

1. Issues and Opportunities

The Town of Medary Comprehensive Plan is being prepared under the State of Wisconsin's comprehensive planning law, Section 66.1001, Wisconsin Statutes. This law specifies the contents of a comprehensive plan and states that beginning on January 1, 2010, if a local governmental unit engages in official mapping, subdivision regulation, zoning or zoning of shorelands or wetlands these actions are to be consistent with a local governmental unit's comprehensive plan. The content of this Plan is designed to meet the requirements of the State's comprehensive planning law.

The Town of Medary is located in La Crosse County in western Wisconsin. The Town consists of approximately 9,170 acres. The Town of Medary is bordered on the north by the Towns of Onalaska and Hamilton, on the south by the Town of Shelby, on the east by the Town of Barre and Town of Hamilton, and on the west by the Cities of La Crosse and Onalaska.

History. In April of 1953 a referendum was overwhelmingly approved by the Town residents to divide the Town of Campbell into two towns. Final approval of this action was authorized in December of 1953 by the La Crosse County Board. The Town of Medary was created in 1954. The Town of Medary began government operations shortly after the first town board member and officer elections on April 6, 1954. Prior to this time the land area of Medary was part of the Town of Campbell. The dividing line for the split was approximately Oak St. on La Crosse's north side; west of that line continued to be Town of Campbell; east of that line became Town of Medary. The reason behind the creation of Medary was that residents of this rural area were not in favor of participating in the fuller range of public services that the urbanizing residents in the western part of the Town of Campbell wanted.

The name Medary was selected for the new Town to honor a prominent businessman, John S. Medary, who owned the J.S. Medary Saddlery Company, a farm and a slaughterhouse.



This new Town's land area included all land east of the cities of Onalaska and La Crosse to the Barre and Hamilton town lines and the Onalaska and Shelby town lines to the north and south respectively. The Town's original boundaries did not change greatly until urbanizing pressure again began to exert its influence. In 1969 the land area that now makes up the La Crosse interstate industrial park was annexed to the City of La Crosse. From this point on the Town has been subjected to numerous annexations from both the cities of La Crosse and Onalaska. The strong housing and commercial real estate markets along Country Trunk OS, State Highways 157,16, and Interstate 90 created the need for sewer service to these growth areas, which is usually provided upon the condition landowners and residents annex.

Smith Valley School. The Smith Valley School serves as the Medary Town Hall. This brick structure was built in 1887. The school when built was to be 24' x 40' & 12' feet from floor to ceiling with the walls made of brick. Electricity came to the school in 1939 at a cost of \$90. Power was then supplied by the Swarthout Dam and Power Plant in West Salem. In 1951 an addition was added to the back of the brick structure including an oil furnace and bathrooms. Until that time the school was heated with a wood stove. In 1958 a two-room addition was added in back, including a basement.

The Smith Valley School stands by the roadside of Smith Valley Road, half on the property of the late Jacob Herman and half on the property of the late Wesley Dawson, later the Urban and Robert Keil farm.

The Smith Valley School became part of the La Crosse School system in 1965. The school operated until June of 1977, when doors closed and the students for all six grades were transported to Roosevelt School in La Crosse. The Town of Medary purchased the Smith Valley School in 1979, and in May that year a group of interested people met to discuss the feasibility of preserving the old room and restoring it as a one-room school. It was voted to join the West Salem Historical Society as the Smith Valley Branch. The room was readied for grand opening on July 27,

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1980. The school is now listed on the National Register of Historic Places. It has hosted thousands of students, teachers, and visitors. This one room school is still open to the public today upon request.

Demographic Trends and Projections

This section of the report will provide information on the demographic trends and projections that are taking place in the Town of Medary. The information has been gathered from various sources and when possible Town level data was utilized.

Population Trends and Projections

U.S. Census Bureau statistics and population estimates from the State of Wisconsin-Department of Administration-Demographic Services Center show that the Town of Medary's population is likely to increase from 1,463 residents in 2000 to 1,604 residents by the year 2025. The Town of Medary's population has actually decreased since 1970 due to annexations to neighboring urban areas, Table 1.1.

Table 1.1 T Medary, Surrounding Municipalities, County, State and Nation Population and Population Projections

	1960 ⁽¹⁾	1970 ⁽¹⁾	1980 ⁽¹⁾	1990 ⁽¹⁾	2000 ⁽¹⁾	% Chg 60-70	% Chg 70-80	% Chg 80-90	% Chg 90-00	2010 ⁽²⁾	2015 ⁽²⁾	2020 ⁽²⁾	2025 ⁽²⁾
T. Barre	507	521	901	909	1,014	2.8	72.9	0.9	11.6	1,108	1,148	1,191	1,248
T. Campbell	2,296	3,327	4,118	4,478	4,410	44.9	23.8	8.7	-1.5	4,478	4,486	4,511	4,587
T. Hamilton	1,439	1,229	1,472	1,633	2,103	-14.6	19.8	10.9	28.8	2,477	2,646	2,821	3,028
T. Medary	1,563	2,333	1,794	1,539	1,463	49.3	-23.1	-14.2	-4.9	1,519	1,538	1,562	1,604
T. Onalaska	1,711	2,973	5,386	5,823	5,210	73.8	81.2	8.1	-10.5	5,668	5,860	6,071	6,349
T. Shelby	5,458	4,600	5,620	5,022	4,687	-15.7	22.2	-10.6	-6.7	4,655	4,613	4,589	4,617
C. La Crosse	47,575	50,286	48,347	51,120	51,818	5.7	-3.9	5.7	1.4	51,507	51,059	50,810	51,141
C. Onalaska	3,161	4,909	9,249	11,414	14,839	55.3	88.4	23.4	30.0	17,023	17,993	19,009	20,238
La Crosse Co	72,465	80,468	91,056	97,892	107,120	11.0	13.2	7.5	9.4	113,211	115,538	118,246	122,291
STATE	3,951,777	4,417,821	4,705,642	4,891,599	5,363,715	11.8	6.5	4.0	9.7	5,751,470	5,931,386	6,110,878	6,274,867
U.S.	179,323,175	203,302,031	226,542,199	248,709,873	281,421,906	13.4	11.4	9.8	13.2	NA	NA	NA	NA

(1) U.S. Bureau of the Census; (2) WI. Dept. of Admin.-Demographic Services Ctr.

Population Characteristics:

Table 1.2 shows that 98% of the Town's population is of the white race compared to La Crosse County, State of Wisconsin and the Nation who recorded 94.2%, 88.9%, and 75.1% respectively, followed by Asians, and Blacks or African Americans. No minority group in the Town exceeded 1% of the Town's total population.

Table 1.2 Town of Medary, La Crosse County, State and Nation Population by Race

RACE	T. Medary	%	La Crosse County	%	State of WI	%	U.S.	%
One race	1,449	99.0	106,022	99.0	5,296,780	98.8	274,595,678	97.6
White	1,438	98.3	100,883	94.2	4,769,857	88.9	211,460,626	75.1
Black or African American	2	0.1	1,016	0.9	304,460	5.7	34,658,190	12.3
American Indian and Alaska Native	0	0.0	440	0.4	47,228	0.9	2,475,956	0.9
Asian	7	0.5	3,376	3.2	88,763	1.7	10,242,998	3.6
Native Hawaiian and Other Pacific Islander	0	0.0	21	0.0	1,630	0.0	398,835	0.1
Some other race	2	0.1	286	0.3	84,842	1.6	15,359,073	5.5
Two or more races	14	1.0	1,098	1.0	66,895	1.2	6,826,228	2.4
Totals	1,463	100	107,120	100	5,363,675	100	281,421,906	100

Source: U.S. Bureau of Census, 2000

According to the 2000 Census, the Town of Medary had 1,463 residents. Medary has a higher percentage of their population in the 25 to 54 age group, a lower percentage of their population in the 65 plus age group and a lower percentage in the 20 to 34 age group than the County, State, or Nation, Table 1.3.

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Table 1.3 Town of Medary, La Crosse County, State and Nation Population by Age 2000

Age Group	Town of Medary	%	La Crosse County	%	State of Wisconsin	%	U.S.	%
Under 5 yrs	93	6.4	6,361	5.9	342,340	6.4	19,175,798	6.8
5 to 9 yrs	116	7.9	7,061	6.6	379,484	7.1	20,549,505	7.3
10 to 14 yrs	113	7.7	7,306	6.8	403,074	7.5	20,528,072	7.3
15 to 19 yrs	121	8.3	9,517	8.9	407,195	7.6	20,219,890	7.2
20 to 24 yrs	68	4.6	11,696	10.9	357,292	6.7	18,964,001	6.7
25 to 34 yrs	149	10.2	13,690	12.8	706,168	13.2	39,891,724	14.2
35 to 44 yrs	250	17.1	15,764	14.7	875,522	16.3	45,148,527	16.0
45 to 54 yrs	283	19.3	14,044	13.1	732,306	13.7	37,677,952	13.4
55 to 59 yrs	95	6.5	4,523	4.2	252,742	4.7	13,469,237	4.8
60 to 64 yrs	65	4.4	3,718	3.5	204,999	3.8	10,805,447	3.8
65 to 74 yrs	64	4.4	6,621	6.2	355,307	6.6	18,390,986	6.5
75 and over	46	3.1	6,819	6.4	347,246	6.5	16,600,767	5.9
Totals	1,463	100	107,120	100	5,363,675	100	281,421,906	100
Median Age	38.8		33.5		36		35.3	

Source: U.S. Bureau of Census, 2000

Employment Forecast

Table 1.31 below shows that the Town's labor force is projected to grow from 890 to 974 by 2025 and employment is projected to grow from 864 to 928 based on trends that occurred from 2000-2008.

Table 1.31 Employment Trends and Forecast

	March 2000 Labor Force	March 2008 Labor Force	Annual Average LF Change	2025 Labor Force Forecast	March 2000 Employment	March 2008 Employment	Annual Average Emp. Change	2025 Employment Forecast
La Crosse County	61,686	63,464	222.25	69,465	59,292	60,619	165.875	65,098
Town of Medary	865	890	3.125	974	845	864	2.375	928

Economic Advisors. 2000 labor force and employment figures for the Town of Medary are from the 2000 U.S. Census. 2008 labor force and employment figures for Medary are based on the same percentages of Medary's 2000 labor force and employment make up in comparison to the County. This percentage method was used since there are no Town estimates available other than decennial census estimates. The 2025 forecast is based on the rate of labor force and employment growth that occurred from 2000-2008.

Educational Attainment

Table 1.4 shows that over 36% of Medary residents have a bachelor's degree or higher as compared to La Crosse County, the State of Wisconsin, and the Nation at 25%, 22% and 25% respectively.

Table 1.4 Town of Medary, La Crosse County, State and Nation Educational Attainment

	< 9th Grade		9th-12th Grade No Diploma		H.S. Grad. (Incl. Equival)		Some College No Degree		Associate's Degree		Bachelor's Degree		Graduate or Prof. Degree	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
	T. Medary	32	3.3%	20	2.0%	205	21.1%	211	21.7%	152	15.6%	227	23.3%	126
La Crosse Co	2,687	4.1%	4,062	6.2%	20,823	31.9%	14,176	21.7%	6,945	10.6%	10,642	16.3%	5,929	9.1%
State of WI	186,125	5.4%	332,292	9.6%	1,201,813	34.6%	715,664	20.6%	260,711	7.5%	530,268	15.3%	249,005	7.2%
U.S.	13,755,477	7.5%	21,960,148	12.1%	52,168,981	28.6%	38,351,595	21.1%	11,512,833	6.3%	28,317,792	15.5%	16,144,813	8.9%

Source: U.S. Census Bureau, 2000

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Housing Unit Trends and Projections

The housing unit projections in Table 1.5(a) below were derived by using the projected population estimates divided by the average number of people per housing unit as of the 2000 census. The average number of people living in each Medary housing unit in 2000 was 2.6. Table 1.5(b) uses building permit trends over the last 10 years to project new housing and commercial building construction through 2025.

Table 1.5(a) Housing Units and Projections based on population per household - T. Medary, Surrounding Municipalities, County, State & Nation

	TOTAL HOUSING UNITS (1)							Housing Unit Projections (2)			
	1970	1980	1990	2000	% Chg 70-80	% Chg 80-90	% Chg 90-00	2010	2015	2020	2025
T. Barre	143	293	344	354	104.9	17.4	2.9	382	396	411	430
T. Campbell	1,029	1,515	1,731	1,823	47.2	14.3	5.3	1,544	1,547	1,556	1,582
T. Hamilton	372	487	585	732	30.9	20.1	25.1	854	912	973	1,044
T. Medary	685	600	533	553	-12.4	-11.2	3.8	584	592	601	617
T. Onalaska	894	1,730	1,978	1,834	93.5	14.3	-7.3	2,024	2,093	2,168	2,268
T. Shelby	1,259	1,939	1,905	1,817	54.0	-1.8	-4.6	1,790	1,774	1,765	1,776
C. La Crosse	16,573	18,757	20,980	22,233	13.2	11.9	6.0	22,394	22,200	22,091	22,235
C. Onalaska	1,491	3,213	4,419	6,070	115.5	37.5	37.4	7,093	7,497	7,920	8,433
La Crosse Co	25,433	33,277	38,227	43,480	30.8	14.9	13.7	45,284	46,215	47,298	48,916
State	1,472,332	1,863,897	2,055,676	2,321,144	26.6	10.3	12.9	2,500,639	2,578,863	2,656,903	2,728,203
U.S.	68,704,315	88,410,627	102,263,678	115,904,641	28.7	15.7	13.3	NA	NA	NA	NA

Source: (1) U.S. Department of Commerce-Bureau of the Census; (2) Prepared by T. Medary Plan Commission

Table 1.5(b) TOWN OF MEDARY - Projected New Housing Units 2010-2020 based on 1997-2006 building permit trends (thousands of dollars)

Type of Building Permits	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	Total 97-06	Prj New Bldgs - 2010	Prj New Bldgs - 2015	Prj New Bldgs - 2025
	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$	# \$
Single Family Dwellings	4 851	7 967	6 1378	4 615	5 746	4 765	7 1479	6 1026	11 2728	4 924	58 11479	23 4592	52 10331	110 21810
Duplex Homes	0 0	0 0	0 0	0 0	0 0	0 0	0 0	3 736	6 1380	0 0	9 2116	4 846	8 1904	17 4020
Multi-Family Dwellings	0 0	0 0	0 0	0 0	0 0	0 0	0 0	5 665	0 0	0 0	5 665	2 266	5 599	10 1264
Commercial Buildings	3 200	2 40	3 301	2 456	0 0	0 0	1 4	1 15	1 300	1 55	14 1371	6 548	13 1234	27 2605

Source: La Crosse County Zoning Department

TOWN OF MEDARY SURVEY

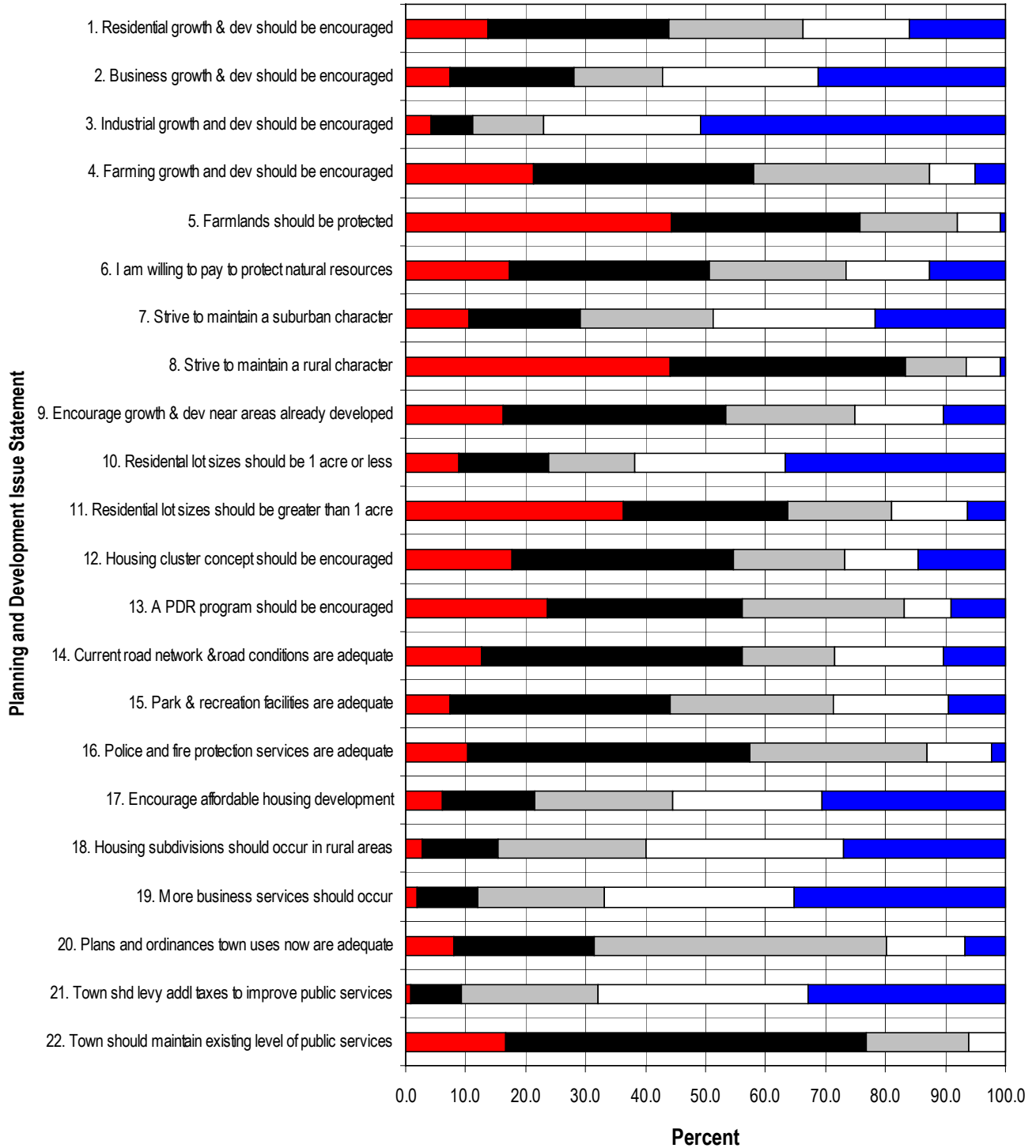
The Town of Medary mailed out surveys to all landowners on record in the Town of Medary. The survey asked landowners questions regarding the Town of Medary's future and the nine comprehensive planning elements. The survey also asked survey respondents to list what they felt the two biggest issues facing the Town and the two most positive aspects about the Town of Medary. Of the 624 surveys mailed out, 161 surveys were returned. The charts and narrative below summarize the survey responses. The survey results were compiled by the Town Plan Steering Committee and the Mississippi River Regional Planning Commission.

Chart 1.2 summarizes survey responses for the first 22 questions on the survey. Over 80% of residents indicated they would like the Town to strive to maintain a rural character and 75% of residents agreed that farmlands should be protected. Accordingly over 75% of residents responded that industrial growth should be discouraged and 57% agreed that business growth should also be discouraged. Generally survey responses indicated that residents saw a need to protect natural resources and to preserve farmland and green space. Over half of the residents felt that the housing cluster concept should be encouraged as well as a PDR program.

Over 75% of residents indicated that the Town should maintain the existing level of public services and 66% of residents indicated they were not willing to improve public services through additional taxes.

**Chart 1.2 - Town of Medary Survey Responses
on Planning and Development Issues**

The following are responses to Questions 1-22 of the Town survey that was conducted during September-October 2006 time period; 624 surveys were mailed out and 161 were returned. Not all surveys had responses to every question.



5=Strongly Agree 4=Agree 3=Neutral Opinion 2=Disagree 1=Strongly Disagree

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Chart 1.3 below summarizes survey responses for question 23 on the survey on preferred locations for future development in the Town.

Chart 1.3 - Town of Medary Survey Responses on Preferred Locations for Future Development

The following are responses to question 23 of the Town survey that was conducted during the September-October 2006 time period; 624 surveys were mailed out and 161 were returned. Not all returned surveys had responses to this question.

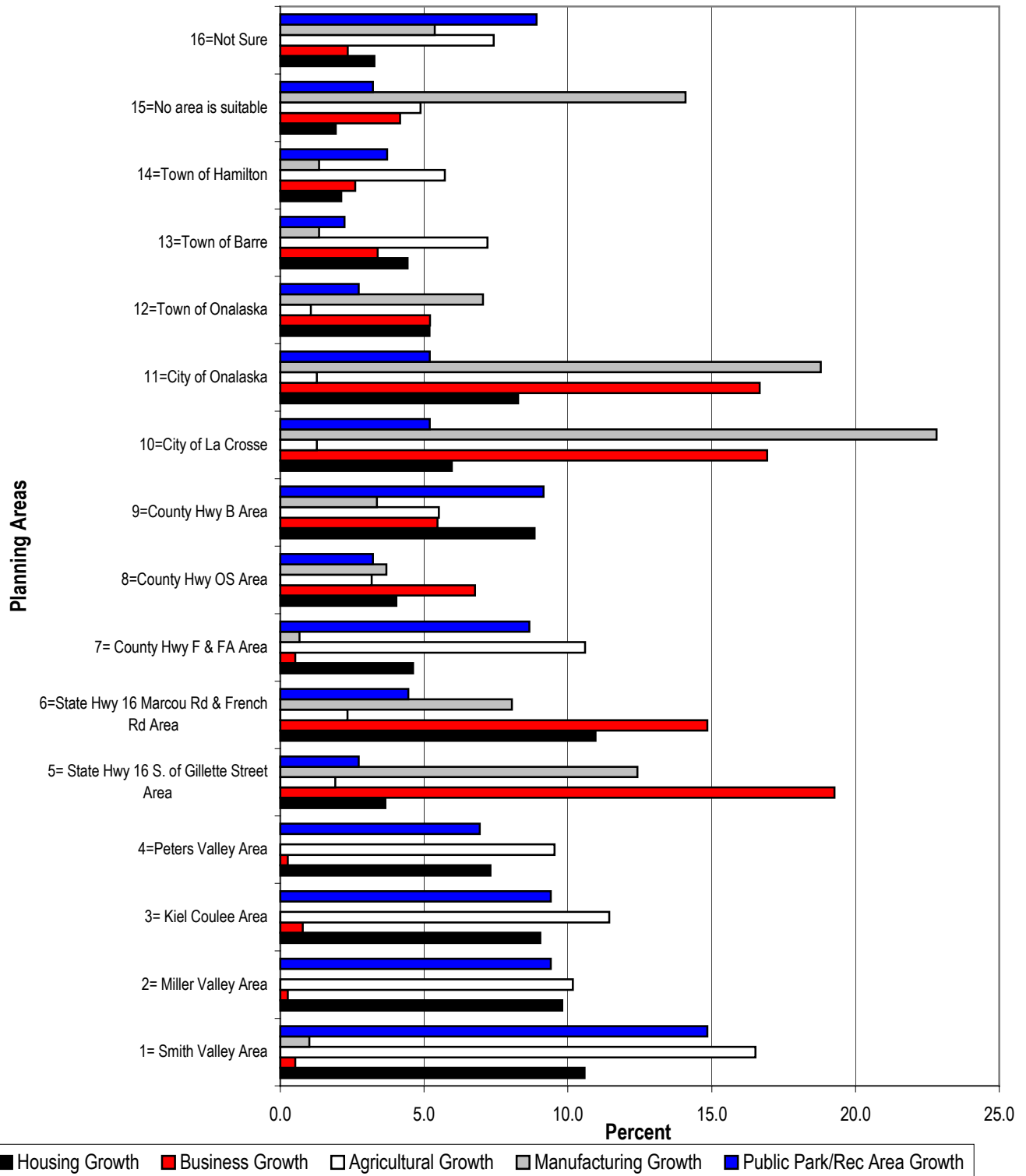
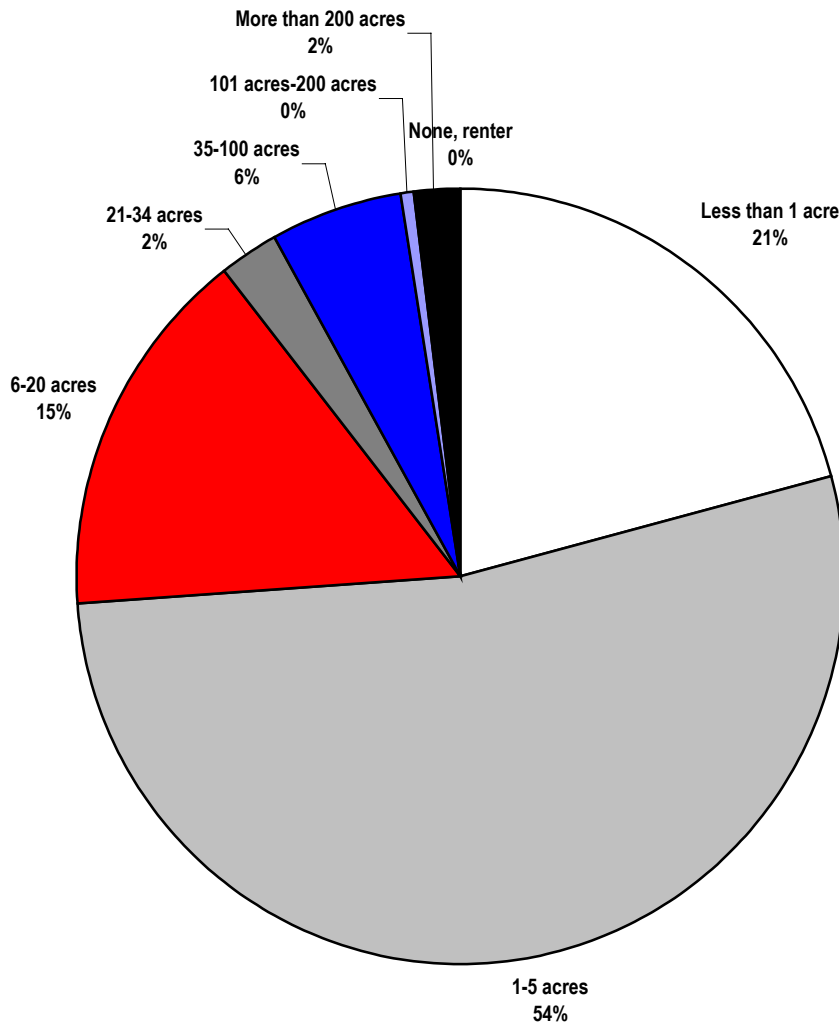


Chart 1.4 summarizes survey responses for question 24 on the survey regarding acreage owned by Medary landowners. The largest group of landowners fell into the 1-5 acre group.

Chart 1.4 - Town of Medary Survey Responses on Acres Owned

Below are the responses to question 24 of the Town survey that was conducted during the September-October 2006 time period; 624 surveys were mailed out and 161 were returned. Not all returned surveys had responses to this question.



□ Less than 1 acre □ 1-5 acres ■ 6-20 acres ■ 21-34 acres ■ 35-100 acres ■ 101 acres-200 acres ■ More than 200 acres

Responses were compiled by Town Plan Steering Committee and Mississippi River Regional Planning Commission

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Question 25 on the survey asked residents to list two of the biggest issues facing the Town of Medary today. Some of the biggest concerns listed included: keeping taxes low, annexation pressure from Onalaska and La Crosse, urban sprawl, protecting farm land, increased traffic and road maintenance, and federal/state/county mandates.

Question 26 on the survey asked residents to list two of most positive aspects about the Town of Medary today. Most respondents indicated they like the low taxes in Medary, the rural character, it's close proximity to La Crosse and Onalaska, and it's scenic beauty.

All survey responses for questions 25 and 26 are included in Appendix A.

Town of Medary's "Statement of Overall Objectives, Policies, Goals and Programs to Guide Future Development and Redevelopment Over the Next 20 Years"

The State's comprehensive planning law calls for local governments to prepare an overall statement to guide future development. The following is the Town of Medary's statement:

The Town would like to maintain the unique rural setting that characterizes so much of its land area. To accomplish this the Town desires development that respects the natural environment and agricultural lands and occurs at densities that minimize public service costs.