

CHAPTER 1 Issues and Opportunities for Comprehensive Planning **In the Town of Alban**

Section 1.1 Description and Brief History of Planning Area

The Town of Alban comprises approximately 23,190 acres, or 36.2 square miles, of land and water located in the northeast corner of Portage County. It is bounded to the west by the Town of Sharon and to the south by the Town of New Hope. The Village of Rosholt, located in the center of Alban, is about 15 miles northeast of the City of Stevens Point (Figure 1.1).

The major surface water bodies that are present in the Town of Alban are: Collins Lake, Lake Helen, Lions Lake, Penny Lake, Tree Lake, Windorf Lake, Mud Lake, Mud Lake (upper), and Mud Lake (lower). The three largest lakes in the Town are Helen Lake, Tree Lake and Lions Lake. Lions Lake is the property of the Lions Club Foundation, a regional provider of summer camp activities for services for children and adults with special needs.

The four rivers/streams in the Town include: Little Wolf River, Bradley Creek, Flume Creek, and Klondike Creek. The Flume Creek transects the Town from north to south. All four of these rivers are listed as Class 1 trout streams by the Wisconsin Department of Natural Resources (see Chapter 5, page 46).

There are two drainage basins in the Town of Alban, the Upper Little Wolf River Watershed and the Waupaca River Watershed. Both watersheds eventually flow into the Wolf River Watershed that enters the bay of Green Bay via the Fox River.

Before its establishment in 1856, Alban was part of Town of New Hope. It is situated in an area covered by the last phase of the Wisconsin glaciation. In 1856 it was largely wooded with stands of white pines, swamps, several small lakes and a few creeks. The largest creek being Flume Creek, crossing the whole town, from Marathon County and going to Waupaca County. The first white settler was Swiss, Gottlieb Staubly, who had been discharged from the American Army and as a veteran could claim a piece of land. He came in 1858 having bought one forty (a quarter of a quarter section) near a creek at the present site of Rosholt. He brought a span of oxen, an ax and provisions with which he built a log cabin. He was not married. When the Civil War broke out, he sold his land to Theodore Staubli (an unknown brother or nephew), joined the army and never returned.

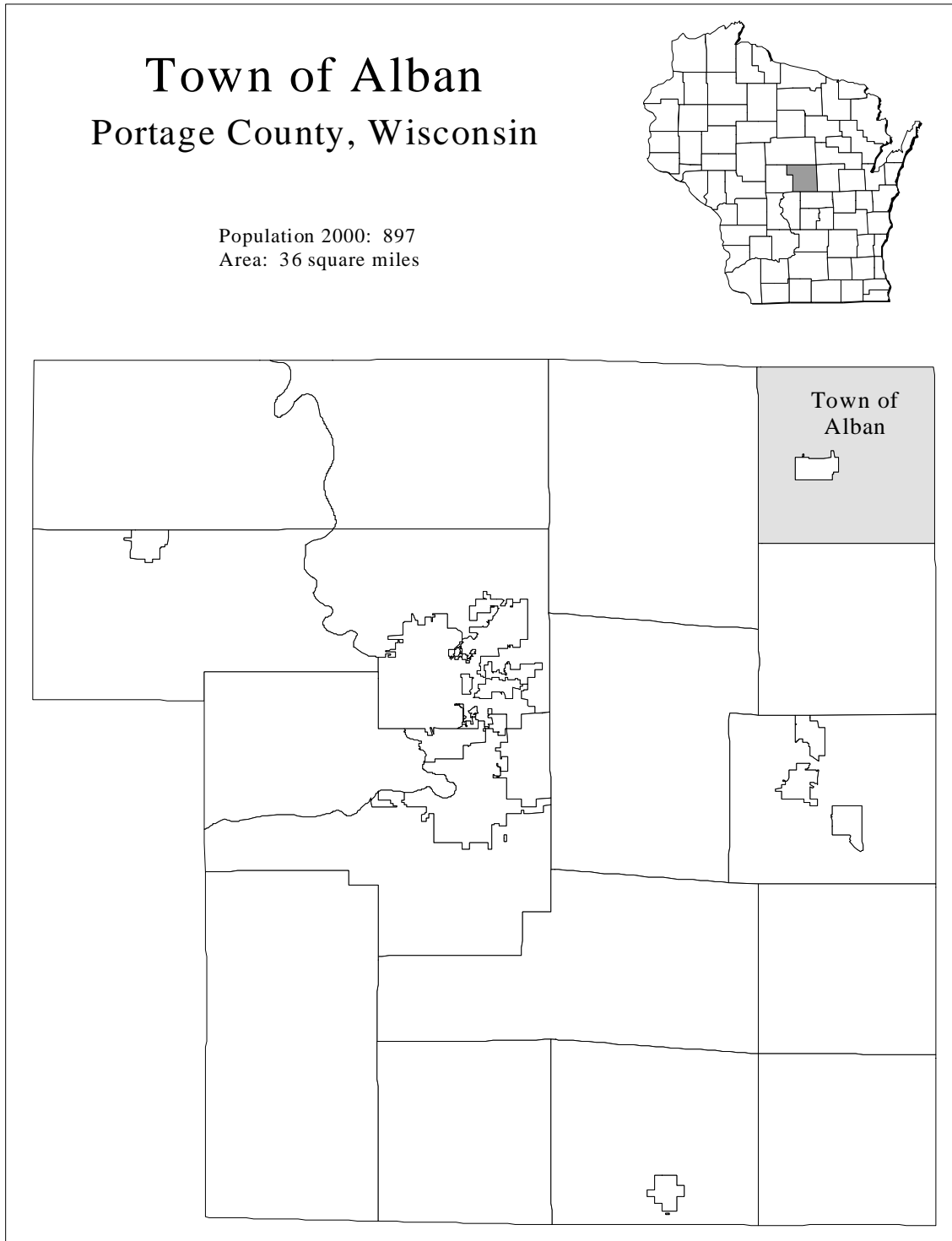
Other pioneers came and settled in the Town. Danes, Swiss, and Norwegians came from Waupaca County and other places to where some of their compatriots had settled in the towns of Scandinavia, Iola and Helvetia. They cleared the land that they had acquired and started farming. In 1878 the Town of Alban was organized. Alban received its name from James S. Alban who had been a state senator for Portage County. During the Civil War he was given a commission in the Union Army as a colonel where he was wounded in battle and died.

In 1880 the Town had 210 inhabitants. The ethnic make up of the town included Norwegians, Danes, Swiss, and a few Polish residents.

In 1878, the Scandinavians organized a Lutheran congregation and they named it the Norwegian-Danish Evangelical Lutheran Congregation of Alban and the same year they laid the cornerstone of a church. Within 9 years, in 1887, a split occurred among the parishioners. One group decided to leave the Norwegian Church and joined the Missouri synod. A second Lutheran church was built not far from the other and was named Concordia Church.

When the pines started to interest lumbermen, logging began and sawmills were built. J.G. Rosholt, born in Waupaca County, had a sawmill in that county and moved it to Alban, where it was erected using the water of the Flume Creek for power. Houses were built near the new sawmill and they soon formed a village. Alban was far from the cities, transportation was difficult and slow.

Figure 1.1 Map of Alban Area



The lumber industry in what was to become Rosholt eventually attracted a rail line to transport lumber products. The Chicago and Northwestern Railroad built a branch line to connect at Eland with a main line. Upon completion of the rail spur, the village attracted people and it became a boomtown. In 1903 the first train arrived. The Village was platted and given the name of Rosholt to honor its main promoter.

Concordia Church in Alban was demolished and a new Concordia Church in Rosholt replaced it. The village incorporated in 1908. Alban Church and Concordia Church merged and the new congregation renamed their new church in Rosholt, Faith Lutheran Church in 1972. Alban church was razed. Concordia Church is still standing but no longer used for religious services. Although the railroad line has ceased functioning, the village has survived and still has some industry and offers additional services, including a store, bank and post office.

Up until 1970, the Town of Alban was a typical rural agriculture based community with a steadily declining population, due mostly to the changes in the agricultural economy. However, during the 1970's, the population of the Town increased by over 25% (see Figure 1.2, page 8). The Town has experienced continued growth, but not at the rate witnessed during the 70's. This growth has reversed a seventy-year trend of declining population and population projections for 2025 portray a modest growth pattern.

To accommodate growth, tracts of land that are now void of development will see homes, farms and some businesses. If new development is not properly managed, the Town may find itself faced with unnecessarily inflated expenditure requirements for the provision of its limited services to the new areas. This Comprehensive Plan will analyze all of the lands within the Town of Alban corporate boundary, and include short and long range recommendations for residential, commercial and industrial development, as well as the protection of important farmlands and other natural resources as determined by the residents of the Town of Alban.

Section 1.2 Past Planning In Alban

While the Town of Alban has been under Portage County zoning since February 1968, it has not undertaken any major planning efforts. In 1975, a brief land use document was prepared in conjunction with the Town's zoning map revision.

This Comprehensive Plan will represent the first in-depth planning effort for the Town and serve as a useful document in guiding development.

Section 1.3 Current Comprehensive Planning Process

As mentioned in the introduction to this document, the Town of Alban Comprehensive Plan update had its beginning as a part of the Countywide 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 Alban Plan Commission began the Town Comprehensive Planning process in earnest in March, 2003. In August of 2007, the Alban Town Board requested Portage County Planning and Zoning Department assistance to complete the Alban Comprehensive Plan.

The Plan Commission met monthly through August 2008 to put together a 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, 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 the development of different plan alternatives 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 are the zoning ordinance, subdivision regulations, and capital improvements program.

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 Alban.

Section 1.4 Demographic Trends

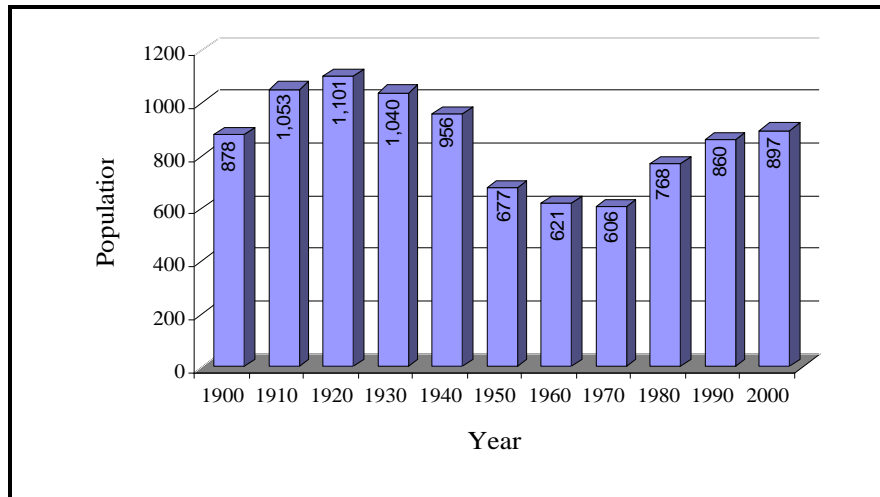
A. Population Growth

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. The Town of Alban has seen a considerable variation in its growth rate over the last 100 years.

Census data reveal two major historical population trends for the Town of Alban (Figure 1.2). The first major trend was a steady decline in the Town's population over a fifty-year period from 1920 to 1970. This is characteristic of an agriculture based economy that saw a steady decline in farm numbers, but an increase in average size of farm.

This declining population trend reversed in the 1970's, with the Town experiencing a significant upturn in population as urban residents began moving back to rural or semi-rural areas. In Portage County, the impact of this migration back to the rural areas occurred earlier and was greater in those Towns located adjacent to the larger population centers.

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



Source: U.S. Bureau of Census

The Town of Alban's most dramatic growth occurred during the 1970's, with the Town documenting population increases of 26.7% for the 1970-1980 period (Table 1.1). From 1980 to 2000, the growth slowed, increasing by 17% for the period. For comparison purposes, the growth experienced by the Town of Lanark 1980 to 2000 (150%) was the greatest percentage increase of all Towns in Portage County. The Town of Stockton experienced the second greatest percentage increase with 88.4%. The Wisconsin Department of Administration, which provides yearly population estimates for the intercensal period, has indicated modest growth for Alban from 2000 to 2006.

Table 1.1: Alban Comparison Population Change, 1970 to 2006

	U.S. Census				State of Wisconsin Estimate	1970 to 2000 Change	2000 to 2006 Change
	1970	1980	1990	2000	2006		
Town of Alban	606	768	860	897	908	32.4%	1.2%
Town of New Hope	492	625	694	736	751	49.6%	2.0%
Town of Sharon	1,304	1,694	1,742	1,936	2,039	48.5%	5.3%
Portage County	47,541	57,420	61,405	67,182	69,591	41.3%	3.6%

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, death, in and out migration. By examining migration patterns for the residents of the Town of Alban, we can better understand the cause for the growth in the community 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 Alban 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 Alban residents that lived in a home outside the Town, but within Portage County, in 1995. The "Different House, Different County" column identifies the Alban 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 Alban 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 one percent (1%) from the 1990 census. This would show that long-term residents continue to be a stable majority of the total population. Eleven percent (11%) of residents lived in a different county in 1995. This is slightly below the 16% average for Portage County. We do not know what County these residents came from. These numbers provide further examples of the strength of residential expansion within the Town of Alban: a stable percentage of residents living long term in the same dwelling; more people relocating into the Town from different Counties of Wisconsin and beyond.

Table 1.2: Place of Residence for 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 Alban	528	70%	545	71%	140	19%	127	16%	67	9%	99	13%	18	2%	13	2%
T. New Hope	489	73%	538	77%	101	15%	110	16%	45	7%	49	7%	38	6%	20	3%
T. Sharon	1,177	73%	1,383	75%	317	20%	332	18%	64	4%	132	7%	54	3%	36	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.

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

Age	Town of Alban			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Under 5 years	55	70	48	136	120	98	4,343	4,266	3,964
% of Population	7.2%	8.1%	5.4%	9.4%	7.8%	6.0%	7.6%	6.9%	5.9%
5 to 14 years	141	149	156	279	278	259	8,671	9,080	9,118
% of Population	18.4%	17.3%	17.4%	19.0%	18.1%	15.4%	15.1%	14.8%	13.6%
15 to 24 years	138	99	104	263	205	204	15,270	13,081	13,983
% of Population	18.0%	11.5%	11.6%	17.7%	13.0%	12.5%	26.6%	21.3%	20.8%
25 to 34 years	98	134	99	258	246	187	9,180	9,897	8,322
% of Population	12.8%	15.6%	11.0%	17.6%	15.7%	11.4%	16.0%	16.1%	12.4%
35 to 44 years	75	112	151	169	256	298	5,593	8,690	10,261
% of Population	9.8%	13.0%	16.8%	11.2%	16.4%	18.1%	9.7%	14.2%	15.3%
45 to 54 years	73	82	116	119	163	268	4,447	5,489	8,945
% of Population	9.5%	9.5%	12.9%	8.3%	10.2%	16.4%	7.7%	8.9%	13.3%
55 to 64 years	77	82	85	103	150	154	4,185	4,299	5,235
% of Population	10.0%	9.5%	9.5%	7.9%	8.6%	9.3%	7.3%	7.0%	7.8%
65 to 74 years	62	71	78	75	87	96	3,391	3,610	3,791
% of Population	8.1%	8.3%	8.7%	6.1%	6.5%	6.3%	5.9%	5.9%	5.6%
75 to 84 years	42	42	40	29	39	52	1,806	2,273	2,565
% of Population	5.5%	4.9%	4.5%	2.3%	3.0%	3.6%	3.1%	3.7%	3.8%
85 years and over	7	19	20	8	8	15	534	720	998
% of Population	0.9%	2.2%	2.2%	0.6%	0.7%	0.9%	0.9%	1.2%	1.5%
Total	768	860	897	1,439	1,552	1,631	57,420	61,405	67,182
Median Age	29.2	33.7	38.1	27	32	38	25.4	29.3	33.0

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

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 median age for the Town of Alban in 2000 was 38.1 years, an increase of 4.4 years since the 1990 Census. This increase in median age for the Town of Alban matches the increase from the 1980 Census to the 1990 Census. The County as a whole has seen its median age increase at a slower rate from the 1990 Census (29.3 years) to 2000 Census (33.0 years), as well as in overall increase since 1980 (+7.6 years). The other Towns across Portage County have seen their median age increase at a slightly quicker pace of 10.5 years over the 1980 to 2000 period; +6 years from 1990 to 2000 to an average median age of 38 years.

Further 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 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.

Young adults leaving the Town of Alban can partially explain the drop population in the 15 to 24 year cohort from the 5 to 14 year cohort. The most likely factor for this drop in population cohort is leaving for higher education or non-local employment outside of the Town.

The number of Alban residents in the 25 to 34, 35 to 44, 45 to 54, and 55 to 64 year old categories stayed either stable or increased between 1990 and 2000. Alban had a higher percentage of residents aged 55 and older than either the Town average or the County overall.

C. Education Levels

The Town of Alban increased 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 (Table 1.4).

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

Educational Attainment (Persons 25 yrs+)	Town of Alban		Town Average		Portage County	
	1990	2000	1990	2000	1990	2000
Less Than 9th Grade	109 21.3%	66 12.3%	119 10.1%	65 6.1%	4,065 11.6%	2,420 6.0%
9th to 12th Grade (No Diploma)	55 10.7%	54 10.1%	83 7.1%	87 8.1%	3,029 8.7%	3,019 7.5%
High School Graduate	240 46.9%	269 50.1%	396 33.8%	451 41.9%	14,082 40.2%	14,952 37.2%
Some College (No Degree)	47 9.2%	68 12.7%	117 10.0%	191 17.7%	5,205 14.9%	7,572 18.9%
Associate Degree	21 4.1%	36 6.7%	44 3.8%	75 7.0%	1,922 5.5%	2,802 7.0%
Bachelor's Degree	37 7.2%	32 6.0%	92 7.9%	147 13.7%	4,594 13.1%	6,468 16.1%
Graduate / Professional Degree	3 0.6%	12 2.2%	38 3.3%	60 5.6%	2,107 6.0%	2,910 7.2%
Total	512	537	1,171	1,076	35,004	40,143

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

The number and percentage of Town of Alban residents age 25 and over that had less than a 9th grade education decreased significantly between 1990 and 2000. The percentage of 25+ year old residents who completed some college, or completed a college degree program rose from twenty-one percent (21%) to twenty-eight percent (28%) over the same period. This 10-year increase in attainment for Alban was trailed the gain for the Town Average (29% to 41%) and for County as a whole (40% to 49%). The Town of Alban also had a slightly higher percentage of residents who completed 9th to 12th grade but did not receive a diploma.

D. Households and Income

The Town of Alban residential community consists 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. Table 1.5 below details the changes in the make-up of Town of Alban households between 1980 and 2000, and compares them to the Portage County data and the average of the County Towns. Family households, traditionally the largest group within Alban, decreased in percentage of total households by 7% since the 1990 Census, to 76%. This percentage is lower than the Town Average but higher than the County as a whole, even though their numbers have continued to increase. Single-father headed households within Alban increased slightly over the 20 year period from 6 to 9 households. Single-mother headed households within Alban have increased over the 20 year period from 12 to 25 households, an increase of over 4%. By comparison, the Town Average and County as a whole have seen single-head household’s increase between 1 and 3%. Alban’s Non-Family households have increased from approximately 18% of total households in 1980 to 24% in 2000, which is higher than the Town Average, but lower than the County overall.

The Persons Per Household (PPH) calculation for the Town of Alban, average of Towns and Portage County overall has continued a declining trend over the last 20 years. Alban closely matches the size and rate of decline of the Towns, while the overall County PPH rate of decline has been a bit smaller.

Table 1.5: Household Type Comparison

Households By Type	Town of Alban			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Family Households	201	239	246	368	414	463	13,257	14,883	16,496
<i>Percent of Total Households</i>	82%	83%	76%	84%	82%	79%	72%	70%	66%
Married-couple families	183	205	212	332	367	412	11,592	12,645	13,808
<i>Percent of Family Households</i>	91%	86%	86%	90%	89%	89%	87%	85%	84%
Other family, male householder	6	16	9	13	18	22	437	602	861
<i>Percent of Family Households</i>	3%	7%	4%	4%	4%	5%	3%	4%	5%
Other family, female householder	12	18	25	22	29	29	1,228	1,636	1,827
<i>Percent of Family Households</i>	6%	8%	10%	6%	7%	6%	9%	11%	11%
Non-Family Households	43	50	79	69	88	124	5,056	6,423	8,544
<i>Percent of Total Households</i>	18%	17%	24%	16%	18%	21%	28%	30%	34%
Householder living alone	41	42	65	56	71	96	3,730	4,679	6,130
<i>Percent of Non-Family Households</i>	95%	84%	82%	81%	81%	78%	74%	73%	72%
Householder 65 years and over	~	19	30	~	29	35	~	1,933	2,196
<i>Percent of Non-Family Households</i>	~	38%	38%	~	33%	28%	~	30%	26%
Total Households	244	289	325	436	502	587	18,313	21,306	25,040
Persons Per House Hold	3.15	2.98	2.76	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. The Census provides insight into the range of incomes present within Alban. Table 1.6 below describes how household incomes changed between 1980 and 2000. It is a testimony to both the inflation of wages and the increased earning power of the residents of Alban that the percentage of households making greater than \$50,000 per year has increased from 0% in 1979 to 25.4% 1999. Portage County as a whole reported a greater increase over the 20-year period (3% to 42%), as did the Town average (3.3% to 34.1%). Median household income for Alban has increased from \$14,712 to \$36,250 over the same period.

Table 1.6: Household Income Comparison

Household Income Per Year	Town of Alban			Town Average			Portage County		
	1979	1989	1999	1979	1989	1999	1979	1989	1999
Less Than \$10,000	78 31.2%	46 16.3%	28 9.0%	105 24.0%	49 9.6%	25 2.9%	5300 28.9%	3210 15.0%	1767 7.0%
\$10,000 to \$14,999	50 20.0%	11 3.9%	17 5.5%	67 15.4%	38 7.5%	24 2.8%	2919 15.9%	1978 9.3%	1608 6.4%
\$15,000 to \$24,999	78 31.2%	72 25.4%	49 15.8%	143 32.7%	85 16.9%	55 6.3%	5423 29.6%	4072 19.1%	3174 12.6%
\$25,000 to \$34,999	35 14.0%	72 25.4%	55 17.7%	78 17.9%	85 16.8%	76 8.6%	2907 15.8%	3654 17.1%	3425 13.6%
\$35,000 to \$49,999	9 0.1%	46 0.2%	82 0.2%	30 0.2%	128 0.4%	113 0.2%	1223 6.7%	4370 20.5%	4484 17.9%
\$50,000 to \$74,999	0 0.0%	29 10.2%	48 15.5%	10 2.2%	85 16.9%	160 18.3%	380 2.1%	2983 14.0%	5771 23.0%
\$75,000 to \$99,999	0 0.0%	5 1.8%	14 4.5%	5 1.1%	22 4.3%	85 9.7%	193 1.1%	661 3.1%	2820 11.2%
\$100,000 to \$149,999		0 0.0%	15 4.8%	0 0.0%	8 1.6%	37 4.2%	0 0.0%	274 1.3%	1346 5.4%
\$150,000 or more		2 0.7%	2 0.6%	0 0.0%	5 0.9%	19 2.2%	0 0.0%	134 0.6%	717 2.9%
Total Households	250	283	310	437	504	876	18,345	21,336	25,112
Median H-Hold Income	\$14,712	\$26,563	\$36,250	\$16,863	\$31,821	\$48,773	\$16,659	\$28,686	\$43,487

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

With the examination of income information, the Town of Alban should also assess the poverty status of its residents. “Poverty” 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. Table 1.7 outlines poverty thresholds for 1980, 1990, and 2000. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds receive updates 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: 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

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 Alban, the Town Average, and Portage County as a whole.

Table 1.8: Percent in Poverty Comparison

	Town of Alban		Town Average		Portage County	
	1989	1999	1989	1999	1989	1999
Persons	822	897	1,363	1,417	57,805	67,182
Below Poverty Level	95 11.6%	84 9.4%	116 8.5%	78 5.5%	7,454 12.9%	6,074 9.0%
Persons 65 Years and Over	124	138	114	148	5,327	7,354
Below Poverty Level	26 21.0%	24 17.4%	12 10.6%	14 9.3%	740 13.9%	561 7.6%
Families	230	224	366	404	14,927	16,643
Below Poverty Level	18 7.8%	16 7.1%	23 6.3%	14 3.5%	1,051 7.0%	725 4.4%

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

According to these Census figures, the Town of Alban has experienced a slight decline in the number of residents earning below the poverty level. While a decrease did occur, the percentage of people below poverty level is still higher than both Portage County overall and the Town average. Alban also has a higher percentage of families and persons over 65 categorized as below poverty level than the County or the Town average.

E. Employment Characteristics

Table 1.9 below summarizes employment by industry data provided for the last three Census years. This information represents what type of industry that the working residents of Alban were employed by, and is not a listing of the employment currently located within the Town. The discussion of the Alban economy will take place within the Economic Development Element of this Comprehensive Plan. Note that the method used for classifying industries 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 Alban			Town Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, Fisheries, Mining	76 28.6%	62 17.1%	41 10.0%	94 16.0%	83 11.0%	60 6.9%	1,816 7.3%	1,755 5.8%	1,241 3.5%
Construction	16 6.0%	28 7.7%	35 8.5%	33 5.5%	44 5.8%	53 6.1%	1,004 4.0%	1,297 4.3%	1,707 4.8%
Manufacturing	47 17.7%	67 18.5%	78 18.9%	126 21.4%	158 21.0%	189 21.7%	4,637 18.6%	5,373 17.8%	6,314 17.7%
Transportation, Warehousing, Utilities	2 0.8%	22 6.1%	21 5.1%	32 5.4%	49 6.5%	56 6.4%	1,214 4.9%	1,511 5.0%	1,948 5.5%
Information	0 0.0%	0 0.0%	8 1.9%	0 0.0%	0 0.0%	10.5 1.2%	0 0.0%	0 0.0%	835 2.3%
Communications/ Other Public Facilities	7 2.6%	5 1.4%	0 0.0%	6 1.0%	7 0.9%	0 0.0%	325 1.3%	367 1.2%	0 0.0%
Wholesale Trade	4 1.5%	18 5.0%	20 4.9%	24 4.1%	24 3.2%	30 3.5%	885 3.5%	1,026 3.4%	1,235 3.5%
Retail Trade	40 15.0%	44 12.2%	51 12.4%	80 13.6%	121 16.1%	105 12.1%	4,317 17.3%	5,667 18.8%	4,813 13.5%
Finance, Insurance, Real Estate	26 9.8%	13 3.6%	26 6.3%	62 10.5%	82 10.8%	87 10.0%	2,971 11.9%	3,359 11.1%	3,682 10.3%
Professional, Management, Administrative	0 0.0%	0 0.0%	18 4.4%	0 0.0%	0 0.0%	30 3.5%	0 0.0%	0 0.0%	1,627 4.6%
Business and Repair Services	7 2.6%	9 2.5%	0 0.0%	11 1.8%	19 2.5%	0 0.0%	518 2.1%	941 3.1%	0 0.0%
Personal Services	0 0.0%	6 1.7%	0 0.0%	0 0.0%	16 2.2%	0 0.0%	0 0.0%	777 2.6%	0 0.0%
Arts, Entertainment, Recreation Services	11 4.1%	6 1.7%	29 7.0%	17.375 3.0%	5.5 0.7%	48.75 5.6%	734 2.9%	388 1.3%	3005 8.4%
Educational, Health, Social Services	25 9.4%	61 16.9%	58 14.1%	81 13.8%	103 13.7%	146 16.8%	5,331 21.4%	5,617 18.6%	7,192 20.2%
Other	2 0.8%	9 2.5%	16 3.9%	14 2.3%	23 3.1%	34 3.9%	624 2.5%	1,362 4.5%	1,236 3.5%
Public Administration	3 1.1%	12 3.3%	11 2.7%	9 1.5%	19 2.5%	20 2.3%	571 2.3%	710 2.4%	842 2.4%
Total Employed Persons	266	362	412	588	754	869	24,947	30,150	35,677
Unemployed Persons	37	20	17	56	37	38	2,013	1,590	2,255
Total Labor Force	303	382	429	649	796	917	26,960	31,740	37,944
Percent Unemployed	13.9%	5.5%	4.1%	10%	5%	4%	8.1%	5.3%	6.3%
Persons 16 Years +	0	593	612	0	1058	1198	0	47,202	53,135

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

Section 1.5 Forecasts

A. Population Projections

The State of Wisconsin Department of Administration prepares population projections for each of the municipalities within the County. The Town of Alban Plan Commission has adopted the following projected population totals for the planning period:

Yr 2015: 936

Yr 2025: 970

B. Household Projections

The anticipated number of persons per household will provide the base for household projections for the Town of Alban. Population projections divided by the persons per household yields the number of households needed to accommodate the Alban population.

The number of Persons per Household for Alban has declined from 3.15 persons in 1980 to 2.98 persons in 1990 and 2.76 persons in 2000. Using a method of linear regression with data beginning in 1980, the forecasted number of Persons per Household (PPH) in 2010 will be 2.57. For forecasting purposes, the persons per household will be held at 2.57 through 2025. Keep in mind that these numbers represent projections and do not represent absolute numbers.

Using a PPH of 2.57 and the projections identified in Section 1.5(A) above, the household projections for Alban are:

2015: 364 households

2025: 377 households

C. Employment Projections

Although employment in the agricultural sector has declined over the last twenty years (Table 1.9), the Town Board believes that agriculture related employment, including farm operations will continue to provide job opportunities for its residents. Future job opportunities outside of the agriculture sector projected for creation throughout the County, including the Stevens Point urban area, in the information, management, service, government, manufacturing, finance, and the arts and entertainment sectors will also benefit Town residents.

Section 1.6 Community Goals, Objectives, and Policies

The Town of Alban recognizes the important role that agricultural operations play in the economy, and toward the preservation of a rural lifestyle and community character. Town residents wish to protect as much agricultural land as practicable while allowing for future development needs. Town residents also recognize the importance that natural resources contribute toward rural character. Recognition of these assets should be taken into consideration as growth and development occurs over time.

Goals, objectives and policies provide the framework for defining the goals that guide future community development activities in the Town of Alban. 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. The following statements are reflective of the overall desires of the community:

A. Goal: Maintain or improve the current quality of life and rural character in the Town by properly guiding development patterns

B. Objectives

1. Direct non-farm housing away from productive agricultural areas.
2. Protect important natural areas throughout the Town.

3. Ensure that newly developed or redeveloped areas are compatible with existing uses of land.

C. Policies

- 1 Effective implementation tools, such as the Portage County Zoning Ordinance, Official maps, and Town ordinances should be used and enforced.
- 2 Limit development densities throughout the Town, preserve productive farmland, and protect natural resources and open spaces as a means of preserving rural character.

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