

Introduction

Welcome to the Town of Plover Comprehensive Plan. This Comprehensive Plan is the centerpiece of the community planning process, stating our community's development goals and outlining public policies for guiding future growth. It establishes an identifiable destination that allows both the governing body and private interests to plan and budget with an idea as to the direction the Town may move in the future, and helps to ensure that future growth is not only anticipated, but planned for. The Plan functions as a practical guide to coordinate day-to-day decisions so they make sense in the future.

The Portage County Comprehensive Planning Process and the Town of Plover

The Town of Plover Comprehensive Plan has been completed as a part of a larger, county-wide planning project. In November of 2000, the Portage County Planning and Zoning Department submitted an application for a State of Wisconsin planning grant to help fund the creation of County-wide comprehensive plans that would meet the newly enacted State Statute requirements for long range planning (see SS 66.1001, Appendix C). The Statute stipulates that by January 1, 2010, all Towns, Villages, Cities, and Counties that make decisions regulating land use will need to base those decisions on an adopted Comprehensive Plan. In January 2001, grant funds totaling \$504,000 were awarded to Portage County to assist with the project. Two separate "large area" plan documents are to be developed: an Urban Area plan which encompasses the City of Stevens Point, Villages of Park Ridge, Whiting and Plover, and a portion of the unincorporated Towns of Hull, Stockton, Plover, Linwood and Carson; and the Portage County Comprehensive Plan, which includes each of the seventeen unincorporated Towns (Alban, Almond, Amherst, Belmont, Buena Vista, Carson, Dewey, Eau Pleine, Grant, Hull, Lanark, Linwood, New Hope, Pine Grove, Plover, Sharon, Stockton) and six incorporated rural Villages (Almond, Amherst, Amherst Junction, Junction City, Nelsonville, Rosholt) that make up the rest of the County. In addition to the large area plans, the project includes the adoption of a Comprehensive Plan for each of the County's 27 individual units of government.

In June of 2001, a committee made up of representatives from each unit of government within Portage County was appointed to draft these plan documents. The ***Portage County Comprehensive Planning Joint Steering Committee*** adopted a "Public Participation Plan" on July 25, 2001. The Participation Plan detailed the different ways that residents of the County would be invited and encouraged to participate in the formulation of the Comprehensive Plans. The Town of Plover also adopted the Public Participation Plan on September 3, 2003 (Appendix A).

The first step in soliciting public involvement was a County-wide opinion survey, which was conducted in the second half of September 2001. Over 30,000 surveys were mailed, with an intended target of one for every household within the County. Over 6,600 of the households responded, a return rate of approximately 22%. The survey responses provided information on residents' feelings in the areas of: County trends and land use; housing; utilities and community facilities; agriculture, natural and cultural resources; commerce and employment; transportation; and quality of life within the County. The Town of Plover was well represented in the survey results (see Appendix B). In order to follow up and build on the information gathered in the survey, a series of Hopes and Concerns Workshops were held in various locations around Portage County. A wide variety of County residents participated in the Workshops. To include as many groups as possible, workshops were scheduled in towns and villages across the County, as well as junior high and high schools, UW-Stevens Point (with both faculty and students), and the Lincoln Center.

After completion of the Hopes & Concerns workshops all of the response information was forwarded to the Portage County Comprehensive Planning Joint Steering Committee, who used a series of meetings to boil the information down to 44 summarizing “issue statements”. This list then became the basis for a series of six visioning sessions held across Portage County during the spring of 2002. Again, all of the public input was returned to the Joint Steering Committee for review and discussion. An Urban Area Vision Statement and a Rural Vision Statement were approved in the fall of 2002. These Vision Statements were used as a foundation for the Urban Area and Rural Area Comprehensive Plans, respectively, and their ideas resonate throughout the individual local unit plans.

State Statute 66.1001 defines minimum requirements for what content should be included within a comprehensive plan. These requirements include nine “elements” or chapters describing: *issues and opportunities; housing; transportation; utilities and community facilities; agricultural, natural and cultural resources; economic development; intergovernmental cooperation; land use; and implementation.* The Town of Plover has used the required elements as an outline for its plan document.

CHAPTER 1 Issues and Opportunities for Comprehensive Planning in the Town of Plover

Section 1.1 Description and Brief History of Planning Area

The Town of Plover is the 8th largest of Portage County's Towns in terms of geographic size, encompassing an area of approximately 27,200 acres or 42.5 sq. miles. It is the 3rd largest Town in terms of population, with approximately 2,431 residents. The Town of Plover is located on the fringe of the Stevens Point urban area, sharing common boundaries with the City of Stevens Point, and the Villages of Whiting and Plover. The Wisconsin River and the Village of Plover form much of the Town's northern boundary, with the Towns of Buena Vista and Grant bordering on the south. The Township of Plover also extends eastward to the Town of Stockton and westward along Highway 54 to the Portage/Wood County border. (See Figure 1.1)

The Town of Plover was a quite a town back in the mid-1800's. That is, quite a town in terms of land mass. In 1849 it was one of only three Towns in Portage County, when the County Board split the county into three parts: the townships of Middleton, Bull Falls and Plover.

According to Malcolm Rosholt's "Our County Our Story," the Town of Plover was later partitioned off into parts or all of what is now the Towns of Buena Vista, Grant, Stockton, and Linwood.

The Town of Plover gradually began its development after a stagecoach line was established through the prairie and forestland. Jacob Myer is believed to have run the first stage line in Portage County, starting in 1847 between Plover and Portage, according to author Rosholt. Myer raised horses for his operation on a farm in Buena Vista.

The Buena Vista House became a popular stopping point in the stagecoach route in the 1850s. The establishment permitted stagecoach travelers and others to take a breather before continuing their ride to Plover or to Portage. The building was probably built in 1850, and most notably featured a "rocking dance floor," which may have been the only one of that type in the county, according to Rosholt. The special floor was built on levers that permitted it to sway up to 18 inches. "It was no doubt a popular place for teenagers of the period whirling about in the traditional cotillion, better known as the square dance," Rosholt wrote. Unfortunately, the Buena Vista House and its rocking dance floor were destroyed by tornado in 1863.

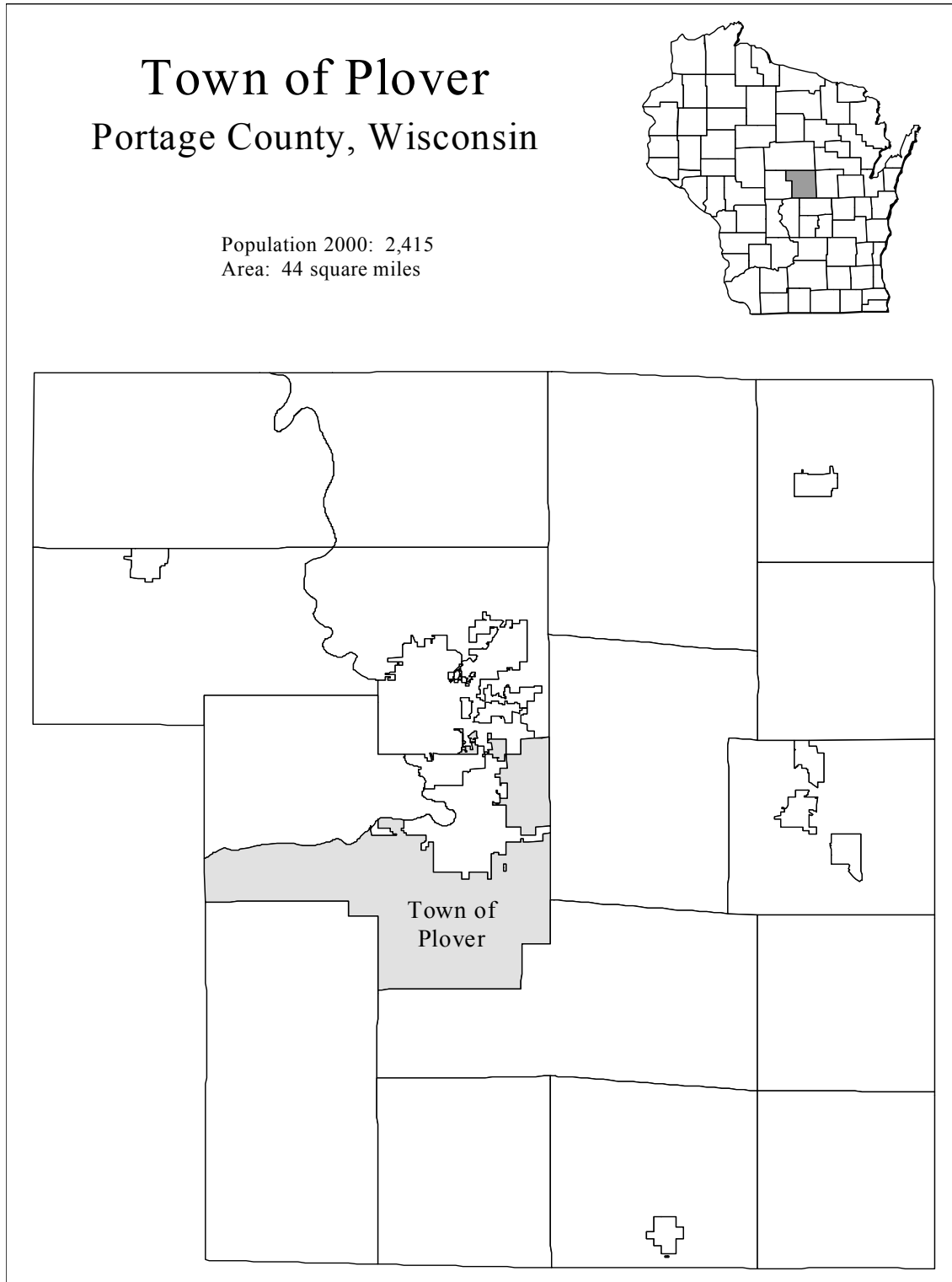
Another notable structure in the Town of Plover was the Moore Barn, which was built around 1855 near what is today known as Buena Vista Road. The barn survived into the 1920s, but has since been demolished. Legend has it that several skeletons were found in the barn's floor. The rumors may have been popularly circulated because holdups by bandits had reportedly taken place on the road, according to Rosholt.

As new roads were built, other establishments sprouted up in the Town of Plover and in what is now the village of Plover, like Mathias Mitchell's tavern house about a mile southeast of Plover. It was originally known as Mitchell's Tavern and was renamed the Cottage Inn.

Another place on the road to Plover was the Isherwood Hotel, which was about two miles west of the famous barn. The Isherwood establishment featured a tavern house, dance hall and guest rooms. James Isherwood paid \$25 to the Town of Plover on 1860 for a liquor license, according to Rosholt.

As more and more people settled down in Plover, it didn't take long before the Town began to gain a reputation as a heavy agricultural area. Large areas of land in Buena Vista and Almond were already in agricultural production by 1851. Cropland then began opening up in the Town of Plover and surrounding areas.

Figure 1.1 Map of Plover Area



Section 1.2 Past Planning in the Town of Plover

1986 Land Use Plan

On October 7, 1982 the Plover Town Board requested the assistance of the Portage County Planning Department in developing a Town Land Use Plan. The Plan would serve as a basis for Plover to update its zoning map to reflect changing conditions and needs. A citizen opinion survey was mailed to all landowners in the Town, as the initial planning step. The survey results were used to help identify local issues and concerns, and to assure that consideration was given to the attitudes of the Town, as a whole.

The Land Use Plan was prepared under the direction of the Town Planning and Zoning Committee, which first met to begin work on this project on June 23, 1983. The Committee conducted numerous public meetings during the preparation of this document, with direction from the Town Board and professional guidance from the Portage County Planning Department.

On August 9, 1983 the Town Planning and Zoning Committee voted to recommend that the Town Board consider adoption of the Portage County Zoning Ordinance. On May 27, 1986, an informational meeting was held in the Town Hall to encourage public review of the Land Use Plan. After considering all public input, the Town Planning and Zoning Committee and Town Board officially adopted the Plan. The Town Board then voted to adopt County zoning on July 1, 1987.

Section 1.3 Current Comprehensive Planning Process

As mentioned in the introduction to this document, this Town of Plover Comprehensive Plan update had its beginning as a part of the County-wide planning project started in June 2001. The work during the first 18 months of the County-wide project, performed primarily by the Portage County Comprehensive Planning Joint Steering Committee, centered on public participation, visioning, and the generation of preliminary goal suggestions for the nine required Plan elements. This information was then forwarded to all local units of government in the fall of 2002. Utilizing the information provided by the Joint Steering Committee, the Town of Plover Plan Commission began the Town Comprehensive Planning process in earnest in January 2003. The Plan Commission met monthly through June 2005 to put together the first complete preliminary draft of the plan. The comprehensive planning process involved several basic steps:

The first step involves research. Activities include acquiring a thorough knowledge of the existing community setting, identifying problems that require solutions, and analyzing critical factors that need to be changed before progress can be made toward community goals, and establishing goals and objectives for growth and development. The second step involves the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, and prevent undesirable change.

The next steps involve selection of a preferred plan alternative for guiding future growth. The Land Use Element relates how the Town is expected to grow, and generally identifies how development should proceed in the future to achieve community goals. It proposes the most efficient use of land within the financial capabilities of the community by identifying where residential, and other anticipated land uses should occur.

The final step involves implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major

tools of implementation of the Town’s plan are the Portage County Zoning Ordinance, Town subdivision regulations, and the Town’s annual budget.

The Comprehensive Plan is the primary link between the past, the present, and the future, making it perhaps the best resource for achieving continuity over a period of time. It is to be used as a guide by those making decisions with regard to the development of the community. The Comprehensive Plan must also remain flexible so that it can be modified to reflect the processes of actual development and the changing attitudes and priorities of the community. To maintain an updated Comprehensive Plan, new information must be continually gathered and studied to determine trends and reevaluate projections, forecasts, and plans. Even policy recommendations, which are relatively permanent statements, may require periodic review to determine their appropriateness and suitability in relation to the direction and character of community development at that time. A well thought-out and updated Comprehensive Plan, with a solid base of public involvement, is one of the most fruitful investments a local government can make. As a collection of policies and plans designed to guide future growth and development, it will help ensure continuity over time as changes occur within the Town of Plover.

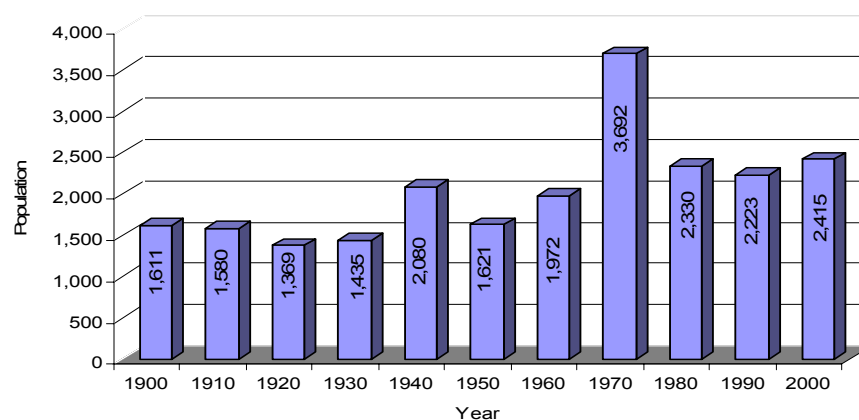
Section 1.4 Demographic Trends

A. Population Growth

Every 10 years the Federal government performs the national census, and these census results are the main source of the information used to understand how communities change over time.

Census data reveals several major historical population trends for the Town of Plover (Figure 1.2). The first major trend was a decline in the Town's population over a thirty-year period from 1900 to 1930. This declining population trend was dramatically reversed in the 1940's, with the Town experiencing a significant upturn in population. In Portage County, the impact of the migration back to the rural areas was greater in those towns located adjacent to the larger population centers. Population dramatically decreased during the 1940s, hit an all-time high in 1970, and then dropped again where the population has remained fairly steady since 1980. Most of the population decline during the 1970’s can be attributed to the incorporation of the Village of Plover.

Figure 1.2: Town of Plover Population Change, 1900 to 2000



Source: US Bureau of Census

The Town of Plover's most dramatic growth occurred during the 1960's, with the Town documenting population increases of 46.6% for the 1960-1970 period (Figure 1.2, Table 1.1). From 1970 to 2000, population dropped and growth leveled out, decreasing by 35% for the period; attributable primarily to the formation of the Village of Plover. The Wisconsin Department of Administration, which provides yearly population estimates for the intercensal period, has attributed continued growth for the Town through 2004.

Table 1.1: Plover Comparison Population Change, 1970 to 2004

	U.S. Census				State of Wisconsin Estimate	1970 to 2000 Change	2000 to 2004 Change
	1970	1980	1990	2000	2004		
Town of Plover	3,692	2,330	2,223	2,415	2,447	-34.6%	1.3%
Town of Buena Vista	827	1,023	1,170	1,187	1,235	43.5%	4.0%
Town of Grant	1,195	1,593	1,673	2,020	2,078	69.0%	2.9%
Town of Stockton	1,537	2,208	2,494	2,896	2,974	88.4%	2.7%
Portage County	47,541	57,420	61,405	67,182	68,922	41.3%	2.6%

Source: US Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Dept.

Population growth is a combination of many factors including birth rates, death rates, and in- and out-migration. By examining migration patterns for the residents of the Town of Plover, we can better understand the cause for the fluctuation in the town that is occurring (Table 1.2). The U.S. Census provides data on where residents were living five years prior to the Census. The "Same House" column identifies the Plover residents that lived in the same dwelling in both 1995 and 2000 (or 1985 and 1990); this can be an indicator of long-term residency. The "Different House, Portage County" column identifies the Plover residents that lived in a home outside the Town, but within Portage County, in 1995. The "Different House, Different County" column identifies the Plover residents that lived in a home outside of the Town and Portage County, but within the State of Wisconsin, in 1995. The "Different State" column identifies the Plover residents that lived in a home outside the State of Wisconsin in 1995. Altogether, this information provides insight into the nature and pace of new residents moving into the Town.

Based on 2000 Census information, seventy-one percent (71%) of the Town's residents lived in the same house as they did in 1995, up four percent (4%) from the 1990 Census. This would show that long term residents are becoming a larger part of the total population. Fourteen percent (14%) of residents in 2000 lived in a different County in 1995, up 3% from the 1990 Census.

Table 1.2: Place of Residence for Town Residents, Five Years Prior to 1990 & 2000 Census

	Same House				Different House, Portage County				Different House Different County				Different State			
	1985		1995		1985		1995		1985		1995		1985		1995	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Town of Plover	1,386	67%	1,517	71%	391	19%	316	15%	221	11%	309	14%	62	3%	53	2%
Town of Buena Vista	730	69%	820	72%	228	21%	205	18%	82	8%	113	10%	23	2%	9	1%
Town of Grant	1,054	68%	1,450	75%	144	9%	68	3%	320	21%	425	22%	23	1%	39	2%
Town of Stockton	1,589	71%	1,996	73%	466	21%	500	18%	158	7%	239	9%	37	2%	66	2%
Portage County		51%		56%		21%		22%		21%		16%		7%		5%

Source: U.S. Census Bureau, 1990 and 2000 Census

B. Age Distribution

Table 1.3 below details the number of Town residents that occupied specific age groups in each of the last three Census years, along with similar information for an average of all Portage County Towns and the County as a whole.

Insight into the nature of the Town's population change over time can be gained through examining how the different age groups change as they move through their life cycles. Age groups for the Towns and County (or "cohorts" as they are called when tracking a group of same-aged people) have been displayed in the table in ten-year increments to more easily see how their numbers increase or decline over different Census years. The diagonal series of gray and white boxes within Table 1.3 indicate the path of each age cohort through the three Census periods.

The 5-to-14 year old cohort for the Town of Plover numbered 407 in 1990. Their number declined by 106 persons (-35.2%) by the year 2000 (as the 5-to-14 year olds became 15-to-24 year olds). Some of this decline may be explained by children leaving home for college or jobs. There has been an increase in population for the under 5 to 14 year (up 56.6% from 1990) and 25-44 age cohorts (up by 18.7% from 1990). This is an indication that more "family-aged" people are moving into the Town. However, for the most part, the other age cohorts have experienced decreases in numbers between 1990 and 2000. In comparing this growth trend to the Town average and County as a whole, one will find growth trends in the younger and middle aged and loss trends in the older residents over the 10 year period.

Table 1.3: Distribution of Population, by Ten-Year Age Groups

Age	Town of Plover			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Under 5 years	217 9.3%	177 8.0%	136 5.6%	126 9.3%	114 7.8%	92 6.0%	4,343 7.6%	4,266 6.9%	3,964 5.9%
5 to 14 years	416 17.9%	407 18.3%	408 16.9%	262 19.1%	261 18.0%	243 15.4%	8,671 15.1%	9,080 14.8%	9,118 13.6%
15 to 24 years	471 20.2%	318 14.3%	301 12.5%	242 17.5%	192 12.8%	192 12.5%	15,270 26.6%	13,081 21.3%	13,983 20.8%
25 to 34 years	458 19.7%	373 16.8%	308 12.8%	236 17.2%	231 15.6%	174 11.3%	9,180 16.0%	9,897 16.1%	8,322 12.4%
35 to 44 years	316 13.6%	409 18.4%	459 19.0%	154 10.9%	237 16.1%	279 18.0%	5,593 9.7%	8,690 14.2%	10,261 15.3%
45 to 54 years	177 7.6%	265 11.9%	396 16.4%	112 8.4%	152 10.1%	251 16.2%	4,447 7.7%	5,489 8.9%	8,945 13.3%
55 to 64 years	142 6.1%	148 6.7%	222 9.2%	99 8.1%	146 8.8%	145 9.3%	4,185 7.3%	4,299 7.0%	5,235 7.8%
65 to 74 years	88 3.8%	83 3.7%	121 5.0%	73 6.3%	86 6.8%	93 6.5%	3,391 5.9%	3,610 5.9%	3,791 5.6%
75 to 84 years	34 1.5%	38 1.7%	53 2.2%	29 2.5%	39 3.2%	51 3.8%	1,806 3.1%	2,273 3.7%	2,565 3.8%
85 years and over	11 0.5%	5 0.2%	11 0.5%	7 0.6%	9 0.8%	15 1.1%	534 0.9%	720 1.2%	998 1.5%
Total	2,330	2,223	2,415	1,341	1,466	1,536	57,420	61,405	67,182
Median Age	26.4	31.0	36.3	27	32	38	25.4	29.3	33.0

Source: U.S. Census Bureau, 1980, 1990, 2000 Census

In 2000, the median age for the Town of Plover was 36.3 years. This rate has increased by ten years since 1980, with the rate of increase holding steady over the two decades. The "median

age” is the point where ½ of the population lies above and ½ lies below; the older this age is, the older the overall population for a place is becoming. The other Towns across Portage County have seen their median age increase at about the same pace (11 years). The County as a whole has seen its median age increase at a slower rate, just under eight years over the twenty-year period. This is an indication that the Towns overall are aging more rapidly than the County’s Villages or City of Stevens Point.

As one would expect with the rise in median age, the percentage of the population for the Towns within Portage County over the age of 65 has been trending upward since 1980. The Town of Plover 65+ population segment increased from 5.8% of total population in 1980 to 7.7% in 2000. The average Portage County Town saw this segment increase from 9.9% to 11.4%, and the County as a whole increased from 9.9% to 10.9%. When examining all of the age groups, we find a decrease in the numbers and percentages of the under-34 year age cohorts for Plover, while the rest experienced a gain from 1990 to 2000. This is typical for most of Portage County.

C. Education Levels

Levels of educational attainment have followed a similar trend of improvement across the different municipal divisions within Portage County (Table 1.4). The Town of Plover raised its’ overall educational attainment during the 1990’s. This was a result of the combination of in-migration, continued educational involvement by the existing residents of the Town and the passing of older residents who did not have the educational opportunities enjoyed today. The number and percentage of Town of Plover residents age 25 and over who had less than a 9th grade education decreased between 1990 and 2000. The percentage of 25+ year old residents who completed some college, or completed a college degree program (Associate, Bachelor, or Graduate/Professional) rose from thirty-six percent (36%) to forty-seven percent (47%) over the same period. This 10-year increase in attainment for Plover was below the gain for the Town average (24% to 43%), but slightly above the County as a whole (40% to 49%). The Town of Plover outperformed the Town average for the number and percentage of residents who completed 9th to 12th grade but did not receive a diploma. The Plover numbers for this category decreased by 0.5%, while the Town average experienced a 1% increase. Portage County experienced just over a 1 % decrease in this category.

Table 1.4: Comparison of Educational Attainment for Residents 25 Years and Older

Ed. Attainment (Persons 25 yrs+)	Town of Plover		Town Average		Portage County	
	1990	2000	1990	2000	1990	2000
Less Than 9th Grade	84 6.4%	79 5.5%	120 10.7%	64 6.3%	4,065 11.6%	2,420 6.0%
9th to 12 th Grade (No Diploma)	125 9.5%	130 9.0%	79 7.0%	82 8.1%	3,029 8.7%	3,019 7.5%
High School Graduate	633 47.9%	562 39.1%	372 33.2%	433 42.4%	14,082 40.2%	14,952 37.2%
Some College (No Degree)	187 14.1%	231 16.1%	109 9.7%	181 17.7%	5,205 14.9%	7,572 18.9%
Associate Degree	77 5.8%	115 8.0%	41 3.6%	70 6.9%	1,922 5.5%	2,802 7.0%
Bachelor's Degree	171 12.9%	260 18.1%	84 7.5%	133 13.0%	4,594 13.1%	6,468 16.1%
Graduate / Professional Degree	45 3.4%	62 4.3%	36 3.2%	57 5.6%	2,107 6.0%	2,910 7.2%
Total	1,322	1,439	1,120	1,020	35,004	40,143

Source: U.S. Census Bureau, 1990, 2000 Census

D. Households and Income

The Town of Plover residential community is made up of different types of households. The U.S. Census defines a household simply as “including all of the people who occupy a housing unit.” People not living in households are classified as living in group quarters. Family households, traditionally the largest group within Plover, have seen their number and percentage of total households slightly increase over the last 20 years, compared to a decreasing percentage for the Town average and County as a whole (Table 1.5). The rate of single-parent households within Plover has remained relatively steady over the 20 year period, averaging 10%. By comparison, the County has seen single-head households increase about 3% since 1980. Plover’s non-family households have increased from approximately 15% of total households in 1980 to nearly 19% in 2000. The percent of non-family households for the Town of Plover has historically been lower than the Town average but higher than the County.

The Persons Per Household (PPH) number for the Town of Plover, Town average, and the County have continued a declining trend over the last 20. Plover closely matched the size and rate of decline of the Town average through 1990. In 2000, the Town average showed a greater decrease in the PPH than the Town of Plover or the County. This translates into the PPH in the Town of Plover and the County overall getting smaller, but at a slower rate than the Town average.

Table 1.5: Household Type Comparison

Households By Type	Town of Plover			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Family Households	617	603	700	342	391	435	13,257	14,883	16,496
<i>Percent of Total Households</i>	85%	82%	81%	84%	82%	79%	72%	70%	66%
Married-couple families	553	533	640	309	346	386	11,592	12,645	13,808
<i>Percent of Family Households</i>	90%	88%	91%	91%	89%	89%	87%	85%	84%
Other family, male householder	22	24	19	12	17	21	437	602	861
<i>Percent of Family Households</i>	4%	4%	3%	4%	4%	5%	3%	4%	5%
Other family, female householder	42	46	41	20	27	28	1,228	1,636	1,827
<i>Percent of Family Households</i>	7%	8%	6%	6%	7%	6%	9%	11%	11%
Non-Family Households	111	135	161	65	83	119	5,056	6,423	8,544
<i>Percent of Non-Fam Households</i>	15%	18%	19%	16%	18%	21%	28%	30%	34%
Householder living alone	85	96	125	53	68	92	3,730	4,679	6,130
<i>Percent of Non-Fam Households</i>	77%	71%	78%	82%	82%	78%	74%	73%	72%
Householder 65 years and over	~	37	32	~	28	35	~	1,933	2,196
<i>Percent of Non-Fam Households</i>		27%	20%		34%	29%		30%	26%
Total Households	728	738	861	406	474	554	18,313	21,306	25,040
Persons Per Household	3.20	3.01	2.80	3.29	3.01	2.71	2.93	2.71	2.54

Source: U.S. Census Bureau, 1980, 1990, 2000 Census

Another instructive piece of information on the state of households within the Town is the level of income that each household achieves. Again the Census provides insight into the range of incomes present within Plover. Household incomes have changed in the last 20 years (Table 1.6). It is a testimony to both the inflation of wages and the increased earning power of the residents of Plover that the percentage of households making greater than \$50,000 per year has increased from 4.7% in 1979 to 49.3% 1999. Median household income has increased from \$20,781 to \$49,312 over the same period. The percentage increase in households earning greater than \$50,000 for Portage County as a whole (3% to 43%), as well as the Town average (3.0% to 33%) over the 20-year period is lower than the Town of Plover.

Table 1.6: Household Income Comparison

Household Income Per Year	Town of Plover			Town Average			Portage County		
	1979	1989	1999	1979	1989	1999	1979	1989	1999
Less Than \$10,000	118 16.2%	48 6.5%	19 2.3%	102 25.1%	49 10.2%	26 3.1%	5,300 28.9%	3,210 15.0%	1,767 7.0%
\$10,000 to \$14,999	102 14.0%	42 5.7%	39 4.7%	64 15.7%	36 7.6%	23 2.7%	2,919 15.9%	1,978 9.3%	1,608 6.4%
\$15,000 to \$24,999	239 32.9%	114 15.4%	59 7.1%	133 32.6%	83 17.4%	55 6.5%	5,423 29.6%	4,072 19.1%	3,174 12.6%
\$25,000 to \$34,999	185 25.4%	125 16.9%	163 19.6%	69 17.0%	82 17.1%	69 8.2%	2,907 15.8%	3,654 17.1%	3,425 13.6%
\$35,000 to \$49,999	59 0.3%	203 0.5%	141 0.3%	27 0.2%	118 0.4%	109 0.2%	1,223 6.7%	4,370 20.5%	4,484 17.9%
\$50,000 to \$74,999	24 3.3%	140 18.9%	201 24.2%	8 2.0%	78 16.4%	151 17.9%	380 2.1%	2,983 14.0%	5,771 23.0%
\$75,000 to \$99,999	10 1.4%	34 4.6%	149 17.9%	4 1.0%	20 4.2%	76 9.0%	193 1.1%	661 3.1%	2,820 11.2%
\$100,000 to \$149,999	0 0.0%	27 3.6%	40 4.8%	0 0.0%	7 1.4%	35 4.2%	0 0.0%	274 1.3%	1,346 5.4%
\$150,000 or more	0 0.0%	7 0.9%	20 2.4%	0 0.0%	4 0.9%	18 2.1%	0 0.0%	134 0.6%	717 2.9%
Total Households	727	740	831	407	476	843	18,345	21,336	25,112
Median H-Hold Income	\$20,781	\$37,917	\$49,312	\$16,483	\$31,111	\$47,957	\$16,659	\$28,686	\$43,487

Source: U.S. Census Bureau, 1980, 1990, 2000 Census

With the examination of income information, the Town of Plover should also assess the poverty status of its residents. “Poverty” is generally defined as a set of money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under age 15 (such as foster children). Table 1.7 below outlines poverty thresholds for 1980, 1990, and 2000. Table 1.8 lists the Census information on poverty for the total number of residents, persons age 65 and above, and families within the Town of Plover, the Town average, and Portage County as a whole.

Table 1.7: Poverty Thresholds - 1980, 1990, and 2000

Size of Family Unit	(Poverty Threshold)		
	1980	1990	2000
One Person	\$4,190	\$6,652	\$8,794
Two Persons	\$5,363	\$8,509	\$11,239
Three Persons	\$6,565	\$10,419	\$13,738
Four Persons	\$8,414	\$13,481	\$17,603
Five Persons	\$9,966	\$15,792	\$20,819
Six Persons	\$11,269	\$17,839	\$23,528
Seven Persons	\$12,761	\$20,241	\$26,754
Eight Persons	\$14,199	\$22,582	\$29,701
Nine Persons or More	\$16,896	\$26,848	\$35,060

Source: U.S. Census Bureau

According to census figures, the Town of Plover has experienced a decrease in the number and percentage of residents earning below the poverty level, which is consistent with Portage County overall.

Table 1.8: Percent in Poverty Comparison

	Town of Plover		Town Average		Portage County	
	1989	1999	1989	1999	1989	1999
Persons	2,220	2,415	1,276	1,355	57,805	67,182
Below Poverty Level	102 4.6%	80 3.3%	115 9.0%	77 5.7%	7,454 12.9%	6,074 9.0%
Persons 65 Years and Over	129	185	114	146	5,327	7,354
Below Poverty Level	9 7.0%	15 8.1%	13 11.6%	14 9.4%	740 13.9%	561 7.6%
Families	617	674	342	387	14,927	16,643
Below Poverty Level	22 3.6%	12 1.8%	23 6.6%	14 3.7%	1,051 7.0%	725 4.4%

Source: U.S. Census Bureau, 1990, 2000 Census

E. Employment Characteristics

Employment by industry data is provided for the last three census years below in Table 1.9. This information represents what type of industry that the **working residents** of the Town of Plover were employed by, and is not a listing of the employment currently located within the Town. The discussion of the Plover economy will take place within the Economic Development Element of this Comprehensive Plan. It should be noted that the method used for classifying industries was changed between the 1990 and 2000 census, and therefore the information included in the industry categories of Table 1.9 is not entirely consistent for comparison between those years. The table attempts to place the three census years in a useable context.

Table 1.9: Summary of Employment by Industry

Industry	Town of Plover			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, Fisheries, Mining	73 27.4%	76 6.5%	66 5.6%	94 17.4%	82 11.7%	58 7.0%	1,816 7.3%	1,755 5.8%	1,241 3.5%
Construction	51 19.2%	77 6.5%	78 6.6%	30 5.6%	41 5.8%	50 6.1%	1,004 4.0%	1,297 4.3%	1,707 4.8%
Manufacturing	252 94.7%	236 20.1%	321 27.2%	113 20.9%	148 20.9%	173 21.0%	4,637 18.6%	5,373 17.8%	6,314 17.7%
Transportation, Warehousing, Utilities	52 19.5%	53 4.5%	74 6.3%	29 5.3%	47 6.7%	53 6.4%	1,214 4.9%	1,511 5.0%	1,948 5.5%
Information	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	11 1.3%	0 0.0%	0 0.0%	835 2.3%
Communications/ Other Public Facilities	8 3.0%	11 0.9%	0 0.0%	6 1.0%	6 0.9%	0 0.0%	325 1.3%	367 1.2%	0 0.0%
Wholesale Trade	46 17.3%	86 7.3%	25 2.1%	21 3.9%	20 2.8%	30 3.6%	885 3.5%	1,026 3.4%	1,235 3.5%
Retail Trade	191 71.8%	168 14.3%	227 19.2%	71 13.0%	114 16.1%	94 11.4%	4,317 17.3%	5,667 18.8%	4,813 13.5%
Finance, Insurance, Real Estate	145 54.5%	173 14.7%	105 8.9%	57 10.5%	75 10.6%	87 10.5%	2,971 11.9%	3,359 11.1%	3,682 10.3%
Professional, Management, Administrative	0 0.0%	0 0.0%	19 1.6%	0 0.0%	0 0.0%	30 3.6%	0 0.0%	0 0.0%	1,627 4.6%
Business and Repair Services	21 7.9%	20 1.7%	0 0.0%	10 1.8%	18 2.6%	0 0.0%	518 2.1%	941 3.1%	0 0.0%
Personal Services	0 0.0%	44 3.7%	0 0.0%	0 0.0%	14 2.0%	0 0.0%	0 0.0%	777 2.6%	0 0.0%
Arts, Entertainment, Recreation Services	35 13.2%	9 0.8%	49 4.1%	16 2.9%	5 0.8%	48 5.8%	734 2.9%	388 1.3%	3,005 8.4%
Educational, Health, Social Services	136 51.1%	169 14.4%	175 14.8%	74 13.7%	96 13.6%	139 16.8%	5,331 21.4%	5,617 18.6%	7,192 20.2%
Other	22 8.3%	37 3.1%	35 3.0%	13 2.3%	21 3.0%	33 4.0%	624 2.5%	1,362 4.5%	1,236 3.5%
Public Administration	9 0.86%	17 1.45%	8 0.68%	9 1.6%	19 2.6%	20 2.5%	571 2.3%	710 2.4%	842 2.4%
Total Employed Persons	1,041	1,176	1,182	543	706	825	24,947	30,150	35,677
Unemployed Persons	98	42	49	54	37	37	2,013	1,590	2,255
Total Labor Force	1,139	1,218	1,231	597	848	687	26,960	31,740	37,944
Percent Unemployed	9.4%	3.6%	4.1%	10%	5%	4%	8.1%	5.3%	6.3%
Persons 16 Years +	0	1,598	1,720	0	1,125	716	0	47,202	53,135

Source: U.S. Census Bureau, 1980, 1990, 2000 Census

Section 1.5 Forecasts

A. Population Projections

Population projections developed by the Portage County Planning and Zoning Department suggest that the Town will experience moderate of growth through the year 2025, with a projected increase of 418 residents or 17.3% (based on WI Dept. of Administration 2004 population estimate). This compares with a projected increase of 17.5% for the entire County, for the same period. It should be noted that all population projections are "best guesses" and should be used with caution. The methodology for this projection is included in Appendix D of this Comprehensive Plan.

The Town of Plover Plan Commission has reviewed the following projected population totals for the planning period:

Yr 2010: 2,575 Yr 2015: 2,643 Yr 2020: 2,733 Yr 2025: 2,833

The Town Plan Commission feels that these projections are high, due to planned annexation of land to the City of Stevens Point and possible annexations to the Village of Plover.

In 1995, the Town of Plover and the City of Stevens Point entered into a mutual boundary adjustment agreement that earmarked two areas of the Town for future annexation into the City. As part of this agreement, sewer and water services would be provided to these areas for a period of ten years before annexation was to take place. That annexation is scheduled to take place in two phases, with the second phase being completed at the end of 2007. As such, the Town's population will decrease by approximately 500 people at that time. If the above population projection were used, the Town's population, in 2010, after the boundary adjustment is completed would result in a net loss of approximately 272 people (500 person decrease due to annexation + 2010 projected population increase of 228).

In spite of losing population to annexation, an increase of approximately 418 individuals will occur between 2000 and 2025.

B. Household Projections

Household projections for Plover will be based on the population increase stated in Section 1.6A above, divided by the anticipated number of persons per household (PPH) through 2025.

The PPH has been steadily decreasing in Plover, from 3.20 persons in 1980 to 2.80 persons in 2000. Using a method of linear regression, the forecasted number of persons per household (PPH) in 2010 will be 2.60. This results in an additional 161 households being added to the Town. Forecasting numbers far into the future using linear regression produces increased uncertainty, therefore, the persons per household number will be held at 2.60 for 2025. Keep in mind that these numbers represent projections and should not be used as absolute. Using a PPH of 2.60 for this plan horizon, the household projections for Plover are:

2010: 88 additional households (from 2000); 2025: 73 additional households (from 2010)

C. Employment Projections

Although employment in the agricultural sector has declined over the last twenty years (Table 1.9), the Town projects that agriculture-related employment, including farm operations and food processing plants, will continue to provide job opportunities for its residents. Future job

opportunities outside of the agriculture sector are projected to be created throughout the County in the service, government, manufacturing, and finance sectors. Future development in Village of Plover and Stevens Point area will likely provide the majority of local employment opportunities.

Section 1.6 Community Goals, Objectives, and Policies

Goals, objectives and policies provide the framework for guiding future community development activities in the Town of Plover. A means of deriving goals and policies is through issue identification. Many of the issue statements in the various plan elements are framed as questions. This was purposefully done to help plan commissioners form goal or policy statements by answering the questions. Goals are stated as desirable conditions to strive toward in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Policies are more specific recommendations or methods of action to accomplish these stated objectives. Together these three pieces express the uniqueness of the community while providing guidance for desirable patterns of growth and development.