment, and where business and industry may be best sites. To meet State comprehensive planning requirements, the land use element will “designate an adequate number of sites” for the community’s desired businesses and industries.

Overall, proposed economic development projects and sites should be evaluated on a case-by-case basis. Foremost, the proposed projects should be consistent with the City’s vision. The question, “Is it compatible with the surrounding area and does it pose a threat to the community and its environment?” should be asked. Also, a proposed project should examine the impacts on local roads and services.

As will be identified in the land use element, commercial development will naturally occur and be directed to concentrate along Highway 13 (in addition to downtown as will be discussed in more detail in Section 8.5). The City owns lands along Highway 13 which presents a unique opportunity for marketing and development; getting control of land can sometimes be a challenging step for developers. Future industrial development will



be directed to the industrial park; while there are a few lots remaining in the park, future expansions will need to be considered.

8.4 Opportunities for the Use of Environmentally Contaminated Sites

The Environmental Protection Agency (EPA) and the Wisconsin Department of Natural Resources (WDNR) urge the clean-up of environmentally contaminated commercial or industrial sites to utilize the lands for more productive uses. According to the WDNR's Bureau of Remediation and Redevelopment Tracking System there are three basic types of open environmentally contaminated sites in Clark and Marathon Countis: Leaking Underground Storage Tanks (LUST), Environment Repair Program (ERP) sites, and Abandoned Container (AC).

As of January 2024, there are eight closed sites (six with continuing obligations) and two closed sites that have impacted another property or right-of-way within the City of Colby. The sites include:

Colby High School 705 N Second St.	Lamonts Service 410 S Division St.
Kwik Trip 404 N Division St.	Packaging Corp of America Colby (2 sites) 705 S Division St.
Harmony Coop Colby Bulk Plt 208 N Division St.	Schjoneman Inc 702 S Division St.
Les Mobil 103 S Division St.	Colby Cheese House N13283 Sth 13

There are no open sites identified within the City of Colby and no action by the City regarding the remediation of these sites is needed. While these sites are listed in this plan section, their re-use is not restricted to commercial or industrial activities.

8.5 Downtown Colby

Downtowns have historically been the heartbeat of communities. The following are some key core traits shared by most traditional downtowns:

- Mix of Land Uses that are physically integrated. Commercial, services, and institutional uses often dominate.
- Diverse & Inclusive of the entire community (all ages, ethnicities, and socio-economics).
- Compact Development Forms. Typically higher density, shallower setbacks, and lowest ratio of undeveloped lands, including parking lots. Buildings are concentrated and are often among the tallest in the community.
- Central & Strategic Location. Usually central to the community's historic growth pattern with strong connectivity. Often located on or near a strategic natural or manmade resource (e.g., river, hill, crossroads, rail line).
- Historic Buildings, Form, & Function. The community's historic central business district. Often includes a concentration of older buildings that are recognizable and core to the community's identity and sense of place.

However, our downtowns and local economies are also changing, requiring communities to think and plan differently. With fewer small farms, larger big box stores, & eCommerce, downtowns are no longer required to provide every good or service for the entire community. Many downtowns now have less general retail and more specialized services or niche retail. Longer commutes and highway bypasses are changing downtown visitor and traffic patterns, with secondary commercial districts emerging that can compete with downtown businesses. Such trends can result in more commercial property in some downtowns than the market can support, resulting in vacant storefronts and deteriorating structures, and requiring communities to redefine their downtown or re-focus its revitalization plan.

While these trends present challenges, the future for most downtowns is bright.

- More downtowns are developing a unique position, niche, or brand, especially compared to other business districts in their trade area.
- Downtowns continue to be a place to share and celebrate identity and local history (e.g., historic districts, design guidelines, placemaking, “festivalization”)
- There is a resurgence in the role of downtowns as community gathering places, in part due to walkability and social experiences valued by both Millennials and Seniors.
- Many downtowns are becoming more organized, frequently with grassroots leadership

Downtown Colby

Downtown Colby, as shown on Map 16, is centered along the City’s Central Park and the rail line. The area generally extends from Spence Street on the north to Broadway Street on the south, with properties along Highway 13 serving as the eastern boundary and properties along S 1st Street serving as the western boundary. Historical downtown is primarily focused along S 1st Street.

Downtown Colby is comprised primarily of a mix of residential and commercial uses, along with the local VFW. Many of the historical commercial buildings along S 1st Street have been converted to residential uses.



Downtown Colby Issues and Opportunities

Issues or Weaknesses:

- The entrance/gateway to downtown is unattractive and not overly inviting or welcoming
- Downtown is not a destination; not a lot of places to visit
- Many of the buildings along S 1st Street have been converted into residential uses, making it less of a retail hub
- Many buildings could use a facelift with façade improvements but building owners have been resistant to making changes
- Lack of signage directing people to historic downtown

Assets or Opportunities:

- Central Park provides a gathering space in downtown
- Music in the park event
- Historical buildings are still in place; while could use improvements, they provide a backbone for downtown

The City of Colby desires a downtown that is a destination with specialty shops such as a cheese store, fudge shop, professional services such as an accountant or insurance agent, or other uses that draw people in. As mentioned, many of the structures along S 1st Street have been converted into residential uses; the City has encountered significant opposition to past efforts to establish policy that the street level be a commercial use. The City continues to explore policy options.



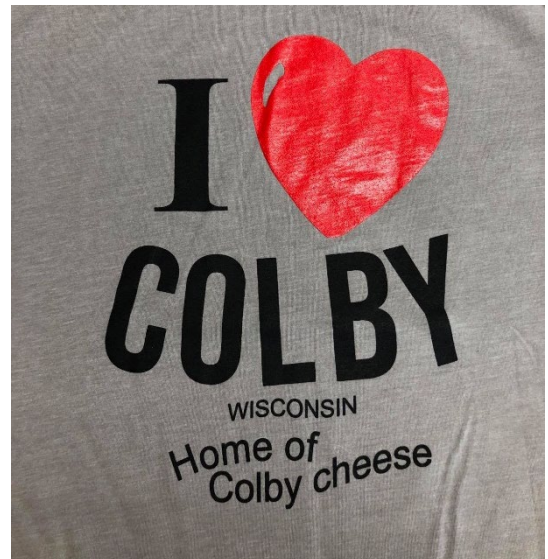
Additionally, to help establish downtown as a destination the City would like to find opportunities to make the buildings more attractive and inviting. To date, downtown building owners have not been interested in “sprucing up” their properties despite available renovation façade programs. The City and partners will likely need to educate property owners on the vision for downtown and, working with community partners, find alternative ways to encourage cleaning up of buildings, such as working with scout volunteers, school projects, etc.

8.6 Community Marketing and Branding

A community brand is not just a logo or tagline, but is a unique story or message that reflects the community’s culture and desired image and reputation. A good brand will differentiate Colby from other communities. The brand is not only used for marketing but can be a source of community pride that can be reflected in activities, park amenities, wayfinding systems, and other things the community does.

The City of Colby should look for opportunities to set themselves apart from other communities – help people know what to expect when they visit the City. The City should market and promote its strengths, along with development opportunities within the community.

To help push the needle on growth and development, community partners have reestablished the Colby Economic Development Corporation. The goal of the EDC is to meet with potential developers as well as to help market development and business opportunities, attract developers and businesses to locate in the City and to also support existing businesses. This is a community partnership and is not a city body.



Downtown Revitalization

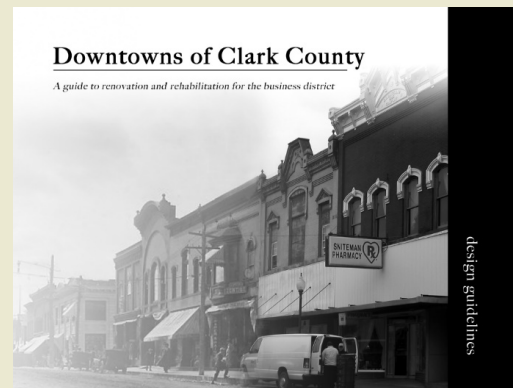
Downtown present a key economic opportunity in economic development. They use land efficiently and already have public infrastructure such as streets and utilities. Downtown densities also efficiently utilize infrastructure and improvements. Downtowns are by nature compact developments and provide many infill opportunities. They are “center focused” with a mixture of uses. Downtowns often have existing transportation options in place, such as sidewalks and bicycle access, and are typically pedestrian friendly. Finally, they convey the character and history of the community, celebrating the community’s unique sense of place. Consequently, keeping a downtown economically viable is often an important part of an economic strategy.

There are many benefits of investing in the downtown, including: people are interested in community that have a variety of events and vibrant spaces, the vibrancy of downtown draws new businesses and can be used by existing businesses to attract employees, and utilization of downtown buildings keep them on the tax rolls, among many others.

Some tools to consider in promoting a vibrant downtown (low administrative costs):

- Generate and maintain a list of available properties.
- Provide a handout that addresses the steps for development (permits needed, etc.).
- Create a handout that describes some of the main elements of how to make an infill or new project blend into the community – if enforcement is possible, make an ordinance with these elements.

Prepared in 2006, the *Downtowns of Clark County Design Guidelines* manual, provides some useful guidance for maintenance and repair, materials, signage, lighting, landscaping for traditional main street buildings. The City could utilize this as a resource and apply many of the principles shared in this report to downtown Colby.



- Create an overlay zoning district with regulations specific to downtown development. Allow for vertical mixed use (commercial on first floor with residential above) and other compatible uses.
- Promote available resources and programs for building improvements (i.e. WEDC, Wisconsin Small Business Development Center, Regional Building Fund, Inc., National Trust for Historic Preservation, etc.) to property owners and businesses.
- Create an identify or brand for the downtown, then reinforce and market the brand.
- Recruit local volunteers to work on creating or administering tools and helping to revitalize the downtown.
- Partner with Clark County Economic Development Corporation, the Colby Economic Development Corporation, and other community organizations for resources.
- Seek out grant opportunities that can help fund revitalization efforts.

8.7 Community Perspectives

Respondents to the 2023 Colby community survey shared their opinions

- In addition to planning for growth and development (50% respondents), 41% of respondents identified enhancing economic development as being one of the most important functions for the City.
- 54.55% of respondents disagree or strongly agree that Colby provides growth opportunities and support for businesses and entrepreneurs.
- Majority (89%) do not find downtown Colby to be inviting and vibrant.
- Almost all respondents believe it is important to provide services and incentives to retain and attract businesses with good-paying jobs.
- Almost all agree that diverse manufacturing employers and jobs are critical to the economy of Colby.
- 91% agree or strongly agree that the City should do more to promote and market development (residential, commercial, industrial park) opportunities.

Many of the comments provided related to the desire to make downtown a more attractive and inviting place.

- Needs to be more supportive of business development. Do more to help business growth
- Need more curb appeal and demolition of dilapidated buildings or to repurpose them; enforcement landowners property upkeep
- Downtown – missing small town vibe and charm
 - Looks horrible, except for a few buildings
 - Structures are dark and dull – no signage of what is there
 - Downtown is all converted to housing instead of businesses – should never be residential on ground floor
 - No many things to do in Colby – nothing new and exciting
- Highway 13 – not appealing, appearance is pretty run down

The majority of respondents (86%) agree that the City of Colby should work with surrounding communities, including the City of Abbotsford, on economic development initiatives.

The Plan Commission's appetite is to continue growth and development in the City. The desire is to find opportunities to better promote and market the area for growth, specifically given the City owns land that is ripe for development. It would also prioritize improvements to downtown and properties along Highway 13 to make it a more attractive, welcoming place to visit.

8.8 Economic Development Goals, Objectives, Policies, and Strategies

Goal 1:

Maintain, enhance, and continue to diversify the economy consistent with other city goals and objectives in order to provide a stable economic base.

Objectives:

1. Economic development initiatives should support existing businesses and promote a diversity of industry and business types and sizes.

2. Retain and provide new opportunities for local employment of citizens. The City's economy should be diversified to retain and attract workforce-aged people to the community.
- ~~3. Support agriculture as a strong component of the local economy which provides revenue at a minimal cost of service and supports related agricultural processing and service industries in which residents are employed.~~
4. Increase involvement, where appropriate, in supporting economic development activities.
5. Increase opportunities for affordable and quality housing that would meet the needs of locally employed individuals or families and the needs of future workforce.
6. Distinguish and promote features unique to the city in order to create a destination identity within the region ~~unique identity within the county.~~
7. Balance business growth and accommodating new development against the cost for providing services.
8. Provide adequate pedestrian areas and aesthetic features which encourage consumer activity and community character.
9. Encourage small business development and growth by providing adequate areas zoned for commercial development and professional offices, and encouraging support services and technical assistance for small businesses.
10. Continually pursue and evaluate the need for development of more industrial space and infrastructure to meet the needs of existing and future businesses who require such facilities.

Policies:

1. Maintain and grow strong partnerships, including that with the Colby Economic Development Corporation, Clark County Economic Development Corporation, West Central Wisconsin Regional Planning Commission, Chamber of Commerce and other local partners, for marketing and promoting economic development within the City. Collaborate and leverage resources towards shared goals.
2. The City of Colby shall continue to use tax increment financing (TIF) as a tool for redevelopment, infrastructure, and workforce and other housing needs identified in the housing element.
3. Work with partners to enhance the appearance of the Highway 13 corridor.

Strategies:

1. Support the Colby Economic Development Corporation's efforts to bring organizations and volunteers together to collaborate and enhance the community.
2. Continue to work with adjacent communities and actively participate in conversations related to the future of the rail line. Advocate for the rail to be revived in a way that will spur additional economic development in the City.
3. Continue to monitor the status of the City's Tax Increment Districts and amend, if necessary.
4. Continue to actively market the city-owned land that is available for development.
5. Create a welcome packet for new residents and businesses to promote existing businesses and workforce opportunities.
6. Work with the Chamber and Colby Economic Development Corporation to educate and encourage local businesses along Highway 13 and downtown to utilize incentives and financial assistance for building façade renovations.
7. Review land use regulations for consistency with the City's comprehensive plan.
8. Improve wayfinding and welcoming signage throughout the community.
9. The City of Colby and City Economic Development Corporation should periodically meet with the City's largest employers to discuss their plans, needs, and partnership opportunities.

Goal 2:

Downtown Colby is an attractive and inviting place to visit with a variety of businesses and community spaces.

Objectives:

1. Downtown provides a variety of places to visit and things to do.
2. Downtown amenities, stores, restaurants include niche-oriented businesses unique to the City.
3. Downtown is a safe and a friendly environment.
4. Downtown is a destination for the City's workforce, residents, and visitors.
5. Downtown is easily accessible, with safe connectivity to other parts of the City.

Policies:

1. ~~Actively pursue~~ Support and encourage the pursuit of funds or grants which promote redevelopment of, or improvement to, downtown properties. ~~main street development or the maintenance of historic features.~~
2. Encourage new builds near downtown to keep a more age-appropriate structure design that is compatible and represents the historic character of the community.
3. Maintain an active commercial presence on the street level of downtown buildings.

Strategies:

1. Consider bringing organizations and volunteers together to create a unified detailed vision and action plan to enhance downtown. Consider participating in WEDC's Connect Communities or UW-Extension First Impressions programs.
2. Consider developing downtown commercial building design standards including a requirement that commercial properties maintain first floor commercial space.
3. Increase property owner and business awareness of available incentives and potential financial assistance to support downtown building renovation and upkeep.

Goal 3:

~~Enhancement of The City has~~ quality employment opportunities.

Objectives:

1. Accommodate home-based businesses that do not significantly increase noise, traffic, odors, lighting, or would otherwise negatively impact the surrounding areas.
2. Work with ~~the Workforce Development Partnership~~ local employers and other partners to determine where labor shortages or needs exist.
3. Encourage the communication between the city and local established businesses to identify expansion and facility needs of the future.
4. ~~Keep the~~ Support the efforts of the City of Colby Economic Development Corporation ~~an active organization.~~

Policies:

1. Future development shall include a reasonable assessment of impacts to the city's tax base, public facilities, services and infrastructure.
2. Industrial park expansion or improvement shall be reviewed on a bi-annual basis.
3. An adequate supply of developable land or infill development areas shall be available, planned for and adequately regulated for commercial or industrial development within the community.

4. Highway corridor development shall be directed to designated planned commercial areas and address building signage, lighting, service and land use standards.
5. Ensure that there is an adequate supply of serviceable commercial and industrial land located close to adequate transportation services.
6. Encourage industries that provide educational and training programs and those that provide family- and high-wage employment. Maintain and expand public, private, and partnership programs that will provide skilled workers for higher paying jobs.

Strategies:

1. Expand the City Industrial Park north. Install infrastructure to support expansion.
2. **Organize Support** the Colby Economic Development Corporation as a marketing and promotional tool to facilitate economic development.
- ~~3. Actively market city-owned land for development.~~
- ~~4. Investigate the feasibility of establishing a Main Street Program through the State Department of Commerce.~~
- ~~5. Develop a city Transportation Committee to work with the WDOT and state legislators on STH 13 by-pass planning, business access and safety concerns.~~

8.9 Economic Development Partners and Programs

The following economic development plans, programs, and partners are important to achieving the goal and objectives of this element:

Tax Incremental Financing (TIF)

TIF is arguably the strongest economic development tool available to local governments in Wisconsin and can be used to finance infrastructure, building repairs, remediation, and developer incentives. Map 13 previously showed the active TIF districts in the City of Colby.

TID #	TID Type	Year Created	Current Date	Expiration	2023 TID Value	Increment
3	Mixed-Use	1/5/2021	1/5/2042		\$38,100	
4	Mixed-Use	6/7/2022	6/7/2042		\$1,428,100	

As of the end of 2023, per the WI DOR TID Annual Reports submitted by the City, both TIDs are running in a deficit, but the success of each TID depends on future expenses and revenues, which will need to be monitored carefully. Wisconsin statutes has a limit that no more than 12% of a community's total equalized value may be located in TIF districts. As of 2023, only 1.32% of the City's total equalized value is located in TIF districts.

Key Partners

The City of Colby does not have a governmental office solely focused on economic development matters and does not have a municipal economic development plan. Economic development in the City is a partnership and the community benefits from many great partners. Collaborating amongst partners is critical to economic development in the City.

There are a variety of local, regional, and statewide economic development programs, partners, and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in startup and expansion. Some past critical partners include:

Clark County Economic Development Corporation & Tourism Bureau
West Central Wisconsin Regional Planning Commission/Regional Business Fund, Inc.
State & Federal Agencies (WEDC, WDOT, USDA, EDA)
Local Businesses, Utilities, Realtors, and Entrepreneurs

In addition to these partners and resources, a variety of programs and tools are available to locally pursue economic development that aligns with these strategies. Appendix D includes additional economic development plans and programs that may benefit the community. Clark County EDC and WCWRPC can both assist in identifying funding opportunities for proposed economic and business development projects.



9. INTERGOVERNMENTAL COOPERATION

9. Intergovernmental Cooperation

The environmental, economic, and social health of a community, surrounding areas, and regional are interconnected. Many issues (e.g., schools, natural resources, highways) cross intergovernmental boundaries and the decisions, plans, and policies of one community can impact neighboring jurisdictions. There are many instances when entities abut and overlap with a variety of other entities, and advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, and other resources across jurisdictions.

Through intergovernmental cooperation, communities can anticipate conflicts and, in turn, identify potential solutions to mitigate such conflicts. Governmental units may also work together to capture opportunities for cost-sharing, competitive bidding, and the leveraging of available resources to everyone's benefit. Cooperation is key to strengthening a region economically while conserving and preserving resources.

Wis. Stats §66.1001 requires this plan element include:

- An analysis of intergovernmental relationships and the incorporation of related plans and agreements.
- The identification of existing or potential conflicts between the City and other governmental units and the processes to resolve such conflicts.
- A compilation of policies, programs, etc., for joint planning and decision making with other jurisdictions for the siting and building of public facilities and sharing public services.

Intergovernmental Cooperation Benefits

There are many reasons intergovernmental cooperation makes sense. The following are some examples:

1. **Cost savings** – Cooperation can save money by increasing efficiency and avoiding unnecessary duplication. Cooperation can enable some communities to provide their residents with services that would otherwise be too costly.
2. **Address regional issues** – By communicating and coordinating their actions, and working with regional and state jurisdictions, local communities are able to address and resolve issues which are regional in nature.
3. **Early identification of issues** – Cooperation enables jurisdictions to identify and resolve potential conflicts at an early stage, before affected interests have established rigid positions, before the political stakes have been raised, and before issues have become conflicts or crises.
4. **Reduced litigation** – Communities that cooperate are able to resolve issues before they become mired in litigation. Reducing the possibility of costly litigation can save a community money, as well as the disappointment and frustration of unwanted outcomes.
5. **Consistency** – Cooperation can lead to consistency of the goals, objectives, plans, policies, and actions of neighboring communities and other jurisdictions.
6. **Predictability** – Jurisdictions that cooperate provide greater predictability to residents, developers, businesses, and others. Lack of predictability can result in lost time, money, and opportunity.

7. **Understanding** – As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another's needs and priorities. They can better anticipate problems and work to avoid them.
8. **Trust** – Cooperation can lead to positive experiences and results that build trust between jurisdictions.
9. **History of success** – When jurisdictions cooperate successfully in one area, the success creates positive feelings and an expectation that other intergovernmental issues can be resolved as well.
10. **Service to citizens** – The biggest beneficiaries of intergovernmental cooperation are citizens for whom government was created for in the first place. They may not understand, or even care about, the intricacies of a particular intergovernmental issue, but all Wisconsin residents can appreciate their benefits, such as costs savings, provision of needed services, a healthy environment, and a strong economy.

9.1 Existing Intergovernmental Agreements, Plans, & Relationships

The City of Colby has many relationships with other governmental jurisdictions. The following are some of the key intergovernmental agreements, plans, and relationships:

- The City is located in **Clark and Marathon Counties**. As a multi-county community, it works with both counties to address items in the community. The City generally falls more in line with Clark County and is more distance from Marathon County.
 - The City works with Clark County Economic Development Corporation and Tourism Bureau on development opportunities.
 - The City purchases salt by the tonnage (cost savings) from Marathon County.
 - City residents utilize a variety of County-level services, including the **Aging and Disability Resource Center (ADRC), Veterans Services Office, Public Health, and Human Services**.
 - The City coordinates with the **County Highway Departments** on highway maintenance and snow/ice removal.
- The City is bounded by the **Town of Hull and Town of Colby**.
 - As shown on Map 14, the City has a 1.5-mile extraterritorial planning area (excluding the City of Abbotsford). The City has not utilized its extraterritorial plat (ETP) review authority. Multiple incorporated areas cannot overlap ETP review areas.
 - The City does not have a cooperative plan or boundary agreement as defined under Wis. Stats. §66.0307 with any town.
 - The City has a cooperative agreement with the Town of Hull and Town of Colby for the maintenance of the joint Colby Cemetery located in the Town of Colby.

- The City is also bounded by the **City of Abbotsford** to the north. While the relationship has struggled, the City of Colby feels it has improved immensely in recent years. The two communities work well together to provide services to residents.
 - The joint Colby/Abby police department is a partnership between the two communities for police services. The agreement, including cost sharing terms, is reviewed every five years.
 - The Abby/Colby Crossings Chamber, while not a governmental jurisdiction, works to support businesses in both cities. It is important to recognize that the communities compete with each other for growth and economic development.
 - The City has mutual aid emergency assistance with the City of Abbotsford.
- The City also works closely with other **Clark County communities**.
 - The City participates in the United Communities of Clark County (UCCC) group to collaborate on projects and pricing.
 - Abbotsford, Colby and Dorchester partner on contracting for refuse/recycling services; this provides an opportunity for better pricing.
 - The Village of Curtiss allow the City of Colby to use their vac truck (the loan or grant funding used to pay for the truck stipulated that it had to share the equipment)
- Emergency management and emergency services have significant intergovernmental cooperation.
 - Overall emergency management in Clark County is coordinated by the **County Emergency Management** office, which includes related training and support.
 - The City participates in the **Clark County Hazard Mitigation Plan** coordinated by the County Emergency Management office and the regional planning commission.
 - **Central Fire & EMS** provides services to the City of Colby along with six other municipalities (City of Abbotsford, Village of Dorchester, Town of Colby, Town of Holton, Town of Hull, Town of Mayville).
 - The City has mutual aid (disaster aid with equipment) with surrounding communities in case of emergencies.
- The City is served by the **Colby School District** and **North Central Technical College**, which are taxing jurisdictions. The Colby school campus, located on the north end of the City, contains the elementary, middle and high school for the District. Overall, the City has minimal involved in school facility planning and operations.
 - The City is partnering with the Colby School District on Safe Routes to School Planning and projects.
 - The School District Superintendent is a member of the Colby Economic Development Corporation.
- The City also has relationships with other regional and state agencies.
 - The Chippewa County Housing Authority provides housing services throughout the region including Clark County.

- Being located in counties that are members of regional planning commissions (Clark County is a member of WCWRPC while Marathon County is a member of NCWRPC), the City received additional planning and development support opportunities.
 - For example, WCWRPC is designated as an economic development district by the U.S. Economic Development Administration.
 - WCWRPC has assisted the City in a variety of planning efforts, including this comprehensive plan update, City Outdoor Recreation Plan, and Safe Routes to School planning.
- There are a variety of state agencies that the City coordinates with, including WDOA, WDOT, WDNR, WDPI, WEDC, WPSC, among others.

There are no military installations, lake districts, drainage districts, or additional overlying taxing jurisdictions within the City of Colby.

9.2 Intergovernmental Issues and Opportunities

While the City of Colby has established partnerships and relationships with surrounding communities and other jurisdictions, there are opportunities for new or continued services and program administration.

- Continue to work with neighboring communities to reduce cost for providing services for items such as road maintenance, fire and emergency services, solid waste and recycling, etc.
- Work with the Chippewa County Housing Authority to promote the regional housing programs available to residents in the Clark County portion of the City.
- Continue to collaborate with County and multi-jurisdictional partners such as the UCCC, Clark County EDC, and Abby/Colby Chamber.
- As neighboring community comprehensive plans are updated, the City should review and identify any opportunities or concerns.
- The City should communicate future growth plans and desires with adjacent towns.
- The City should continue to strengthen its relationship with the City of Abbotsford.

There are also challenges to partnership and intergovernmental cooperation, including:

- Communities often like to retain their identify and control over services; this can often be a barrier to sharing some services.
- Different communities sometimes have different standards and expectations regarding service levels.
- Cost breakdown for joint services (e.g. Colby Abby Police) amongst municipalities can be contentious.

9.3 Community Perspectives

Residents to the 2023 community survey strongly support (29 or 33 respondents said yes) working with surrounding communities, including the City of Abbotsford, on economic development initiatives. Given the City of Colby's northern boundary intermixes with City of Abbotsford's, it's hard to distinguish and differentiate the community jurisdictions near Highway 29. Development that occurs in one community could likely benefit the adjoining community – impacts, both positive and negative, from growth and development do not stop at a community's border.

9.4 Potential Intergovernmental Conflicts & Resolution

While the City of Colby generally maintains a cooperative relationship with adjacent communities, potential conflicts or issues can arise. Potential conflicts can be most effectively addressed in a “pro-active” fashion. In other words, pursuing opportunities will often avoid future conflicts. The following potential conflicts may develop through the course of the planning period:

	Potential Conflict	Process to Resolve
1	Growth and land use compatibility adjacent to or near the City's boundary. The possible future annexation and/or provision of utilities of anticipated growth areas.	• Maintain communications with Town officials and County planning staff. • Identify anticipated growth areas. • Encourage the sharing of plans with adjacent and overlapping jurisdictions as well as the exchange of comments on draft plans. Strive for plan compatibility. • Utilize Extraterritorial Plat Review authority and coordinate with the City of Abbotsford when extraterritorial plat review overlaps. • Encourage the creation of cooperative boundary agreements with towns for anticipated growth areas.
2	Concern over unregulated land use in bordering towns and municipalities negatively impacting City of Colby landowners and residents.	• Meet with adjacent local town and municipal officials to encourage local land use planning efforts. • Review and provide comments on draft comprehensive plans developed by neighboring towns and cities. Also provide review of any County plans.
3	Disagreements, liabilities, and cost-sharing conflicts over the provision of emergency services or public infrastructure.	• Create joint committees/work groups to provide advisory recommendations as needed. • Establish or amend mutual aid or other service agreements as needed.

9.5 Intergovernmental Cooperation Goal, Objectives, Policies, and Strategies

Goal:

Colby maintains communication and working relationships with adjacent and overlapping governmental jurisdictions on issues to benefit the community and the surrounding region.

Objectives:

1. Establish mutually beneficial intergovernmental relations with other units of government.
2. Coordinate and communicate planning activities with other communities in the county to address regional issues that cross political boundaries and jurisdictions, to ensure efficient use of resources, and to provide for increased certainty between all levels of government, developers and landowners.
3. There are ongoing efforts to enhance the provision of coordinated public services and facilities such as police, fire, emergency rescue, waste management, transportation systems (e.g. roads, bike/pedestrian routes, transit, etc...), parks and recreation with other units of government.
4. Improve working relationships with neighboring communities and the counties to provide efficient and cost effective emergency services, street maintenance, and other services when appropriate.
5. Create opportunities for joint equipment ownership with neighboring communities for road maintenance and emergency rescue equipment.

Policies:

1. Identify alternative solutions to existing or potential land use, administration or policy conflicts that may hinder intergovernmental cooperation.
2. Improve cooperation and coordination with adjacent municipalities with respect to long-range planning and land use controls.
3. Maintain communication to the public regarding the announcement of meetings, activities, development projects, programs and issues.
4. Improve communication with the Clark and Marathon County Boards of Supervisors regarding local issues, concerns, desires and successes.
5. Pursue opportunities for cooperative agreements regarding annexation, expansion of public sewer and water services, and growth management with adjoining communities.
6. Encourage joint meetings between local government units to encourage discussion and action on area issues.
7. Continue public meetings to exchange information and increase public understanding and acceptance of innovative planning tools, programs and regulatory procedures.
8. Maintain constructive relationships with the various levels of government and private organizations which have a vested interest in the protection and conservation of land and water resources and economic and housing development.
9. Address cooperative agreements to address administration functions such as code enforcement, permitting and data base management.
10. Cooperative planning efforts with surrounding communities, counties, and applicable agencies and special purpose units of government should be pursued when appropriate including:
 - a. Cooperative land use planning along boundaries
 - b. Open discussion of plan and ordinance amendments and updates
 - c. Joint planning for overlapping jurisdiction or areas of mutual interest
 - d. Joint purchasing or use of equipment, facilities or services

11. Review intergovernmental agreements annually for their effectiveness and efficiency.
12. The community shall identify key negotiators such as spokesperson, facilitator (3rd person), and support staff (legal counsel, technical advisors, financial advisors) that would be utilized for any intergovernmental agreements.
13. Neighboring communities and districts shall be invited to any future meetings in which amendments or updates to the comprehensive plan are made or discussed.
- ~~14. A multi-jurisdictional planning effort shall be considered when the comprehensive plan is updated.~~
15. Before the purchase of new community facilities or equipment or the re-instatement of service agreements, the community shall pursue options for trading, renting, sharing, or contracting such items from neighboring jurisdictions.
16. Involvement with the United Communities of Clark County shall be maintained as long as the organization remains active.
17. Support the continuation of joint city/county policy discussions.

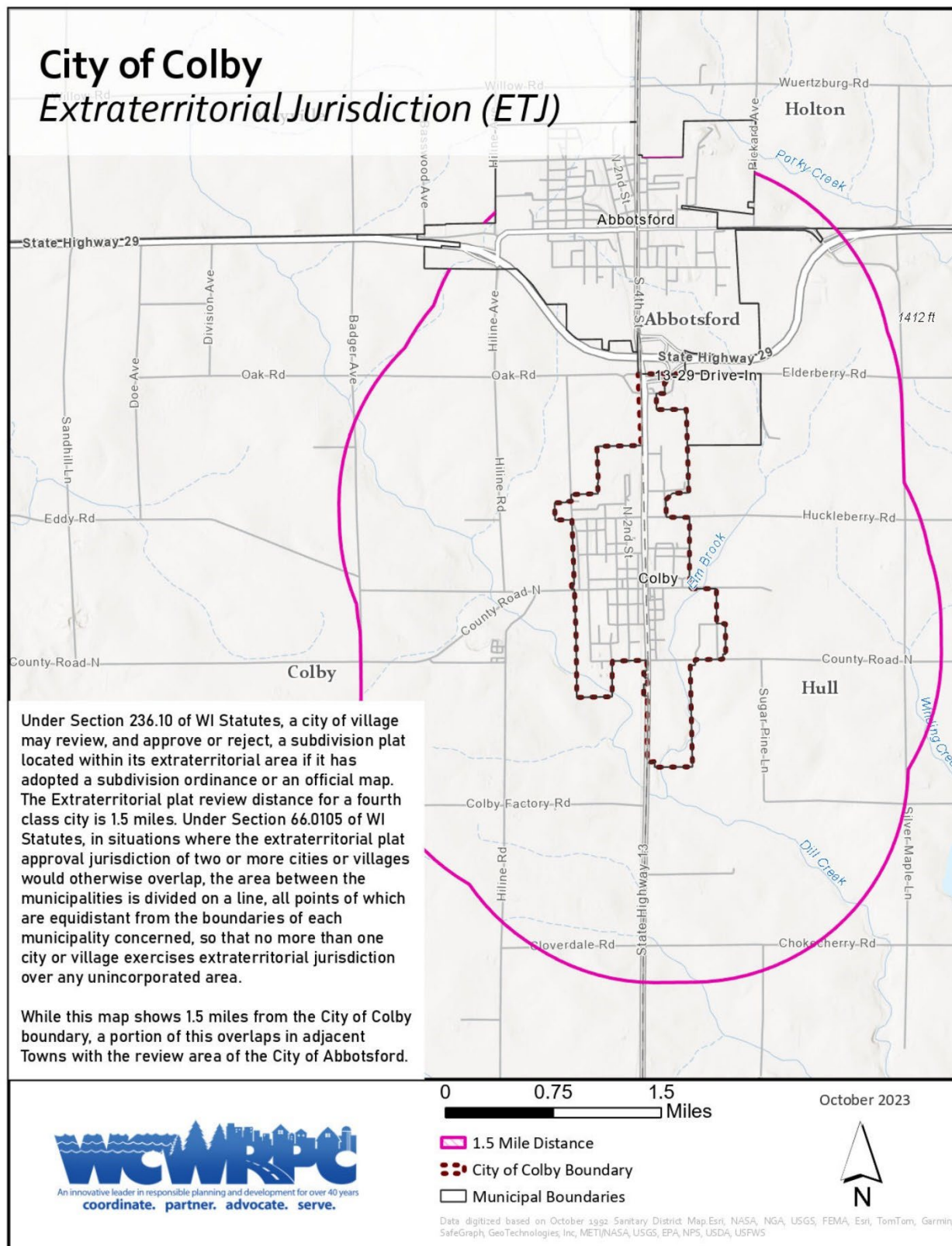
Strategies:

- ~~1. See Section 7.9, Intergovernmental Opportunities, Conflicts, and Resolutions for other city actions.~~
2. Hold or participate in opportunities such as public forums and workshops to exchange information and increase public understanding and acceptance of innovative planning tools, programs and regulatory procedures.
3. Meet with Clark and Marathon County Department staffs and neighboring community officials to explore opportunities for the cooperative administration of services and programs.
4. Pay annual dues to the United Communities of Clark County (UCCC) to maintain membership and participation.
5. Pursue bulk purchasing arrangements with neighboring local governments.

9.6 Intergovernmental Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that assist with intergovernmental cooperation, many of which are summarized in Appendix E.

Map 14 ETJ 1.5 Mile Boundary From City of Colby



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10. LAND USE

10. Land Use

The use of land is a critical factor in guiding the future growth of any community, whether it is rural, urban, or suburban. Good land-use planning analyzes current conditions and trends, and provide a way in both the public and private sectors can make informed decision. Individual decisions and actions are coordinated so that needed infrastructure and services are available and resulting development is complementary.

The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny. Many rural Wisconsin communities are facing problems due to unplanned growth: degradation of the natural environment, a loss of community character, traffic congestion, inefficient sprawling development, and increasing infrastructure and maintenance costs. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of such concerns can be avoided or mitigated.

10.1 Existing Land Use

Table 11 summarizes the types and acreage of existing land use within the City of Colby and corresponds with Map 15.

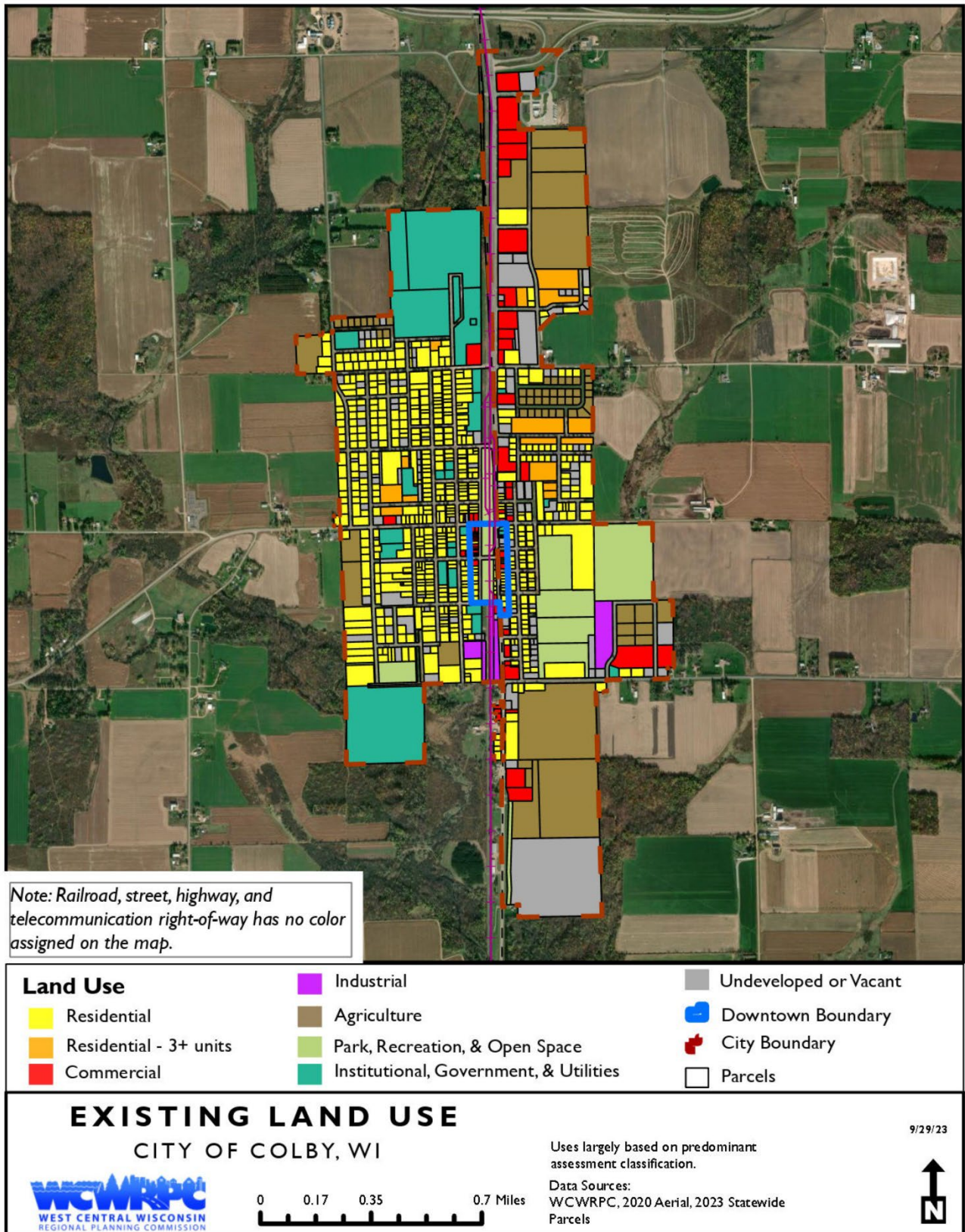
Table 11 City of Colby Land Use

Existing Land Use	# of Tax Parcels	% Tax Parcels	Total Land Use Acres	% Acres
Residential	572	63.1%	248	28.6%
Residential (3+ Dwellings)	17	1.9%	31	3.6%
Commercial	62	6.8%	54	6.2%
Industrial	5	0.6%	15	1.7%
Institutional & Government & Utilities	28	3.1%	135	15.6%
Agriculture	66	7.3%	183	21.1%
Park, Recreation, & Open Space	11	1.2%	87	10.0%
Undeveloped or Vacant	145	16.0%	114	13.2%
TOTAL	906	100.0%	867	100.0%

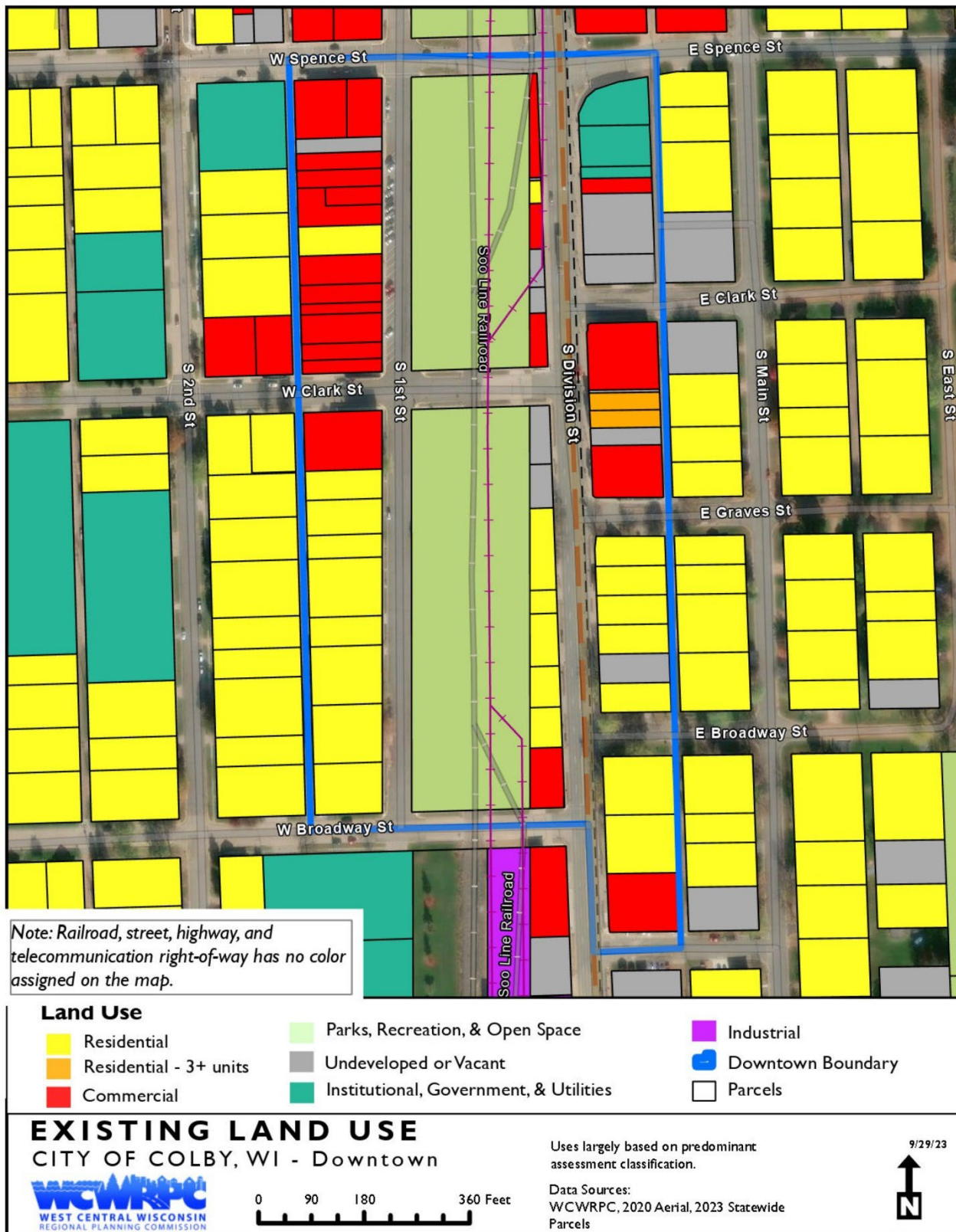
source: WI State Cartographer's Office, Wisconsin Land Info. Program, City of Colby and WCWRPC (excludes ROW and Rail parcels)

Map 15 shows existing Land Use in the City while Map 16 focuses in on ‘Downtown’ Colby. The table and maps were based on 2023 assessment and parcel GIS data, aerial imagery, and modifications by the City Plan Commission due to local knowledge of the land uses.

Map 15 City of Colby Existing Land Use



Map 16 Downtown Colby Existing Land Use



For the land **uses in Table 11, Map 15, and Map 16:**

- Existing use was determined on a tax parcel basis.
- The existing land uses within the City are based on the predominant assessed land use by parcel from GIS data obtained from the State of Wisconsin parcel database, aerial imagery review, and comments of the draft map by the City Plan Commission.
- Generally, for parcels less than five acres with multiple assessment classifications, the most intensive land use is shown as the predominant use. For example, a commercial parcel may largely be undeveloped or have residential, such as vertical mixed use downtown (commercial on street floor with residential above).
- Generally, for parcels greater than five acres with multiple assessment classifications, the assessed use with the most acreage is shown as the predominant use.
- Road and Rail right-of-way are not included.

Table 12 provides a comparison of the assessed land use in the City in 2012 and 2022 from the Wisconsin Department of Revenue based on land use tax categories. This table does not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.

The Wisconsin Real Estate Class Definitions for each land use classification in the table is summarized below:

- Agricultural – Land exclusive of buildings and improvements that is devoted primarily to agricultural use as defined by rule. Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as “Agricultural.”
- Forest – Land is covered by dense stands of trees or land that is producing or capable of producing commercial forest products. This can include acreage under the Managed Forest Law for which tax credits are provided to a participating landowner.
- Agricultural Forest – This is productive forest land contiguous to assessed agricultural land under the same ownership.
- Undeveloped – defined as bog, marsh, lowland brush, and uncultivated land zoned as shoreland or other nonproductive lands not otherwise classified. Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and “Ag Forest” are typically assessed at 50% of its full value.
- Residential – Any parcel or part of a parcel of untilled land that is not suitable for the production of row crops on which a dwelling or other form of human abode is located.
- Commercial – Properties where the predominant use is the selling of merchandise or a service. This includes rental residential (apartments), though efforts were made to identify and classify rental housing as residential in the existing land use map.
- Manufacturing – Property consists of all property used for manufacturing, assembling, processing, fabricating, and making or milling tangible personal property for profit. It also includes establishments engaged in assembling component parts of manufactured products as well as mineral extraction and sand mining operations. All manufacturing property is assessed by the Wisconsin Department of Revenue.
- Other – Comprised of several land uses including transportation corridors, utility corridors, dwellings and land for the farm operator’s children, parents, or grandparents, etc.

Table 12 Land Use Acreage and Assessed Value Per Acre, City of Colby 2012 and 2022

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2012									
# Parcels	12	-	2	-	719	114	10	-	857
# Improved	-	-	-	-	558	81	5	-	644
Acres	169	-	52	-	82	115	17	-	393
Land Value per Acre	\$163	-	\$298	-	\$71,443	\$26,352	\$16,047	-	\$23,421
Improv. Value per Imp. Parcel	-	-	-	-	\$71,447	\$190,202	\$634,440	-	\$90,754
2022									
# Parcels	57	-	5	5	673	121	4	-	865
# Improved	-	-	-	-	570	75	2	-	647
Acres	135	-	40	14	253	116	12	-	570
Land Value per Acre	\$179	-	\$1,215	\$629	\$28,555	\$35,453	\$11,183	-	\$20,268
Improv. Value per Imp. Parcel	-	-	-	-	\$79,234	\$239,897	\$1,157,800	-	\$101,192
Difference									
# Parcels	45	-	3	5	-46	7	-6	-	8
# Improved	-	-	-	-	12	-6	-3	-	3
Acres	-34	-	-12	14	171	1	-5	-	177
Land Value per Acre	\$16	-	\$917	\$629	\$ (42,888)	\$ 9,100	\$ (4,864)	-	\$ (3,154)
Improv. Value per Imp. Parcel	-	-	-	-	\$ 7,788	\$ 49,695	\$ 523,360	-	\$ 10,438

Source: Wisconsin Department of Revenue

Table 12 Notes:

- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.

Based on this data, the following are the most notable existing land use conditions and trends in the City:

- In 2022, about 44% of the acreage within the City was assessed as residential; 24% as agricultural, and 20% as commercial.
- In 2022, 77% of the parcels in the City were assessed as residential, This total does not include additional residential on the second floor of commercial buildings downtown or part of a home-

based business on a parcel assessed commercial. Some apartment units and mobile home lots assessed commercial may also be “missing” from the residential numbers.

- Per the 2022 Assessment Report for the City, about 85% of residential-assessed parcels are improved, leaving about 103 unimproved residential parcels, some of which would be available for infill over time. However, some of these parcels have development limitations or the current landowner is maintaining it as open space with no intent to sell.
- Commercial parcels account for approximately 14% of the assessed parcels within the City, or approximately 20% of the acreage in the City.
- Per the WI DOR 2022 Assessment Report, undeveloped land accounts for only 2% of the total acreage of assessed lands within the City.
- During the ten-year period of 2012 to 2022, residential assessed acreage in the City increased by 171 acres; the majority of this additional residential acreage is reported as being in Clark County. It is possible that some of this is due to a reclassification or reporting error as the reduction in agricultural and forest lands was significantly less.

10.2 Supply, Demand, and Price Trends of Land

Several factors have influenced the way in which land use change and development has occurred in the City of Colby. These factors are a combination of market/economic forces, public infrastructure, personal desires, and natural amenities (topography, vegetation, water resources). Most notably:

- **Demographic Trends** – As discussed in Section 3, the area’s population is aging, which has implications for housing demand. Further, commuting times have been increasing, demonstrating that the workforce is willing to travel further to between their home, place of employment, retailers, and entertainment. Given such mobility, the quality of life offered in a community becomes an increasingly important factor when determining where a household chooses to live.
- **Economic Trends** – As the agricultural economy has changed over the past fifty years and the number of family farms significantly decreased, the economic functions of rural communities have also changed, especially impacting historic downtowns. As a result, the types of services available in small communities have changed, with retail often increasingly replaced by larger chain stores (e.g., Menards, Walmart) in larger communities. Increasing commuter-sheds and the emergence of e-Commerce have also impacted these economic trends. Since the late 1980s, the value of and price paid for land within the region has seen a steady increase. This increase is not expected to slow, except for minor dips related to the national economy.
- **Public Infrastructure** – Public infrastructure, especially transportation and water and sewer utilities network, contributes to the overall development pattern of the City as the network provides access to buildable land.
- **Proximity** – Growth pressure from urban areas is expected to continue over the next 20 years, though likely at a slower pace compared to the 1990’s and early 2000’s.

Two indicators of a dynamic economy and potentially changing land use patterns are land sales and prices. These two indicators show a demand to convert undeveloped or under-developed land to more intensive uses such as residential, commercial, or industrial. In turn, additional community services may be needed to support this change.

The 2012 and 2022 data in Table 12 provides the following insights regarding assessed land values within the City.

- The land value per acre in the City is highest for commercial parcels.
- The residential land value per acre decreased significantly, but the significant increase in acreage also likely skews this number.
- Commercial land values saw the largest increase per acre during the ten-year period at just over \$9,000.

10.3 Barriers to Development and Land Use Conflicts

The Colby Plan Commission did not identify any specific land use conflicts. However, section 2.3 and previous elements of this plan identify various conditions and potential land use conflicts that may pose physical, infrastructure, or policy barriers to development within the City of Colby, including:

- As discussed in Section 3, there is unmet housing demand. Related, workforce availability with the skills desired by businesses and industry is an ongoing challenge in the region and a barrier to economic development.
- Map 11 in Section 6 identifies the environmentally sensitive areas within the City, including areas with steep slopes, wetlands and 100-year floodplain area. These areas reduce the acreage of land within the City that is available for development. Such limitations do not halt development from occurring but may suggest or require special action or expense for construction or to mitigate potential impacts (e.g., careful siting, no basement, sump pumps).
- As discussed in Section 10, intergovernmental conflicts regarding annexation and growth have the potential to arise in the future.
- The City Plan Commission did not identify any specific regulatory or policy barriers that are restricting development within the community. Instead, the Plan Commission recognized that more could be done to market and encourage development opportunities.

Utilities and community facilities can also pose development limitations or be used to guide development. In the City of Colby, utilities are not a barrier to future development, with the exception of water availability which precludes the City from allowing a high-water user to locate in the City.

10.4 Opportunities for Infill or Redevelopment

The City of Colby Plan Commission identified the following primary opportunities for infill, adaptive reuse, or redevelopment:

- There are properties along Highway 13 that could potentially be redeveloped. While currently used for residential, the Plan Commission is open to redevelopment as residential or commercial use.
- Downtown buildings – there are a few buildings downtown that are vacant and available for use

These sites, and others available throughout the community, provide opportunities for development on sites that are already serviced with infrastructure.

10.5 Projected Land Use Supply and Demand

The use of land is the most important factor in managing the future growth of any community. Land use trends suggest what changes are occurring regarding type, location, and intensity of land uses over time.

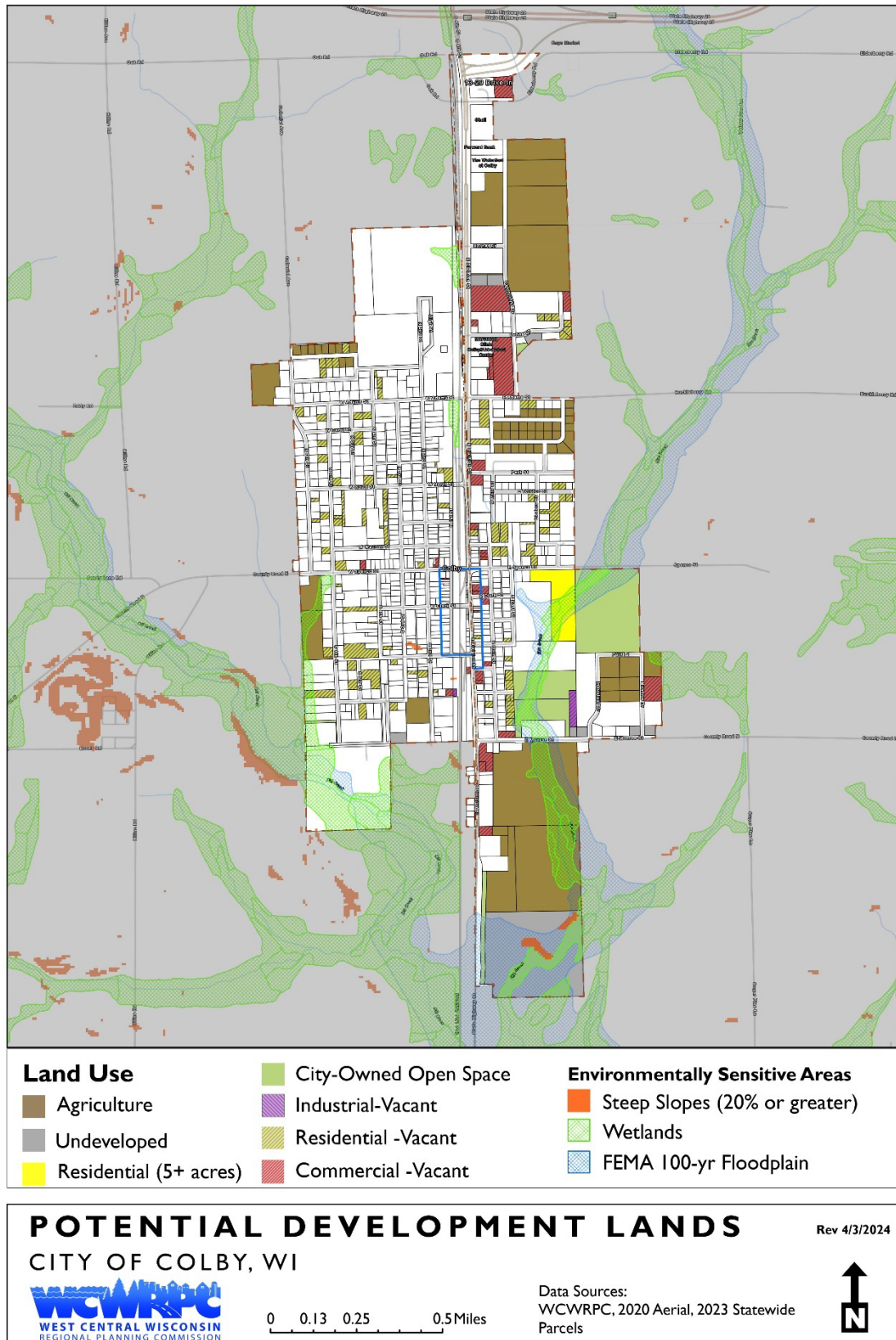
As mentioned in Section 10.3, there are several factors that may serve as a limitation to development, one of them which is environmentally sensitive features (steep slopes, wetlands, floodplains). Map 17 was prepared to help assess what lands in the City could potentially be developed in the future. The map identifies lands that are currently used for agriculture, city-owned open space, and undeveloped or vacant lands, along with residential lands that are 5+ acres and could potentially be subdivided in the future for further development. To better understand how much of these lands could potentially be developed, environmentally sensitive areas are also included. Based on the analysis shown in Table 13, there is approximately 273 acres of developable lands within the City.

Table 13 Potential Developed Lands

ELU	Total Acres	Acres In ESA	Developable
Agricultural	182.6	28.3	154.3
Commercial-Vacant	25.6	0.0	25.6
Industrial-Vacant	1.5	0.0	1.5
Residential-Vacant	36.5	0.4	36.1
Residential >5 Acres	10.8	4.2	6.6
Open Space	49.2	15.0	34.2
Undeveloped	50.4	35.6	14.8
TOTAL	356.5	83.5	273.0

Keep in mind that in some cases a lot could be owned by an adjacent homeowner and used as part of their primary residence making it unavailable for building. Additionally, there may be other constraints, such as development restrictions (i.e. conservation easement), landowner willingness to sell, or lack of infrastructure availability, that can make development of these parcels not feasible, at least in the foreseeable future.

Map 17 Colby Potential Development Lands



In accordance with State planning law, comprehensive plans must include 20-year land use projects in five-year increments. As such, this plan has a year 2044 planning horizon. Future land use activities and their resulting change to the landscape over the next 20-year period are difficult to predict. Changes in the local or national economy, natural disasters, and the overall change in year-round residents are some of the factors that can influence how land use activities may change in the future.

Table 14 below provides projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses in the City through year 2045.

Table 14 City of Colby Projected Land Use Demand, 2020 - 2045

Year	Population	Renter/Owner Housing Units Needed	Residential (acres)	Commercial (acres)	Industrial (acres)	Agriculture (acres)
2020/2023	1,952	38 / 14	279 (2023)	54 (2023)	15 (2023)	183 (2023)
2025	2,001	9/12	+10	+3	+5	-15
2030	2,051	10/14	+4	+3	+200	-15
2035	2,102	10/14	+4	+3	+0	-15
2040	2,155	11/16	+5	+3	+10	-15
2045	2,209	10/15	+5	+3	+0	-15
Difference	+257	88 / 85	+28	+15	+215	-75

The projections are largely driven by the population projections in the second column, which are taken from the alternative projections prepared for the City in Table 2. The acreage estimates in the first row are the same as the 2023 estimates from the existing land use table and map in Section 10.1. The above is one projection of what may occur. The future will largely be determined by population changes and the manner in which the City guides, attracts, and manages growth. Given this uncertainty, these projections should be used for general planning purposes only.

Opportunities for residential, commercial, and industrial infill and redevelopment exist within the City. There are some available existing residential lots as well as new residential development being considered. Commercial infill and redevelopment opportunities are available downtown and along Highway 13. There are also a few undeveloped sites available in the Industrial Park.

The following assumptions were used to develop the land use projections in Table 14:

Residential Land Use Growth Projection

The housing market in the City of Colby is tight; as noted in Section 4, the 2020 Census identified the homeowner vacancy rate in the City to be 0.4%, well below the healthy range of 2-2.5%. The need for additional housing units was mentioned in the 2023 community survey as well as by the Colby Plan Commission. The estimated housing units in the third column of Table 14 were taken from the estimates prepared in Table 6; see section 3 for details and qualifiers of these projections, but it assumed that the general mix of rental to owner housing will remain unchanged. While the 2020 residential acreage demand in the previous table reflects the current residential acreage, it does not accommodate the 2020 housing units still needed in the first column (to account for the low vacancy rates and overcrowding). To account for this, the 2025 residential acreage demand is based on the total 2020 and 2025 housing units needed. Based on past and anticipated residential densities the following additional assumptions were used to project residential land use needs:

- Renter units – Projected rental acreage is based on an average of one rental unit per 0.05 acres, plus an additional 15% in acreage demand to accommodate infrastructure, common spaces, and market factors.
- Owner units – It is assumed that the majority of new owner residential development will continue to be on residential lots of .23 acres. An additional 15% in acreage demand is also included to accommodate infrastructure, common space, and market factors.

Commercial Land Use Growth Projection

From 2012 to 2022, assessed commercial acreage in the City increased by just one acre. Despite this limited increase in commercial growth, given the proximity to Highway 29 and land available for development, the City anticipates a higher level of demand for commercial growth. the City has taken actions to promote and market city-owned property for development, including commercial uses. For the growth assumptions in Table 14, the projections provide for an additional demand of 3 acres every five years, not including residential housing of 4+ units (which is assessed as commercial in Wisconsin).

Industrial/Manufacturing Land Use Growth Projection

From 2012 to 2022, assessed manufacturing acreage within the City decreased. It is possible that the reduction is a result of Packaging Corporation of America (PCA) moving operations out of the City in 2018. In 2022 Loos Machine purchased the old PCA building to accommodate an expansion to its manufacturing facility.

Projecting industrial development is a challenge since such growth is often slow in smaller, rural communities, and the land needs of different manufacturers can vary significantly. Economic development contacts within the region suggest that larger industrial or business park lots are often desirable when attracting new development – it is easier for developers to subdivide lands as opposed to assembling parcels. When it relates to size, the bigger the better. Within the region, the *Chippewa County Business Park Feasibility Study* completed in 2019 identified that “...having a shovel-ready site of over 200 acres could be a competitive advantage in this region.”

The growth assumptions in Table 14 suggest an additional 200 acres be provided for industrial uses within the next 5-10 years to accommodate one or more larger developments. In total, the demand projections assume an additional 215 acres will be needed by 2045. It is also possible that this demand would incorporate complementary commercial uses such as warehousing, research & development and offices.

Agricultural Land Use Growth Projection

Generally, agricultural lands within the City limits are likely to be developed over time as the private marketplace and development limitations allow. As more development occurs, agricultural acreage within the City will decrease overall. Table 14 suggests a 3 acre/year decrease in agricultural land use as these areas develop, though this rate of decrease is expected to vary.

Existing Supply vs. Projected Demand – Growth Capacity

As discussed in Section 5, the City’s sanitary sewer has an adequate capacity for the projected growth. The City’s water system can handle some additional growth but will need another water source in the future; and as previously discussed, the system cannot handle an unusually heavy water user. In all,

Table 14 projected that 258 acres of developable land would be needed within the 25-year planning period:

- 28 acres of residential land
- 15 acres of commercial land
- 215 acres of industrial land

As noted in Table 11, there are approximately 233 acres of Undeveloped and Agricultural lands. As discussed earlier in the section, not all of this land is developable due to site characteristics (e.g., size, dimensions, location), development limitations (e.g., steep slopes, wetlands, floodplain), and available infrastructure (e.g., water, sewer). As identified in Table 13, about 64 acres of these Undeveloped and Agricultural lands are environmentally sensitive areas, further reducing the potentially developable land to 169 acres.

As shown on Map 17, in addition to agricultural or undeveloped lands, there are also lands currently assessed and planned for development (residential, commercial and industrial) that are currently not built on and considered vacant. These are prime sites for development; however, it is unknown whether these are held by adjoining properties or the intentions of those private landowners.

10.6 Preferred Future Land Use Plan

The Preferred Future Land Use Map, Map 18, is intended to be a general guide for development and a basis for applying the goals, objectives, and strategies in this Comprehensive Plan. As a decision-making tool, it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the map. The map is long-range and will need to be reevaluated periodically to ensure that it remains consistent with changing trends and conditions. The City should utilize this map when acting on zoning decisions, amendments to the City's zoning map, and for other land-use decision making. Concurrent review of the future land use map and the City's zoning map will ensure consistency between planning and zoning decisions. Zoning decisions must be consistent with the City's Comprehensive Plan.

The future land use map is also generalized and some existing land uses differ from the preferred land uses. While the City should strive towards consistency between preferred and actual land uses, there is not an expectation that all such existing "non-conforming" uses will be changed during the planning period for greater consistency. In short, some differences between the future land use plan map, the zoning map, and actual land uses will exist, though the plan and zoning ordinance may still be deemed consistent.

Preferred Future Land Use Classifications

The following land use classifications are descriptions used to define areas within the City that are desired to generally be of consistent character, use, and identity as reflected in the preferred future land use map. It is important to remember that these are not zoning districts. As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, storm water management systems, and parks, open space, and recreation, but may include other governmental facilities. It is not the intent of the Future Land Use Map to completely identify each of these facilities; therefore, they may occur in most any land use category described below.

Residential

The residential classification is designed to include existing and planned residential uses. Low-impact, home-based commercial activities and institutional uses (e.g., churches, schools, group homes, clinics) may be appropriate in these areas.

Residential areas may vary in form, building types, and building styles. The most common form for the City will be single-family residential lots, although a variety of types and densities are welcome depending on the context of the site and surrounding uses. Multi-family residential structures may serve as a transition between single-family neighborhoods and commercial or industrial area. Streets with curbs, sidewalks, and vegetated terrace areas are typical.



Commercial

The commercial classification is designed to include existing and planned general commercial development. These areas are generally located along Highway 13 or downtown on 1st Street. Certain institutional uses and utilities may also be compatible in this category. It is the City's desire to maintain downtown as the traditional historic commercial area, with a distinct form, while commercial development along Highway 13 is more auto-oriented. The table below summarizes some of the differences between commercial development in downtown versus that along Highway 13.

	Downtown Colby Commercial	Highway 13 Commercial
Desired Uses	Destination-oriented Mixed-use, with ground floor commercial and residential above	Highway-oriented Often single-story with one or more commercial users
Setbacks	Shallow, with buildings close to the street	Fairly deep, often for on-site parking
Parking	On-street	On-site
Stories	Multi-story	Often single-story
Street Features	Pedestrian & bicycle oriented	Vehicle-oriented



Industrial

The Industrial classification is designed to include existing and planned industrial development, with uses such as indoor manufacturing, warehousing, assembly, and distribution. Compatible governmental and institutional uses as well as commercial uses may be appropriate within this area. The City will apply different standards when siting or planning for heavier industries with significant external effects or those which pose significant risks, such as extraction/mining or the use/manufacture of extremely hazardous materials.

Industrial development could occur on a variety of lot sizes but should be concentrated whenever possible to minimize land use conflict. Proper access by industries to and from major traffic routes should be provided. Industrial development should also maintain adequate off-road employee parking, loading and unloading facilities. Where necessary, proper screening or buffering should be used to shield from adjacent non-industrial uses.

Institutional, Government & Utilities

This classification is designed to accommodate public uses such as the school, City Hall, VFW, churches, post office, and other public service uses. Institutional uses, utilities, and other infrastructure can be found in most other land use categories throughout the City.

Park, Open Space & Outdoor Recreation

The Park, Recreation and Open Space classification is designed to accommodate public park and rec spaces along with dedicated open space areas.

Mixed Residential-Commercial

This future land use classification is applied to two areas in the current City limits: 1) lands along Community Drive in the northern part of the City and 2) lands near the far southern end of the City. Currently these areas are both in agricultural use, but the desire of the City is for these areas to develop as commercial and/or residential use, depending on the market. The City wants to provide flexibility in the future development of these lands. Any development will need to be compatible with surrounding land uses, in both form and use.

Preferred Future Land Use Map

The City of Colby's desired pattern of future land use is depicted by the arrangement of its previously described preferred land use classifications. The classification arrangement as shown on Map 18 establishes the City's vision and intent for future land use.

Table 15 City of Colby Preferred Future Land Use

Preferred Land Use Classification	Acres
Residential	362
Mixed Residential – Commercial	112
Commercial	98
Industrial	59
Institutional, Government & Utilities	133
Agriculture	0
Forest	0
Park, Recreation, and Open Space	58
Undeveloped	45
Total Acreage	867

Certain proposed uses as shown on the land use map may see their location, size, and/or configuration altered as additional development plans are accomplished. It is not the intent to require an amendment to the comprehensive plan and its land use map for any alternations that may occur as a result of more detailed planning, as noted above, or mapping errors.

Comparing the acreages to the previous projections in Table 14, it is important to remember that just because land is shown or designated as a preferred land use type, this does not require or guarantee that vacant or undeveloped land will be developed.

As mentioned in Section 8, the City is open to a variety of uses and development within the City. That said, unusually high-water users could not be accommodated; the City is also not interested in facilities that generate nuisances of high odor or noise. Of specific mention, the City does not want to see any wind turbines locate within the community.

Potential Future Growth Areas

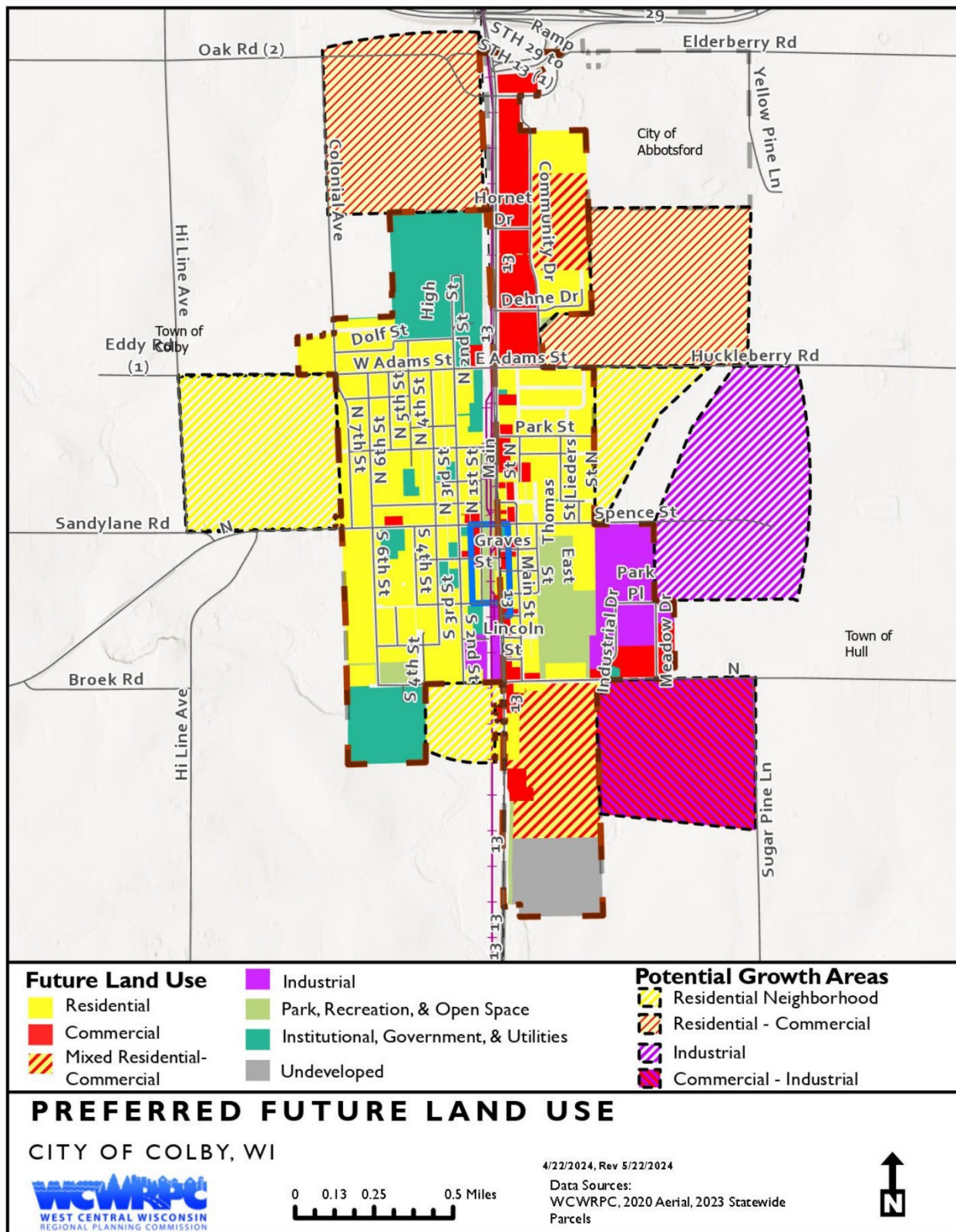
Based on the previous land use projections, the City expects that the existing developable land within the City will not meet projected market demands. It also wants to plan accordingly should growth demand exceed its land availability. As such, some incorporation of additional land through a boundary agreement or annexation in the future may be pursued.

The potential growth areas identified on Map 18 generally show those areas in which the growth of the City of Colby could best occur in an efficient and desirable fashion when considering existing land use, growth trends, development limitations, infrastructure, and land use goals.

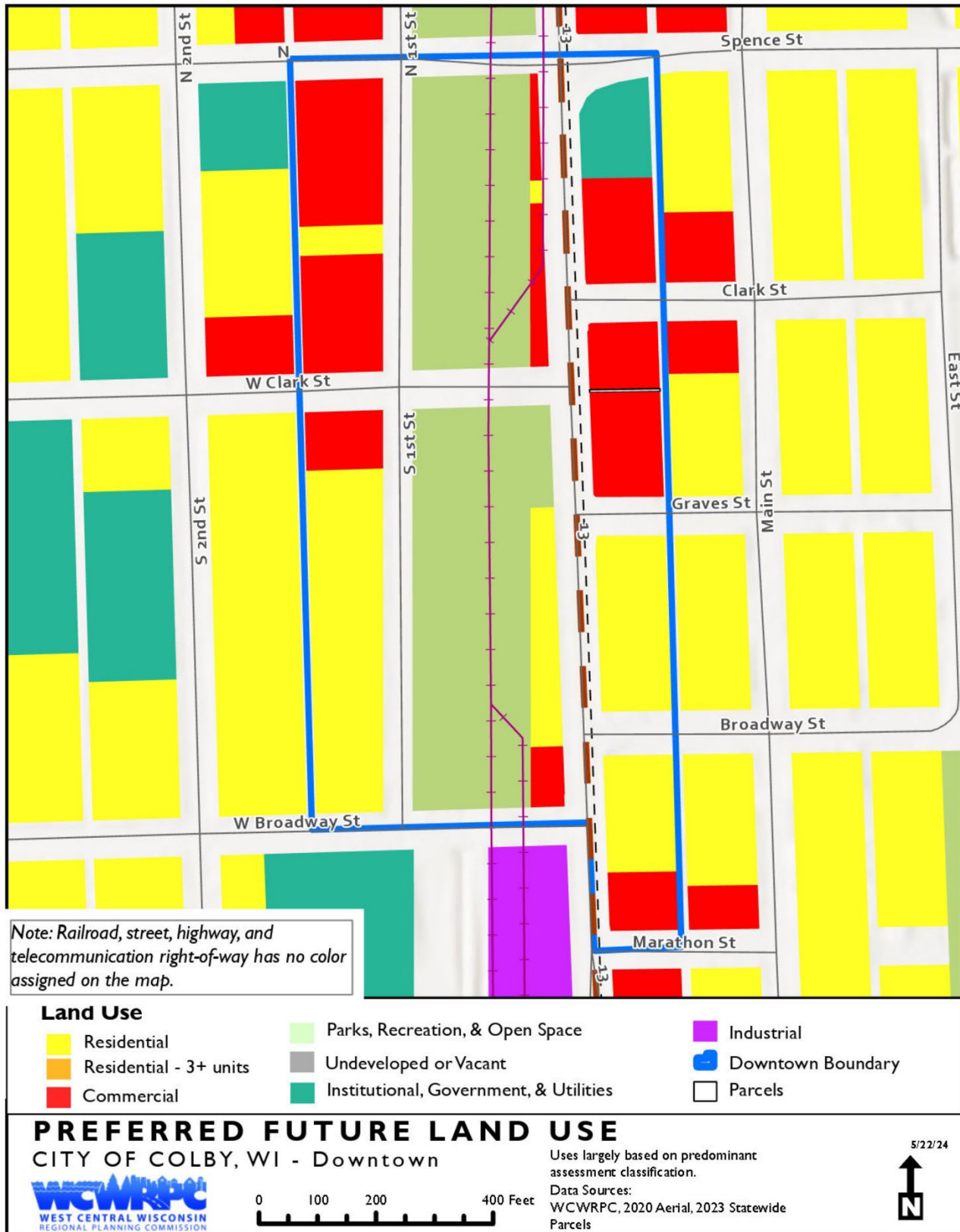
The potential growth areas are very generalized, with predominant desired use, and do not represent firm boundaries. There is not an expectation that all growth areas will become part of the City and developed within the 20-year planning period. Further, the growth areas were identified without consultation with the landowners in these areas and the inclusion of the growth areas on the map is not an initiation of an annexation of boundary agreement. In short, these growth areas are for general planning purposes only.

The Plan Commission wants to be flexible in its approach to future growth and development as it sees most growth good for the City. Specific desired uses in one area may change depending on how other areas of the City develop.

Map 18 City of Colby Preferred Future Land Use Map



Map 18 City of Colby Preferred Future Land Use Map – Downtown



10.7 Community Perspectives

Respondents to the 2023 Colby community survey shared their opinions

- The majority (64%) of respondents disagree or strongly disagree that landowners should be allowed to develop their land anyway they want.
- The majority of respondents agree it is important to protect quality of life and property values from impacts due to activities on nearby properties.
- 98% agree or strongly agree that new development should occur in a planned and orderly manner.

The maps and information compiled in this section are the result of discussion amongst the Plan Commission. While the Plan Commission identified preferred land uses, it is open to considering a variety of uses, specifically along Highway 13. While the corridor is currently a mixture of residential and commercial uses, and the preferred land use reflects the continuance of these uses, the City is open to commercial land uses along Highway 13 on properties currently developed as residential. It specifically is open to considering alternative uses on transitioning properties, those that have outlived their useful economic life and are ripe for redevelopment.

10.8 Regulatory Land Use Management Tools

Regulatory tools stem from local government's responsibility and authority to protect public health, safety, and welfare. Most regulatory tools are in the form of ordinances. This plan section describes a variety of land use management tools used by local communities along with the status and recommendation for the City of Colby. Specific recommendations are carried forward to Section 10.9 as specific land use strategies.

Zoning

Under Wisconsin Statutes, counties, cities, villages, and towns with village powers are authorized to adopt zoning ordinances. Zoning is one method of implementing or carrying out the comprehensive plan. Zoning regulates the use of land, lot size, density, and the height and size of structures. A conventional zoning ordinance is probably the most commonly used land use implementation tool especially in villages and cities. Under conventional zoning, districts (defined areas of consistent use and density) are established which typically follow parcel boundaries and legal descriptions. Each district or zoning category contains a list of permitted and conditional uses which define "rights" within the district.

Although zoning is very common, some people believe zoning is inequitable in that some landowners win while others lose. In an effort to address this concern, more sophisticated zoning techniques have been developed. Some of these techniques are summarized below.

1. Performance Zoning: Performance zoning is a method that permits controlled development while also being sensitive to the landscape. It tries to regulate the impacts of land uses, rather than the uses themselves, by outlining general goals for developers that they can meet in different ways. Landowners are permitted a wide variety of uses, so long as they meet certain numeric standards such as a certain density, a certain amount of open space, or certain noise, smell or lighting standards.

2. **Overlay Zoning:** Overlay zones allow special regulations within all or a portion of a zoning district or several districts. This type of zoning can be helpful if there is one particular resource that needs to be protected a consistent way, regardless of what district it is located in. In Clark County and the City of Colby, shoreland zoning regulations are an example of overlay zoning.
3. **Extraterritorial Zoning:** Any city or village that has a plan commission may exercise extraterritorial zoning power in the unincorporated areas surrounding the city or village. The extraterritorial zoning power may be exercised in the unincorporated areas located within three miles of the corporate limits of a first, second or third class city, or within one and one-half miles of a fourth class city or village. (All cities and villages in Clark County are fourth class.) Extraterritorial zoning may be initiated by a city or village adopting a resolution and providing notice of the extraterritorial area to be zoned. The city or village may unilaterally adopt an interim zoning ordinance to preserve existing zones or uses for up to two years while a comprehensive zoning plan is being prepared. A joint committee, consisting of three city or village plan commission members and three town members must approve of the plan and regulations by majority vote. Extraterritorial zoning is not commonly used in the State of Wisconsin.
4. **Planned Unit Developments (PUDs):** Planned unit developments (also sometimes referred to as “planned development districts”) allow developers to vary some of the standards in local zoning ordinances to provide for innovative approaches that may allow for better design and arrangement of open space to protect natural resources. PUDs require flexibility from both the developer and local government.

City of Colby Status/Recommendation(s)

Status: The City of Colby administers a Code of Ordinances last updated in October 1995. This Code of Ordinances includes a comprehensive zoning ordinance. The zoning ordinance covers districts, conditional uses, nonconforming uses and structures, sign regulations, performance standards for industrial developments, mobile home requirements, administration, amendment and appeal procedures.

Recommendation(s):

- Review the City’s zoning ordinance and district boundaries for consistency with the City’s updated comprehensive plan.
- Consider incorporating Planned Unit Development zoning into the City’s Zoning Ordinance to allow for flexibility.

Land Division/Subdivision Ordinance

Achieving the goals, objectives, and policies of the comprehensive plan will be significantly influenced by how land will be divided and developed in the future. Pursuant to Section 236 of the Wisconsin Statutes, communities, by ordinance, could review the subdivision of land within its corporate limits. A land division ordinance is a tool to control how, when, and if rural farmland, woodlands, and open spaces will be divided and developed while protecting the needs and welfare of the community. It also regulates how new lots will be made ready for future development such as provisions for adequate access (required roads, driveways), wastewater treatment and water supply.

The impact of land division regulations is more permanent than zoning (which regulates the type of development that takes place on a parcel) because once land is divided into lots and streets are laid out, development patterns are set. Local review and regulation of future divisions of land can therefore

be an effective tool to realize plan goals. City and village subdivision regulations may also be applied to the unincorporated areas which fall within the extraterritorial plat approval jurisdiction of the city or village.

City of Colby Status/Recommendation(s)

Status: Colby has detailed Subdivision Regulations. The ordinance includes provisions for land suitability, condominium developments, plat review and approval and certified surveys. Technical requirements, street, sidewalks and utility improvements, design standards and park land dedications are also included in the existing ordinance.

Recommendation(s): Monitor the need to update existing Subdivision Ordinance.

Extraterritorial Plat Review

Cities and villages that have adopted a subdivision ordinance or official map can exercise extraterritorial plat approval jurisdiction for three miles beyond the corporate limits of a first, second or third class city and one and one-half miles beyond the limits of a fourth class city or village. (In Clark County all villages and cities are fourth class meaning the maximum plat approval jurisdiction is 1.5 miles.) Specifics relative to Extraterritorial Plat Review can be found under Wis. Stats. S.236.02(5).

City of Colby Status/Recommendation(s)

Status: The City of Colby subdivision ordinance exercises extraterritorial plat approval jurisdiction.

Recommendation(s): Remind adjacent towns and the Counties of the City's use of extraterritorial plan approval.

Official Maps

Cities, villages, and towns may adopt official maps. These maps, adopted by ordinance or resolution, may show existing and planned streets, highways, historic districts, parkways, parks, playgrounds, railroad rights of way, waterways and public transit facilities. The map also may include a waterway only if it is included in a comprehensive surface water drainage plan. No building permit may be issued to construct or enlarge any building within the limits of these mapped areas except pursuant to conditions identified in the law.

City of Colby Status/Recommendation(s)

Status: According to the City's 2009 Comprehensive Plan, the City of Colby's current official map was revised in June 2002. The Plan Commission is uncertain as to whether it has been updated since the 2009 Plan.

Recommendation(s): Update the City's Official Map to incorporate existing streets along with any planned future streets, parks, or other items as allowed under Wisconsin law.

Cooperative Boundary Agreements

Cooperative boundary agreements can reduce some of the conflict regarding boundary issues that often arise between cities, villages and towns). The Legislature has provided express enabling authority for these agreements. The communities involved in such agreements undertake cooperative preparation

of a plan for the areas concerned. The plan for changing or maintaining boundaries, and for controlling land use and services is sent to the Department of Administration. If the plan is approved, a contract binding the parties to it is put into effect. An alternative to cooperative boundary agreements is to develop a multi-jurisdictional comprehensive plan that requires compromise along community borders.

City of Colby Status/Recommendation(s)

Status: No boundary agreements have been completed with the City of Abbotsford or the Towns of Colby or Hull.

Recommendation(s): Consider pursuing formal cooperative boundary agreements with the Towns of Colby and Hull.

Annexation/Incorporation

Cities and villages have the power to annex given to them by the state. The power to extend municipal boundaries into adjacent unincorporated (town) lands allows a community to control development on its periphery.

Contrary to popular belief, annexation occurs at the request of town residents, not at the request of the incorporated municipality. Petitions for annexation are filed by the town landowners and the village or city acts upon the annexation petition.

Wisconsin Act 317 – Revisions to Annexation Procedures

Under this Act which was enacted in April of 2004, no city or village may annex any territory if none of the city's or village's territory is in the same county as the territory to be annexed. The Act also requires cities and villages to make payments for five years to towns that lose territory due to annexations. Cities and villages will have to pay to the town from which the land is annexed the amount of the town tax for the annexed property. The Act gives an exemption from this payment for cities and villages that have boundary agreements with the neighboring towns.

City of Colby Status/Recommendation(s)

Status: While the City has annexed property from adjacent towns, it has not done so recently.

Recommendation(s): The City of Colby should continue and expand relations with the Towns of Colby and Hull. Discuss the execution of a boundary agreement in an effort to avoid annexation issues.

Aesthetic Controls

Sign Ordinances

A sign ordinance restricts the type, size, and location of signs within a community. It also often restricts the types of materials that can be used to construct signs. These ordinances can regulate signage to achieve a number of community values such as improved property values, public safety and glare control. Counties, towns, cities, and villages may all adopt sign ordinances and billboard regulations.

City of Colby Status/Recommendation(s)

Status: A section within the City of Colby's zoning ordinance regulates "Signs, Canopies, Awnings and Billboards."

Recommendation(s): Review the city's sign district regulations for compliance with federal law.

Historic Preservation Ordinances

The objectives of a comprehensive plan which note the need to preserve important historic structures and sites can be implemented through the adoption of a historic preservation ordinance. These ordinances are meant to protect historic buildings and districts. Counties, towns, cities and villages have express authority to enact historic preservation ordinances. In addition, the Wisconsin Legislature has determined that historic preservation is such an important objective that all cities and villages that contain any property listed on either the national register of historic places or the state register of historic places must enact an historic preservation ordinance to regulate historic or archeological landmarks and historic districts in an effort to preserve those landmarks.

City of Colby Status/Recommendation(s)

Status: The City of Colby does not have a historic preservation ordinance.

Recommendation(s): None.

Design Review

Design review involves the review and regulation of the design of buildings and their sites. Design review standards are often included as part of zoning and subdivision ordinances. It seeks to protect communities from multi-family, commercial, industrial, and institutional development which would detract from the appearance of the community and reduce property values. Such an ordinance is especially recommended for communities with buildings of historic or architectural importance and where tourism is a major economic activity.

City of Colby Status/Recommendation(s)

Status: The City of Colby has design standards in their subdivision ordinance which provide for proper street layout, sidewalks, tree plantings, etc.

Recommendation(s): Consider developing downtown commercial building design standards including a requirement that commercial properties to maintain first floor commercial space.

Specialized Ordinances

Given specific issues and needs within a particular community, a number of "specialized" ordinances may be required to locally regulate public health and safety concerns, protect private property and avoid public nuisances. The following ordinances have received increased attention due to local issues but there are many additional ordinances that could be considered by a community.

- Telecommunications (Cell Tower) Ordinance – Monitor the need and consider adoption of a telecommunications ordinance.
- Utility Accommodation Ordinance – Consider adopting a utility accommodation ordinance.
- Nuisance Ordinance – monitor the need for an updated ordinance and stronger ordinance enforcement.

Intergovernmental Agreements

Any municipality may contract with other municipalities to receive or furnish services or jointly exercise power or duties required or authorized by law. The term “municipality” is defined to include the state, counties, cities, villages, towns, school districts, sanitary districts, public library systems, regional planning commissions, and other governmental and quasi-governmental entities. The requirements and procedures set forth for intergovernmental agreements are minimal. Such arrangements can prove useful in the implementation of a plan by facilitating efficient provision of public facilities and services. In Clark County, intergovernmental agreements have been used to execute cooperation between communities for services such as fire and emergency rescue.

City of Colby Status/Recommendation(s)

Status: The City of Colby participates with the City of Abbotsford in the “Colby-Abbotsford Police Commission.”

Recommendation(s): Continue to execute cooperative agreements with the City of Abbotsford, specifically the current police service agreement. In addition, utilize the UCCC group to assist in leveraging cooperative agreement opportunities.

Building and Housing Codes

Cities, villages, towns, and counties may enact building and housing codes. Building codes are sets of regulations that set standards for the construction of buildings in a community. Building codes ensure that new and altered construction will be safe. These codes must conform to the state building, plumbing, and electrical codes. Housing codes define standards for how a dwelling unit is to be used and maintained after it is built. To enforce the codes, inspections are required by the local municipality. This code is concerned with keeping housing from falling into dilapidation and thus keeping neighborhoods from falling into blight.

City of Colby Status/Recommendation(s)

Status: The City of Colby, under Chapter 203 Building Construction, has adopted the State Uniform Dwelling Code.

Recommendation(s): Continue to enforce Chapter 203 and monitor state law for any updates.

Fiscal Tools

Capital Improvements Program (CIP)

The capital improvements program is a way of implementing issues related to capital facilities specified in a plan. Capital improvements are those projects which require the expenditure of public funds for the acquisition, construction, or replacement of various public buildings such as police and fire halls, schools, and city/village/town halls; roads and highways; water and sewer facilities; and parks and open space.

A capital improvements program is a listing of proposed public projects according to a schedule of priorities over the next few years, usually a five-year programming period. A CIP allows local communities to plan for capital expenditures and minimize unplanned expenses. Sources of funding for capital improvements include impact fees, subdivision requirements, special assessments, and revenue or general obligation bonding.

The usefulness of the CIP depends upon the community properly budgeting for expenditures as part of the community's annual capital improvements budget.

City of Colby Status/Recommendation(s)

Status: The City maintains a 5-year streets plan.

Recommendation(s): Consider adopting a full Capital Improvements Program that plans for capital expenditures for the City.

Impact Fees

Cities, villages, towns, and counties may impose impact fees. Impact fees are financial contributions imposed on developers by a local government as a condition of development approval.

Impact fees are one response to the growing funding gap in infrastructure dollars between revenues and needs. Impact fees help shift a portion of the capital cost burden of new development to developers in an effort to make new development responsible for serving itself rather than raising taxes on existing development. Local governments can use impact fees to finance highways and other transportation facilities, sewage treatment facilities, storm and surface water handling facilities, water facilities, parks and other recreational facilities, solid waste and recycling facilities, fire and police facilities, emergency medical facilities, and libraries. Impact fees cannot be used to fund school facilities. Furthermore, counties cannot use impact fees to fund highways and other transportation related facilities.

City of Colby Status/Recommendation(s)

Status: The city does not charge impact fees

Recommendation(s): Not applicable

Tax Increment Financing (TIF) Districts

Cities and villages may designate tax increment finance districts to finance public improvements through the property taxes generated on subsequent increases in the value of taxable property in the district. TIF distributes the costs of public improvements among all overlying taxing jurisdictions that ultimately benefit from an increase in the area's valuation. Often the cost of financing public improvements for development is borne entirely by the community. Although overlying jurisdictions such as county, school or vocational and technical college districts may benefit from the development in the form of an increase in property valuation, they do not share in the costs of providing the necessary public improvements that make the development possible. Under TIF, the overlying taxing jurisdictions do not receive any tax revenues based on the increase in property valuation in an area or district until all improvement costs are paid. Thus TIF assures that all taxing jurisdictions benefiting from development pay a share of the costs.

City of Colby Status/Recommendation(s)

Status: The City of Colby currently administers two Tax Increment Districts.

Recommendation(s): Monitor active Tax Increment Districts and need for future amendments or new districts.

10.9 Land Use Goal, Objectives, Policies, and Strategies

Goal 1:

Provide for a well-balanced mix of land uses within the city.

Objectives:

1. Encourage new areas of growth within or near existing areas of development where adequate public facilities and services exist or are planned.
2. Promote preferred land use areas which contain areas of similar feature and function and can coexist with one another (i.e. residential, commercial etc...).
3. Utilize the existing road network to accommodate most future development.
4. Ensure all land owners have equitable options for proposing land use change.
5. Encourage development in areas currently served by pedestrian linkages, parks, schools, and other services.
6. Encourage rehabilitation of existing areas before developing vacant/undeveloped land.
7. Encourage the continuous updating of appropriate planning tools such as land use plans and zoning to minimize land use conflicts.
8. Ensure a balance between appropriate land use and the rights of property owners, focusing on the best interests of the community as a whole.

Policies:

1. All development proposals approved in the community shall meet the intent of the Preferred Future Land Use Map and land use classification definitions, goals and objectives as described within the Land Use element or as amended in accordance with due process requirements.
2. Ensure that infill and redevelopment projects are well-designed and compatible with surrounding uses and building types.
3. Ensure site/master planning is done for targeted types of development and redevelopment.
4. Maintain 1st floor commercial space in downtown properties.

Strategies:

- ~~1. Amend the city zoning ordinance to be consistent with the Preferred Land Use Map (Map 8-2) of the City of Colby Year 2025 Comprehensive Plan.~~
2. The city should **consider** exercising its extraterritorial plat review authority to protect its borders from unplanned development.
3. Develop a joint land use plan/vision with the Towns of Colby and Hull and the City of Abbotsford for the area along STH's 29 and 13. The plan should include infrastructure components such as sewer, water and future roads.
- ~~4. For other land use related ordinance updates, please consult the Implementation element, Section 9-2 of this plan.~~
5. **Consider adoption of an ordinance that requires 1st floor commercial for properties located along 1st street (downtown area).**
6. **Confirm whether the City has adopted an Official Map. If it has not, the City should consider adopting an Official Map to reserve future planned street connections.**

10.10 Current Land Use Plans, Programs, and Regulations

The following primary plans, programs, and regulations were considered when updating this plan element:

- City of Colby land use codes, which includes:
 - Chapter 393 – Stormwater Management and Erosion Control
 - Chapter 398 – Streets and Sidewalks
 - Chapter 450 – Comprehensive Plan
 - Chapter 455 – Floodplain Zoning
 - Chapter 468 – Shoreland-Wetland Zoning
 - Chapter 472 - Subdivision of Land
 - Chapter 480 - Zoning
- Infrastructure and facilities plans are referenced in **Chapters 4 and 5**.
- Natural resources plans, programs, and regulations referenced in **Chapter 6**, including regulations pertaining to environmentally sensitive areas (e.g., floodplain zoning, wellhead protection plans/zoning).
- Extraterritorial plat review discussed in **Chapter 10**.

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11. IMPLEMENTATION

11. Implementation

This element provides guidance for implementing and realizing the plan vision, goals, and objectives described in the previous chapters. As change is inevitable, the Comprehensive Plan must also be a “living,” dynamic document that considers or allows for change in the community; the plan may need to be amended to appropriately reflect such changing issues, opportunities, needs, trends, or shared goals.

11.1 Action Plan

The City of Colby’s Comprehensive Plan is intended to help guide land use, policy, and programmatic decisions within the City. The plan is an expression of the City’s wishes and desires and provides a series of policies and recommendations for assisting the community in attaining its visions, goals, and objectives. The plan is not an attempt to predict the future, but rather an attempt to document the community’s values and philosophies that residents of the City of Colby share.

This section does not identify a timeline of programs and specific action to be completed. Instead, suggested timelines for implementation are included with the action-oriented recommendations in Sections 3 through 12. For example, the housing, transportation, and land use elements include recommended actions regarding zoning, subdivision regulations, and official mapping, rather than repeating these recommendations and tools here.

Typically, each recommendation has been assigned one or more of the following suggested timelines:

- **ongoing/as needed** (supports continuing the program or action on an ongoing or as needed basis)
- **short-term** (1-5 year action)
- **long-term** (5+ year action)

These timelines suggest potential priorities but may be subject to available resources. Potential resources or partners are often included in the policy recommendation and may also be identified in Appendix E. Some policies may require exploration or additional feasibility study, which may result in additional longer-term actions or ongoing decision-making guidance in the future. Prior to implementation, the City will consider and reassess each action item to further determine if the plan recommendation is still in the best interests of the community. Changing conditions in the community as well as Federal or State policy may necessitate an addition or modification to the implementation approach or timelines.

The responsibility for implementation of the action plan may be delegated at the discretion of the City Council. In addition, State statutes require Plan Commission review and recommendation on a range of activities prior to City Council approval or adoption (see *box on previous page*). Some policy recommendations noted in the plan may also be initiated by City staff, community members, or other partners; it is a community plan.

The City of Colby Plan Commission, City Council, and citizens in reviewing all proposals pertaining to development in the City of Colby, should utilize the Comprehensive Plan. Proposals should be examined to determine whether they are consistent with community wishes and desires as expressed in the plan as a whole. As part of the review, consideration of the plan is necessary with particular attention given to the goals, objectives, and policies. Where the impact of a proposed development is

minimal, the evaluation may simply be a determination of whether or not the plan provides relevant direction and whether the requested action is in conformance with the plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

Table 16 City of Colby Comprehensive Plan Strategy Implementation

Population & Housing	Suggested Timeline
Rezone property as needed, in planned residential growth areas, to accommodate new housing development.	Ongoing
With input from community members, developers, and other stakeholders, review the City's land use regulations to explore opportunities to modify standards to make housing more affordable and to identify and address any barrier to alternative and missing-middle housing types (e.g., 2- to 4-plex's, accessory dwelling units, etc.)	Short-term
Update the City's website to include information on housing-related resources, including funding assistance for LMI and elderly residents.	Short-term
Encourage the use of housing rehabilitation grants for low to moderate income families and owners, including the City's Residential Revolving Loan Fund.	Ongoing
Transportation	Suggested Timeline
Annually review and update the City's 5-year streets plan.	Ongoing
Utilize the city's official mapping authority to reserve possible locations for future roads.	Ongoing
Maintain the existing bike lane shoulder along Highway 13, connecting the northern portion of the Colby to the City of Abbotsford and extend the bike facility south along Highway 13 into downtown Colby.	Ongoing
Collaborate with the Colby School District to prepare a Safe Routes to School Plan.	Short-term
As areas east of Highway 13 develop or redevelop, explore opportunities to provide additional transportation connections.	Ongoing
Adopt street design standards (intersection design, signal phasing, roadway width) that give priority to and enhance the safety of pedestrians and bicyclists and minimize conflict with motorists.	Short-term
Continue the use of the PASER evaluation rating system for road maintenance and project budgeting purposes.	Ongoing
Continue to actively participate in conversations regarding the future of the rail corridor.	Ongoing
Utilities & Community Facilities	Suggested Timeline
Consider studying the use of impact fees as a source of funding for capital projects directly attributable to new development.	Long-term
When future contracts for solid waste collection/disposal and recycling services come due, the city should conduct an evaluation on the benefits of working with neighboring communities for joint pricing.	Ongoing

The City should consider the adoption of a utility accommodation ordinance to inform the city on the placement of utilities, maintenance and abandonment within local road right-of-way.	Short-term
Continue to monitor PFAS requirements. It is not known at this time whether the City will be required to take related action for the municipal water or wastewater system.	Ongoing
Explore options for mitigating and reducing excessive infiltration and inflow in the City's municipal sanitary sewer system.	Short-term
Agricultural & Natural Resources	Suggested Timeline
Continue to implement wellhead protection in the City for the municipal wellfields.	Ongoing
Work with the Colby EDC and Chamber to explore opportunities to establish and promote a downtown farmers' market.	Short-term
Encourage residents to plant trees and shrubs in the boulevard or terrace in compliance with City Ordinance 415-6.	Ongoing
Continue to monitor PFAS requirements and take any necessary action.	Ongoing
Historic & Cultural Resources	Suggested Timeline
Encourage new development or redevelopment near downtown to keep an age-appropriate structure design that blends in with historical downtown.	Ongoing
Promote the historical resources in the City including the History Room at the Colby Community Library as well as the Rural Arts Museum.	Ongoing
Economic Development	Suggested Timeline
Support the Colby Economic Development Corporation's efforts to bring organizations and volunteers together to collaborate and enhance the community.	Ongoing
Continue to work with adjacent communities and actively participate in conversations related to the future of the rail line. Advocate for the rail to be revived in a way that will spur additional economic development in the City.	Ongoing
Continue to monitor the status of the City's Tax Increment Districts and amend, if necessary.	Ongoing
Continue to actively market the city-owned land that is available for development.	Ongoing
Create a welcome packet for new residents and businesses to promote existing businesses and workforce opportunities.	Short-term
Work with the Chamber and Colby Economic Development Corporation to educate and encourage local businesses along Highway 13 and downtown to utilize incentives and financial assistance for building façade renovations.	Short-term
Review land use regulations for consistency with the City's comprehensive plan.	Short-term
Improve wayfinding and welcoming signage throughout the community.	Short-term

The City of Colby and City Economic Development Corporation should periodically meet with the City's largest employers to discuss their plans, needs, and partnership opportunities.	Ongoing
Consider bringing organizations and volunteers together to create a unified detailed vision and action plan to enhance downtown. Consider participating in WEDC's Connect Communities or UW-Extension First Impressions programs.	Short-term
Consider developing downtown commercial building design standards including a requirement that commercial properties maintain first floor commercial space.	Short-term
Increase property owner and business awareness of available incentives and potential financial assistance to support downtown building renovation and upkeep.	Short-term
Expand the City Industrial Park north. Install infrastructure to support expansion.	Long-term
Support the Colby Economic Development Corporation as a marketing and promotional tool to facilitate economic development.	Ongoing
Actively market city-owned land for development.	Ongoing
Intergovernmental Cooperation	Suggested Timeline
Hold or participate in opportunities such as public forums and workshops to exchange information and increase public understanding and acceptance of innovative planning tools, programs and regulatory procedures.	Ongoing
Meet with Clark and Marathon County Department staffs and neighboring community officials to explore opportunities for the cooperative administration of services and programs.	Ongoing
Pay annual dues to the United Communities of Clark County (UCCC) to maintain membership and participation.	Ongoing
Pursue bulk purchasing arrangements with neighboring local governments.	Ongoing
Land Use	Suggested Timeline
The city should consider exercising its extraterritorial plat review authority to protect its borders from unplanned development.	Short-term
Develop a joint land use plan/vision with the Towns of Colby and Hull and the City of Abbotsford for the area along STH's 29 and 13. The plan should include infrastructure components such as sewer, water and future roads.	Long-term
Consider adoption of an ordinance that requires 1 st floor commercial for properties located along 1 st street (downtown area).	Short-term
Confirm whether the City has adopted an Official Map. If it has not, the City should consider adopting an Official Map to reserve future planned street connections.	Short-term

11.2 Plan Integration and Consistency

The City of Colby Comprehensive Plan has an important role as a guide and determinant for future action and policy decision in the community. All development proposals and capital expenditures should be reviewed against the conclusions, vision, goals, and policies of the Plan for consistency. When the City is requested to comment on proposed policy changes at a county, regional, State or Federal level, the Plan can provide important guidance to City officials. To promote consistency across jurisdictional boundaries, the City of Colby encourages early dialog between all adjoining and overlapping jurisdictions (towns and counties) as they develop or revise their comprehensive plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

The elements of this Comprehensive Plan are also internally consistent. As a result of the Comprehensive Plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements. There is much overlap in issues and policies between the elements. A review of all Plan data, analysis and conclusions, and of Plan goals and policies has been performed to ensure consistency. As the Plan developed, major consistent themes emerged which moved the Plan toward consistent conclusions and compatible approaches to solving identified problems among the elements. Any future plan amendments should be evaluated for consistency with the overall Comprehensive Plan.

11.3 Plan Monitoring and Evaluation

It is important that any plan provide a mechanism to measure community progress toward achieving all aspects of the comprehensive plan. An acceptable method to measure progress toward achieving all aspects of the comprehensive plan is to evaluate two primary components. The two components, policies and recommendations, are listed within each identify plan chapter (usually the last section within each chapter). Each listed policy and recommendations within each chapter should be reviewed periodically to determine the plan's effectiveness.

Additionally, any plan is subject to the passage of time possibly making its policies and recommendations obsolete. The City is responsible for monitoring changing conditions and plan implementation to evaluate progress and whether a plan amendment or update is needed. The Plan Commission will conduct a Comprehensive Plan Annual Review as described in the text box on the following page. The Plan Commission will report its findings of each annual review to the City Council.

11.4 Plan Amendments and Updates

Plan monitoring and evaluation is an ongoing process and may lead to the realization that the Comprehensive Plan requires an amendment or updating. However, frequent plan amendments and updates should be avoided.

Plan Amendments

Plan amendments are minor changes or additions to maps or text within this plan as deemed necessary and appropriate. Plan amendments occur without needing to update all data, maps, service descriptions, etc., as long as the Comprehensive Plan remains internally consistent. The City Plan Commission must be given sufficient opportunity to make a recommendation to the City Council on

proposed amendments prior to the City Council decision. Plan amendments are typically triggered by City Council request or by plan monitoring/evaluation by the Plan Commission. However, a community member or landowner may also petition the City for a plan amendment.

Prior to a plan amendment, including a Preferred Future Land Use Map amendment, the City shall consider the following criteria:

- A proposed project should be evaluated for consistency with the City of Colby Comprehensive Plan as a whole as well as other pertinent community plans.
- A proposed project should not contradict the objectives, goals, and policies of the Comprehensive Plan as whole, or else additional plan changes may be necessary.
- There should be a clear public need for the proposed change or that unanticipated circumstances have resulted in a need for the change.
- The proposed change is likely to have a positive fiscal and/or quality of life impact on the community.
- The proposed change will not create an unreasonable burden on the community to provide and fund services and public facilities.
- The proposed change should also not result in substantial adverse impacts to the community, nearby properties, or the character of the area.

The City may require the petitioner(s) to prepare reports, impact studies, fiscal analyses, or fund other studies prior to a decision on amending the Comprehensive Plan.

Plan Updates

Plan updates are typically a more substantial re-write of the text involving major revisions to multiple or all of plan sections, including updating of plan goals, data, tables, services, and maps. A plan amendment can be completed in a matter of months compared to a plan update, which can require a year or more.

A plan update is initiated by the City. The plan will be updated at least every 10 years as required by State law, unless a more frequent update is deemed necessary by the City Council. The City Plan Commission is responsible for facilitating the plan update, working within any general guidelines provided by the City Council, though one or more ad hoc steering committees may be formed to guide the plan update.

Statutorily, plan amendments and plan updates have the same minimum public participation and adoption requirements, though updates often involve greater opportunities of public input at the discretion of the community. Plan amendments and public shall follow the noticing, public hearing, and approval process described in Wis Stats. §66.1001.

11.5 Implementation Goal, Objectives, and Policies

Goal:

Require consistency between and integration of the city's comprehensive plan recommendations and local ordinances.

Objectives:

1. Require that administration, enforcement and implementation of land use regulations are consistent with the city's comprehensive plan.
- ~~2. Conduct regular reviews of the city's comprehensive plan for consistency with the goals, objectives, maps, policies and programs contained within and amend as appropriate. The City reviews the comprehensive plan to identify any necessary amendments due to changing conditions.~~
3. Update the city's comprehensive plan every 10 years to coincide with the release of census data.
- ~~4. Maintain or create a committee to review the performance of the comprehensive plan and its implementation.~~
5. Zoning and ordinance of lands should provide for implementation of development and planning standards, goals and objectives developed within the comprehensive plan.

Policies:

1. The comprehensive plan development by the City of Colby , unique to the City of Colby, shall be implemented by the City of Colby, and may not be amended or removed except by action of the City of Colby.
2. The Plan Commission shall make recommendations to the Council regarding land use and development proposals **and consistency of proposals with the comprehensive plan.**
3. The community shall maintain a code of ordinances that conform to the comprehensive plan.
4. **The Plan Commission shall review the comprehensive plan at least once every two years. The review shall be done with public involvement including citizens, landowners community officials, staff and community partners.**
5. The comprehensive plan shall be updated every 10 years.
6. Areas of the plan which are disputed or litigated in the future shall be reviewed by the community attorney to ensure his/her knowledge of the plan and offer suggestions to reduce conflict.
7. The action plan located within the comprehensive plan shall be updated when tasks are accomplished and new items shall be added when appropriate.
- ~~8. The annual review of the comprehensive plan shall be done in a committee format with public involvement including citizens, landowners, community officials and staff to evaluate the plan in an un-biased manner.~~
9. State of Wisconsin Comprehensive Planning legislation shall be monitored for new additions and/or emissions that will affect the community or compliance with the legislation.

Appendix A: Public Participation Plan

RESOLUTION 5-2023

PUBLIC PARTICIPATION PROCEDURES FOR THE UPDATE OF THE CITY OF COLBY COMPREHENSIVE PLAN

- WHEREAS,** the City of Colby has decided to update its comprehensive plan under the authority and procedures of §62.23 (3) and §66.1001, Wisconsin Statutes; and
- WHEREAS,** §66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments; and
- WHEREAS,** the City Council of the City of Colby has designated a plan commission for the purposes defined in §62.23 (1), (2), (4) and (5), Wisconsin Statutes; and
- WHEREAS,** the City of Colby Plan Commission has reviewed and recommended approval of the following *Public Participation Procedures for the City of Colby Comprehensive Plan Update*; and
- WHEREAS,** the agreement between the City of Colby and its hired planning consultants is consistent with and furthers the mechanisms identified within the *Public Participation Procedures for the City of Colby Comprehensive Plan Update* to foster public participation, ensure wide distribution of draft plan materials, and provide opportunities for written comments on draft plan materials; and
- WHEREAS,** the City of Colby believes that regular, meaningful public involvement in the plan development process is important to assure that the resulting plan meets the wishes and expectations of the public.

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Colby hereby ordain and resolve as follows: to approve the written procedures included in *Public Participation Procedures for the City of Colby Comprehensive Plan Update* as its public participation procedures meeting the requirements of §66.1001 (4) (a), Wisconsin Statutes.

Dated this 1st day of August, 2023.

James W. Schmidt
Conie K. H.

Mayor 8/1/23
Clerk/Treas 8/1/23

Public Participation Procedures for the City of Colby Comprehensive Plan Update

INTRODUCTION

§66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments.

The City of Colby City Council recognizes the need for an open and active public participation process to foster a strong community commitment to the development and implementation of a comprehensive plan to guide the community's future growth and development. To ensure that the public has an opportunity to be involved in every stage of the update of the Comprehensive Plan, the City identifies the following actions to promote an active public involvement process that provides complete information, timely public notice, full public access to key decisions, and supports early and continuing involvement of the public in developing the plan.

PUBLIC PARTICIPATION PROCEDURES

- The City has a duly appointed Plan Commission pursuant with §66.23 (1) and/or §60.62 (4), Wisconsin Statutes.
- All meetings of the governing body of the local governmental unit (City Council) and Plan Commission are open to the public and are officially posted to notify the public as required by law. Opportunities for public comment will be provided during the Commission meetings.
- To obtain additional public input, the plan update process will include a web-based community opinion survey.
- Prior to the required public hearing, the governmental units of adjacent or overlapping jurisdiction will be notified of the community's undertaking of the preparation of the Comprehensive Plan and their input sought on intergovernmental issues concerning land use, municipal boundaries, and service provision.
- Prior to the public hearing, draft copies of the Comprehensive Plan will be available at City Hall, on the City website, and at the Colby Community Library during regular hours for the public to review.
- A joint Plan Commission and City Council Public Hearing will be conducted on the recommended Comprehensive Plan prior to Plan Commission recommendation and the governing body enacting the plan by ordinance. The Public Hearing will be preceded by Class 1 notice under Chapter 985, Wisconsin Statutes, published at least 30 days before the hearing is held. Additional notice will be provided to non-metallic mining interests pursuant to §66.1001 (4) (e), Wisconsin Statutes. The public is invited to comment and submit written comments.
- The City Council will consider and respond to written comments regarding the plan before enacting it by ordinance.
- The adopted comprehensive plan will be distributed to:
 1. Every governmental body that is located in whole or in part within the boundaries of the local governmental unit.
 2. The clerk of every local governmental unit that is adjacent to the local governmental unit which is the subject of the plan.
 3. The Wisconsin Department of Administration on behalf of the Wisconsin Land Board
 5. The West Central Wisconsin Regional Planning Commission.
 6. The Colby Community Library.
- The City Plan Commission, with City Council approval, may implement additional public participation activities as deemed appropriate, practicable, and needed.

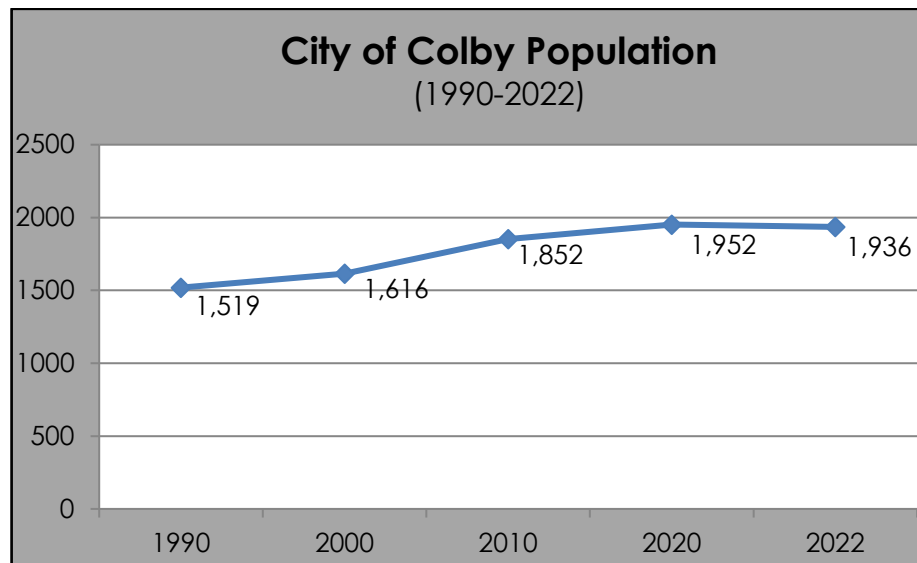
Appendix B: Background Information and Data

This section highlights some of the key background information and data used by the City of Colby Plan Commission to prepare the City's comprehensive plan. Additional data, forecasts/projections, and related discussion can be found in the plan text.

Population and Demographics

2022 WDOA Official Population Estimate: 1,936 residents (1,257 Clark, 679 Marathon)

City of Colby Population Change, 1990 – 2022



Source: U.S. Census Decennial 1990 – 2020; Wisconsin DOA Estimate for 2022

Population by Age, City of Colby, 2000, 2010, & 2020

Age (years)	2000		2010		2020		% Change 2000-2020
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	93	5.8	163	8.8	135	6.9	45.2%
5 to 19	358	22.2	343	18.5	426	21.8	19.0%
20 to 44	475	29.4	574	31.0	562	28.8	18.3%
45 to 64	299	18.5	402	21.7	421	21.6	40.8%
65+	391	24.2	370	20.0	408	20.9	4.3%
Total	1,616		1,852		1,952		20.8%
Median Age	40.0 (Clark Co – 35.9) (Marathon Co – 36.3)		36.9 (Clark Co – 37.2) (Marathon Co – 39.4)		38.6 (Clark Co – 37.5) (Marathon Co – 41.1)		-1.4 years (Clark Co +1.6) (Marathon Co +4.8)

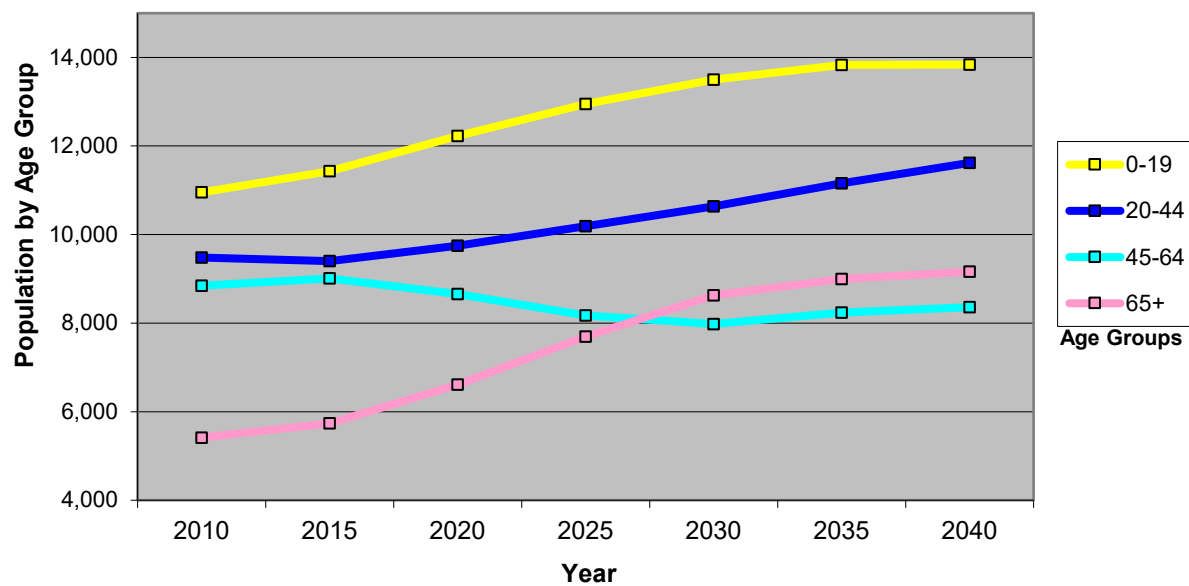
Source: U.S. Census Decennial 2000, 2010, & 2020

Population Estimates & Projections for the City of Colby, 2000-2040

	2000 Census	2010 Census	2020 Proj	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2020 Census - 2040 Proj
WisDOA Population Projections (2025-2040)									
Total Population	1,616	1,852	1,975	1,952	2,065	2,155	2,225	2,270	
Population Change		236		100	113	90	70	45	318
% Population Change		14.6%		5.4%	5.8%	4.4%	3.2%	2.0%	16.3%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013

WisDOA Population Projections, Clark County, 2010-2040



Source: Wisconsin Department of Administration, Final Population Projections, 2013

Education, Income, and Employment

Educational Attainment of Persons Age 25 & Older City of Colby

Attainment Level	Number	Percent of Total
Less than 9 th Grade	103	7.5%
9 th Grade to 12 Grade, No Diploma	121	8.9%
High School Graduate (includes equivalency)	663	48.5%
Some College, No Degree	173	12.7%
Associate's Degree	122	8.9%
Bachelor's Degree	140	10.2%
Graduate or Professional Degree	44	3.2%
TOTAL PERSONS 25 AND OVER	1,366	

Source: U.S. Census, 2017-2021 5-Year ACS

- Educational attainment of City residents has remained relatively stable with 83.6 percent of residents over 25 years of age in 2021 (ACS 5-year estimates⁷) having at least attained a high school diploma as compared to 85.6 percent in 2010 and 75.0 percent in 2000.

Median Household Income, 2010 - 2021

	2010	2021	% change 2010 to 2021
City of Colby	\$41,250	\$49,420	19.8%
Clark County	\$42,777	\$57,547	34.5%
Marathon County	\$53,471	\$74,494	39.3%
Wisconsin	\$51,598	\$67,080	30.0%

Source: U.S. Census 2006-2010 5-Year ACS, 2017-2021 5-Year ACS

- In 2021, City households with a householder age 65 and older had a median household income of \$29,615. In comparison, City households consisting of families had a median of \$55,729.
- In 2021, 16.0 percent of persons and 6.9 percent of families in the City of Colby were below the poverty level at some time in the previous 12 months. This is compared to 11.9 percent and 8.1 percent, respectively, for Clark County as a whole and 6.8 percent and 3.0 percent in Marathon County.

	2010		2021	
	Unemployed	Unemployment Rate	Unemployed	Unemployment Rate
City of Colby	41	5.5%	41	4.0%
Clark County	632	5.7%	512	3.1%
Marathon County	4,856	6.5%	2,387	3.2%
Wisconsin	204,600	6.7%	109,017	3.5%

Unemployment Rate, 2010 & 2021

Source: 2006-2010 5-Year ACS, 2017-2021 5-Year ACS

Means of Transportation to Work for City of Colby Workers 16 Years & Over, 2021

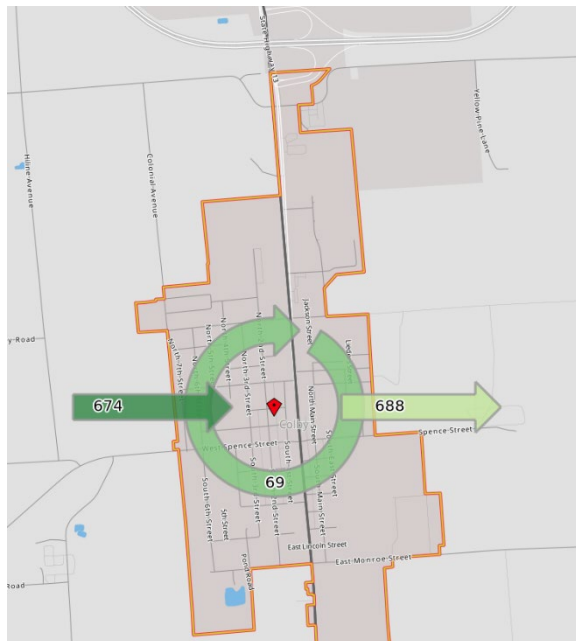
Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	85.5%
Car, Truck, or Van - Carpooled	7.7%
Public Transportation (excluding taxi)	0.0%
Walked	0.3%
Bicycle	1.0%
Taxicab, motorcycle, or other	0.3%
Worked at home	5.6%

Source: U.S. Census 2017-2021 5-Year ACS

- Of employed residents in the City of Colby, mean travel time to work was 18.5 minutes.

Inflow / Outflow Analysis, City of Colby Residents, 2020 (Primary Job)

Source: U.S. Census Bureau OnTheMap



Inflow/Outflow Job Counts (Primary Jobs)

	Count	Share
Employed in the Selection Area	743	100.0%
Employed in the Selection Area but Living Outside	674	90.7%
Employed and Living in the Selection Area	69	9.3%
Living in the Selection Area	757	100.0%
Living in the Selection Area but Employed Outside	688	90.9%
Living and Employed in the Selection Area	69	9.1%

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Jobs Counts by County Subdivisions Where Workers are Employed - Primary Jobs

	Count	Share
All County Subdivisions	757	100.0%
Abbotsford city (Marathon, WI)	132	17.4%
Medford city (Taylor, WI)	68	9.0%
Colby city (Clark, WI)	51	6.7%
Dorchester village (Clark, WI)	44	5.8%
Hull town (Marathon, WI)	29	3.8%
Mayville town (Clark, WI)	28	3.7%
Abbotsford city (Clark, WI)	26	3.4%
Marshfield city (Wood, WI)	23	3.0%
Colby city (Marathon, WI)	18	2.4%
Eau Claire city (Eau Claire, WI)	17	2.2%
All Other Locations	321	42.4%

Land Use

Land Use Acreage and Assessed Value Per Acre, City of Colby, 2012 and 2022

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2012									
# Parcels	12	-	2	-	719	114	10	-	857
# Improved	-	-	-	-	558	81	5	-	644
Acres	169	-	52	-	82	115	17	-	393
Land Value per Acre	\$163	-	\$298	-	\$71,443	\$26,352	\$16,047	-	\$3,421
Improv. Value per Imp. Parcel	-	-	-	-	\$71,447	\$190,202	\$634,440	-	\$90,754
2022									
# Parcels	57	-	5	5	673	121	4	-	865
# Improved	-	-	-	-	570	75	2	-	647
Acres	135	-	40	14	253	116	12	-	570
Land Value per Acre	\$179	-	\$1,215	\$629	\$28,555	\$35,453	\$11,183	-	\$20,268
Improv. Value per Imp. Parcel	-	-	-	-	\$79,234	\$239,897	\$1,157,800	-	\$101,192
Difference									
# Parcels	45	-	3	5	-46	7	-6	-	8
# Improved	-	-	-	-	12	-6	-3	-	3
Acres	-34	-	-12	14	171	1	-5	-	177
Land Value per Acre	\$16	-	\$917	\$629	\$(42,888)	\$9,100	\$(4,864)	-	\$(3,154)
Improv. Value per Imp. Parcel	-	-	-	-	\$7,788	\$49,695	\$523,360	-	\$10,438

Source: Wisconsin Department of Revenue

Notes:

- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.



Demographic and Income Profile

Colby City, WI
Colby City, WI (5516150)
Geography: Place

Prepared by Esri

Summary	Census 2010	Census 2020	2023	2028
Population	1,934	1,952	1,897	1,836
Households	760	792	781	766
Families	516	-	503	486
Average Household Size	2.39	2.38	2.35	2.31
Owner Occupied Housing Units	536	-	582	585
Renter Occupied Housing Units	224	-	199	181
Median Age	37.7	-	39.1	40.5
Trends: 2023-2028 Annual Rate	Area		State	National
Population	-0.65%		0.11%	0.30%
Households	-0.39%		0.33%	0.49%
Families	-0.69%		0.25%	0.44%
Owner HHs	0.10%		0.52%	0.66%
Median Household Income	2.90%		2.54%	2.57%
Households by Income	Number		Percent	Number
<\$15,000	62		7.9%	61
\$15,000 - \$24,999	61		7.8%	38
\$25,000 - \$34,999	118		15.1%	84
\$35,000 - \$49,999	91		11.7%	91
\$50,000 - \$74,999	137		17.5%	142
\$75,000 - \$99,999	123		15.7%	119
\$100,000 - \$149,999	138		17.7%	170
\$150,000 - \$199,999	23		2.9%	32
\$200,000+	28		3.6%	29
Median Household Income	\$58,411		\$67,371	
Average Household Income	\$77,539		\$86,880	
Per Capita Income	\$31,965		\$36,291	
Population by Age	Census 2010	Census 2020	2023	2028
	Number	Percent	Number	Percent
0 - 4	164	8.5%	128	6.7%
5 - 9	133	6.9%	131	6.9%
10 - 14	121	6.3%	139	7.3%
15 - 19	109	5.6%	107	5.6%
20 - 24	124	6.4%	95	5.0%
25 - 34	254	13.1%	226	11.9%
35 - 44	209	10.8%	257	13.5%
45 - 54	249	12.9%	202	10.6%
55 - 64	188	9.7%	225	11.9%
65 - 74	124	6.4%	191	10.1%
75 - 84	129	6.7%	115	6.1%
85+	129	6.7%	81	4.3%
Race and Ethnicity	Census 2010	Census 2020	2023	2028
	Number	Percent	Number	Percent
White Alone	1,697	87.7%	1,507	77.2%
Black Alone	9	0.5%	9	0.5%
American Indian Alone	10	0.5%	17	0.9%
Asian Alone	6	0.3%	10	0.5%
Pacific Islander Alone	1	0.1%	0	0.0%
Some Other Race Alone	201	10.4%	256	13.1%
Two or More Races	10	0.5%	153	7.8%
Hispanic Origin (Any Race)	296	15.3%	402	20.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023

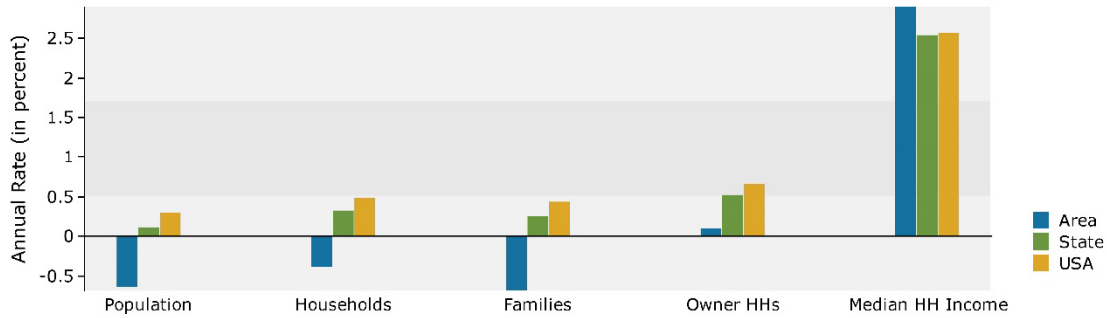


Demographic and Income Profile

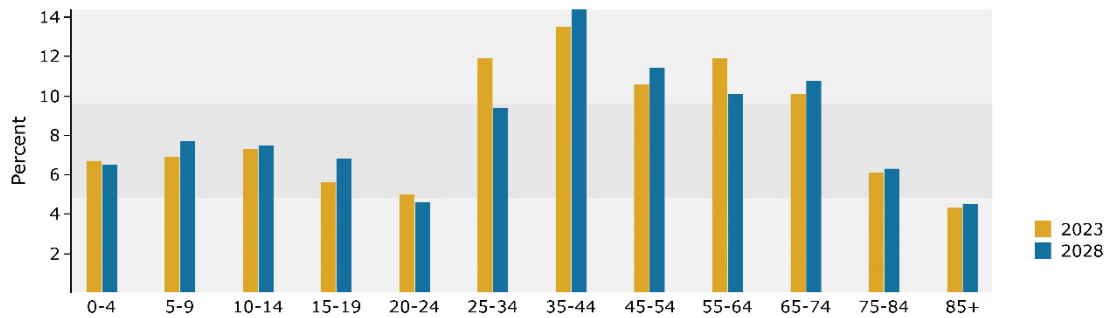
Colby City, WI
Colby City, WI (5516150)
Geography: Place

Prepared by Esri

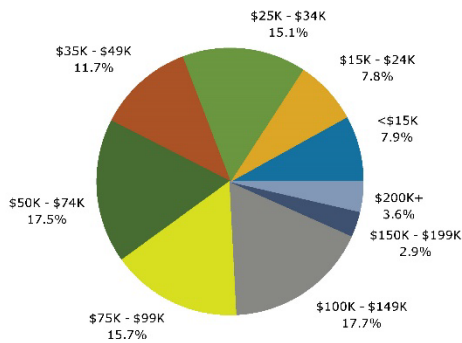
Trends 2023-2028



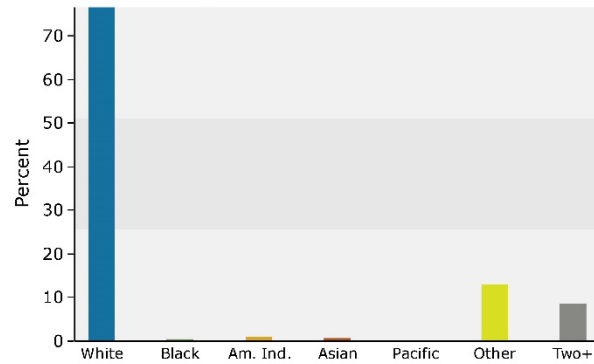
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 22.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023

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Appendix C: Housing Data

The following housing data is a supplement to the housing data provided and conditions described in the main plan document.

Housing

Housing Occupancy and Tenure, City of Colby, 2000 to 2020

	2000	% of Total	2010	% of Total	2020	% of Total	# Change '10--'20	% Change '10--'20
Total Housing Units	643		757		834		77	10.2%
Occupied Housing Units	620	96.4%	714	94.3%	792	95.0%	78	10.9%
Owner-Occupied	475	76.6%	475	66.5%	472	59.6%	-3	-0.6%
Renter-Occupied	145	23.4%	239	33.5%	320	40.4%	81	33.9%
Vacant Housing Units	22	3.4%	43	5.7%	42	5.0%	-1	-2.3%
Seasonal/Rec/Occasional Use	1	4.5%	2	4.7%	7	16.7%	5	
Average Household Size of owner-occupied unit	2.57		2.56		2.62*		0.06	
Average Household Size of renter-occupied unit	2.01		2.26		2.97*		0.71	

Source: U.S. Decennial Census 2000, 2010, & 2020, 2016-2020 5-Year ACS

Units in Structure, City of Colby, 2010 & 2021

	2010	% of Total	2021	% of Total
1-Unit Detached	518	72.5%	516	62.9%
1-Unit Attached	7	1.0%	33	4.0%
2 Units	46	6.4%	76	9.3%
3 or 4 units	31	4.3%	15	1.8%
5 to 9 units	27	3.8%	22	2.7%
10 to 19 units	24	3.4%	68	8.3%
20 or More Units	12	1.7%	48	5.9%
Mobile Home	49	6.9%	42	5.1%
Boat, RV, Van, Etc.	0	0.0%	0	0.0%
TOTAL	714		820	

Source: U.S. Census, 2006-2010 5-Year ACS, 2017-2021 5-Year ACS – Based on sample data; ACS annual depending on timeline included.

1-Unit Attached are housing units separated by a full floor-to-ceiling wall with separate utility meters (e.g., townhouses, duplexes).

2 Units are structures that have living units on separate floors (e.g., a home with a rental unit on the 2nd floor).

Year Structure Built, City of Colby, 2021

	Estimate	% of Total
Built 2010 or later		2.9%
Built 2000 to 2009	74	9.0%
Built 1990 to 1999	135	16.5%
Built 1980 to 1989	53	6.5%
Built 1970 to 1979	165	20.1%
Built 1960 to 1969	33	4.0%
Built 1950 to 1959	74	9.0%
Built 1940 to 1949	61	7.4%
Built 1939 or earlier	201	24.5%
TOTAL	820	

Source: U.S. Census 2017-2021 5-Year ACS

Housing Value of Owner-Occupied Units, 2021

Less than \$50,000	\$50,000-\$99,999	\$100,000 - \$149,000	\$150,000 - \$199,999	\$200,000 – \$299,999	\$300,000 – \$499,999	\$500,000 or more
21.9% (107)	12.3% (60)	34.0% (166)	24.7% (118)	4.0% (19)	2.3% (11)	1.3% (6)

Source: U.S. Census 2017-2021 5-Year ACS

Median Home Value, 2021

City Median Value	Clark County Median Value	Marathon County Median Value	Wisconsin Median Value
\$121,000	\$134,400	\$169,200	\$200,400

Source: U.S. Census 2017-2021 5-Year ACS

Owner-Occupied (w/mortgage) Housing Costs as a Percentage of Household Income, 2021

Less than 20%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City (with mortgages) % not affordable
53.7%	10.5%	6.0%	2.1%	27.7%	29.8%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: U.S. Census 2017-2021 5-Year ACS

Gross Rent (Renter Occupied Units), 2021

Less than \$500	\$500 - \$999	\$1,000 - \$1,499	\$1,500 or more	No Cash Rent	Median Gross Rent
15.0% (39)	83.5% (217)	1.5% (4)	0.0% (0)	5	\$749

Source: U.S. Census 2017-2021 5-Year ACS

Gross Rent as a Percentage of Household Income, 2021

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % not affordable
18.1%	10.4%	12.7%	12.7%	20.1%	25.9%	46.0%

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

Source: U.S. Census 2017-2021 5-Year ACS

City of Colby Housing Affordability Analysis

The tables below provide an affordability analysis of the renter and owner-occupied housing in the City of Colby, with the following assumptions:

City of Colby Renter Housing Gap Analysis					
Household Income Ranges	Number of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than \$10,000	21	8%	\$0-\$199	9	-12
\$10,000 to \$14,999	25	9%	\$200-\$299	37	12
\$15,000 to \$24,999	25	9%	\$300-\$549	45	20
\$25,000 to \$34,999	91	34%	\$550-749	162	71
\$35,000 to \$49,999	52	20%	\$750-\$999	10	-42
\$50,000 to \$74,999	37	14%	\$1,000-\$1,499	2	-35
\$75,000 to \$99,999	14	5%	\$1,500-\$1,999	0	-14
\$100,000 to \$149,999	0	0%	\$2,000-\$2,999	0	0
\$150,000 or more	0	0%	\$3,000 +	0	0

Source: U.S. Census 2017-2021 5-year Estimates

i. The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the 30% standard for gross rent discussed previously. The additional 5% in the Federal standards allows for the payment of all other housing costs.

ii. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent. The above includes some rental units with zero cash rent.

iii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by .25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.

City of Colby Owner Housing Gap Analysis					
Household Income Ranges	Number of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than \$25,000	66	14%	\$0-\$59,999	43	-23
\$25,000 to \$34,999	56	12%	\$60,000-\$89,999	61	5
\$35,000 to \$49,999	42	9%	\$90,000-\$124,999	151	109
\$50,000 to \$74,999	94	20%	\$125,000-\$199,999	187	93
\$75,000 to \$99,999	99	21%	\$200,000-\$249,999	5	-94
\$100,000 to \$149,999	91	19%	\$250,000-\$399,999	25	-66
\$150,000 or more	30	6%	\$400,000 +	6	-24

Source: U.S. Census 2017-2021 5-year Estimates

i. The above affordable price points are calculated based 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the 30% affordability standard discussed previously. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities.

ii. The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.



Housing Profile

Colby City, WI
Colby City, WI (5516150)
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	1,934	2023 Median Household Income	\$58,411
2020 Total Population	1,952	2028 Median Household Income	\$67,371
2023 Total Population	1,897	2023-2028 Annual Rate	2.90%
2028 Total Population	1,836		
2023-2028 Annual Rate	-0.65%		

Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	803	100.0%	821	100.0%	821	100.0%
Occupied	760	94.6%	781	95.1%	766	93.3%
Owner	536	66.7%	582	70.9%	585	71.3%
Renter	224	27.9%	199	24.2%	181	22.0%
Vacant	43	5.4%	40	4.9%	55	6.7%

Owner Occupied Housing Units by Value	2023		2028	
	Number	Percent	Number	Percent
Total	582	100.0%	585	100.0%
<\$50,000	107	18.4%	79	13.5%
\$50,000-\$99,999	91	15.6%	66	11.3%
\$100,000-\$149,999	125	21.5%	113	19.3%
\$150,000-\$199,999	143	24.6%	154	26.3%
\$200,000-\$249,999	38	6.5%	45	7.7%
\$250,000-\$299,999	27	4.6%	36	6.2%
\$300,000-\$399,999	26	4.5%	46	7.9%
\$400,000-\$499,999	8	1.4%	18	3.1%
\$500,000-\$749,999	9	1.5%	14	2.4%
\$750,000-\$999,999	3	0.5%	7	1.2%
\$1,000,000-\$1,499,999	1	0.2%	1	0.2%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	4	0.7%	6	1.0%
Median Value	\$137,200		\$161,201	
Average Value	\$167,225		\$208,291	

Census 2010 Housing Units	Number	Percent
Total	803	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	707	88.0%
Rural Housing Units	95	11.8%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023



Housing Profile

Colby City, WI
Colby City, WI (5516150)
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent
Total			535	100.0%
Owned with a Mortgage/Loan			332	62.1%
Owned Free and Clear			203	37.9%
Census 2010 Vacant Housing Units by Status			Number	Percent
Total			45	100.0%
For Rent			20	44.4%
Rented- Not Occupied			1	2.2%
For Sale Only			8	17.8%
Sold - Not Occupied			0	0.0%
Seasonal/Recreational/Occasional Use			1	2.2%
For Migrant Workers			0	0.0%
Other Vacant			15	33.3%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	760		536	70.5%
15-24	48		17	35.4%
25-34	127		76	59.8%
35-44	118		81	68.6%
45-54	144		120	83.3%
55-64	117		97	82.9%
65-74	79		66	83.5%
75-84	67		47	70.1%
85+	60		32	53.3%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	759		535	70.5%
White Alone	699		515	73.7%
Black/African American Alone	1		0	0.0%
American Indian/Alaska Native	3		1	33.3%
Asian Alone	0		0	0.0%
Pacific Islander Alone	1		1	100.0%
Other Race Alone	54		18	33.3%
Two or More Races	1		0	0.0%
Hispanic Origin	78		26	33.3%
Census 2010 Occupied Housing Units by Size and Home Ownership			Owner Occupied Units	
	Occupied Units		Number	% of Occupied
Total	761		536	70.4%
1-Person	200		110	55.0%
2-Person	266		214	80.5%
3-Person	121		82	67.8%
4-Person	100		81	81.0%
5-Person	47		34	72.3%
6-Person	17		11	64.7%
7+ Person	10		4	40.0%
2023 Housing Affordability				
Housing Affordability Index			152	
Percent of Income for Mortgage			14.1%	

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

July 21, 2023

Appendix D: Economic Data

Civilian Labor Force and Employment

Data from the U.S. Census Bureau estimates that unemployment in the City of Colby decreased from 2000 to 2021. It should be noted, however, that the 2021 estimate is a five-year average. Employment data, especially in rural areas where agriculture, forestry, and extractive industries are a major part of the economy, can have significant seasonal and market-related employment fluctuation.

Unemployment Rate, 2000 & 2021

Source: U.S. Census Decennial 2000 & 2017-2021 5-Year ACS

The

	2000		2021	
	Unemployed	Unemployment Rate	Unemployed	Unemployment Rate
City of Colby	41	5.5%	41	4.0%
Clark County	632	5.7%	512	3.1%
Marathon County	4,856	6.5%	2,387	3.2%
Wisconsin	204,600	6.7%	109,017	3.5%

Wisconsin Department of Workforce Development (WI DWD) calculated the 2022 unemployment rate for Clark County as 2.6%, with 463 people unemployed in the County while Marathon County had an unemployment rate of 2.5% with 1,831 unemployed. The unemployment rate in Wisconsin was 2.9% with 90,079 unemployed individuals.

Educational Attainment

The table below displays the education attainment level of residents in the City of Colby that were age 25 and older in 2020. The educational attainment level of persons within a community is often an indicator of the overall income, job availability, and well-being of the community. Lower educational attainment levels can also be a hindrance to attracting certain types of businesses, typically those that require high technical skills and upper management types of positions.

Educational Attainment of Persons Age 25 & Older City of Colby

Attainment Level	Number	Percent of Total
Less than 9 th Grade	103	7.5%
9 th Grade to 12 Grade, No Diploma	121	8.9%
High School Graduate (includes equivalency)	663	48.5%
Some College, No Degree	173	12.7%
Associate Degree	122	8.9%
Bachelor's Degree	140	10.2%
Graduate or Professional Degree	44	3.2%
TOTAL PERSONS 25 AND OVER	1,366	

Source: U.S. Census, 2017-2021 5-Year ACS

Based on American Community Survey data, educational attainment of City residents has been remained relatively stable with 83.6 percent of residents over 25 years of age in 2021 (ACS 5-year estimates⁸) having at least attained a high school diploma as compared to 85.6 percent in 2010 and 75.0 percent in 2000.

Income

The median household income in the City of Colby was \$34,318 in 2000 and in 2010 it was \$41,250 (U.S. Census Bureau, Census 2000 and 2006-2010 American Community Survey). In 2021, this number increased to \$49,420 (2017-2021 American Community Survey). Clark County median household income increased from \$42,777 in 2010 to \$57,547 in 2021. Marathon County median household income increased from \$53,471 in 2010 to \$67,940 in 2021. For additional comparison, see the income discussion in Appendix B.

Use Caution When Using Economic Data

The data in this element should be used for general planning purposes and consideration of trends, but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use different definitions which may differ from each other (as well as your own definition). Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. And in some cases, data may be withheld due to confidentiality.

In 2021, 16.0 percent of persons and 6.9 percent of families in the City of Colby were below the poverty level at some time in the previous 12 months. This is compared to 11.9 percent and 8.1 percent, respectively, for Clark County as a whole and 6.8 percent and 3.0 percent in Marathon County.

Employment by Industrial Sector

The majority of employed City residents (90.7%) work outside the City of Colby for their primary job per 2020 data from the Census longitudinal survey. The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend is partly attributed to the aging of the population.

The table on the following page shows the number of employed residents by industry group in the City of Colby. About half of working City residents were employed in manufacturing, education, health care, or related social services. Another 15% was employed in retail trade.

⁸ Many of the 2021 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

Employment by Industry, City of Colby, 2021

Industry	Number	Percent of Total
Agriculture, forestry, fishing and hunting, and mining	23	2.4%
Construction	71	7.3%
Manufacturing	310	31.7%
Wholesale trade	11	1.1%
Retail trade	149	15.3%
Transportation and warehousing, and utilities	21	2.1%
Information	9	0.9%
Finance and insurance, and real estate and rental and leasing	32	3.3%
Professional, scientific, and management, and administrative and waste management services	28	2.9%
Educational services, and health care and social assistance	205	21.0%
Arts, entertainment, and recreation, and accommodation and food services	51	5.2%
Other services, except public administration	55	5.6%
Public administration	12	1.2%
TOTAL CIVILIANS EMPLOYED, 16+ YEARS	977	

Source: U.S. Census, 2017-2021 5-Year ACS

Employment by Industry, City of Colby Zip Code (54421), 2010 and 2022

NAICS Code	Description	2010 Jobs	2022 Jobs	Change	Competitive Effect	2022 Employment Concentration
11	Agriculture, Forestry, Fishing & Hunting	201	143	(58)	(63)	8.80
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0	0	0.00
22	Utilities	<10	0	N/A	(1)	0.00
23	Construction	<10	18	N/A	6	0.23
31-33	Manufacturing	181	421	241	221	3.94
42	Wholesale Trade	56	51	(6)	(10)	1.02
44-45	Retail Trade	74	109	35	30	0.82
48-49	Transportation and Warehousing	61	25	(37)	(74)	0.41
51	Information	<10	<10	N/A	(1)	0.02
52	Finance and Insurance	19	11	(8)	(11)	0.20
53	Real Estate and Rental and Leasing	<10	0	N/A	(1)	0.01
54	Professional, Scientific, & Technical Services	<10	<10	N/A	(6)	0.05
55	Management of Companies and Enterprises	0	0	0	0	0.00
56	Administrative and Support and Waste Management and Remediation Services	17	<10	N/A	(17)	0.04
61	Educational Services (non-public)	<10	11	N/A	7	0.31
62	Health Care and Social Assistance	168	131	(37)	(76)	0.75
71	Arts, Entertainment, and Recreation	<10	12	N/A	4	0.55
72	Accommodation and Food Services	69	131	63	49	1.17
81	Other Services (except Public Administration)	44	50	7	6	0.75
90	Government	258	255	(2)	2	1.29
99	Unclassified Industry	<10	0	N/A	(4)	0.00
	Total	1,179	1,378	199	62	--

Source: Lightcast Q3 2023 Data Set, August 2023

Included for reference in the previous table are competitive effect and location quotient numbers. Competitive effect is used as part of shift-share analysis to show the number of jobs gained or lost that cannot be explained by national growth or overall changes in an industry; these numbers attempt to isolate region-specific trends. Location quotient (L.Q.) is a “snapshot in time” of how concentrated or clustered each industry is within the zip code area. In the case of Ag, Forestry, Fishing & Hunting, the area has 8.8 times more jobs compared to the national average.

Employment Forecast by Industry, City of Colby Zip Code (54421), 2032

NAICS Code	Description	2022 Jobs	2032 Jobs	# Change
11	Agriculture, Forestry, Fishing & Hunting	143	119	(24)
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0
22	Utilities	0	0	0
23	Construction	18	22	4
31-33	Manufacturing	421	477	56
42	Wholesale Trade	51	58	7
44-45	Retail Trade	109	116	7
48-49	Transportation and Warehousing	25	32	7
51	Information	<10	<10	N/A
52	Finance and Insurance	11	13	2
53	Real Estate and Rental and Leasing	0	<10	N/A
54	Professional, Scientific, & Technical Services	<10	<10	N/A
55	Management of Companies and Enterprises	0	0	0
56	Administrative and Support and Waste Management and Remediation Services	<10	<10	N/A
61	Educational Services	11	10	(0)
62	Health Care and Social Assistance	131	123	(8)
71	Arts, Entertainment, and Recreation	12	14	2
72	Accommodation and Food Services	131	133	2
81	Other Services (except Public Administration)	50	71	20
90	Government	255	293	38
99	Unclassified Industry	0	0	0
	Total	1,378	1,491	112

Source: Lightcast Q3 2023 Data Set, August 2023

The table above shows an employment forecast for the City of Colby zip code. It is important to note that the data at the zip code level are based on samples and the future trends are estimates.

An important feature of determining the economic health and future of Counties and their communities is to determine the amounts and types of jobs currently available as well as making predictions for the future. The Wisconsin Department of Workforce Development (WDWD), Office of Economic Advisors produced employment projections in for West Central Wisconsin, which includes Barron, Clark, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties.

Employment by Industry Projections, West Central Wisconsin, 2020 and 2030

Industry Title	2020 Employment*	2030 Projected Employment	Change (2020-2030)	
			Employment	Percent
Total All Industries	213,421	230,292	16,871	7.91
Goods-Producing	48,246	51,863	3,617	7.50
Natural Resources and Mining	4,326	4,533	207	4.79
Construction	8,416	9,225	809	9.61
Manufacturing	35,504	38,105	2,601	7.33
Services-Providing	147,867	160,612	12,745	8.62
Trade, Transportation, and Utilities	39,650	44,118	4,468	11.27
Information	1,319	1,182	-137	-10.39
Financial Activities	7,058	7,819	761	10.78
Professional and Business Services	14,655	17,037	2,382	16.25
Education and Health Services	48,327	49,678	1,351	2.80
Leisure and Hospitality	17,494	19,966	2,472	14.13
Other Services (except Government)	7,530	8,485	955	12.68
Government	11,834	12,327	493	4.17
Self Employed and Unpaid Family Workers, All Jobs	17,308	17,817	509	2.94

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, December 2022

WDWD notes that employment is a count of jobs rather than people and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add-up due to rounding and some data for certain industries may be suppressed due to confidentiality. Government employment includes tribal-owned operations, which are part of Local Government employment. Information is derived using a variety of Federal data sources. It is important to note that unanticipated events may affect the accuracy of the projections.

Market Potential for Retail Businesses

The tables on the following pages display the Retail Market potential in the Colby Zip Code of 54421 according to the ESRI Business Analyst Online tool. The Market Potential data measures the likely demand for a product or service in an area, including an estimate of the number of consumers and a Market Potential Index (MPI). "The MPI compares the demand for a specific product or service in an area with the national demand for that product or service."⁹ Products or services with a MPI value greater than 100 represents higher demand than the U.S., and a value less than 100 represents lower demand.

Caution and care must be used in interpreting and applying such data; it must be compared against what you know about your community. The data are based on sampling from various sources, such as the MRI Survey of the American Consumer and the Doublebase from MRI-Simmons. In smaller communities, a small number of oversights in the sampling can have dramatic influences in the results.

These tables show the importance of a diversified mix of retail and services. Not only does a diverse mix of smaller businesses make a local economy more resilient to larger changes in the overall economy, but they are also important to attracting residents and families.

⁹ ESRI. "2022 Market Potential ESRI Methodology Statement, June 2022".
<https://storymaps.arcgis.com/stories/2eca5a489d7d48529d40b5df41970bc4>



Retail Market Potential

54421 (Colby)
54421 (Colby)
Geography: ZIP Code

Prepared by Esri

Demographic Summary		2023	2028
Population		3,590	3,495
Population 18+		2,636	2,541
Households		1,337	1,318
Median Household Income		\$62,835	\$72,783
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men's Clothing/12 Mo	1,692	64.2%	105
Bought Women's Clothing/12 Mo	1,366	51.8%	100
Bought Shoes/12 Mo	2,001	75.9%	102
Bought Fine Jewelry/12 Mo	507	19.2%	94
Bought Watch/12 Mo	362	13.7%	99
Automobiles (Households)			
HH Owns or Leases Any Vehicle	1,275	95.4%	104
HH Bought or Leased New Vehicle/12 Mo	138	10.3%	102
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	2,480	94.1%	104
Bought or Changed Motor Oil/12 Mo	1,595	60.5%	118
Had Vehicle Tune-Up/12 Mo	615	23.3%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,044	39.6%	107
Drank Beer or Ale/6 Mo	991	37.6%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	331	12.6%	114
Own Digital SLR Camera or Camcorder	264	10.0%	93
Printed Digital Photos/12 Mo	746	28.3%	105
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	880	33.4%	95
Have a Smartphone	2,371	89.9%	96
Have Android Phone (Any Brand) Smartphone	1,154	43.8%	113
Have Apple iPhone Smartphone	1,236	46.9%	83
HH Owns 1 Cell Phone	389	29.1%	95
HH Owns 2 Cell Phones	584	43.7%	112
HH Owns 3+ Cell Phones	338	25.3%	88
HH Has Cell Phone Only (No Landline Telephone)	920	68.8%	101
Computers (Households)			
HH Owns Computer	1,130	84.5%	99
HH Owns Desktop Computer	544	40.7%	102
HH Owns Laptop or Notebook	889	66.5%	94
HH Owns Apple/Mac Brand Computer	212	15.9%	66
HH Owns PC/Non-Apple Brand Computer	1,004	75.1%	106
HH Purchased Most Recent Home Computer at Store	545	40.8%	105
HH Purchased Most Recent Home Computer Online	337	25.2%	92
HH Spent \$1-499 on Most Recent Home Computer	240	18.0%	113
HH Spent \$500-999 on Most Recent Home Computer	293	21.9%	108
HH Spent \$1K-1499 on Most Recent Home Computer	154	11.5%	95
HH Spent \$1500-1999 on Most Recent Home Computer	53	4.0%	86
HH Spent \$2K+ on Most Recent Home Computer	54	4.0%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 09, 2023



Retail Market Potential

54421 (Colby)
 54421 (Colby)
 Geography: ZIP Code

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,908	72.4%	113
Bought Brewed Coffee at C-Store/30 Days	348	13.2%	110
Bought Cigarettes at C-Store/30 Days	207	7.9%	129
Bought Gas at C-Store/30 Days	1,345	51.0%	129
Spent \$1-19 at C-Store/30 Days	166	6.3%	85
Spent \$20-39 at C-Store/30 Days	293	11.1%	113
Spent \$40-50 at C-Store/30 Days	228	8.6%	111
Spent \$51-99 at C-Store/30 Days	193	7.3%	120
Spent \$100+ at C-Store/30 Days	765	29.0%	139
Entertainment (Adults)			
Attended Movie/6 Mo	832	31.6%	85
Went to Live Theater/12 Mo	132	5.0%	73
Went to Bar or Night Club/12 Mo	413	15.7%	96
Dined Out/12 Mo	1,418	53.8%	103
Gambled at Casino/12 Mo	291	11.0%	103
Visited Theme Park/12 Mo	220	8.3%	72
Viewed Movie (Video-on-Demand)/30 Days	226	8.6%	77
Viewed TV Show (Video-on-Demand)/30 Days	142	5.4%	71
Used Internet to Download Movie/30 Days	97	3.7%	61
Downloaded Individual Song/6 Mo	392	14.9%	74
Used Internet to Watch Movie/30 Days	687	26.1%	76
Used Internet to Watch TV Program/30 Days	468	17.8%	80
Played (Console) Video or Electronic Game/12 Mo	309	11.7%	91
Played (Portable) Video or Electronic Game/12 Mo	170	6.4%	97
Financial (Adults)			
Have 1st Home Mortgage	1,002	38.0%	100
Used ATM or Cash Machine/12 Mo	1,605	60.9%	96
Own Any Stock	346	13.1%	88
Own U.S. Savings Bonds	230	8.7%	123
Own Shares in Mutual Fund (Stocks)	334	12.7%	92
Own Shares in Mutual Fund (Bonds)	189	7.2%	84
Have Interest Checking Account	1,153	43.7%	111
Have Non-Interest Checking Account	1,078	40.9%	108
Have Savings Account	1,880	71.3%	96
Have 401(k) Retirement Savings Plan	690	26.2%	107
Own or Used Any Credit/Debit Card/12 Mo	2,442	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	349	13.2%	116
Avg \$111-225 Monthly Credit Card Expenditures	193	7.3%	96
Avg \$226-450 Monthly Credit Card Expenditures	260	9.9%	107
Avg \$451-700 Monthly Credit Card Expenditures	243	9.2%	100
Avg \$701-1000 Monthly Credit Card Expenditures	210	8.0%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	250	9.5%	81
Avg \$2001+ Monthly Credit Card Expenditures	233	8.8%	80
Did Banking Online/12 Mo	1,481	56.2%	96
Did Banking by Mobile Device/12 Mo	1,108	42.0%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 09, 2023



Retail Market Potential

54421 (Colby)
54421 (Colby)
Geography: ZIP Code

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	1,288	96.3%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	957	71.6%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	246	18.4%	124
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	774	57.9%	96
HH Used Fresh Fruit or Vegetables/6 Mo	1,174	87.8%	99
HH Used Fresh Milk/6 Mo	1,181	88.3%	107
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	774	57.9%	63
Health (Adults)			
Exercise at Home 2+ Times/Wk	1,110	42.1%	86
Exercise at Club 2+ Times/Wk	208	7.9%	67
Visited Doctor/12 Mo	2,160	81.9%	103
Used Vitamins or Dietary Supplements/6 Mo	1,704	64.6%	98
Home (Households)			
HH Did Home Improvement/12 Mo	604	45.2%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	395	29.5%	97
HH Purchased Low Ticket HH Furnishing/12 Mo	325	24.3%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	363	27.2%	95
HH Bought Small Kitchen Appliance/12 Mo	338	25.3%	97
HH Bought Large Kitchen Appliance/12 Mo	215	16.1%	99
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,489	56.5%	110
Personally Carry Any Med/Hosp/Accident Insur	2,340	88.8%	104
Homeowner Carries Home/Personal Property Insurance	1,929	73.2%	119
Renter Carries Home/Pers Property Insurance	197	7.5%	63
HH Has 1 Vehicle Covered w/Auto Insurance	363	27.2%	89
HH Has 2 Vehicles Covered w/Auto Insurance	403	30.1%	92
HH Has 3+ Vehicles Covered w/Auto Insurance	474	35.5%	134
Pets (Households)			
HH Owns Cat	432	32.3%	140
HH Owns Dog	676	50.6%	128
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	311	11.8%	63
Buying American Is Important: 4-Agr Cmpl	1,089	41.3%	129
Buy Based on Quality Not Price: 4-Agr Cmpl	358	13.6%	90
Buy on Credit Rather Than Wait: 4-Agr Cmpl	290	11.0%	86
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	313	11.9%	108
Will Pay More for Env Safe Prods: 4-Agr Cmpl	224	8.5%	70
Buy Based on Price Not Brands: 4-Agr Cmpl	774	29.4%	108
Am Interested in How to Help Env: 4-Agr Cmpl	311	11.8%	63
Reading (Adults)			
Bought Digital Book/12 Mo	429	16.3%	86
Bought Hardcover Book/12 Mo	666	25.3%	93
Bought Paperback Book/12 Mo	888	33.7%	99
Read Daily Newspaper (Paper Version)	452	17.1%	112
Read Digital Newspaper/30 Days	939	35.6%	70
Read Magazine (Paper/Electronic Vers)/6 Mo	2,160	81.9%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 09, 2023



Retail Market Potential

54421 (Colby)
54421 (Colby)
Geography: ZIP Code

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	1,799	68.2%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	525	19.9%	97
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	270	90.3%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	947	35.9%	92
Ordered Eat-In Fast Food/6 Mo	617	23.4%	114
Ordered Home Delivery Fast Food/6 Mo	228	8.6%	65
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,709	64.8%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	410	15.6%	70
Television & Electronics (Adults/Households)			
Own Tablet	1,479	56.1%	95
Own E-Reader	300	11.4%	79
Own E-Reader/Tablet: Apple iPad	809	30.7%	82
HH Owns Internet Connectable TV	604	45.2%	105
Own Portable MP3 Player	303	11.5%	103
HH Owns 1 TV	177	13.2%	73
HH Owns 2 TVs	377	28.2%	100
HH Owns 3 TVs	338	25.3%	110
HH Owns 4+ TVs	346	25.9%	115
HH Subscribes to Cable TV	371	27.7%	82
HH Subscribes to Fiber Optic TV	25	1.9%	36
HH Owns Portable GPS Device	353	26.4%	127
HH Purchased Video Game System/12 Mo	57	4.3%	53
HH Owns Internet Video Device for TV	655	49.0%	93
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	1,375	52.2%	97
Took 3+ Domestic Non-Business Trips/12 Mo	332	12.6%	90
Spent \$1-999 on Domestic Vacations/12 Mo	370	14.0%	103
Spent \$1K-1499 on Domestic Vacations/12 Mo	143	5.4%	85
Spent \$1500-1999 on Domestic Vacations/12 Mo	110	4.2%	109
Spent \$2K-2999 on Domestic Vacations/12 Mo	116	4.4%	111
Spent \$3K+ on Domestic Vacations/12 Mo	138	5.2%	79
Used Intrnt Travel Site for Domestic Trip/12 Mo	115	4.4%	78
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	507	19.2%	58
Took 3+ Foreign Trips by Plane/3 Yrs	79	3.0%	41
Spent \$1-999 on Foreign Vacations/12 Mo	119	4.5%	58
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	42	1.6%	52
Spent \$3K+ on Foreign Vacations/12 Mo	51	1.9%	46
Used General Travel Site: Foreign Trip/3 Yrs	98	3.7%	59
Spent Night at Hotel or Motel/12 Mo	1,151	43.7%	96
Took Cruise of More Than One Day/3 Yrs	195	7.4%	73
Member of Frequent Flyer Program	473	17.9%	65
Member of Hotel Rewards Program	712	27.0%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

August 09, 2023

Appendix E: Plans and Programs

The following plans and programs are the most commonly used and available to the community in the implementation of its comprehensive plan. In some cases, programs include agencies or divisions within an agency. This list is not exhaustive and will change over time as modifications are made and new rules, resources, grant programs, and partners become available.

Population and Housing Plans and Programs

While comprehensive plans must describe those programs which are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the City is solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized here.

Wisconsin Department of Administration

The Wisconsin Department of Administration maintains a comprehensive planning website with element guides and other useful resource links. The Department also manages the State's Demographics Services Center with official population and housing estimates and projections.

Federal Housing Programs

Department of Housing and Urban Development (HUD)

HUD is the federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state developed programs through HOME and other initiatives. It also funds the Continuum of Care Program, and provides Section 8 vouchers, which assist low-income families in finding affordable housing. The Wisconsin HUD office is located in Milwaukee and can be contacted at (414) 297-3214.

Home Investment Partnership Program (HOME)

HOME is a federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Department of Administration (DOA) through its Division of Energy, Housing and Community Resources (DEHCR). These programs provide funds to eligible housing organizations for development of affordable rental housing.

The HOME Owner-Occupied Housing Loan program is administered by the DEHCR through the Homebuyer and Rehabilitation Program (HHR).

Rural Development, Rural Housing Service – United States Department of Agriculture (USDA-RD)

USDA provides a variety of housing and community development programs for rural areas, generally available in areas with populations of 10,000 or less. It provides support for rental housing development, direct and guaranteed mortgage loans for home buyers, and support for self-help and cooperative housing development. For more information on USDA-RD's housing programs, visit its website at <https://www.rd.usda.gov/programs-services/all-programs/housing-programs>.

State Housing Programs

Community Development Block Grant (CDBG) – Housing Program

The Wisconsin Community Development Block Grant (CDBG) program for housing, administered by the DEHCR, provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. The CDBG program is a federally funded program through HUD. CDBG funds can be used for various housing and neighborhood revitalization activities including housing rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap accessibility improvements. For more information on these programs, visit DEHCR's Community Development Programs webpage.

Historic Home Owner's Tax Credits

A 25 percent Wisconsin investment tax credit is available for people who rehabilitate historic, non-income-producing personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society's State Historic Preservation Office.

Homeless Programs

Wisconsin Department of Administration's Division of Energy, Housing & Community Resources administers programs specifically designed to help homeless people:

- State Shelter Subsidy Grant (SSSG) Program: provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.
- Housing Opportunities for Persons With Aids (HOPWA): This federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.
- HUD Emergency Shelter Grant (ESG) Program: Funds may be used for outreach to unsheltered individuals and families; emergency shelter, including shelter operations and renovations; homelessness prevention, including rental assistance; rapid re-housing, including rental assistance, rental arrears, application fees, security deposits, and utility payments; and database costs. In addition, up to 7.5% of grants may be used for program administration.
- Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

Home Safety Act

A Wisconsin law requires the state's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one- and two-family dwellings built since June 1, 1980. The Home Safety Act (2003 WI Act 90) signed into law by Governor Doyle on December 3, 2003 includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

Housing Cost Reduction Initiative (HCRI)

Local sponsors compete for state grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Energy, Housing and Community Resources.

Property Tax Deferred Loan Program (PTDL)

This state program provides loans to low- and moderate-income elderly homeowners to help pay local property taxes so that the elderly can afford to stay in their homes. To be eligible, individuals must be at least 65 years old with a spouse that is at least 60 years old, unless one is disabled.

Wisconsin Weatherization Assistance Programs

The Department of Administration-Division of Energy, Housing and Community Resources provides weatherization assistance for units occupied by low-income persons. This service is provided through the three community action programs operating in the region. It is also notable that many residential properties which are being sold for conversion to rental units also have to meet state-minimum energy conservation standards at the time of ownership transfer.

Wisconsin Department of Administration, Division of Energy, Housing and Community Resources

The Division of Energy, Housing and Community Resources provides housing policy and assistance programs to households. It offers state-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop state housing plans and policies, and provides training and technical assistance. The Division channels federal housing funds to local authorities and organizations and administers federal funds for the homeless.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. WHEDA administers a low-income housing tax credit program and loan programs.

Regional Housing Programs

Regional Community Development Block Grant (CDBG) Housing Program

The Regional Community Development Block Grant (CDBG) Housing Program for West Central Wisconsin (inclusive of Chippewa County) is administered by the Chippewa County Housing Authority. The funds are used to assist Low-to-Moderate Income (LMI) homeowners in bringing their homes up to safe and sanitary conditions through the provision of no-interest, deferred payment loans. A separate program component provides homebuyers with no-interest, deferred payment loans for closing costs and downpayments. Repayment is made at the point that the homeowner no longer occupies the property. Grant funding can also be used for housing acquisition, reconstruction and demolition. Although not currently used in this way, other eligible uses include small neighborhood public facility projects, assistance to developers creating low- and moderate-income rental units, and conversion of buildings into LMI housing. The program is a revolving loan fund with repaid loans being relented to eligible LMI households. New funds for the program are secured through a competitive application process with the Wisconsin Department of Administration (WDOA).

Habitat for Humanity

The goal of this program is to eliminate inadequate housing and poverty housing throughout the world. Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers, identifying project sites, and constructing owner-occupied housing for the benefit of participating low-income families. Visit habitat.org.

West Central Wisconsin Regional Planning Commission (WCWRPC)

The Regional Planning Commission offers technical housing assistance with respect to housing related grants and funding and grant writing. WCWRPC should be contacted for further information. Visit its website at wcwrpc.org.

County and Local Housing Programs

Clark County Housing Authority

The Clark County Housing Authority (CCHA) was established in June of 1994 by the Clark County Board of Supervisors to address County housing needs. The CCHA is the sole housing organization in the County that focuses on providing housing assistance to low to moderate income (LMI) households on a countywide basis. Through the use of funding from CDBG and a Revolving Loan Fund (RLF), the CCHA offers assistance to LMI homeowners and landlords for repairs and down payment or closing costs.

Wisconsin Energy Assistance Program

The Wisconsin Energy Assistance Program, administered by the Clark County Department of Social Services, assists low income households with purchasing furnaces when the family's existing furnace is a health hazard or beyond repair. The Department should be contacted for further information.

Transportation Plans and Programs

State Plans

Wisconsin Statewide Long-Range Multimodal Transportation Plan (Connect 2050)

The Wisconsin Department of Transportation has a statewide long-range transportation plan through the year 2050, called Connect 2050. The plan addresses all forms of transportation—highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects. The plan is available through the Wisconsin Department of Transportation's website.

Access Management

WisDOT employs three types of access control authorized by state statutes. A short summary of the state statutes follows, but it should be noted that the actual content of the statutes is significantly more detailed, and many special conditions and provisions are not included in this text. The type of access control that is imposed on various highway road segments influences how that segment is managed.

- Wis. Stats. 84.09 (purchase access control) – WisDOT acquires land by gift, devise, purchase or condemnation to establish, extend, or improve transportation facilities.
- Wis. Stats. 84.25 (administrative access control) – WisDOT designates some rural portions of the state trunk highway system as controlled-access highways where studies show that the potential exists for traffic volumes to exceed 2,000 vehicles per 24-hour day.
- Wis. Stats. 84.295 (freeway and expressway access control) – WisDOT designates highways with greater than 4,000 vehicles per day as freeways or expressways when it is determined that the volume and character of traffic warrants the construction or acquisition of right-of-way to accommodate a four-lane highway.

Wisconsin State Airport System Plan 2030

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 (SASP 2030) provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of Wisconsin.

Wisconsin Bicycle Transportation Plan – 2020

This is the state's major plan for developing and integrating bicycles into the transportation system. It was adopted by WisDOT in 1998 and looked at creating a system of bikeways using suitable routes along County and state highways.

An update to the Bicycle Transportation Plan is currently underway within the Active Transportation Plan 2050.

State Recreational Trails Network Plan

This plan was adopted in 2001 and updated in 2003 by WDNR as an amendment to the Wisconsin State Trail Strategic Plan to identify a network of trail corridors throughout the state consisting of more than 4,000 miles of trails known as the Trail Interstate System.

An update to the Trails Network Plan is currently underway.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

An update to the Bicycle Transportation Plan is currently underway within the Active Transportation Plan 2050.

Regional and Local Plans

Clark County, Marathon County, and the City of Colby consider applicable State, regional, and local transportation plans in the development of their own respective transportation plans. All three submit Local Road Improvement Program (LRIP) plans to WDOT in order to receive LRIP funding. The City of Colby manages its local transportation improvements through its five-year streets plan.

State Programs

Adopt-A-Highway Program

The Adopt-A-Highway Program is administered by the Wisconsin Department of Transportation (WisDOT). The program was initiated to allow groups to volunteer and support the state's antilitter program in a more direct way. Each qualified group takes responsibility for litter control on a segment of state highway. The group picks up litter on a segment at least three times per year between April 1 and November 1. Groups do not work in dangerous areas like medians, bridges, or steep slopes. In addition, a sign announcing a group's litter control sponsorship can be installed. The state Adopt-A-Highway coordinator should be contacted for further information. Applications and forms are available through the WisDOT website.

Wisconsin Information System for Local Roads (WISLR)

WISLR is an internet-accessible system that helps local governments and the Wisconsin Department of Transportation (WisDOT) manage local road data to improve decision-making, and to meet state statute requirements. With Geographic Information System technology, WISLR combines local road data with interactive mapping functionality. WISLR provides a system for local governments to report local road information (such as width, surface type, surface year, shoulder, curb, road category, functional classification, and pavement condition ratings) to WisDOT. Local governments can use WISLR to organize, analyze, update, and edit their data.

Transportation Economic Assistance (TEA) Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. For more information about this program, contact: Wisconsin Department of Transportation, Division of Transportation Investment Management, phone (608) 266-3488.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources does provide funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

Community Development Block Grant-Public Facilities (CDBG-PF)

Administered by the Wisconsin Department of Administration, communities meeting a low-to-moderate income threshold are eligible to apply for CDBG-PF grants for infrastructure and building projects, which may include streets and specialized transportation projects.

Wisconsin Department of Transportation

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars.

Many of these key assistance programs for county and local governments are listed below.

- **General Transportation Aids (GTA)** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs
- **Local Roads (LRIP) and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.
- **Surface Transportation Program (STP)** uses allocated federal funds for the improvement of federal-aid-eligible local (STP-L), rural (STP-R), and urban (STP-U) roads and streets.
- **Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.
- **Rural (RTAP) and State Urban Mass Transit Assistance** allocate federal funds to support capital, operating, and training expenses for public transportation services.
- **County Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.
- **Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.
- **Transportation Alternatives Program (TAP)** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.
- **Safe Routes to School Program** is a federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.
- **Airport Improvement Program** combines a variety of resources to fund improvements for the state's public-use airports which are primarily municipally owned. Additional program and regulatory support is also available through the Federal Aviation Administration.
- **Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** of all highway and transit projects that propose to use federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**. For further information, contact the WisDOT at (715) 836-2891.

Regional and Local Programs

Colby Public Works Department

The department provides: maintenance and repair of street, alleys, curbs, gutters, sidewalks, street signs, street lights, storm sewers, culverts, drainage areas, City buildings and structures, and machinery and equipment; and other associated items.

Clark and Marathon County Highway Departments

The County Highway Departments have responsibilities regarding the maintenance and repair of county highways.

West Central Wisconsin Regional Planning Commission (WCWPRC)

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, and pedestrian/bicycle trail planning guidance. Contact WCWPRC for further information.

Clark County Aging & Disability Resource Center

The Clark County ADRC provides transportation resources for residents that meet certain qualifications. Contact the ADRC for additional information and eligibility requirements.

Utilities and Community Facilities Plans and Programs

Assistance to Firefighting Grant Program

This program is administered by the U.S. Fire Administration (USFA), part of the Federal Emergency Management Agency (FEMA). The program assists rural, urban, and suburban fire departments to increase the effectiveness of firefighting operations, expand firefighting health and safety programs, purchase new equipment, and invest in EMS programs. For information regarding the grant contact FEMA Grant Program staff at 1-866-274-0960. For the most current information regarding grant awards and any other USFA projects, visit usfa.fema.gov.

Knowles-Nelson Stewardship Local Assistance Grant Programs.

Administered through the Wisconsin Department of Natural Resources, funds are available to assist local communities acquire and develop public outdoor recreation areas as per s. 23.09 (20), Wis. Stats. Counties, towns, cities, villages, and Indian Tribes with an approved Comprehensive Outdoor Recreation Plan are eligible to apply. There is a 50% local match required. Awards are granted on a competitive basis. Acquisition and development of public outdoor recreation areas are eligible projects as well as urban green space, urban rivers, and recreational trails projects.

Brownfields Initiative

The Brownfields Initiative provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs. The Wisconsin Economic Development Corporation should be contacted for further information.

Clean Water Fund Program

Funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems as per s. 281.58 and 281.59, Wis. Stats. Cities, towns, villages, counties, town sanitary districts, public inland lake protection and rehabilitation districts, metropolitan sewerage districts, and federally-recognized tribal governments are eligible to apply. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Projects that are necessary to prevent violation of discharge permits, meet new or changed discharge limits, or correct water quality or

human health problems in unsewered areas may receive priority for funding. Low interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department. The program is offered by the WDNR.

WEDC Brownfield Grants Program and Idle Sites Redevelopment Program

The Brownfield Grant and Brownfield Site Assessment Grant are designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site in a blighted area, or one that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community.

The Idle Sites Redevelopment program is in place for redevelopment plans of large idle, abandoned, or underutilized sites. These sites will need to have been in this condition for at least 5 years. Eligible activities include rehabilitation, demolition, remediation, or infrastructure improvements. The Wisconsin Economic Development Corporation should be contacted for further information on these programs.

Community Development Block Grant for Public Facilities (CDBG-PF)

The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed, smaller communities with public facility improvements. Eligible activities include, but are not limited to, publicly-owned utility system improvements, streets, sidewalks, and community centers. Federal grant funds are available annually. The maximum grant for any single applicant is \$1,000,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates. For more information on this program contact the Wisconsin Division of Energy, Housing and Community Resources.

Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)

The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities. Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. The Wisconsin Division of Energy, Housing and Community Resources should be contacted for further information.

Household and Agricultural Hazardous Waste Collection Grant (Clean Sweep)

Funds are available to municipalities to create and operate local “clean sweep” programs for the collection and disposal of hazardous waste. Any type of program for the collection and disposal of hazardous wastes, including permanent collection programs, is eligible. The program is offered from the WDNR, Bureau of Community Financial Assistance. Chippewa County, which currently coordinates a county-wide clean sweep, can also be contacted for further information.

Tax Incremental Financing (TIF)

TIF can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. The City’s current TIF districts are discussed in more detail within the Economic Development element.

Clark & Marathon Countis Utility Accommodation Policies

The purpose of the Clark County Utility Accommodation Policy is to prescribe the policies and procedures that shall be met by any utility whose facility currently occupies, or will occupy in the future, any highway right-of-way or bridge over which Clark County has jurisdiction. The Policy applies to all public and private utilities as defined in 96.01(B) (9) and (15). It also applies to all existing utility facilities retained, relocated, replaced, or altered, and to new utility facilities installed on Clark County right-of-way. Marathon County also has a Utility Accommodation Policy.

Agricultural and Natural Resources Plans and Programs

There are many agricultural, forestry, and natural resource conservation programs which area residents and communities can access, and a variety of related programs. The following is a description of some of the natural and cultural resources programs which may be of particular interest to the City and its residents. The Clark County Land Conservation Department, the County UW-Extension Office, and the local NRCS and Farm Services Agency are additional excellent resources.

Natural Resources Programs

2003 Wisconsin Act 307 – Notification to Nonmetallic Resource Owners

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. 2003 Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

Environmental Quality Incentives Program (EQIP)

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Contracts are used. Payment rates are reviewed and set each fiscal year. Public access is not required. Contact one of the local USDA Natural Resources Conservation Service Center, Farm Service Agency, or Rural Development offices. The County Land and Water Conservation Department may also be able to assist.

Non-Point Pollution Abatement Program

Funds and technical assistance are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction include priority lakes, are eligible to apply. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Cost sharing is capped at 50% as of 2023. Non-rural landowners and land operators can contact their municipal government offices. Contact the WDNR West Central Region Community Financial Assistance Specialist for further information.

Surface Water Grants

Cost-sharing grants are available for water protection or restoration projects through the Department of Natural Resources. A comprehensive list of grants can be found on the WDNR's Surface Water Grant Program website. The Regional Environmental Grant Specialist can also assist with identifying grants and determining eligibility.

Stewardship Grants for Non-profit Conservation Organizations

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails including the Ice Age Trail and North Country Trail, and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

Brownfield Remediation/Redevelopment

Programs under the Wisconsin Department of Natural Resources and Wisconsin Economic Development Corporation provide funding for acquisition, remediation, and redevelopment of designated "brownfield" sites. Contact the WDNR or WEDC for further information.

Historical and Cultural Resources Plans and Programs

Historic Building Code

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information.

Wisconsin's Main Street Program

The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring. More information on the Wisconsin Main Street Program can be found at: wedc.org/programs-and-resources/main-street.

Federal & Wisconsin Historical Preservation Tax Credits

One of the benefits of owning an income-producing historic property in Wisconsin is the ability to participate in federal and state income tax incentives programs for significant rehabilitation of certified historic properties.

Wisconsin Historical Society

The Society is the federally-designated State Historic Preservation Office. The Society provides a range of resources for information concerning state or federal laws and regulations, information on grassroots strategies for preserving and protecting historic properties, or information on how you may protect and preserve your own historic property. Nonprofit organizations are not eligible for these tax credits in most cases. Owner-occupied historic homes are eligible for a 25 percent tax credit under a separate Historic Homeowners Tax Credit.

Wisconsin's Historical Markers Program

Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at wisconsinhistory.org/Records/Article/CS15267.

National Historic Landmarks Program

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

National Trust for Historic Preservation, Preservation Services Fund

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar.

Public Humanities Program, Wisconsin Humanities Council

The Wisconsin Humanities Council (WHC) provides funding from \$500 to \$10,000 for public humanities programs. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. More information can be found at wisconsinhumanities.org.

Jeffris Heartland Fund

The Jeffris Family Foundation provides grants between \$5,000 to \$50,000 for historic preservation projects. Additional information can be found at jeffrisfoundation.org/.

Certified Local Government Program

Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at wisconsinhistory.org/ or the National Park Service's Web site at nps.gov/nr/.

Local Organizations

A wide variety of local organizations are involved in promoting cultural or historical resources, which are important partners in related planning and programming. Key local partners and programs are discussed in the Historic and Cultural Resources element.

Economic Development Plans and Programs

There are many organizations, programs, grants, and services available to assist with economic development planning and activities. A number of the programs related to infrastructure development were previously discussed in the Utilities and Community Facilities element. The following are some additional commonly referred to economic development plans and programs.

U.S. Department of Commerce, Economic Development Administration (EDA)

The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, grants, and education. The WCWRPC is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see wcwrpc.org.

USDA, Wisconsin Rural Development Programs

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include: community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at rurdev.usda.gov/wi/index.html.

Wisconsin Economic Development Association

WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive Council and involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts. For more information see weda.org/.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements. The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility-Economic Development (PF-ED) funding for public infrastructure necessary for business expansions

For more information, see energyandhousing.wi.gov/Pages/CommunityResources.aspx.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. Economic development programs administered by WEDC include:

- The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring.
- The Connect Communities program also focuses on downtowns with WEDC providing operational and technical resources.
- The Community Development Investment Grant Program provides financial incentives for shovel-ready projects with significant, measurable benefits in job opportunities, property values, and/or leveraged investment with emphasis on, but not limited to, downtown community-driven efforts. These funds can be used for a variety of building and infrastructure projects and includes the Vibrant Spaces grant sub-program.
- Brownfield Site Assessment Grants for conducting initial environmental assessment and demolition activities on an eligible abandoned, idle, or underutilized industrial or commercial site.
- A Certified Sites Program to assist with marketing of industrial properties.
- Fabrication Laboratories (FabLab) grants to help students prepare for the manufacturing jobs of the future and to promote entrepreneurship.

Wisconsin Department of Tourism

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: industry.travelwisconsin.com/.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the website at dwd.state.wi.us.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

Local Agriculture Market Program (LAMP) – Value Added Producer Grants (VAPG)

The LAMP is a federal program created by the 2018 Farm Bill and under the supervision of the USDA-RD. Several funding programs have been established under the LAMP umbrella. One such program is the VAPG program, which provides funding to projects that have the potential to bolster agricultural profits or productivity. Projects may include new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. U.S. Department of Agriculture – Rural Development should be contacted for further information.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create the business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provide a comprehensive, streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).
- Business sector support: Sector development specialists are WDNR staff who work with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all WDNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance.
- Improved environmental and economic performance is pursued through various strategies including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- Wisconsin DNR SwitchBoard: The WDNR SwitchBoard is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

Wisconsin Housing and Economic Development Authority (WHEDA)

The following economic programs are offered by WHEDA.

- **Credit Relief Outreach Program:** CROP features 90% guarantees on loans of up to \$30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- **FARM:** FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.
- **Small Business Guarantee:** A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WisDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see dot.wisconsin.gov/localgov/aid/tea.htm.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see momentumwest.org/index.cfm.

West Central Wisconsin Regional Planning Commission

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an economic development district by the Economic Development Administration and produces an annual, regional Comprehensive Economic Development Strategy (CEDS) and is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), grant coordination, writing and administration. For more information, please see wcwrpc.org.

Regional Business Fund, Inc.

All communities in Chippewa County are covered by a business revolving loan fund. The Regional Business Fund, Inc. offers low-interest loan funds to businesses that expand within the region; diversify the economy; add new technology; revitalize buildings in the region's downtowns; create or retain quality jobs; and leverage private capital investment in the region. Visit www.rbfinc.org for more information.

Clark County Economic Development Corporation & Tourism Bureau

Clark County Economic Development Corporation is the primary agency in Clark County responsible for creating new jobs and investment as well as marketing the County for tourism and workforce attraction/retention. The programs are designed to support and promote economic development with the County and its communities, primarily by attracting new industries, assisting in the development, retention, and expansion of businesses, and assisting communities in preparing for economic development opportunities.

Clark County, University of Wisconsin-Extension, Cooperative Extension

The University of Wisconsin-Extension has an office in Balsam Lake. Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development.

Extension county-based faculty and staff live and work with the people they serve in communities across the state. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

One program within the Cooperative Extension is the First Impressions program. The First Impressions program offers an inexpensive way of determining what visitors think of your community. Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings. It is somewhat similar to the WCWRPC's placemaking efforts, but provides a visitor's impressions of aesthetics and "welcomingness", rather than an emphasis on function, uses, and activities by those who live, work, and play in a place. The two programs can be complimentary. For more information, visit <http://www.uwex.edu/ces/cced/communities/firstimpressions/> and contact WCWRPC regarding placemaking.

AbbyColby Crossings Chamber of Commerce

The AbbyColby Crossings Chamber of Commerce's mission is to provide a better place for people to live, work and play in the communities that they serve. They are committed to improving the communities of Abbotsford, Colby, Dorchester, Unity, Curtiss, and Milan. They accomplish this through a variety of activities and member benefits, including a website with business directory, support and marketing of area businesses, events, and attractions.

Colby Economic Development Corporation

The Colby Economic Development Corporation is comprised of area businesspeople who are interested in increasing development in the City of Colby. The group has recently been reactivated and will work to tackle issues such as housing, childcare, and business development.

Intergovernmental Cooperation Plans and Programs

The following general intergovernmental plans and programs are available to the City, in addition to those plans and programs mentioned in other sub-sections of this element.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a not-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities. Its membership consists of 378 villages and all of the 190 cities in the state. Clark County and Marathon County cities and villages participate in the League of Wisconsin Municipalities.

Annexation

Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a City or Village. Cities and villages cannot annex property without the consent of landowners as required by the following petition procedures:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.

Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the City or Village when signed by at least 20 percent of the electors in the territory.

Extraterritorial Zoning

Wisconsin Statute, 62.23(7a) allows a City or Village to participate with towns in the zoning of lands outside their incorporate boundaries. For the City of Colby the extraterritorial area would encompass 1.5 miles. The steps for exercising this power are identified in the Statutes and include working with the town to create a joint extraterritorial zoning committee with three City and three town members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations.

Extraterritorial Subdivision Review

Wisconsin Statute, 236.10 allows a City or Village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if the City or Village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the City or Village. The City or Village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities influence the development pattern of areas outside their boundaries that will likely be annexed to the City or Village. This helps cities protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the City and Village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the City and Village so that not more than one ordinance will apply.

Office of Land Information Services, Municipal Boundary Review

Municipal Boundary Review regulates the transition of unincorporated areas to City or Village status through municipal annexation, incorporation, consolidation, or by joint City-Village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. For further information visit its website at localgovernment.extension.wisc.edu/

Wisconsin Intergovernmental Statute Agreements

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each City, Village, or Town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions

Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members.

State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. Clark County is a member of the West Central Wisconsin Regional Planning Commission.

Land Use Plans and Programs

The following are some general land use plans and programs. Land use implementation tools are addressed in the Implementation element.

City of Colby Comprehensive Planning Efforts

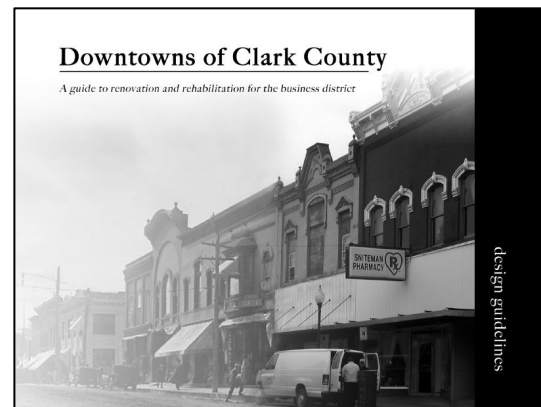
This document is an update of the *City of Colby Comprehensive Plan* which was adopted in 2009. This plan update reviewed and incorporated issues, data, goals, and strategies from the Plan as deemed appropriate by the Plan Commission.

Downtowns of Clark County

This guide to renovation and rehabilitation for the business district was developed by the Clark County Economic Development Corporation under a program to offer design assistance which maintains the historic integrity of downtown buildings working through design committees in each community.

Wisconsin Land Information Program

The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Council oversees the Program's policies. The Council's statutory authority includes preparing guidelines to coordinate the modernization of land records and land information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.



Division of Intergovernmental Relations, Wisconsin Department of Administration

The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Council. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: www.doa.state.wi.us.

UW-Extension Center for Land Use Education

The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to: land use planning, plan and ordinance administration, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at www.uwsp.edu/cnr/landcenter/.

West Central Wisconsin Comprehensive Plan

As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan in September 9, 2010. This advisory document includes all of the nine elements required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.

Appendix F: City of Colby Community Survey Results

TO BE INSERTED PRIOR TO PUBLIC HEARING DRAFT