

## CHAPTER 2: INVENTORY, TRENDS, AND FORECASTS

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## INTRODUCTION

This chapter contains detailed background information and data used in the creation of the *Village 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 it also highlights the demographic, economic, and land use trends and forecasts used to prepare the Village of Lena 20-Year General Plan Design (Chapter 3 of this document).

## COMMUNITY INVENTORY

### History and Description of Planning Area

#### **Village of Lena History**

As the French arrived in Northeast Wisconsin, there were three distinct settlements. The first French arrived directly from France to engage in the fur trade. The second wave came mainly from the Province of Quebec, Canada. The third settlement was comprised of both groups who stayed to farm once all the timber had been removed and the log drives ended. The French, who were a part of the third influx settlers, located near Lena along a creek then known as “Jones Creek.” The community was founded in 1872 by a Swiss immigrant named Clement Rosera; however, it would be a few years later that this clustering of homes currently called Maple Valley would be given the name of “Lena.” These early French-Canadian pioneers settled at Jones Creek in about 1877 and farther east up the branch of the Oconto River now known as Gray’s Bridge on the Little River.

The first church was built in then Maple Valley by the Seventh Day Adventists in 1880. The original building still stands, well preserved and used as a museum. Two years later in 1882, a Catholic Church was built. It was destroyed by fire in 1898 and rebuilt in another location only to burn again in 1940. Again, it was replaced and stands on exactly the site of the second building. A Methodist church was added in 1888. Ten years after the community was founded, postmaster George R. Hall gave the village its name. In 1882, he was trying to win the heart of Lena McCarthy. At this time, the cluster of homes was called Maple Valley. It was the same name as a community located nearby, which made delivering mail difficult. As a result, Hall was told to come up with a name, and what better name than that of his sweetheart, Lena, who would eventually become his wife.

Mr. Tingley drove the first stage coach from Lena to Hayes. He later became the depot agent when the railroad came through in 1882. The railroad was a boom to the area. The furs and timber could be moved by rail and farm products could be sent out and brought in by rail car. After the best logs in the area were gone, the men followed the logging industry to the north spending winters in the woods. During the summer, they cleared the land for farming all around the little settlement. They continued the many French customs and traditions as the years passed. The French had large families, usually nine to ten children and even more. Singing and dancing to the familiar tunes produced by local talent was enjoyed often. In 1895, Nicholas C. Netzer, a trail blazer in the village, was one of the first businessmen in the infant community. He built and operated the Lena Roller Mills, a 40 x 60 building four stories high. Two kinds of flour were turned out at the mill-Lena Patent and Lena Straight. Both were noted for good quality and fine flavor. Farmers from a 60 mile radius brought their grains and grist to the mill to be ground. Shortly thereafter, Nicholas built a very fine establishment called the Maple Valley House.

The community was a vibrant and exciting place to reside. Farming became the staple of the local economy built on the fertile soils decades earlier cleared of dense woods. A large milk and cheese plant was built in the village to process the growing supply of local milk. Today, Saputo Cheese is the village's largest employer. The Lena of today is still reminiscent of the old French ways and traditions. The settler's homes were noted for their natural coziness, warmth, and gaiety. Several landmarks built about 1880 still stand in the Village of Lena. The home of Theodore Wolfert was formerly the Alphonse Payant saloon. The first log school is housed within the walls of the Ed Patenaude home. Many of the well-known structures noted in the history books are located on Rosera Street or on farmsteads sprinkled throughout rural Lena.

### **Village of Lena Planning Area**

The Village of Lena is located in east central Oconto County. It is completely surrounded by the Town of Lena. The village encompasses an area of approximately 566 acres or .8 square miles. **Map 2.1** provides a general location of the Village of Lena in Wisconsin, and **Map 2.2** highlights the planning area.

### **Past Planning Efforts**

The *Village of Lena Code of Ordinances* contains several local ordinances that address conditions or issues within the village. A list of those ordinances impacting land use has been compiled in Chapter 4 of this 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.

**U.S. Highway 141 Land Use Study:** The Wisconsin Department of Transportation completed a U.S. Highway 141 Land Use Study in 1995 in preparation of construction of the by-pass around the village.

**Village of Lena 2015 Comprehensive Plan:** The town completed and adopted a comprehensive plan in 1997. Planning assistance was provided by the Bay-Lake Regional Planning Commission. This plan formulated strategies to guide future development through the creation of a 20-Year General Plan Design.

**Village of Lena 20-Year Comprehensive Plan:** The village completed and adopted a new comprehensive plan in July 2008. This plan replaced the prior plan and 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 Village of Lena began working with Oconto County Planning staff to complete the first major update to the comprehensive plan. This plan update was completed and adopted in 2020.

**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 existing ordinances, identify the key findings from other plans, and analyze past community surveys in order to ensure their consistency in utilization and implementation within the context of the comprehensive plan.

In 2019, as part of the plan update project, the Village of Lena conducted another community survey. The results of this survey assisted in the process of updating the existing Village of Lena 20-Year Comprehensive Plan.

The complete results of both community survey can be found in Appendix B of *Volume I: Village Plan*.

## **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 future development. A summary of those resources located within the Village of Lena and its extraterritorial planning area 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.
- Kelly Brook meanders from the southwest through the northwest corner of the planning area. Surface waters within the village are shown on **Map 2.3**.
- The village and planning area are located in the Little River Watershed, which is part of the larger Lake Michigan Basin that drains directly into Green Bay of Lake Michigan.
- The Village of Lena and the north, west, and east sides of its planning area are within the First Drainage District.
- Topography and drainage within the village and planning area 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 remaining upland woodlands (those woodlands that are not in a wetland) are scattered throughout the planning area. The largest contiguous upland wooded area is located northeast

of the village. The remaining upland woodlands are located in areas that are unsuitable for agricultural use and include places with ridges, steep slopes, and areas along Kelly Brook and bordering wetlands, which are prone to flooding.

- Village residents get their drinking water through the municipal water system supplied by two 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 village and planning is shown on **Map 2.4**. The individual plan determinants merged together form a single feature known as “environmental corridors”.
  - There are no identified large areas of steep slope soil conditions found within the planning area.
  - There is a narrow strip of designated floodplains located in the central part of the village and planning area.
  - Wetlands are primarily found in the southwest corner of the planning area running along the southern boundary of the village.

## Agricultural Resources

The prime agricultural soils located throughout the planning area are shown in **Map 2.5**. These soils have been determined to contain the best combination of physical and chemical characteristics for growing crops.

More information regarding agricultural resources in the village and the county can be viewed in Chapter 3 of Volume I: County Plan and 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 Village of Lena has a number of structures considered to be historical due to age, past usage, or architectural style. The two most prominent are:

- The Mathey Building located at 126 W. Main Street, which is on the National Register of Historic Places.
- The Lena Museum and Log Cabin is located on Maple Street one block west of old USH 141. It is noted on the Oconto County Historical Society list of historic places.

The Wisconsin Historical Society maintains a list of 23 additional historically significant features for the Village of Lena. A majority of these structures are homes located on Rosera and Main Streets. The Lena Historical Museum, located at 118 E. Maple Street, is open to the public during posted hours. A complete list of historically significant features maintained for the village, with detailed notations for each entry, 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 village or a definable area within the village. For the Village of Lena, these include:

- a. Landmarks (reference points)-

- Lena Municipal building
- Bavarian Inn
- Lena School District
- Saputo Cheese
- b. Pathways (roads, trails, etc.)-
  - U.S. Highway 141
  - County Highway A
  - Snowmobile Trails
    - c. Edges (boundaries)-
      - U.S. Highway 141
      - Town of Lena
- d. Districts (encompass areas of commonality)-
  - Lena School District
  - NWTC
  - Lena Fire Department
  - Oconto Falls Ambulance Service
  - First Drainage District
- e. Nodes (destinations within the center of a district)-
  - Lena Historical Museum
  - Saputo Cheese Plant
  - Lena Municipal Building
  - Lena Library
  - Lena Post Office
  - HSHS St. Clare Memorial Hospital Clinic
  - Fire Department Park

## Economic Resources

According to the 2017 Land Use Inventory, there are 21.5 acres of identified commercial land and 12.1 acres of industrial land use, which is primarily located in the village's Town Center.

The village's economy is directly connected to its agricultural heritage. The agriculture industry is supported by many other local businesses, including food production, food and tavern service, gas and convenience stores, retail, heating and cooling sales and service, equipment sales and service, home-based services, transportation, and real estate.

## 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 Village of Lena's community and public facilities is outlined below. The village's parks and community facilities are shown on **Map 2.6**.

The Lena Municipal Building is located at 117 E. Main Street in the downtown area of the village. The village hall contains offices for the clerk-treasurer and police department, and village meeting room. The Village of Lena operates a municipal garage located at W. Railroad Street on the village's northwest side, adjacent to the water tower. The Lena Public Library was built in 2006 to upgrade its services to the community. The new library is located at 200 E. Main Street, just west of the Lena Public School District buildings.



The Village of Lena is served by two municipal wells with a capacity of 1,100 gallons per minute. Current usage is 290,000 gallons per day. The village has a well-head protection plan in place but does not have an adopted well-protection ordinance. The village's municipal sewer system covers the entire village except for the southern end of Rosera Street. Treated affluent is discharged into Jones Creek. About 95 percent of the village is served by a storm sewer system. No areas within the village have been found to have continued drainage problems.



Police protection is provided by the village police department consisting of a Chief of Police in charge and three part-time patrol officers. The village has a mutual aid agreement with the Oconto County sheriff's Department. Fire protection is provided to the village and planning area by the Lena Village Fire Department. The fire station is located at 220 Second Street. The department is served by 30 volunteer firefighters and maintains mutual aid agreements with surrounding districts. **Map 9.2** in Chapter 9 of *Volume II: County Resources* illustrates the fire districts in Oconto County. The Oconto Falls Ambulance Service, located in the City of Oconto Falls, provides emergency services to Lena 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 12th grade. The total enrollment is approximately 447 students. See **Map 9.4** in Chapter 9 of *Volume II: County Resources* for additional information on the school districts serving Oconto County. The Post Office is located at 133 E. Railroad Street and constructed in 1985. Along with satellite services, Packerland Broadband provides cable TV service to village residents. High speed internet is available to village residents and businesses through

Packerland Broadband and Centurylink. Wisconsin Public Service provides both electric and gas service to the village. The HSHS St. Clare Memorial Hospital has a clinic located at 200 S. Rosera Street.

## Parks and Recreation

There are three park areas within the Village of Lena. These are Veteran's Park located next to the Lena Public Library on E. Main St; Fire Department Park on the south end of Second Street; and the small park with pavilion behind the municipal building. The parks located in the village

are noted on **Map 2.6**. 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 Village of Lena is highlighted below.

- U.S. Highway 141 (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. USH 141 from Green Bay to approximately six miles south of the Village of Crivitz has been incrementally upgraded to freeway and expressway standards.
- County Highway A (CTH A) is classified as a collector road. The primary function of the county roads classified as “collectors” is to provide general “area to area” routes for local traffic. CTH A begins on the east side of the county crosses USH 41 and travels west to USH 141 and the Village of Lena. From Lena, the county highway travels west and north connecting to State Highway 32 (STH 32) just east of the Village of Suring.



Table 8.2 found in Chapter 8 of *Volume II: County Resources* lists the mileage of roads under the jurisdiction of the Village 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 village. Table 2

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



## Land Use Inventory

A detailed land use inventory in the Village 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 refer to Chapter 11 of *Volume II: County Resources* for a description of these categories.

A breakdown of the village’s general land uses with acreages is shown on Table 2.1. **Map 2.7** displays the 2017 Village of Lena land uses.

Table 2.1: 2017 Existing Land Use

| Land Use Type                  | Total Acres  | Percentage Total Land | Percentage Developed Land |
|--------------------------------|--------------|-----------------------|---------------------------|
| <b>DEVELOPED</b>               |              |                       |                           |
| <i>Single Family</i>           | 96.1         | 14.0                  | 42.1                      |
| <i>Two Family</i>              | 0.3          | 0.0                   | 0.1                       |
| <i>Multi-Family</i>            | 4.5          | 0.7                   | 2.0                       |
| <i>Vacant Residential</i>      | 0.0          | 0.0                   | 0.0                       |
| Residential                    | 100.9        | 14.8                  | 44.2                      |
| Commercial                     | 21.5         | 3.1                   | 9.4                       |
| Vacant Commercial              | 1.3          | 0.2                   | 0.6                       |
| Industrial                     | 12.1         | 1.8                   | 5.3                       |
| Transportation                 | 32.7         | 4.8                   | 14.3                      |
| Communications/Utilities       | 13.6         | 2.0                   | 6.0                       |
| Institutional/Governmental     | 25.2         | 3.7                   | 11.1                      |
| Recreational                   | 15.9         | 2.3                   | 7.0                       |
| Agricultural Structures        | 5.0          | 0.7                   | 2.2                       |
| <b>Total Developed Acres</b>   | <b>228.1</b> | <b>33.4</b>           | <b>100.0</b>              |
| <b>UNDEVELOPED</b>             |              |                       |                           |
| Percentage Undeveloped Land    |              |                       |                           |
| Croplands/Pasture              | 334.3        | 48.9                  | 73.4                      |
| Woodlands                      | 49.7         | 7.3                   | 10.9                      |
| Other Natural Areas            | 68.1         | 10.0                  | 14.9                      |
| Water Features                 | 3.7          | 0.5                   | 0.8                       |
| <b>Total Undeveloped Acres</b> | <b>455.8</b> | <b>66.7</b>           | <b>100.0</b>              |
| <b>Total Land Area</b>         | <b>683.8</b> | <b>100.0</b>          |                           |

Source: Oconto County Planning, 2020.

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## DEMOGRAPHIC TRENDS AND FORECASTS

### Population

#### Historic Population Trends

Analyzing the change in population and housing trends and characteristics over time is important to help understand the needs of a community's current and future populations.

The Village of Lena has generally experienced a fluctuating population since its incorporation in 1921. The village experienced slight population increases from 1970 thru 1990. The village saw a decrease in 2000 and then a slight increase by 2010. This population fluctuation of slight declines and increase is projected to continue through 2040 per Wisconsin Department of Administration (WDOA) population projections.



For more information regarding historic population and other population trends for the Village of Lena and each community in Oconto County, please refer Chapter 6 of *Volume II: County Resources*.

## Population Projections

By analyzing past population trends, it is possible to project future population growth/decline over this 20-year planning period. The use of forecasting calculates, or predicts, a future number by using existing figures. It will enable village officials to better understand future needs for housing, utilities, transportation, recreation, and a number of other population influenced services. For this comprehensive plan, the village has utilized WDOA projections. Based on WDOA population projections, the Village of Lena can anticipate continue slight increases and declines in population.

More information on Village and County population projections and how the Village of Lena compares to Oconto County and local municipalities can be found in Chapter 6 of *Volume II: County Resources*.

## ~~Table 2~~**Table 2. Table 2. Table 2. Housing**

### Housing Trends and Characteristics

As reported by the U.S. Census, the Village of Lena's total number of housing units decreased from 1990 to 2000 and then increased slightly from 2000 to 2010.

### Housing Projections

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

For more housing information for Oconto County and the Village of Lena refer to Tables 6.19 – 6.22 found in Chapter 6 of *Volume II: County Resources*. ~~Table 2~~**Table 2. Table 2. Table 2. Table 2.**

## Economic Development

The Village of Lena's economy is heavily dependent upon agriculture, sales and service, manufacturing, and food and beverage sales.

Of the village's residents in the labor force, the majority, are employed in production, transportation, and material moving; management, professional, and related; and service industry occupations. For a breakdown of employed persons by occupation for the Village of Lena refer to Table 7.11. This table along with other economic information can be found in Chapter 7 of *Volume II: County Resources*. ~~Table 2~~**Table 2. Table 2.**

## **LAND USE TRENDS AND FORECASTS**

### Existing Land Use Issues and Conflicts

The Village of Lena will experience a number of varied land use decisions within the next 20 years. Some current and future land use issues and conflicts may include:

- The development plans for the area annexed on the east side of the highway and providing services.
- It is important that the planned mixed used development on the east and west sides of USH 141 contains quality business and structures and that the



area is developed in an orderly manner because it is the primary entrance to the village.

- There is a lack of developed recreational sites within the village, such as parks, trails, and campgrounds.
- The First Drainage district, encompassing a large portion of the village and planning area, does potentially limit where new development can occur.

### **Anticipated Land Use Trends**

The diversity of the business community; the high quality of municipal services; local public school; and location are major considerations as to where people choose to live and work. The Village of Lena is an ideal location for those individuals wanting to reside in a small community with good municipal services and school. Redevelopment of the Village Center and the attraction of quality 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 into Lena. Proper planning done by the village can certainly influence any anticipated future economic and demographic trends.

- Commercial and light manufacturing businesses are anticipated to locate along USH 141 corridor and Rosera Street.
- There is a potential for multi-family development on the property north of the school.
- There are areas for further development of subdivisions predominately in the southwestern corner of the village's planning area and the northwest area of the village.
- Within the traditional village neighborhoods, there are opportunities for infill development and older homes provide an affordable housing option.
- With the village's rich history, there are ample opportunities for rehabilitation of existing older residential structures because of their unique features, location, and good value.
- To meet the growing expectations of residents, the village should evaluate the need for additional recreational facilities.
- There is growing cooperation 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. This would be an ideal redevelopment project that could serve both residents and visitors, plus be an attraction for those individuals living in the area.
- In the recent past, there has been marginal investment in the central business district due to the conversion of former retail and commercial buildings to multi-family housing, the deteriorating condition of existing buildings, and the focus of development along the USH corridor. The establishment redevelopment plan will help uniform the look of the area, improve the use and function of existing buildings, and provide investment opportunities for those seeking to locate a business in Lena.



## **Development Considerations**

### **Land Supply**

There is sufficient room for development opportunities-recreational, residential, retail, commercial, and light industrial land uses within the existing village limits already served by municipal services. Lena's small rural community feel may be a catalyst for those people looking for those attributes in which to build a home or locate a business. The Lena School District will also be a draw for those families seeking a quality school offering a variety of extracurricular activities. There are affordable homes to draw to both young people and older adults to the community. During the planning process, village officials have designated land for recreational, commercial, and light industrial land uses along USH 141 and Rosera Street. As an older community, there are redevelopment opportunities within the village's central business district, including the railroad property which can be redeveloped into a more productive land use. The First Drainage District may impact where future development can occur in the village and within the planning area due to setbacks and ditch maintenance.

### **Land Price**

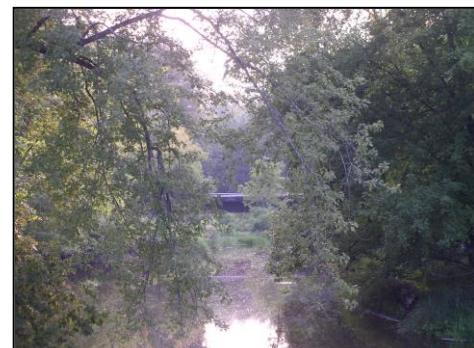
Land prices in and adjacent to the village will follow the regional trends. There is land available within desirable business locations, such as along the USH 141 corridor and Rosera Street. Parcels along high traffic volume transportation routes will continue to follow the trend for increasing land values. Municipal services have been extended to the Rosera Business Park. The cost of residential lots within existing subdivisions will remain competitive with surrounding communities. Any agriculture land in the village and planning area will continue to increase in value due to the rise in crop prices. The central business district will see land values remain flat unless future investments are made.

## **LAND USE PROJECTIONS**

### **Five Year Incremental Land Use Projections**

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 with the town.

It is **not** the intent of this comprehensive plan to see an entire area within each of the developed land use classifications illustrated 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 Village of Lena by is 40.15 acres. The net acreage total for each of the illustrated land uses in Table 2.2 is 30.1 acres.

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

| Year | Residential |       | Commercial |       | Industrial |       |
|------|-------------|-------|------------|-------|------------|-------|
|      | Acres       | Total | Acres      | Total | Acres      | Total |
| 2020 | 8.3         |       | 1.8        |       | 1.0        |       |
| 2025 | 6.5         | 14.8  | 1.4        | 3.2   | 0.8        | 1.8   |
| 2030 | 6.4         | 21.3  | 1.4        | 4.5   | 0.8        | 2.6   |
| 2035 | 1.3         | 22.6  | 0.3        | 4.8   | 0.2        | 2.7   |
| 2040 | -           | 22.6  | -          | 4.8   | -          | 2.7   |

Source: Oconto County Planning, 2020.

## Residential Projections

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

- The village's future housing needs were based on the Linear Projection Model,
- A per residential lot average of one-third acre; and
- A multiplication factor ranging from 1.25 to 2.25 to allow for market flexibility and to further account for the continued decline in persons per household.

Using this projection model illustrated in Table 2.3, the Village of Lena can anticipate the construction or adaptive reuse of existing structures for an increase of 46 new homes by 2040. The land needed for these new residents equates to 30.1 gross acres and 22.58 net acres.

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

| Year         | New Housing Units | Average Lot Size | Market Value | Net Acres Needed |
|--------------|-------------------|------------------|--------------|------------------|
| 2020         | 20                | 1/3              | 1.25         | 8.3              |
| 2025         | 13                | 1/3              | 1.5          | 6.5              |
| 2030         | 11                | 1/3              | 1.75         | 6.4              |
| 2035         | 2                 | 1/3              | 2            | 1.3              |
| 2040         | 0                 | 1/3              | 2.25         | 0.0              |
| <b>Total</b> | <b>46</b>         |                  |              | <b>22.58</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 village 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 future commercial land use needs, the ratio between residential acreage and commercial land use acreage is

determined based on the 2017 land use inventory. That ratio is 4.69 acres of residential land to every one acre of commercial land for a 4.69:1 ratio. Based on this ratio and reflected in Table 2.4, the village can anticipate allocating some 6.42 gross acres and 4.8 net acres for future commercial development. A majority of the commercial development is anticipated to take place during this planning period will be in designated locations around the USH 141 and County Highway A interchange.

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

| Year         | Res. Acreage | Ratio | Acres Needed |
|--------------|--------------|-------|--------------|
| 2020         | 8.3          | 4.69  | 1.8          |
| 2025         | 6.5          | 4.69  | 1.4          |
| 2030         | 6.4          | 4.69  | 1.4          |
| 2035         | 1.3          | 4.69  | 0.3          |
| 2040         | 0.0          | 4.69  | 0.0          |
| <b>Total</b> |              |       | <b>4.8</b>   |

Source: Oconto County Planning, 2020.

## Industrial Projections

In Table 2.5, the ratio between residential acreage and industrial land use acreage was also determined based on the 2017 land use inventory. That ratio was 8.33 acres of residential land to every 1 acre of industrial land for an 8.33:1 ratio. The industrial land use shown on the inventory is primarily the Saputo Cheese plant. The village would like industrial business to locate within the two designated areas shown on the General Plan Design, **Map 3.1**.

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

| Year         | Res. Acreage | Ratio | Acres Needed |
|--------------|--------------|-------|--------------|
| 2020         | 8.3          | 8.33  | 1.0          |
| 2025         | 6.5          | 8.33  | 0.8          |
| 2030         | 6.4          | 8.33  | 0.8          |
| 2035         | 1.3          | 8.35  | 0.2          |
| 2040         | 0.0          | 8.33  | 0.0          |
| <b>Total</b> |              |       | <b>2.7</b>   |

Source: Oconto County Planning, 2020.

## Agricultural Projections

With a projected 46 acres of land needed for residential, commercial, and industrial development and additional lands dedicated to recreational land use, such as the racetrack, during the 20-year planning period, a large percentage will be taken out of current agriculture production. Some of the projected development will also utilize existing open space and woodlands. With over 334 acres of agricultural and pasture lands identified within the current village boundaries during the 2017 land use inventory, the intention is to preserve as much of these remaining open spaces as possible over the next 20 years by developing areas where existing infrastructure is available or economically provided 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.

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Map 2.1: Location Map

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Map 2.2: Planning Area

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Map 2.3: Surface Waters

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Map 2.4: Plan Determinants

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Map 2.5: Prime Agricultural Soils

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Map 2.6: Public and Community Facilities

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Map 2.7: 2017 Existing Land Use

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