

## **CHAPTER 2: INVENTORY, TRENDS, AND FORECASTS**

INTRODUCTION .....	2-1
COMMUNITY INVENTORY.....	2-1
History and Description of Planning Area.....	2-1
Past Planning Efforts.....	2-2
Community Resources .....	2-2
Land Use Inventory.....	2-7
DEMOGRAPHIC TRENDS AND FORECASTS .....	2-8
LAND USE TRENDS AND FORECASTS .....	2-9
Existing Land Use Issues and Conflicts.....	2-9
Anticipated Land Use Trends .....	2-10
Development Considerations .....	2-10
LAND USE PROJECTIONS .....	2-11
Five Year Incremental Land Use Projections .....	2-11



## INTRODUCTION

This chapter contains valuable background information and data for creation of the *Town of Lena 20-Year Comprehensive Plan*. It not only provides an inventory of the unique natural features that make the town distinct from its neighboring communities but also highlights the demographic, economic, and land use trends and forecasts used to prepare the Town of Lena 20-Year General Plan Design found in Chapter 3 of this document.

## COMMUNITY INVENTORY

### History and Description of Planning Area

#### Town of Lena History

In a book written by Della Rucker in 1999 called *From the McCauslin to Jab Switch-A History of Logging in Oconto County*, she describes how the Town of Lena’s rich history set the stage for how the area looks and feels today. The following is an historical excerpt based on information from her book. Originally known as the Maple Valley settlement, Lena owes its location to the railroads. The first white settlers to the area arrived in the late 1870’s and consisted primarily of French-Canadian immigrants. As was common in other areas populated by the French-Canadians during this era, most of them engaged in small-scale logging. They concentrated their work and their homes along Jones Creek, a tributary of the Little River. By 1879, the community had become large enough to support a post office. Since the name, “Maple Valley” had already been assigned to another Wisconsin post office; the recommendation to name the area fell to Oconto Postmaster, George R. Hall. Hall submitted the name of his future wife, Lena, which was approved.

The Chicago, Milwaukee, and St. Paul Railway had extended a line through the town by 1882. By the time the railroad had arrived, timber had become virtually exhausted in most of the Little River Watershed. As hotels, saloons, and other businesses began to be constructed near the new railway depot in the early 1880’s, the center of the settlement began to shift from the creek to the depot. By the early 20<sup>th</sup> Century, the area had experienced a great deal of growth in both population and businesses. By this time, the community also had a sawmill, planing mill, furniture factory, as well as, a large grist mill and grain elevators. With the grist and elevators in full operation, the land was gradually being converted to farmland. The heart of the Town of Lena was very much a growing community, and in 1921, the concentrated developed area around the depot incorporated and became the Village of Lena. Slowly, the wheat and grain cultivation were replaced by the dairy farms seen throughout the area today.

#### Town of Lena Planning Area



The Town of Lena is located in the northeast area of Oconto County encompassing an area of approximately 33 square miles, or 21,170 acres. The closest incorporated communities are: Village of Lena encompassed by the town; Oconto Falls is 10 miles to the southwest; Oconto is 15 miles to the southeast; and Green Bay is located 30 miles to the south. The north-south running U.S Highway 141 bisects the town. The Town of Pound, in Marinette County, comprises the town’s northern border; the

Town of Stiles serves as its southern border; The Town of Little River is Lena’s eastern border; and the Town of Spruce is to the west. **Map 2.1** provides a general location of the Town of Lena in Wisconsin, and **Map 2.2** highlights the planning area.

### **Past Planning Efforts**

**Community Land Use Survey:** The Town of Lena, with assistance from UW-Extension Oconto County, prepared and conducted a community-wide land use survey in 2001. The survey was completed to gather input from residents on future land uses in the town prior to the completion of the USH 141 by-pass.

**Town and Village of Lena Community Survey:** A joint survey between the Town and Village of Lena was undertaken in 2004 to begin pre-planning for completion of their comprehensive plans. Residents were asked their thoughts and ideas on a variety of topics. Two main topics were how the two communities could work together better and what are the best methods to more efficiently determine long term land use within the two communities. Those completing the survey were asked where they thought future residential, commercial, and industrial development should be located and what areas should experience little or no growth. Maps were created illustrating the respondents’ thoughts on future development and preservation.

The goal of the comprehensive planning process is to inventory any existing land use ordinances, identify the key findings from other planning documents, and analyze past community surveys in order to ensure their consistency in utilization and implementation, and the results are integrated appropriately within the context of the comprehensive plan.

**Oconto County Farmland Preservation Plan:** In 1985, Oconto County adopted the Oconto County Farmland Preservation Plan prepared by Bay-Lake Regional Planning Commission. This plan served as a guide for preserving farmland, woodlands and significant environmental areas within the county and to help maintain and expand the agricultural economy. In 2014, Oconto County amended the Oconto County 20-Year Comprehensive Plan to include all statutorily required components of the Farmland Preservation Plan. The Oconto County Comprehensive Plan includes all requirements of Chapter 91.

### **Town of Lena 20-Year Comprehensive Land Use Plan:**

In July of 2008, the Town of Lena adopted its first comprehensive plan entitled the Town of Lena 20-Year Comprehensive Plan. This plan was developed with planning assistance from Bay-Lake Regional Planning Commission and Oconto County Planning staff as part of a county wide planning project. In 2018, the Town of Lena began working with Oconto County Planning staff to complete the first major update to the comprehensive plan. The plan update was completed and adopted in 2019.

## **Community Resources**

### **Natural Resources**

Natural resources are large elements and defining features for local communities. They contribute to providing a clean and abundant supply of groundwater; a source for economic development opportunities; plus comprise an environment essential to maintaining healthy and diverse biological communities.

The resources that lie above and beneath the ground are very important when considering the location of future development. A summary of those resources located within the Town of Lena

are highlighted below. Expanded definitions and countywide maps of these natural resources can be found in Chapter 5 of *Volume II: County Resources*.

- The soil type is clayey till consisting of clay, sand, gravel, and boulders intermingled in any proportion. The contour of the area encompasses a number of depressions and basins and is scattered with lake and outwash plains. This combined topography and soil type limits the amount of water driven erosion that is likely to occur in the area.
- The depth to bedrock is 60 feet or greater naturally filtering contamination from septic systems, farming operations, and stormwater runoff before they get to the groundwater below.
- There are two creeks meandering through the Town of Lena. Kelly Brook runs from the southwest corner of the town to the northeast corner. The North Branch Little River flows west to east across the northern part of the town. The two streams connect in the northeastern corner of the town.
- A majority of the town is located in the Little River Watershed. There are a few small northern sections of the town that are located in the Little Peshtigo River Watershed. Both watersheds are part of the larger Lake Michigan Basin that drains directly into Green Bay of Lake Michigan.
- A functioning drainage district covers a large portion of the town. It is primarily located on the east and south sides of the Village of Lena and including much of the village itself.
- Topography and drainage within the town are primarily the result of glaciation. This glaciation has caused the area to be poorly drained and pocketed with marshes and wetlands. The topography varies approximately 100 feet in elevation from 670 feet above mean sea level along the Kelly Brook to 770 feet above mean sea level southwest of the village along Meyer Hill Lane.
- The upland woodlands (those woodlands that are not in a wetland) are scattered throughout the town. These woodlands are primarily located in areas that are unsuitable for agricultural use and include places with ridges, steep slopes, and areas along Kelly Brook and North Branch Little River and bordering wetlands which are prone to flooding.
- Town residents get their drinking water through individual wells tapping the groundwater below. Groundwater, lakes, and rivers are all connected as water commonly flows between them. Groundwater is also connected to the surface of the land by rain and melted snow which carry substances from the surface down to the groundwater and nearby wells.
- The Plan Determinants consist of wetlands, floodplains, steep slope (12 percent or more), and the 75-foot setback from surface water features. Each of these four Plan Determinant features for the town is shown on **Map 2.4**. The individual plan determinants merged together form a single feature known as “environmental corridors”, which is displayed on the town’s General Plan Design (**Map 3.1**).
  - There are a very limited number of areas noted as steep slope within the town. Steep slope is based on soil characteristics which can be a constraint to development due to increased runoff and soil erosion potential.
  - There is a narrow strip of designated floodplains located in the southeastern part of the

town running south and parallel to Kelly Brook.

→ Wetlands are located throughout the town with the two largest areas located in the southwest and northwest corners of the town.

### Agricultural Resources

The town's prime agricultural soils are shown in **Map 2.5**. These soils have been determined to contain the best combination of physical and chemical characteristics for growing crops for human and animal consumption. A large portion of the town has been noted as containing prime agricultural soils. The most densely covered areas of prime agricultural soils are on the west side of USH 141. In all, there are 12,168.7 acres of crop and pasture land in the town as determined by the 2017 land use inventory. Areas that have been designated as farmland preservation areas within the town are shown on **Map 3.15** found in Chapter 3 of *Volume I: County Plan*.



More information regarding agricultural resources in the county can be viewed in Chapter 5 of *Volume II: County Resources*.

### Cultural Resources

Cultural Resources are typically sites, features, and/or objects of some importance to a culture or a community for scientific, aesthetic, traditional, educational, religious, archaeological, architectural, and historic reasons.

- The Wisconsin Historical Society maintains a list of 26 historically significant structures located in the Town of Lena. A majority of these listings are homes and agriculture related structures.

A comprehensive list of historically significant features for the town can be found on the Wisconsin Historical Society's website at <http://www.wisconsinhistory.org/>

Community Design Features are often reference points, roads and trails, boundaries, areas of commonality, and destinations individuals will acknowledge and express to describe the town or a definable area within the town. For the Town of Lena, these include:

- a. Landmarks (reference points)-
  - Kelly Brook
  - North Branch Little River
  - Village of Lena
  - Town Hall
  - Town Cemetery
  - Catholic Cemetery
- b. Pathways (roads, trails, etc.)-
  - U.S. Highway 141
  - County Highways A and M

- Business 141
- c. Edges (boundaries)-
- Village of Lena
- d. Districts (encompass areas of commonality)-
- Lena Public School District
  - NWTC
  - Oconto Drainage District #1
  - Village of Lena Fire Department
  - Coleman Area Rescue Squad
- e. Nodes (destinations within the center of a district)-
- Town Hall
  - Town Cemetery
  - Catholic Cemetery

## Economic Resources

Being a rural farming community, the town's local economy is directly connected to its vast amount of agricultural resources. As noted on the 2017 land use inventory, there are 44.6 acres of identified commercial land and 42.5 acres of industrial land use, which consists primarily of five active quarries.

Other employment types found in the Town of Lena include large farming operations, machining, machinery sales and service, non-metallic mining, bulk hauling and trucking, construction equipment sales and service, and a variety of home-based businesses.

## Utilities and Community Facilities

An inventory and assessment of existing facilities is made to determine whether or not there may be condition and capacity issues in meeting future development needs. Information on the Town of Lena's community and public facilities is shown on **Map 2.6** and highlighted below.

The Lena Town Hall is located at 6087 Goatsville Road. The Town Hall serves as space for town meetings and the town's polling place. The Town of Lena operates a municipal garage located adjacent to the Town Hall on Goatsville Road. It houses town maintenance equipment and supplies. Town residents utilize individual wells and on-site wastewater treatment facilities. Refuse disposal is offered by the town in conjunction with the Village of Lena. Town residents buy tags for their garbage, so they can bring it to the town operated recycling center. The Town of Lena has a recycling program where residents can bring their recyclables, or residents can pay for curbside pick-up.



The Oconto County Sheriff's Department provides primary police protection for the town. The town employs a constable to handle minor day-to-day events. Fire protection is provided by the Village of Lena Fire Department. The fire station is located at 220 Second Street. The department is served by 25 volunteer firefighters and maintains mutual aid agreements with surrounding districts for additional

support. **Map 9.2** in Chapter 9 of *Volume II: County Resources* illustrates the fire districts in Oconto County. The Coleman Area Rescue Squad located in Coleman provides emergency services to town residents. EMS/Ambulance districts are shown on **Map 9.3** in Chapter 9 of *Volume II: County Resources*.

The Lena Public School District, located at 304 E. Main Street, serves children pre-kindergarten thru 12<sup>th</sup> grade. See **Map 9.4** in Chapter 9 of *Volume II: County Resources* for school districts located in Oconto County. The Lena Public Library was built in 2006 and serves the village, town, and surrounding areas. The new library is located at 200 E. Main Street, just west of the Lena Public School District.

Town residents are served by the United States Post Office facility located in the Village of Lena on E. Railroad Street. The building was constructed in 1985 and has ample parking facilities for customers. There are two cemeteries in the town. The town cemetery is a seven acre site located on Old U.S. Highway 141. The town is responsible for any maintenance and upkeep to this cemetery. The second cemetery is associated with the Catholic Church and is located on the eastern end of County Highway A. Child care is provided by several in-home daycare providers in the area. Residents are served by local and satellite TV services. Some residents have access to high speed internet. Wisconsin Public Service and Oconto Electric Cooperative provide electric service to the town. Gas service is available from Wisconsin Public Service for residents located along old U.S. Highway 141 and new U.S. Highway 141. The Community Memorial Hospital has a clinic located on Rosera Street in the Village of Lena.

## Parks and Recreation

The town has very limited recreational facilities. Most of the town residents utilize the park and recreation sites within the village. The Town and Village of Lena are discussing an eventual recreational area on the village's old dump site north of the Lena School District buildings. Please see **Map 9.5** in Chapter 9 of *Volume II: County Resources* for a detailed inventory of park and recreational areas within Oconto County.

## Transportation

Transportation specific information for the Town of Lena is highlighted below. For more details on the transportation systems in Oconto County, please see Chapter 8 of *Volume II: County Resources*.

- U.S. Highway (USH) 141 is a principal arterial route. The function of an arterial highway is to move traffic over medium to long distances, often between regions as well as between major economic centers, quickly, safely and efficiently. For over three decades, the portion of USH 141 from Green Bay, through Oconto County has slowly been upgraded to freeway and expressway standards.
- County Highways A and M are classified as a collector roads. The primary function of the county roads that are classified as “collectors” is to provide general "area to area" routes for local traffic.
- County Highway A begins on the east side of the county at County Highway Y and crosses USH 41 and travels west to USH 141 through the Village of Lena. From village, the county highway travels west and north connecting to STH 32 just east of the Village of Suring.
- County Highway M originates at USH 141 on the east end and travels west through Oconto County, joining with State Highway 32 for approximately six miles, separating and entering Menominee County to the west.



The rail tracks and facilities located within the town are owned and operated by the Escanaba and Lake Superior Rail Company. The track runs north to south through the town just west of and approximately parallel to USH 141. Although the Escanaba and Lake Superior Railroad does not provide service to any industry or business located within the town, it is an important element of the local transportation system.



Table 8.2 found in Chapter 8 of *Volume II: County Resources* lists the mileage of roads under the jurisdiction of the Town of Lena by function. **Map 8.1** found in Chapter 8 of *Volume II: County Resources* provides the location of the roads by function within the town.

### **Land Use Inventory**

A detailed field inventory of existing land uses in the Town of Lena was completed by the Bay-Lake Regional Planning Commission in 2007. In 2017, as part of the plan update a detailed existing land use inventory was completed by Oconto County Planning. A consistent standard land use classification methodology was used to determine existing land uses. Please see Chapter 11 of *Volume II: County Resources* for a description of these land use categories. A breakdown of the town’s general land uses with acreages is shown in Table 2.1. **Map 2.7** displays the Town of Lena existing land use.

Table 2.1: Existing Land Use

Land Use Type	Total Acres	Percentage Total Land	Percentage Developed Land
<b>DEVELOPED</b>			
Single Family	326.5	1.5	20.9
Mobile Homes	31.2	0.1	2.0
Multi-Family	0.0	0.0	0.0
Vacant Residential	2.9	0.0	0.2
Total Residential	360.6	1.7	23.1
Commercial	44.6	0.2	2.9
Industrial	42.5	0.2	2.7
Transportation	219.9	1.0	14.1
Communications/Utilities	7.8	0.0	0.5
Institutional/Governmental	5.9	0.0	0.4
Recreational	0.0	0.0	0.0
Agricultural Structures	878.3	4.1	56.3
<b>Total Developed Acres</b>	<b>1,559.6</b>	<b>7.4</b>	<b>100.0</b>
<b>UNDEVELOPED</b>			
Croplands/Pasture	12,168.7	57.5	62.1
Woodlands	6,469.9	30.6	33.0
Other Natural Areas	905.0	4.3	4.6
Water Features	67.2	0.3	0.3
<b>Total Undeveloped Acres</b>	<b>19,610.7</b>	<b>92.6</b>	<b>100.0</b>
<b>Total Land Area</b>	<b>21,170.3</b>	<b>100.0</b>	

Source: Oconto County Planning, 2020.

## DEMOGRAPHIC TRENDS AND FORECASTS

### Population

#### **Historic Population Trends**

Analyzing the change in population and housing trends and characteristics is important to help understand the needs of a community's current and future populations. The Village of Lena incorporated in 1921 resulting in a dramatic loss in population for the town. The Town of Lena experienced a fluctuating population from 1930 to 1980. Over the past three decades, the town's population has steadily declined from 790 in 1990 to 727 in 2010.

For more information on population trends in Oconto County and the Town of Lena refer to Chapter 6 of *Volume II: County Resources*. For town specific population data refer to Tables 6.14 – 6.18 found in Chapter 6 of *Volume II: County Resources*.

#### **Population Projections**

By analyzing past population trends, it is possible to project future growth. The use of forecasting calculates, or predicts, a future number by using existing figures. Projecting future population growth over this 20 year planning period will enable to the Town of Lena to better understand future needs for housing, utilities, transportation, recreation, and a number of other population influenced services. For this comprehensive plan, the town has utilized Wisconsin Department of Administration (WDOA) population projections. Based on these WDOA projections, the Town of Lena will begin to see a slight increase in total population.



The Town and Village of Lena are outside the sphere of influence by the Green Bay metro area. Communities south of Lena have experienced a strong growth rate due to the significant amount of new residents moving out from the metro center to the more open areas of southern Oconto County. With the new USH 141 expansion completed, the Town and Village of Lena potentially could become attractive to people seeking a small community with a quality school but still relatively close to desired amenities. Even though the numbers of new residents may be difficult to quantify, the town and village should keep this factor in mind when planning for the future and the loss of residents may not be as significant as the projections indicate.



More information on population projections for Oconto County and the Town of Lena can be found in Chapter 6 of *Volume II: County Resources* with town specific projections shown in Table 6.18.

### Housing

#### **Housing Trends and Characteristics**

As reported by the U.S. Census, the Town of Lena's total number of housing units have continued to increase over the years.

More information on the number of housing units for Oconto County and the Town of Lena can

be found in Table 6.19 found in Chapter 6 of *Volume II: County Resources*.

**Housing Projections**

Utilizing the Wisconsin Department of Administration (WDOA) occupied housing unit projections, the town can expect to see a continued, but limited increase in occupied housing units.

More information on housing projections for Oconto County and the Town of Lena can be found in Table 6.20 found in Chapter 6 of *Volume II: County Resources*.

**Economic Development**

The Town of Lena’s economy is heavily dependent upon agriculture and supportive agriculture industries.

Of the town’s residents in the labor force, the majority, 30.4 percent, are employed in production, transportation, and material moving. A large percentage 25.7 percent are employed in sales and office occupations. More information on employed persons by occupation for Oconto County and the Town of Lena can be found in Table 7.11 found in Chapter 7 of *Volume II: County Resources*.

For more information regarding economic characteristics of Oconto County and the Town of Lena refer to Chapter 7 of *Volume II: County Resources*.

**LAND USE TRENDS AND FORECASTS**

**Existing Land Use Issues and Conflicts**

The concentrated residential development in the southwestern area of the town, adjacent to the Village of Lena, may wish to annex to the village in the future to obtain municipal services. It is important that these residential developments can be connected by trails to encourage multi-modal transportation options for residents living within these areas. In addition to these noted concentrated residential developments, there are other land use considerations to be addressed during this planning period. These issues and conflicts include:

- It is important to maintain orderly and quality mixed use development on the east and west sides of USH 141 to promote a positive image of the area and enable the town and village to attract future businesses to the locate along the corridor.
- There are a limited number of recreational facilities-parks, trails, and campgrounds within the town. The redevelopment of the old village dump north of the school buildings has been discussed as a future multi-use recreational site.
- The town anticipates future farming operations will consist of primarily large animal unit operations. To avoid conflicts with adjacent non-agriculture land uses, the town would like to see smaller residential lot sizes and institute an ordinance establishing buffers between farming and non-farming land uses.
- The limited number but larger residential lot sizes found throughout the town may create land use conflicts with neighboring farming operations.

## **Anticipated Land Use Trends**

The steady increase in fuel prices will be a major consideration as to where people chose to live and work. The Village and Town of Lena area is an ideal location for those individuals wanting to reside in a small community/rural setting with a quality school. Well-planned development along the USH 141 corridor and in the designated business areas on the north and south sides of the village could reverse the trend of declining values and population growth by adding jobs and creating an influx of new investment and money into the area. Without good planning practices instituted during within the next few years, the town can experience a continued population decline throughout the 20-year planning period.

- There are initiatives to develop additional recreational facilities-trails, parks, and racetrack.
- Plans are being created to encourage mixed use development along the USH corridor.
- An affordable housing option will be to rehabilitate existing older residential structures because of their unique features, location, and good value.
- There is discussion amongst the school, town, and village to create a multi-purpose recreational facility with trails to the old dump site on the west side of USH 141 and north of the school.
- The central part of Oconto County will maintain its strong agricultural heritage and the continuation of farming will be the area's predominant land use. It is likely smaller farms will be absorbed into larger operations.

## **Development Considerations**

### **Land Supply**

There is ample room for development opportunities within the town, including recreational, residential, retail, commercial, and light industrial land uses. The town's rural feel will be a catalyst for those looking to build a home or locate a business. The Lena School District, despite declining enrollment, offers a quality education and will be a draw for families with children. With the Town of Lena outside of the Green Bay Metropolitan influence, the homes are affordable for individuals of all age groups and income levels. The drainage district encompassing a large portion of the town may have an impact on where future development can occur.

### **Land Price**

Land prices within the Town of Lena will follow the regional trend of increasing land prices for development. Existing home values will grow but at a slower rate than communities to the south, which are impacted by the strong growth being displayed in the Green bay Metropolitan Area. The land along the USH 141 corridor will maintain a high value due to its limited acreage and highway exposure. The cost of residential lots within existing sub-divisions will remain competitive with surrounding communities. The value of agriculture land will continue to increase most likely due to the need of large agricultural operators. At times of rapid increases in commodity prices, there will be pressure to farm more marginal crop land and to till open space and grasslands not traditionally utilized for growing crops.

**LAND USE PROJECTIONS**

**Five Year Incremental Land Use Projections**

The Comprehensive Planning legislation s. 66.1001, Wis. Stats. requires comprehensive plans to include projections in five-year increments for future residential, commercial, industrial, and agricultural land uses over the 20-year planning period. The Wisconsin Department of Administration (WDOA) projections were used to determine anticipated future growth within the town. The Town of Lena future land use projections can be viewed in Table 2.1

It is **not** the intent of this comprehensive plan to see an entire area within a land use classification noted on the General Plan Design be developed. The specified uses should be allowed if consistent with the type, location, and density of existing development. Some of the land within the land use classification is not developable due to natural features, easements, setbacks, existing preferred land uses, or availability of supporting infrastructure. Within developing areas, these additional considerations and land uses generally account for approximately 25 percent of the gross land area. Given these considerations, the gross land use needs for residential, commercial, and industrial development for the Town of Lena by 2040 is 224.33 acres. The net acreage total for each of the illustrated land uses in Table 2.1 is 168.2 acres.

Table 2.2: Five Year Incremental Land Use Projections, 2020-2040

Year	Residential		Commercial		Industrial	
	Acres	Total	Acres	Total	Acres	Total
2020	50.0		6.2		5.9	
2025	39.0	89.0	4.8	11.0	4.6	10.5
2030	38.5	127.5	4.8	15.8	4.5	15.0
2035	8.0	135.5	1.0	16.8	0.9	16.0
2040	-	135.5	-	16.8	-	16.0

Source: Oconto County Planning, 2020.

**Residential Projections**

The town’s future residential land use acreage was projected utilizing the following methodology:

- The Wisconsin Department of Administration (WDOA) Projections,
- A per residential lot average of (2) two acres; and
- A multiplication factor ranging from 1.25 to 2.25 to allow for market flexibility and to account for the continued decline in persons per household.

WDOA’s projections were used as a basis for the creation of Table 2.2. The Town of Lena can anticipate the construction of 46 new homes by 2040. The land needed for these new homes equates to 135.5 net acres and 180.67 gross acres. Town officials want to direct most of the concentrated residential development to areas adjacent to the village and to locations illustrated on the General Plan Design to help preserve existing agriculture land.



Table 2.3: Five Year Incremental Housing Land Use Projections, 2020-2040

Year	New Housing Units	Acres/DU	Market Value	Acres Needed
2020	20	2	1.25	50.0
2025	13	2	1.5	39.0
2030	11	2	1.75	38.5
2035	2	2	2	8.0
2040	0	2	2.25	0.0
<b>Total</b>	<b>46</b>			<b>135.50</b>

Source: Oconto County Planning, 2020.

Note: The new housing units shown for 2020 would be the increase from the number of housing units determined in the 2010 census and the projected number of housing units in 2020. From 2010 thru 2020 it is projected the town will see 20 new housing units. From 2020 thru 2025 it is projected the town will see 13 new housing units. The projections are for single family homes and do not account for multiple family and apartment complexes which have greater residential densities.

### Commercial Projections

To calculate commercial land use projections, the ratio between residential acreage and commercial land use acreage is determined based on the 2017 land use inventory. That ratio is 8.08 acres of residential land to every one acre of commercial land for an 8.1:1 ratio. Based on this ratio, the town can anticipate allocating 16.8 net acres and 22.36 gross acres for commercial land uses as reflected in Table 2.3.

Table 2.4: Five Year Incremental Commercial Land Use Projections, 2020-2040

Year	Res. Acreage	Ratio	Acres Needed
2020	50.0	8.1	6.2
2025	39.0	8.1	4.8
2030	38.5	8.1	4.8
2035	8.0	8.1	1.0
2040	0.0	8.1	0.0
<b>Total</b>			<b>16.8</b>

Source: Oconto County Planning, 2020.

### Industrial Projections

The ratio between residential acreage and industrial land use acreage is also determined based on the 2017 land use inventory. That ratio was 8.48 acres of residential land to every one acre of industrial land for an 8.48:1 ratio. The industrial land found in the town is largely quarry operations. Using this ratio, the town can assume another 16 net and 21.31 gross acres will be dedicated to industrial land uses as seen in Table 2.4. A majority of this allocation will be for expansion of existing or the creation of new non-metallic mining operations; however, there may be some industrial land utilized for manufacturing operations located primarily along the USH 141 corridor.

Table 2.5: Five Year Incremental Industrial Land Use Projections, 2020 - 2040

Year	Res. Acreage	Ratio	Acres Needed
2020	50.0	8.48	5.9
2025	39.0	8.48	4.6
2030	38.5	8.48	4.5
2035	8.0	8.48	0.9
2040	0.0	8.48	0.0
<b>Total</b>			<b>16.0</b>

Source: Oconto County Planning, 2020.

### Agricultural Projections

With a projected 152 acres of land needed for future residential, commercial, and industrial development, a large percentage of those acres will be taken out of current agriculture production. Some of the projected development will also utilize existing open space and woodlands. With over 12,168.7 acres of agricultural and pasture lands identified during the 2017 land use inventory, the intention is to preserve as much of this open space as possible over the next 20 years by developing areas where it economically feasible to do so and adjacent to compatible land uses. To ensure existing and future agriculture operations have the ability and incentive to continue, the Town and Village of Lena plan to preserve the more productive and larger tracts of agriculture land located throughout the entire area by promoting wise and condensed development patterns along the USH 141 corridor, planning area, and within the village.





Map 2.1: Location Map



Map 2.2: Planning Area



Map 2.3: Surface Waters



Map 2.4: Plan Determinants





Map 2.5: Prime Agricultural Soils



Map 2.6: Public and Community Facilities



Map 2.7: Existing Land Use

