

ISSUES & OPPORTUNITIES

1.1 INTRODUCTION

Population is an important contributing factor to the pattern of settlement and development of a municipal unit. Significant increases or decreases in the number of inhabitants along with the characteristics of income, education, and age impact economic development, land use, transportation, and the use of public and private services. Examining past changes and the present conditions of population enhances the ability to prepare for the future needs of a community.

1.2 POPULATION CHARACTERISTICS

Historical Population

Since 1950, the town's population has been continually on the rise, with the greatest increase coming in the period from 1990 to 2000, when the town increased by 168 inhabitants putting the town at 737 according to the 2000 U.S. Census.

Table 1.1: Historical Population 1950-2000

1950	1960	1970	1980	1990	2000
381	383	422	508	569	737

U.S. Census Bureau

Population Projections

In Table 1.2, population projections through 2020 for the Town of Long Lake, generated by the Northwest Regional Planning Commission (NWRPC), are displayed using three different projection methods. All three methods used to project Long Lake's population over the next 20 years show an increasing population. While differing in absolute numbers, the projections reveal a similar pattern--a modest, continued growth through the year 2020. For clarification on how these projections were generated see footnote.¹ Figure 1.1 charts both the historical population as well as the projected population change through 2020.

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Historical Average:

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

Linear Regression Model:

Prediction of future population based on historic values. Regression fits a line through a set of observations using the "least squares" method.

20-Year Historical Average:

Population model which uses the historical average for the period 1980-2000.

Table 1.2: Population Projections, 2005-2020

	2005	2010	2015	2020
Historical Average	791	844	905	967
Forecast (Linear Regression)	708	742	777	812
20 Year Average	814	890	982	1,075

Source: US Census Bureau 1950-2000, NWRPC 2005-2020

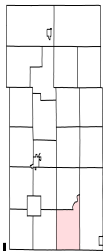
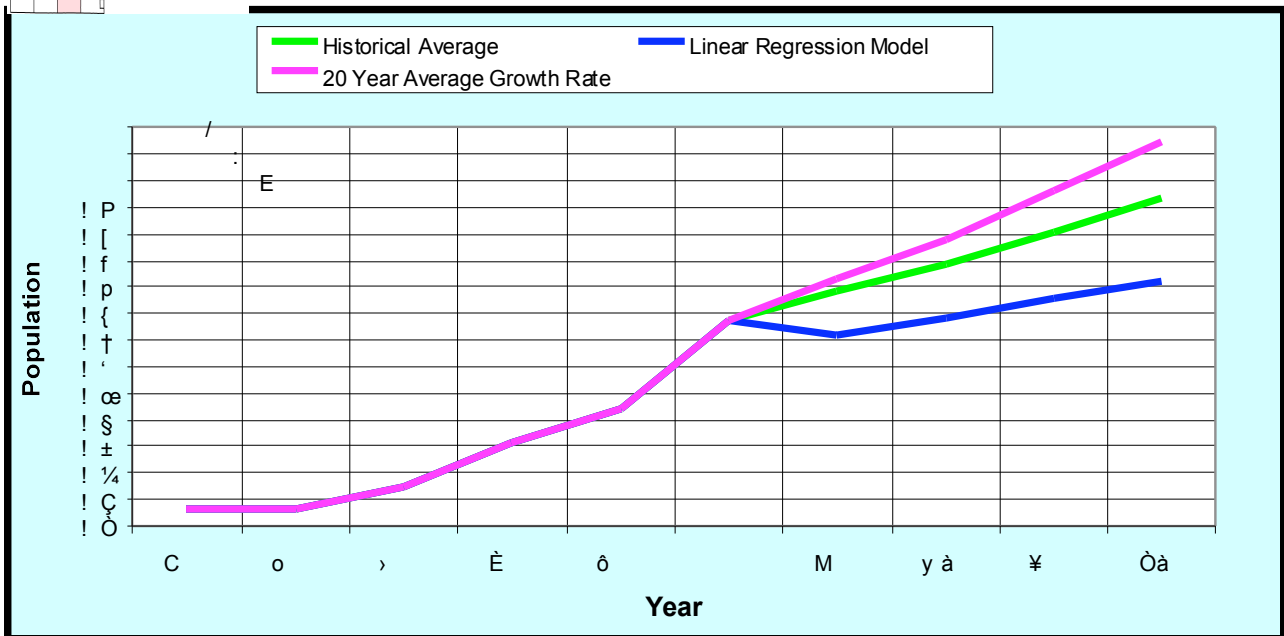


Figure 1.1

**Historic Population: 1950-2000
Population Projection: 2005-2020**



Population projections represent estimates of future population change based on historical information. Actual future population growth will be based on many social and economic factors and unforeseen events may cause dramatic deviations from the projected future values. Three methods are used to depict different mathematical models and are represented in Figure 1.1. The methods used are:

- ✓ Historical population growth rate
- ✓ Linear regression
- ✓ 20-year growth rate

Regression projections tend to be the most conservative estimates due to the negative population spike occurring between 1950 and 1960. The historical growth rate is typically a mid-range estimate based on the average growth rate from 1950 through 2000. The 20-year growth rate tends to produce the highest estimates due to the high population growth rates experienced in

Long Lake during this period. Barring unforeseen changes, population growth in Long Lake will occur and likely at a rate at least equivalent to or exceeding the 20-year growth rate. It is expected that net in-migration will continue to drive population growth as more retirees relocate to places within the county, especially the lake areas. Town of Long Lake housing projections in the Housing Element are based on the 20-year growth rate.

Factors Affecting Population Change

Factors for the overall increase in population in the Town of Long Lake may include the relatively new phenomena of home-based electronic businesses; the conversion of seasonal residences into permanent residences; continued lakeshore development; attractiveness of the areas natural resources; affluent people choosing to buy homes and retire in the area; and the overall ability of the region to provide a quality of life that’s comfortable with access to goods, services, and economic activities to satisfy the town’s current population and to attract new people.

1.3 AGE DISTRIBUTION AND DEMOGRAPHIC TRENDS

Summary of Demographic Changes

In the years between 1990 and 2000, the Town of Long Lake saw a decrease in children under 5 years old, persons age 25 to 34, and persons age 65 to 74. Conversely, the town saw an increase in all other age groups, the largest of which were persons age 5 to 14 and 35 to 44 where they both gained 65 people. Table 1.3 illustrates the net gain/loss and percent change for each age group, while the population pyramids in Figure 1.2 represent a visual depiction of the age categories for 2000 in the Town of Long Lake.

Table 1.3: Demographic Change: 1990-2000		
Age category	Change in Absolute Numbers: 1990-2000	Percent Change: 1990-2000
Under 5	-4	-10.5%
5 to 14	+65	+108.3%
15 to 24	+18	+36.0%
25 to 34	-29	-38.2%
35 to 44	+65	+101.6%
45 to 54	+32	+43.2%
55 to 64	+19	+22.9%
65 to 74	-7	-8.6%
75 to 84	+8	+23.5%
85 and over	+2	+25.0%
Selected age categories		
All inhabitants under 14	+61	+62.2%
All inhabitants under 24	+79	+53.4%
All inhabitants over 65	+3	+2.4%
All inhabitants over 75	+10	+23.8%

Calculated from U.S. Census Bureau data, 1990 & 2000(STF-1A)

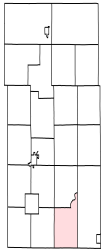


Figure 1.2
Male & Female Age Distribution, 2000

85 and over	85 and over
75-84	75-84
65-74	65-74
55-64	55-64
45-54	45-54
35-44	35-44
25-34	25-34
15-24	15-24
5-14	5-14
under 5	under 5

Source: U.S. Census Bureau

1.4 HOUSEHOLD CHARACTERISTICS

Households

The 2000 U.S. Census identifies 284 households in the Town of Long Lake. Of these, 212 (74.6%) are family households and 72 (25.4%) are non-family households. Over 40 percent of households in the town are two person households, which is slightly greater than the countywide average of 2.39 persons. Definitions for household characteristics are provided at the end of this element.

Household Trends

In reviewing the household characteristics and present composition of households, one noticeable trend comes forth: married-couple families with children comprise one-fourth of the families in the town. Table 1.4 reveals in more detail the composition and characteristics of households in the Town of Long Lake.

Table 1.4: Household Characteristics

	Total	Percent of all households
TOTAL HOUSEHOLDS	284	100.0%
Family Households (families)	212	74.6%
Male Householder	180	63.4%
Female Householder	32	11.3%
Married couple-family with children	72	25.3%
Other family	20	7.0%
Non-family Households	72	25.4%
Male householder	42	14.8%
Female householder	30	10.6%
Householder age 55 or older	135	47.5%
1 persons in household	60	21.1%
2 persons in household	122	43.0%
3 persons in household	36	12.7%
4 persons in household	33	11.6%
5 persons in household	18	6.3%
6 persons in household	12	4.2%
7 or more persons in household	3	1.1%
Average household size	2.57	(x)
Average family size	2.96	(x)

Source: U.S. Census Bureau
(X) Not applicable.

Household Projections

In Table 1.5, household projections for the Town of Long Lake are displayed through 2020. In the next 20 years, the town is projected to gain 151 households (approximately 8 per year).

Table 1.5: Households 1980-2000, Projected Households 2005-2020

Town of Long Lake	1980	1990	2000	2005	2010	2015	2020
U.S. Census	193	229	284	--	--	--	--
NWRPC	--	--	--	323	356	394	435

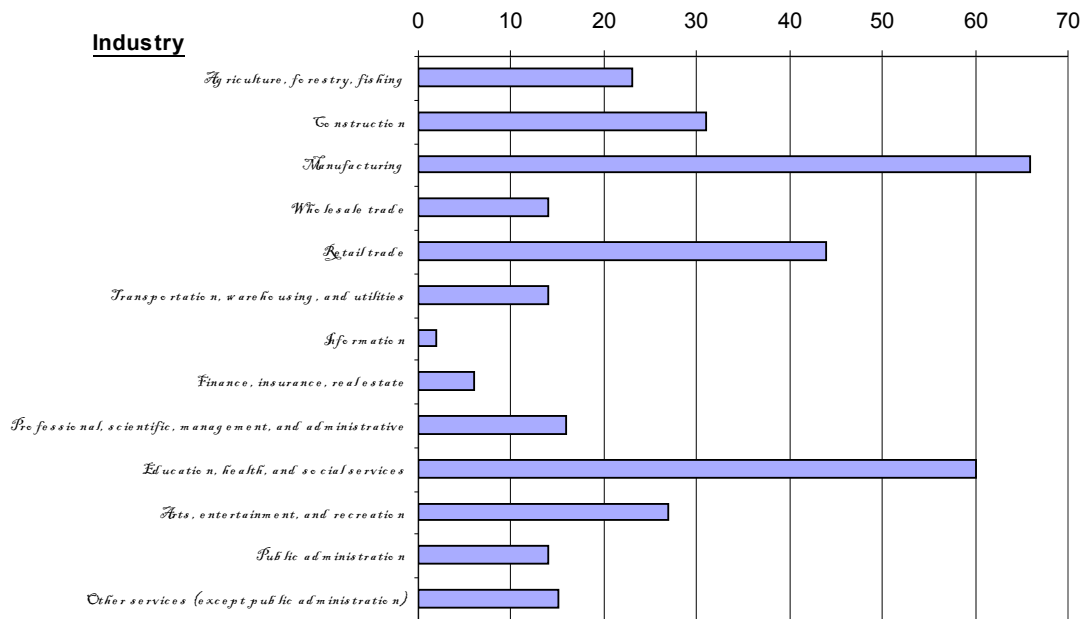
Source: U.S. Census Bureau & NWRPC Projections

1.5 EMPLOYMENT, INCOME, AND POVERTY STATISTICS

Employment Characteristics

The 2000 U.S. Census reports 66 of the town's 332 civilian labor force as currently employed within the manufacturing employment category. Education, health, and social services employ the second most people in the town at 60. Figure 1.3 below shows in more detail the composition of the town's workforce.

Figure 1.3: Employment by Industry 2000

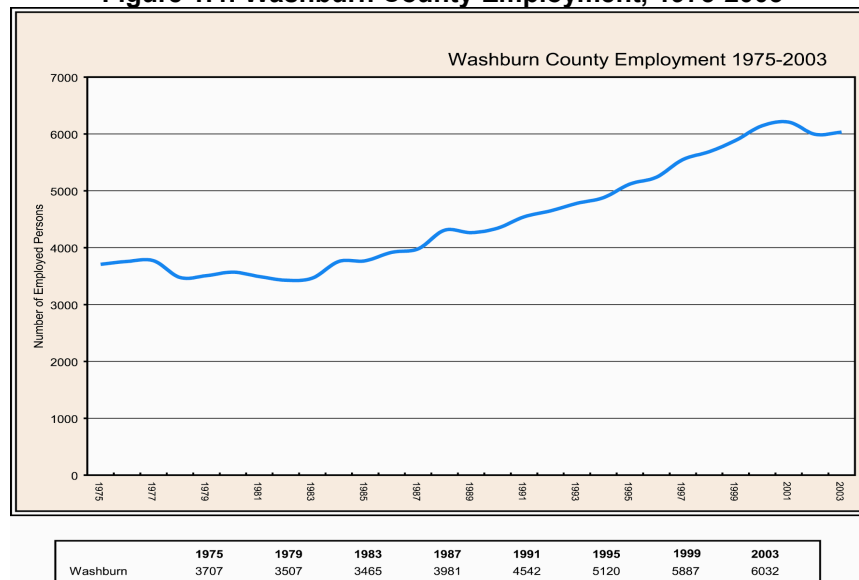


Source: U.S. Census Bureau

Washburn County Employment Forecasts

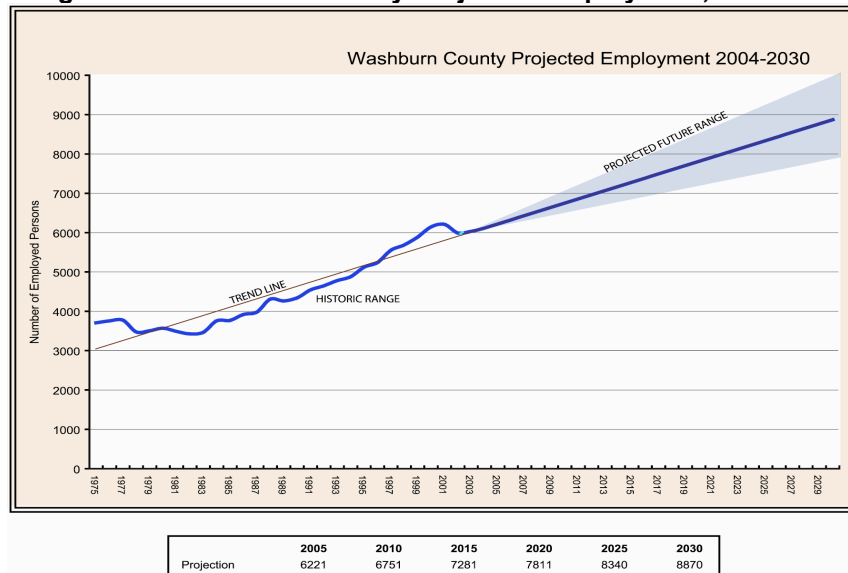
Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Washburn County from 1975 to 2003, employment projections were developed to 2030. Figure 1.4 shows the employed persons for 1975 to 2003 and Figure 1.5 shows not only the past employment data but also the employment projections for future years to 2030.

Figure 1.4: Washburn County Employment, 1975-2003



Analyzing the local employment data from 1975-2003 derived employment projections for Washburn County. The “trend line” in Figure 1.5 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.5 represents a range of probability, meaning that it is more likely that the future value will fall somewhere within this range rather than directly along the trend line. This is a very simplistic model to be used for general planning purposes.

Figure 1.5: Washburn County Projected Employment, 2004-2030



Occupational Categories

The 2000 U.S. Census identifies most employed Town of Long Lake residents work in management and professional occupations. Table 1.6 illustrates the occupational status of Town of Long Lake residents.

Table 1.6: Occupations 2000 (Employed civilian population 16 years and over)

Occupation	Number
Management, professional, and related occupations	116
Service occupations	30
Sales and office occupations	76
Farming, fishing, and forestry occupations	6
Construction, extraction, and maintenance occupations	30
Production, transportation, and material moving occupations	74
Total	332

Source: U.S. Census 2000

Household Income

In the 2000 census, the Town of Long Lake reported the fourth highest median household income of all municipalities in Washburn County. About 72 percent of town households reported incomes exceeding \$25,000 per year, with nearly 37 percent earning \$50,000 per year or more. Table 1.7 breaks down household income for Town of Long Lake households.

Table 1.7: Household Income

Annual Income	Number of Households	Percent of Households
Less than \$10,000	16	5.9%
\$10,000 - \$14,999	18	6.6%
\$15,000 - \$24,999	41	15.1%
\$25,000 - \$49,999	98	36.0%
\$50,000 - \$99,999	79	29.0%
\$100,000 and over	20	7.4%

Source: U.S. Census Bureau

Median Income, Per Capita, and Poverty Level

The 2000 U.S. Census reports a median household income of \$40,208 for Long Lake. This figure is between the median level for Washburn County and the state figure as indicated in Table 1.8. Per capita income for Long Lake is higher than the county but lower than the state average, while the percent of inhabitants below the poverty level is significantly lower than both the county and the state.

Table 1.8: Median Household Income, Per Capita Income and Poverty Levels for the Town of Long Lake, Washburn County, and the State of Wisconsin

	Town of Long Lake	Washburn County	State of Wisconsin
Median Household Income	\$40,208	\$33,716	\$43,791
Per Capita Income	\$18,049	\$17,341	\$21,271
Percent of inhabitants below poverty level	5.2%	9.9%	8.7%

Source: 2000 Decennial U.S. Census

Washburn County Labor Force

A community's labor force is that portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to Wisconsin Department of Workforce Development (WDWD) data, 7,469 county residents were employed in 2002. The lowest unemployment rate attained in the past 10 years was 5.7 percent (1999 & 2000); it has increased since that time to 7.1 percent. Table 1.9 below depicts Washburn County Labor Force statistics in more detail.

Table 1.9: Washburn County Labor Force Data

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Labor Force	6,976	7,081	7,265	7,575	7,835	7,820	7,680	8,061	8,306	8,044
Employed	6,444	6,543	6,781	7,127	7,329	7,355	7,246	7,599	7,785	7,469
Unemployed	532	538	484	448	506	465	434	462	521	575
Unemp. Rate	7.6	7.6	6.7	5.9	6.4	5.9	5.7	5.7	6.3	7.1

Source: Wisconsin Department of Workforce Development

1.6 EDUCATIONAL ATTAINMENT

The 2000 Decennial U.S. Census identifies 491 town residents aged 25 and over; of this age group, 435 (88.6 %) have attained a high school education. The Table 1.10 below details educational attainment of Town of Long Lake residents.

Table 1.10: Educational Attainment

Highest level of education attained	Number of Residents Aged 25 and Older	Percent of all Town of Long Lake Residents
Less than 9 th Grade education	26	5.3%
9 th to 12 th education, no diploma	30	6.1%
High School Diploma	172	35.0%
Some College, No Degree	92	18.7%
Associate Degree	45	9.2%
Bachelor’s Degree	91	18.5%
Master’s Degree or Professional Degree	35	7.1%

Source: U.S. Census Bureau

Definitions

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

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

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

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

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

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

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

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

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

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

1.7 OVERALL GOAL STATEMENT

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

The overall goal is to maintain the quality of life in the Town of Long Lake. To do this the overall objective of the Town of Long Lake is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall policy is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping jurisdictions. The overall policies and programs outlined throughout the action-plans represent the methods to achieve the overall plan goal.

1.8 RESULTS OF ISSUES IDENTIFICATION PROCESS

Town of Long Lake January 17, 2002

Housing

- Access to senior housing
- Increased lakeshore development (could be a land use issue)
- Septic regulations
- Condo's/Apartments/Hotels-lake access
- Density
- Placement and location of single-wide manufactured homes

Transportation

- CTH M & D corridor
- Senior Transportation
- Snowmobiles and ATV's-specific corridors
- Enforcement of existing laws
- Emergency disaster plan
- Condition/Maintenance of town roads
- Communication with county on county roads

Utility & Community Facilities

- Lack of parks, walking/biking trails
- Utilizing money for above items
- Utility corridors and cell towers
- Underground pipelines

- Town-based clinic

Agricultural, Natural, & Cultural Resources

- Quality of lakes
- Nobleton school
- Fishing contests

- Fire/Police/Emergency Services

- Factory farms
- Erosion of county roads

Economic Development

- Small business promotion-maintain rural character

- Resort industry
- Encourage tourism industry

Land Use

- Zoning of 2nd tier lots
- Preservation of agricultural land

- Logging regulations
- Recreation on town land

Intergovernmental Cooperation

- County/town communication
- Sharing of facilities among other towns and ways to communicate with other towns and county

- Local standards should be observed by county if higher standards
- Development of a lake district

1.9 SWOT (STRENGTHS, WEAKNESS, OPPORTUNITIES, & THREAT) ANALYSIS

Town of Long Lake

February 13, 2002

* Bold type are additions from open house

Strengths

1. Long Lake Preservation Association
2. First responders
3. Hunt Hill
4. Lake
5. Bio-diversity
6. Good air/water quality
7. Scout camp
8. Geographic location
9. High evaluation
10. Good access to public land
11. Support from residents
12. Recycling center
13. Small business support
14. Tourism
15. Long Lake Chamber
16. Churches

Weaknesses

1. Tourism
2. Lack of long-range planning
3. Little public lands in township
4. No parks/bike trails
5. Distance from Fire, Police, & Hospital
6. High evaluation and taxation
7. Traffic control
8. Location of CTH M
9. Unpaved direct access roads
10. Paved roads
11. Lack of citizen involvement
- 12. Lack of enforcement (should be easy and effective)**

Opportunities

1. Development of low impact trails & parks
2. Farmers market
3. Attraction of artisans
4. Environmental (green) development
5. Identify available grants
6. Land use planning
7. Scout camp, Hunt Hill, and Long Lake Chamber rapport with residents
8. Educational opportunities
9. Cooperation with LLPA & 2nd tier utilization
10. Preservation of area and its history
11. People potentials
12. Community land trusts
13. Communication with seasonal residents

Threats

1. Uncontrolled development
2. 2nd tier development
3. Division of large properties
4. Lack of land use planning
5. Lack of resources in county zoning department
6. Loss of money/revenue
7. Non-point pollution
8. Population density
9. Landfill
10. Conflicts in recreational land and water use
11. Eminent domain
12. Towers & billboards
13. Uninformed residents on issue