



# Town of Martell Comprehensive Plan

## Vision

*The Town of Martell is a vibrant rural community where agriculture thrives, open spaces abound, and residents enjoy a high quality of life. We are committed to preserving our rural lifestyle through thoughtful, well-planned development that aligns with the needs and desires of our citizens. Together, we will continue to nurture a community where people can live, work, and play in harmony with the land and one another, ensuring a sustainable and prosperous future for generations to come.*

Prepared by the Mississippi River Regional Planning Commission

Under the Direction of the Martell Town Board  
and Comprehensive Plan Review Committee





# The Town of Martell

## Comprehensive Plan 2025 - 2045

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# Town of Martell Comprehensive Plan 2025 – 2045

## Introduction

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The Town of Martell Comprehensive Plan is being prepared under the State of Wisconsin's comprehensive planning law contained in Section 66.1001, Wisconsin Statutes. The law was adopted in 1999 and requires that zoning, subdivision regulations, and official mapping within the Town must be consistent with a comprehensive plan. To meet the requirements of the planning law this revised comprehensive plan is being prepared.

## Why Plan?

Planning allows the Town of Martell to anticipate and address emerging challenges, growth, and upcoming issues effectively. Communities are constantly evolving, and planning enables the Town to stay ahead of any potential risks or conflicts. By conducting an analysis of current conditions, future trends, and potential risks, the Town of Martell can proactively identify and mitigate issues such as population growth, infrastructure needs, environmental impacts, and economic shifts. With a well-crafted plan in place, the Town can adapt to changing circumstances with agility and purpose.

Planning also fosters the creation of a shared vision for the Town of Martell. Engaging residents, businesses, community organizations, and other stakeholders through meetings and a community survey, the planning process allows for meaningful participation and collaboration. By discussing the perspectives of all of those who become involved, the plan can reflect the aspirations, values, and visions of the entire community. This inclusive approach not only strengthens community bonds but also cultivates a sense of ownership and pride among residents, who can actively contribute to shaping the future of their home.

Long-term planning plays a vital role in achieving sustainable growth and enhancing quality of life in the Town of Martell. By considering the relationships between land use, housing, transportation, economic development, utilities and community facilities, intergovernmental relationships, and agricultural, natural, and cultural resources, the plan promotes a holistic approach to development. It strives to strike a balance between preserving the Town's unique character, protecting its most important resources, and fostering economic vitality. Through carefully crafted policies and strategies, the plan aims to create a harmonious and resilient community where residents can thrive, businesses can succeed, and future generations can enjoy a high quality of life.

## Planning Vision and Goals

The goals for the Town of Martell Plan were established with consideration of the following elements: issues and opportunities discussed in the following sections of the plan, reference of the previous comprehensive plan, input from the advisory committee, public open house meetings, and public input from the Town survey. In addition, comprehensive planning goals identified in Wisconsin State Statutes were used and modified to support goals discussed for the current planning process. The Comprehensive Planning Commission considered the continued pursuit of goals from the previous comprehensive plan to be an important aspect of this updated plan. Below you will find the comprehensive planning goals, with methods and actions to achieve the goals detailed in the following plan sections.



## Vision

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“The Town of Martell is a vibrant rural community where agriculture thrives, open spaces abound, and residents enjoy a high quality of life. We are committed to preserving our rural lifestyle through thoughtful, well-planned development that aligns with the needs and desires of our citizens. Together, we will continue to nurture a community where people can live, work, and play in harmony with the land and one another, ensuring a sustainable and prosperous future for generations to come.”





### Town of Martell Goals

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#### Housing Goal

In conjunction with the County, Martell will strive to balance the need for housing with the preservation of open space and agricultural land for future generations. Emphasis will be placed on maximizing existing infrastructure by locating new builds near existing roads and utilities to minimize high quality farmland disturbance, incorporating energy efficient techniques and grouping homes where possible. This includes accessory dwelling units (ADUs) and smaller affordable housing options.

#### Transportation Goal

Martell will prioritize the maintenance and improvement of existing infrastructure, ensuring that roads are safe for families while accommodating the needs of recreational users and local businesses, including farms. We will establish clear guidelines for the safe and responsible use of recreational and agricultural vehicles to minimize disruption and maintain road safety. In collaboration with the State, County, and surrounding communities, we will work to create and uphold a safe, efficient transportation system for all users.

#### Utilities and Community Facilities Goal

Martell will continue to strengthen and maintain partnerships with utility and service providers to ensure reliable access to electricity, phone, high-speed internet, waste collection, and recycling for our residents. We will also prioritize the upkeep and utilization of our public facilities, including our two parks, town hall, old school building, cemeteries, and other community assets. While working to optimize the use of these resources, we will focus on controlling costs and minimizing the impact on the town's tax rate, ensuring the long-term sustainability of our community.



### **Agricultural, Natural and Cultural Resources Goal**

Martell is committed to supporting agriculture. We want to protect the quality of our air, soil, drinking water, surface water, and watersheds. We will require the use of best practices for managing manure, fertilizers, and other waste to prevent any negative impact on the community. As Wisconsin transitions to renewable energy sources, we aim to incorporate these facilities in a way that preserves our rural character, favoring a more distributed energy approach rather than large-scale solar or wind arrays.

### **Economic Development Goal**

Martell is committed to fostering a thriving economy while maintaining our rural and open community character. Our focus will remain on supporting agriculture, cottage industries, home-based businesses, and small enterprises that align with the town's values. We will work with the County, State, and appropriate agencies to regulate and potentially limit the development of large-scale infrastructure needed for mining, data centers, manufacturing, factory farms, large solar / gas / other power arrays, or other industries that are not supported per the 2024 survey of Martell residents and do not fit within our rural landscape, ensuring that economic growth respects and enhances the town's unique identity.

### **Intergovernmental Cooperation Goal**

Martell will actively collaborate with the County, surrounding towns, and the State to foster positive relationships, effective planning, and enhanced communication. We will prioritize citizen involvement in decision-making and support the development of intergovernmental agreements that align with our shared goals. Through these partnerships, Martell will remain focused on preserving our open space, farmlands, public spaces, and rural character, ensuring that our community's values are reflected in regional and state-level planning efforts.

### **Land Use Goal**

Martell recognizes the value of our land as a vital resource for both our community and future generations. We encourage agricultural and recreational use of our lands while prioritizing the preservation of our natural resources. With diligent research, careful forethought and deliberate action, the Town Board and Planning committee will encourage economic growth that respects and enhances the town's unique identity and rural.



### Implementation

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The comprehensive plan has been prepared to present a vision of the Town of Martell and its relationship to population growth, land development, and infrastructure development.

#### Role of Implementation

Local governmental bodies (elected and appointed) make decisions that determine how this plan can be realized. All of this affects how the plan relates to the future development of the Town. Over the Plan's twenty-year planning horizon (with a full update in ten years and possible element specific updates as needed), hundreds of decisions will be made which will impact its success. Therefore, it is important that each of these decision-making bodies accepts the basic recommendations of the plan and makes decisions and recommendations based upon it.

#### Management of Growth and Change

In lay terms, "growth" relates to the size of a community, measured by many different dimensions. "Change" relates to the character of a community, also measured by many different dimensions. Growth can influence change.

The management of growth and change has been defined in a publication of the Urban Land Institute as: "The utilization by government of a variety of traditional and evolving techniques, tools, plans, and activities to purposefully guide local patterns of land use, including the manner, location, rate, and nature of development."

#### Implementation Strategies

To purposefully guide the management of growth and change requires a clear vision of what the community desires to be in the future. Achieving the vision, or implementing the plan requires a community to take a "proactive" position rather than a "reactive" position. These positions must be carried out within the parameters of federal and state constitutional law, and pursuant to local municipal ordinances or duly established procedures.

#### Plan Administration

An effective planning program should be continually reviewed and updated to reflect the processes of actual development and the changing attitudes and priorities of the community. This Plan should be a living and working document for the Town. Information should be gathered and studied to determine trends and reevaluate projections, forecasts, and plans. The comprehensive plan should be regularly reviewed in depth to make any necessary policy and recommendation changes in relation to the direction and character of community development at that time.

The plan is based on variables that are dynamic and whose future direction cannot always be accurately predicted. Accordingly, such variables as population and urban development characteristics should be periodically compared against the plan's assumptions and recommendations. The updating process should include gathering of most recent demographic information, updated building permit and land use data, analysis, and a public hearing before the Plan Committee and Town Board.



## Town of Martell Comprehensive Plan 2025 – 2045

The committee plays a very critical role in the planning process and must be ever alert to the opportunities and needs of the community, bringing such needs to the attention of the elected bodies or other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continuing application of the planning principles set forth herein will ensure maximum benefits from the plan and will result in orderly and economic achievement of the goals which have been established in preparation of this plan.

Implementation depends upon both private and public action. Public action includes administration of the zoning ordinance and subdivision regulations, long-range financial programming, and the review of proposals affecting the physical development of the community by the board-appointed committees and elected officials. Close cooperation between the Town, surrounding city, and neighboring jurisdictions is essential to proper administration and implementation of the plan.

The greatest number of decisions affecting local development are made by citizens through private actions. Thus, it is essential that the public understands and supports the plan. Through involvement of citizens in the development of the plan's goals and objectives, as well as additional input at various other stages of the planning process, it is the express intent of the plan to reflect the views of the community.

The effort expressed in the previous elements is the preparation of the comprehensive plan. The plan is the instrument that the Town of Martell will utilize to prepare for and guide the growth and development of the Town over the next twenty years.

The comprehensive plan is a flexible guide to decision making rather than an inflexible blueprint for development. Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change is made. Amendments should not be made merely to accommodate the daily pressures of planning and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the community is to take advantage of new opportunities as conditions change.

### Plan Adoption, Monitoring, Amendments, and Update

#### *Plan Adoption*

The first official action toward plan implementation is adoption of the plan document by the Town Board. After the Committee adopts the Plan by resolution after duly required public meeting, the Town Board must adopt the plan by ordinance. This action formalizes the plan document as the current basic frame of reference for general development decisions over the next 10 years (with a forward view of the next 20 years). The plan, thereby, becomes a tool for communicating the community's land use policy and for coordinating various individual decisions into a consistent set of actions to harmoniously shape the area's continued growth in the desired manner.

#### *Plan Use and Evaluation*

The Town will base all its land use decisions against this Plan's goals, objectives, policies, and recommendations, including decisions on private development proposals, public investments, regulations, incentives, and other actions.



## Town of Martell Comprehensive Plan 2025 – 2045

Future conditions cannot always be accurately predicted. Accordingly, such variables as community character and transportation safety and mobility should be periodically compared to the Plan's assumptions and recommendations.

This Plan should be evaluated regularly to determine the Town's progress toward implementing the Plan and identifying areas that need to be updated.

### Plan Amendments

This Comprehensive Plan may be amended at any time by the Town Board following the procedures set forth in Wisconsin Statutes § 66.0295(4). Amendments are generally defined as minor changes to the plan maps or text. Amendments may be needed for a variety of reasons including:

- Changes in Town goals, objectives, policies, and recommendations
- Changes in Town borders through annexation by the city
- Unique opportunities presented by private development proposals
- Changes in Town programs and services
- Changes in state or federal laws

Any proposed amendments should be submitted to the Plan Committee for their review and recommendations prior to being considered by the Town Board for final action.

### Plan Update

Wisconsin's Comprehensive Planning Law requires that the comprehensive plan be updated at least once every 10 years. An update is different from an amendment because the update is often a substantial rewrite of the plan document and maps. In addition, effective as of January 1, 2010, "any program or action that affects land use" must be consistent with locally adopted comprehensive plans, including zoning and land division ordinances. The Town should continue to monitor any changes to the language or interpretations of the State Law over the next several years.



## Town of Martell Comprehensive Plan 2025 – 2045

### Town of Martell Action Plan

What	Who	When
Communicate the contents of the plan and land use issues to key stakeholders, citizens, surrounding communities, state, and regional entities.	Committee and Town Board	2025
Review and align any Town ordinances or policies with the plan.	Town Board, Advisors / legal	Ongoing
Base land use decisions against this Plan's goals, objectives, policies, and recommendations, including decisions on private development proposals, public investments, regulations, incentives, and other actions.	Town Board	Ongoing
Identify opportunities for projects included in this plan like parks and trails, land preservation, and public access to Town lands and resources.	Town Board and Staff	Ongoing
Where appropriate draft new ordinances to support this plan. This may include the adoption of Town Zoning and Permitting in the future.	Town Board, Advisors / legal	Ongoing
Strengthen the Plan Commission / Committee to work on issues with board and review new projects, homes, Ag and commercial development.	Committee and Town Board	Ongoing
Work with surrounding government entities to implement elements of this plan. This includes the Cities and Villages of River Falls, Spring Valley, Pierce County, other Towns, the Region, and the State of Wisconsin and their departments and divisions.	Town Board and Committees	Ongoing
Amend Plan as Needed	Town Board	Ongoing
Update This Plan Every 10 Years	Town Board	2035

The following details and data summarize background information as required for the nine planning elements to be included in comprehensive plans (per Wisconsin Statute 66.1001). The information was collected in the years 2024 and 2025 and is subject to change. The information is compiled at the Town level to the extent that such data is available or can be synthesized from standard data sources. Much of the data comes from secondary sources, consisting primarily of the U.S. Census. Caution should be given as most of the data that the US Census collects is from a sample of the total population; and therefore, are subject to both sampling errors (deviations from the true population) and non-sampling errors (human and processing errors).

#### Survey

To facilitate this plan a Public Survey was used and is included in appendix A of this report. Over 250 respondents provided both statistical data as well as offering specific observations and ideas for the development of this plan and the future of Martell. The Planning Committee and Town Board are encouraged to continue to review this input as this plan is implemented.





## Town of Martell Comprehensive Plan 2025 – 2045

### Nine Planning Elements

In accordance with Wisconsin Statutes, a Comprehensive Plan shall contain the following nine elements:

1. **Issues and Opportunities Element.** Background information presented in the plan should support the Town's overall objectives, policies, goals, and suggested projects to guide the Town for the next 20 years (with an official update in 10 years) and its development and redevelopment efforts.
2. **Housing Element.** This section should list housing types, age, value, and guide the Town to determine adequate housing supply to meet existing and forecasted demands for persons of all income levels.
3. **Transportation Element.** This section should guide future development of various modes of transportation from pedestrian movement to vehicle travel on highways, railroads, truck traffic, transit options and their part in regional transportation plans.
4. **Utilities and Community Facilities Element.** This element should identify utilities and community facilities such as: sanitary sewer service, storm water management, water supply, recycling facilities, parks, telecommunications infrastructure, power generation plants and transmission lines, cemeteries, health facilities, public safety facilities, libraries, schools, and other government facilities.
5. **Agriculture, Natural and Cultural Resources Element.** This element looks at programs for conservation, promotion of effective management of natural resources, productive agricultural areas, groundwater, forests, waterways, endangered species, wetlands, mining, parks, open spaces, historic sites and recreational resources.
6. **Economic Development Element.** Consider programs to promote the stabilization, retention and expansion of the economic base and quality employment opportunities in the Town. Identify existing businesses and industries, labor force analysis and available sites for expansion.
7. **Intergovernmental Cooperation Element.** Evaluate existing practices for joint planning and decision making with other jurisdictions, identify any existing or potential conflicts and consider opportunities for improvement in the future.
8. **Land-Use Element.** Identify programs to guide future development and redevelopment of private and public properties. Include maps showing current land use and projected future land use.
9. **Implementation Element.** List a compilation of programs and specific actions to be completed and describe how the elements of the comprehensive plan will be integrated in a consistent manner. Include a mechanism to measure the Town's progress toward achieving all aspects of the comprehensive plan and a process for updating the comprehensive plan (no less than once every 10 years).



## Town of Martell Comprehensive Plan 2025 – 2045

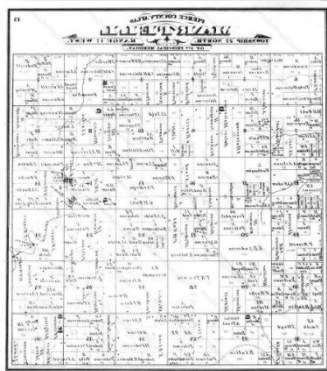
### History

Martell Township was set apart in 1854 when Pierce County was formed. Pierce County was divided into three large townships at the time: Martell, Greenwood and Prescott. Martell was later subdivided into several townships.

The township organizational meetings were held in the cabins of Joseph Martell and Amos Bonesteel. The first Martell board of supervisors included Amos Bonesteel, R.J. Thompson and Matthias Slaten. Bonesteel was a veteran of the War of 1812. Thompson owned the first flour mill in the area.

The first school in the township was established in the village in 1855. The first post office was established in 1863 and located just south of Martell village in the area of the carding mill. Ole Rasmussen was the postmaster.

The area was early on served by ministers who travelled through large areas preaching as they reached settlements. The first congregation organized in the area was at New Centerville in 1855. By 1858, the Rush River congregation had organized and were constructing a church. In 1869, talk was going on about building a church at South Rush River where a cemetery already existed. The first burial in the cemetery was that of Tron Moen in Dec. 1861.



Several mills were soon erected on the Rush River near and within the village. Besides the flour/grist mill, two sawmills were operating here by 1877. Down river about a mile in Section 24, the Winger brothers had another sawmill, a grist mill and a carding mill for processing wool. Later the carding mill was moved into the village and still owned and operated by the Wingers.

The land to the west of the river was more open prairie with the “Big Woods” on the eastern side. Many early settlers to the township were of Norwegian birth and heritage with few Irish and German settlers mixed in.

Today the Town remains rural with some wooded land. The focus has switched away from lumber to primarily agricultural and residential use.

More at: [Finding your roots: Martell Township](#)





## Town of Martell Comprehensive Plan 2025 – 2045

### Map of Town of Martell and Surrounding Communities

Martell Township is located in the northern part of Pierce County, Wisconsin. It is bordered by the Town of Gilman, Town of River Falls, Town of Ellsworth and St. Croix County. Martell Township is a rural Township comprised of a mix of farmland, woodland and creeks. Its primary industry is agriculture, which includes dairy, beef, and crop farms and an apple orchard.





### Issues and Opportunities

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The Town of Martell is a vibrant rural community where agriculture thrives, and it is the objective of the Town to preserve this rural character for future generations. We understand that some growth will occur over the next twenty years, but we believe that by carefully locating new homes and businesses in a way that protects our farmland and natural resources we will best serve the community. The lifestyle this affords is what we see in both our survey results and talking to community members and planning group.

We have census data that suggests some population growth, but more recent projections from the state mitigate these numbers. This is further demonstrated in that the 2000 census projections estimated that the population today would be higher (by 100) than it is. We see relatively slow growth moving forward and we feel this presents us with an opportunity to carefully review new development and plan our growth.

The issues we are attempting to address include the consolidation of our agriculture community into larger farms and the potential for more livestock in a single facility. This presents a clear need to work with these facilities, the County, and the State to ensure that best practices are in place and our watersheds are being protected.

Communication with our residents was mentioned in several survey responses. It is recommended that Martell should either strengthen the web materials on the Pierce County or develop a website of their own.

The County is currently adopting a Hazard Mitigation Plan that should be reviewed by the Martell Town Board and the Plan Commission when it is formally adopted by the County Board.

The Plan Commission will also need to periodically make recommendations to the Town of Martell Board regarding ordinance and policy updates outlined in this plan. During the next several years the Town Board may want to consider adopting its own zoning, permitting, planning and zoning ordinances.



## Town of Martell Comprehensive Plan 2025 – 2045

### General Demographic Data

#### Population

The population of the Town of Martell, 1,163 people, has increased slightly over the past 20 years and is projected to slightly decrease over the next 20 years. The population grew by 193 people from 2000 to 2020, an increase of 15%. Over the same period, Pierce County saw its population increase 15%, while Wisconsin saw its increase by 11%.

It should be noted that these projections are just that – projections. They do not consider special factors that may affect a community. The County website has the population in 2023 at 1,164 with an equalized property value of \$178,121,500. The town is in three school districts - Ellsworth, River Falls and Spring Valley.

Table Population

	Town of Martell	Pierce County	Wisconsin
2000	1,077	36,844	5,363,715
2010	1,185	41,019	5,686,986
2020	1,270	43,575	6,005,080
2030	1,360	46,125	6,375,910
2040	1,395	46,825	6,491,635
Percent Change 2000-2020	15%	15%	11%
Percent Change 2020-2040	9%	7%	7%

Source: Wisconsin Department of Administration Population Projections, US Census 2000 – Table DP1, US Census 2010 and 2020 – Table P1





## Town of Martell Comprehensive Plan 2025 – 2045

### Population Characteristics

The Town of Martell is predominantly White - 96% of residents - a higher proportion than in Pierce County (94%) and Wisconsin (80%). The largest minority group in the Town is those of two or more races, who are 3% of residents. This is one percent lower than in Pierce County, but less than in Wisconsin (6%). No other minority group forms more than 1% of the Town's population.

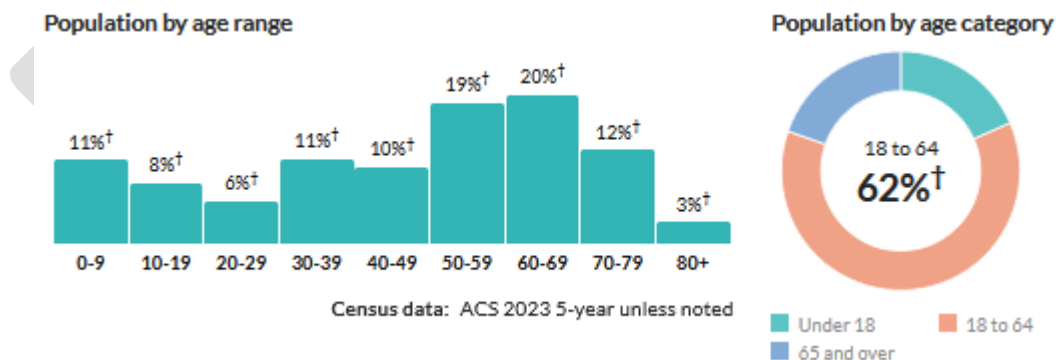
The median age of the town is 54 – which is much older than Pierce County (38) and Wisconsin (40). Correspondingly, the proportion of the population over 60 in the Town — 31% — is higher than Pierce County (23%), and higher than Wisconsin (25%). The Town has a similar proportion of the population under 18 - 22% - compared to Pierce County (20%) and Wisconsin (22%). The largest five-year cohorts in the Town are those 60 to 64, 50 to 54, and 35 to 39.

Table Race

Race	Town of Martell (#)	Town of Martell	Pierce County	Wisconsin
White	1,096	96%	92%	80%
Black or African American	7	1%	1%	6%
American Indian and Alaska Native	0	0%	1%	1%
Asian	0	0%	1%	3%
Native Hawaiian and Other Pacific Islander	1	0%	0%	0%
Some Other Race	8	1%	1%	3%
Two or More Races	35	3%	4%	6%
Totals	1,147	100%	100%	100%

Source: US Census 2020 – Table P1 Race

Graph Age by Five Year Cohort and Category







## Town of Martell Comprehensive Plan 2025 – 2045

### Graph Educational Attainment

#### Educational attainment

**93.5%**

High school grad or higher

about the same as the rate in Pierce County: 95.7%

about the same as the rate in Wisconsin: 93.4%

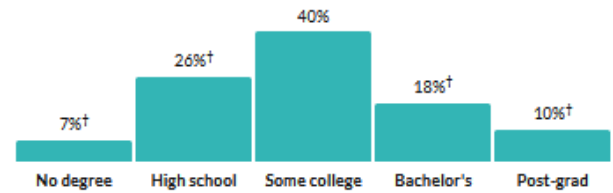
**27.9%**

Bachelor's degree or higher

about 90 percent of the rate in Pierce County: 32%

about 80 percent of the rate in Wisconsin: 32.8%

#### Population by highest level of education



\* Universe: Population 25 years and over

Census data: ACS 2023 5-year

### Graph Veteran Status

#### Veteran status

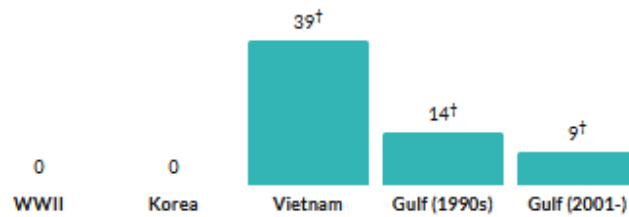
**8.9%**

Population with veteran status

about 1.5 times the rate in Pierce County: 5.8%<sup>†</sup>

about 1.4 times the rate in Wisconsin: 6.4%

#### Veterans by wartime service



\* Civilian veterans who served during wartime only

Census data: ACS 2023 5-year

**76** Total veterans

**67** Male

**9** Female



### Housing

---

#### Goal:

In conjunction with the County, Martell will strive to balance the need for housing with the preservation of open space and agricultural land for future generations. Emphasis will be placed on maximizing existing infrastructure by locating new builds near existing roads and utilities to minimize high quality farmland disturbance, incorporating energy efficient techniques and grouping homes where possible. This includes accessory dwelling units (ADUs) and smaller affordable housing options.

#### Objectives / Policies:

The town of Martell needs to be able to work with the County, developers, home builders, farmers and families to guarantee the limited number of new homes that need to be built are in line with the goals and desires of the community. The Town Board is supportive of a more robust Plan Commission reviewing all new housing projects, certified survey maps, and architectural plans and then making recommendations to the full board. This review and approval process could allow for the consideration of several new ideas that have arisen from the committee working on this plan. Some of these ideas include:

##### Revised Plan Commission

In order to review new housing or business development, make recommendations to the Town Board, work with the County, DNR, and State, it is recommended that a more formal Plan Commission be established. This Commission should meet at least monthly, review all new developments, periodically review Town ordinances and policy, and report any findings or recommendations to the Town Chair and Town Board.

##### Cluster development

Cluster housing is a development where homes are situated in groupings close together than more traditional rural zoning would allow. The remaining land within the development forms a buffer with adjacent land uses. This is often accomplished through small individual lots, with the remainder of the land becoming common ground set aside for recreation or farming. There is also potential for more affordable units created by sharing utilities, reduced land costs, and less infrastructure costs. It is important that these developments do not infringe on existing properties and their desires to be in a more rural setting.

##### Accessory Dwelling Units (ADUs)

An ADU is a secondary residential unit that shares a building lot with a larger primary home. ADUs often provide additional living space for family members or generate rental income, or housing for agricultural labor. These units cannot be bought or sold separately from the primary home. A common example is an in-law suite, a basement apartment, or a garage converted into living space.



## Town of Martell Comprehensive Plan 2025 – 2045

### Future Zoning

To ensure that the wishes of the community are in place moving forward the Town Board or Planning Commission can make recommendations for the modification or creation of new zoning ordinances allowed under the Village Powers adopted by the Board. Currently the Town is zoned for Primary Agriculture, Rural Residential, Commercial and Light Industrial.

### Housing Tenure

Housing tenure, or how long residents have lived at their current residence, is an important factor for community planning. The Town of Martell has a statistically high housing tenure, simply stated residents who move here tend to stay. This creates a shortage of available housing stock on the market. Some planned development may benefit the Town in the long term.

### Affordability of Housing

Affordability of housing is a major issue today. A cutoff of 30% of household income being spent on housing is a commonly given figure for what constitutes housing unaffordability. By this metric, the average household income is \$130,273 with a median income of \$105,720 and the median home value is \$389,151 with an average home value of \$440,233. This suggests for many the 30% benchmark is attainable. That said there is a segment of the population making far less working in retail, service industry, farm labor, or other fields that do not have the ability to afford homes in Martell or elsewhere for that matter. There then becomes a need for smaller more affordable housing that is not being addressed. See ACTUAL sales data from Wisconsin Realtors Association below.

WHEDA suggests that the shortage of affordable workforce housing in rural Wisconsin poses far-reaching challenges. Access to safe, affordable shelter is fundamental to the sustainability of our communities because housing provides a foundation for public health, economic well-being, and environmental stewardship. If Wisconsin is to thrive, rural communities require effective tools and support to develop additional workforce housing. WHEDA and others have special resources to address housing shortages in Rural Wisconsin.

### Housing Funding

The Wisconsin Economic Development Corporation (WEDC) maintains a database of housing support organizations that can help build more affordable housing in rural areas. Whether you're an individual, a business or a community organization, you can use the directory [HERE](#) to search a vast library of resources, tools and services. WEDC, its economic development partners and other organizations around the state offer a range of resources on all aspects of economic well-being, from childcare and education to businesses and housing.



# Town of Martell Comprehensive Plan 2025 – 2045

## Housing Data

Table Housing Units and Occupancy Characteristics, Vacancy Rates

### Units & Occupancy

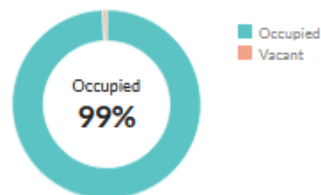
**463**

Number of housing units

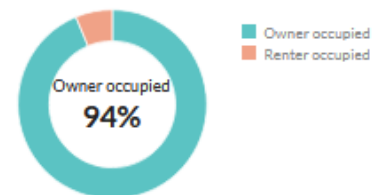
Pierce County: 17,052

Wisconsin: 2,750,750

#### Occupied vs. Vacant



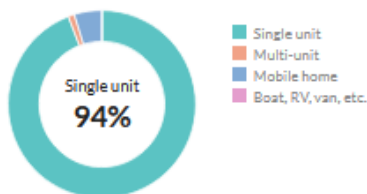
#### Ownership of occupied units



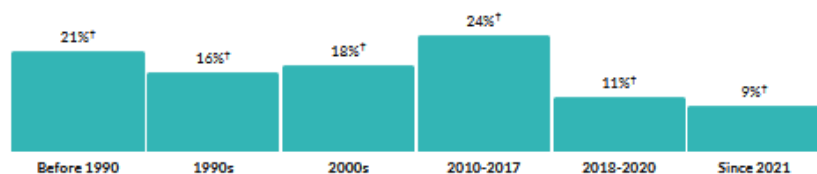
Census data: ACS 2023 5-year

Table Housing Structures by Type and Year Built

### Types of structure



### Year moved in, by percentage of population



Census data: ACS 2023 5-year

Graph Value of Owner-Occupied Housing Units

### Value

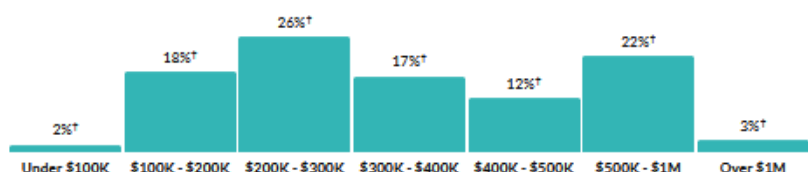
**\$323,600**

Median value of owner-occupied housing units

a little higher than the amount in Pierce County: \$308,600

about 1.3 times the amount in Wisconsin: \$247,400

### Value of owner-occupied housing units



Census data: ACS 2023 5-year



## Town of Martell Comprehensive Plan 2025 – 2045

### Median Housing Value Actual Sales WRA

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		1/2025	1/2024	% Change	1/2025	1/2024	% Change	1/2025	1/2024	% Change	1/2025	1/2024	% Change
West	Buffalo	NA	159,900	NA	2	10	-80.0%	5.2	2.4	+116.7%	98	75	+30.7%
	Chippewa	294,950	275,000	+7.3%	26	24	+8.3%	3.2	3.1	+3.2%	130	86	+51.2%
	Dunn	250,000	204,000	+22.5%	18	33	-45.5%	3.7	2.9	+27.6%	95	87	+9.2%
	Eau Claire	299,400	290,000	+3.2%	74	58	+27.6%	2.9	2.8	+3.6%	98	82	+19.5%
	Jackson	NA	NA	NA	7	8	-12.5%	3.6	3.6	0.0%	79	94	-16.0%
	La Crosse	282,500	270,000	+4.6%	72	65	+10.8%	2.4	1.9	+26.3%	69	67	+3.0%
	Monroe	227,000	191,000	+18.8%	22	27	-18.5%	3.4	2.9	+17.2%	80	72	+11.1%
	Pepin	NA	NA	NA	3	3	0.0%	3.4	2.4	+41.7%	155	94	+64.9%
	Pierce	324,000	NA	NA	23	9	+155.6%	2.4	3.4	-29.4%	84	51	+64.7%
	St. Croix	362,000	357,500	+1.3%	51	34	+50.0%	3.2	2.8	+14.3%	105	101	+4.0%
	Trempealeau	220,000	167,000	+31.7%	20	11	+81.8%	3.1	5.4	-42.6%	105	89	+18.0%
	Vernon	289,000	237,000	+21.9%	19	10	+90.0%	4.4	2.7	+63.0%	84	72	+16.7%
	<b>West Regional Total</b>	<b>286,000</b>	<b>265,000</b>	<b>+7.9%</b>	<b>337</b>	<b>292</b>	<b>+15.4%</b>	<b>3.1</b>	<b>2.8</b>	<b>+10.7%</b>	<b>93</b>	<b>80</b>	<b>+16.3%</b>

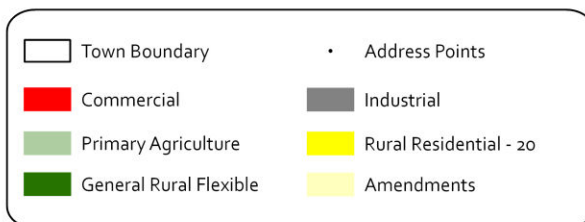
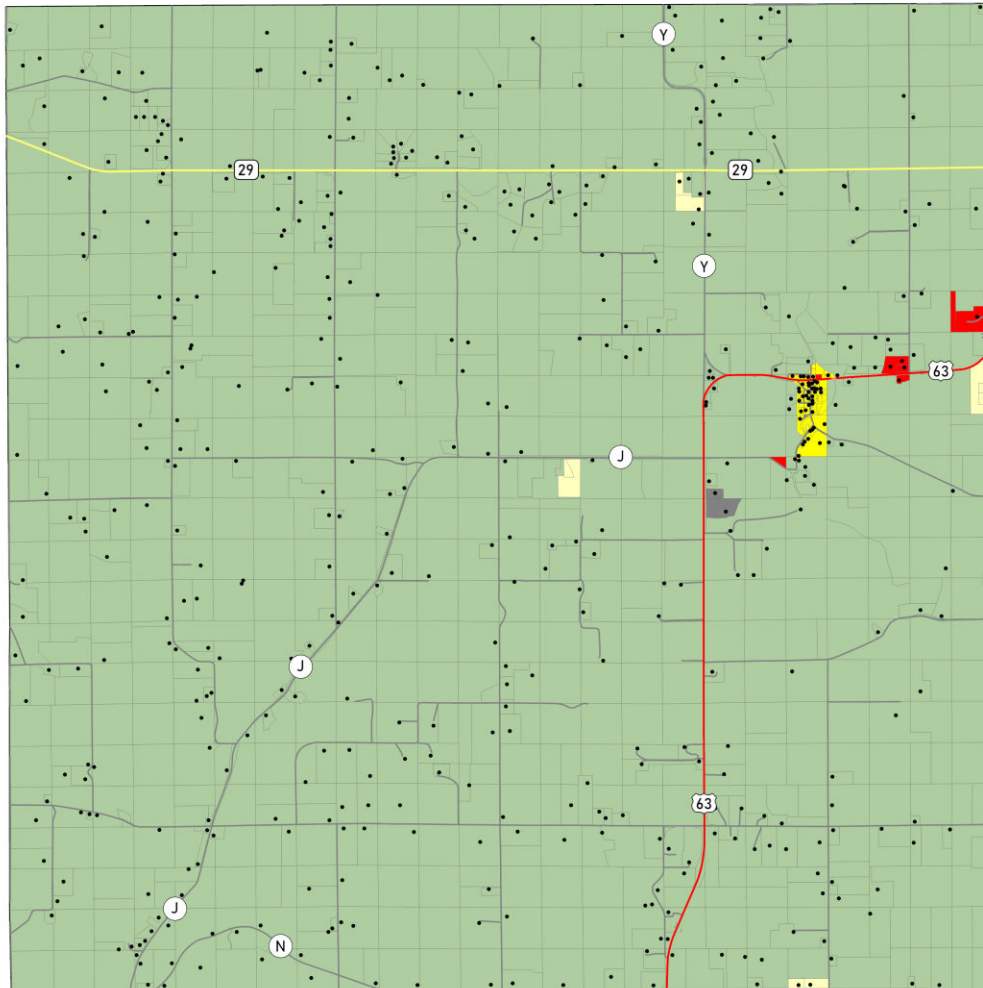
Wisconsin REALTORS' Association / 608-241-2047 / [www.wra.org](http://www.wra.org)



# Town of Martell Comprehensive Plan 2025 – 2045

Current Town of Martell Zoning

## Town of Martell Zoning



0 0.75 1.5 Miles

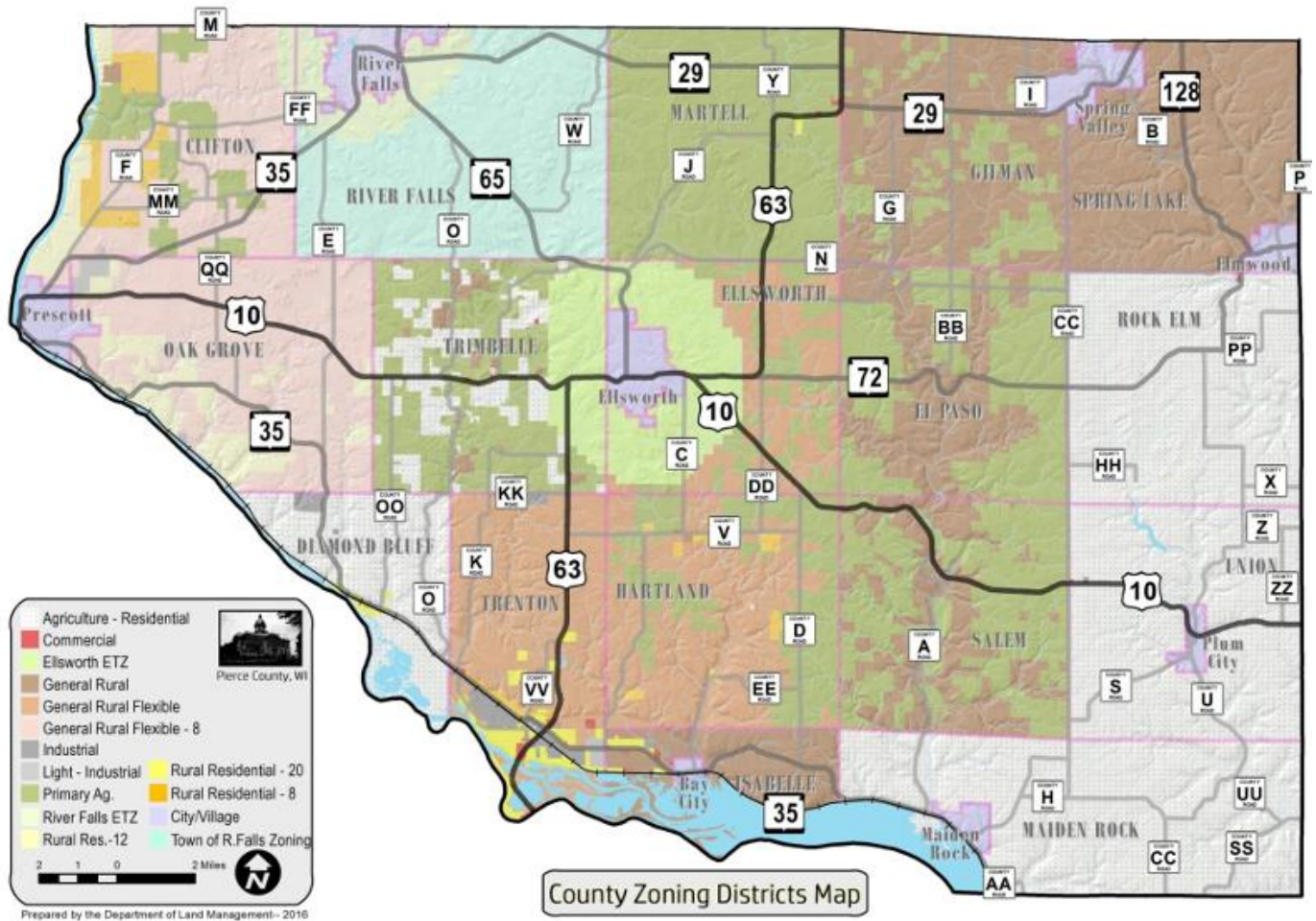






## Town of Martell Comprehensive Plan 2025 – 2045

### Pierce County Zoning





### Transportation

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**Goal:** Martell will prioritize the protection, maintenance, and improvement of existing infrastructure, ensuring that roads are safe for families while accommodating the needs of recreational users and local businesses, including farms. We will establish clear guidelines for the safe and responsible use of recreational and agricultural vehicles to minimize disruption and maintain road safety. In collaboration with the State, County, and surrounding communities, we will work to create and uphold a safe, efficient transportation system for all users.

#### Objectives / Policies:

The Town will maintain all Town roads and will work with the county and state to ensure that all non-Town roads (county and state) are also maintained both seasonally and structurally. The Town should evaluate the town roads periodically for capacity, condition, and life expectancy. The Town could evaluate the use of weight limits, fees, and other restrictions to maintain quality town roads. The Town may explore ordinances and policy to assist in this. The Town may want to explore the creation of a committee to work with other experts on the maintenance, inspection, improvement, and funding of our roads.

The Town of Martell is concerned about the intersections of Highway 63 and County Road Y. The town has seen several accidents, some fatal, at these intersections. The State has held hearings on this but to date has not recommended improvements.

There is a state rural road improvement program (ARIP) listed below that is focused on roads with culverts subject to collapse. It is recommended that the Town of Martell work with Pierce County to inventory roads and culverts that may benefit from this program.

The Town will work with the state DOT and Pierce County to seek funding for road improvements. Wisconsin has several programs to improve rural roads, including the Rustic Roads Program, the Agricultural Roads Improvement Program (ARIP), and the Surface Transportation Program (STP-Rural):

#### [Bike and Pedestrian Safety](#)

The Town will take into consideration bike and pedestrian safety and the potential development of off-road trails, designated bike lanes, sidewalks, and road design to keep our non-driving population safe. The Town will also evaluate the [bike pedestrian routes to schools](#) and work to ensure safe transit for our young people. The Town will map corridors for future trails. The Town will work with the state DOT to seek funding for bicycle and pedestrian improvements:

#### [County Elderly and Disabled Transportation Assistance](#)

The Town will also work with the County, ADRC, Veterans Administration, schools, senior facilities, and other regional resources to provide transit options for its citizens who do not drive or have access to transportation. The Town will work with these entities to communicate both availability and how to access these resources to its citizens.



## Town of Martell Comprehensive Plan 2025 – 2045

### Rustic Roads Program

Maintains scenic, lightly traveled roads for hikers, bicyclists, and motorists. Includes 126 roads in 61 counties that span about 760 miles. Roads are chosen based on natural features, such as native vegetation, wildlife, and rugged terrain.

### Agricultural Roads Improvement Program (ARIP)

Improves rural roads, bridges, and culverts to support agriculture, forestry, and rural industries. Funding is selected through a competitive committee that includes local government officials and members of the agricultural and timber industries.

### Surface Transportation Program (STP-Rural)

Funds rural road improvements. Funding levels are based on anticipated federal local program levels for fiscal years 2025–2029. The state's efforts to maintain rural roads are intended to ensure safety and to help rural communities continue to thrive.

### Road and bridge assistance programs

The Town will review the available programs that assist local governments with needed improvements to local roads, highways and bridges.

### DOT Funding for bicycle and pedestrian facilities

The Town will work with the Wisconsin Department of Transportation (WisDOT) to seek financial assistance to create and improve bicycle and pedestrian facilities in Wisconsin. Ongoing and past WisDOT assistance has a major impact on the state's ability to provide safe and quality bicycling and walking options.

## Transportation Data

### Public Road Inventory

The Town of Martell participates in the State of Wisconsin Department of Transportation's Wisconsin Information System for Local Roads (WISLR) program. The WISLR program maintains a complete listing of public roads in the Town by jurisdiction, classification, and number of miles.

### Highways

The Town has 2 State Highways. Highway 63 and Highway 29. In addition, WISLR reports the following data for the Town.



# Town of Martell Comprehensive Plan 2025 – 2045

## WISLR Town and County Roads Inventory

STATE OF WISCONSIN  
DEPARTMENT OF TRANSPORTATION  
WISCONSIN INFORMATION SYSTEM FOR LOCAL ROADS

City / Village / Town / County Certified Mileage List - (R-03)  
January 1, 2024

COUNTY OF PIERCE (47)

TOWN OF MARTELL (018)

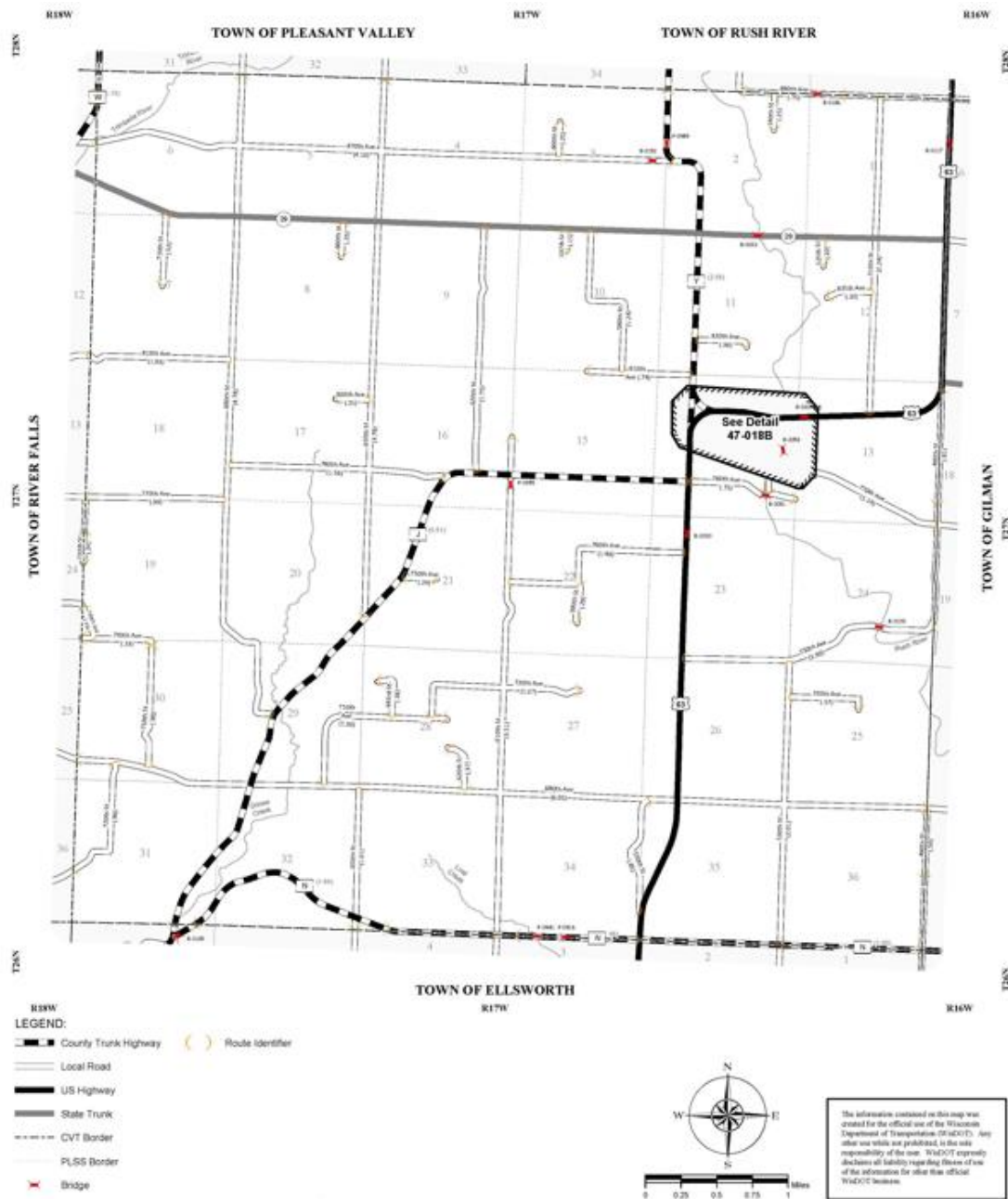
Road Name	Gross Miles	County Miles	Municipal Miles	County Jurisdiction			Municipal Jurisdiction		
				Arterial	Collector	Local	Arterial	Collector	Local
490th St	1.31		1.31						1.31
510th St	2.24		2.24						2.24
525th St	0.20		0.20						0.20
530th St	2.01		2.01						2.01
535th St	0.60		0.60						0.60
537th St	0.08		0.08						0.08
540th St	0.25		0.25						0.25
570th St	0.85		0.85						0.85
590th St	1.53		1.53						1.53
597th St	0.15		0.15						0.15
600th St	0.25		0.25						0.25
610th St	3.51		3.51						3.51
620th St	2.12		2.12						2.12
643rd St	0.38		0.38						0.38
650th St	4.79		4.79						4.79
660th St	0.25		0.25						0.25
690th Ave	6.05		6.05						6.05
690th St	4.78		4.78						4.78
710th Ave	1.30		1.30						1.30
710th St	1.42		1.42						1.42
720th Ave	1.84		1.84						1.84
720th St	0.96		0.96						0.96
730th Ave	2.43		2.43						2.43
730th St	0.24		0.24						0.24
740th Ave	0.25		0.25						0.25
750th Ave	0.24		0.24						0.24
760th Ave	1.48		1.48						1.48
770th Ave	2.18		2.18						2.18
780th Ave	2.31		2.31						2.31
790th Ave	0.05		0.05						0.05
794th Ave	0.07		0.07						0.07
799th Ave	0.19		0.19						0.19
800th Ave	0.40		0.40						0.40
801st Ave	0.19		0.19						0.19
810th Ave	1.77		1.77						1.77
820th Ave	0.36		0.36						0.36
835th Ave	0.33		0.33						0.33
870th Ave	4.10		4.10						4.10
890th Ave	0.75		0.75						0.75
CTH J	5.51	5.51			5.51				
CTH N	3.51	3.51			3.51				
CTH W	0.13	0.13				0.13			
CTH Y (1)	2.58	2.58			2.58				
CTH Y (2)	0.22	0.22			0.22				
Total Miles	66.16	11.95	54.21	0.00	11.82	0.13	0.00	0.00	54.21





# Town of Martell Comprehensive Plan 2025 – 2045

## WISLR (State Road Inventory) Map Town of Martell







This is a detailed street map of the Martell, Texas area. The map shows a grid of streets with labels such as 710th St, 800th Ave, 780th Ave, 760th Ave, 730th Ave, 720th Ave, 710th Ave, 700th Ave, 690th Ave, 680th Ave, 670th Ave, 660th Ave, 650th Ave, 640th Ave, 630th Ave, 620th Ave, 610th Ave, 600th Ave, 590th Ave, 580th Ave, 570th Ave, 560th Ave, 550th Ave, 540th Ave, 530th Ave, 520th Ave, 510th Ave, 500th Ave, 490th Ave, 480th Ave, 470th Ave, 460th Ave, 450th Ave, 440th Ave, 430th Ave, 420th Ave, 410th Ave, 400th Ave, 390th Ave, 380th Ave, 370th Ave, 360th Ave, 350th Ave, 340th Ave, 330th Ave, 320th Ave, 310th Ave, 300th Ave, 290th Ave, 280th Ave, 270th Ave, 260th Ave, 250th Ave, 240th Ave, 230th Ave, 220th Ave, 210th Ave, 200th Ave, 190th Ave, 180th Ave, 170th Ave, 160th Ave, 150th Ave, 140th Ave, 130th Ave, 120th Ave, 110th Ave, 100th Ave, 90th Ave, 80th Ave, 70th Ave, 60th Ave, 50th Ave, 40th Ave, 30th Ave, 20th Ave, 10th Ave. The map also shows major roads like Highway 63 and Highway 36. A red line highlights a specific route, and a green line indicates another route. The map includes labels for Martell, Lawton, and Rush. A red shield with the number 63 is visible in the upper right. The map also shows various street names like 710th St, 800th Ave, 780th Ave, 760th Ave, 730th Ave, 720th Ave, 710th Ave, 700th Ave, 690th Ave, 680th Ave, 670th Ave, 660th Ave, 650th Ave, 640th Ave, 630th Ave, 620th Ave, 610th Ave, 600th Ave, 590th Ave, 580th Ave, 570th Ave, 560th Ave, 550th Ave, 540th Ave, 530th Ave, 520th Ave, 510th Ave, 500th Ave, 490th Ave, 480th Ave, 470th Ave, 460th Ave, 450th Ave, 440th Ave, 430th Ave, 420th Ave, 410th Ave, 400th Ave, 390th Ave, 380th Ave, 370th Ave, 360th Ave, 350th Ave, 340th Ave, 330th Ave, 320th Ave, 310th Ave, 300th Ave, 290th Ave, 280th Ave, 270th Ave, 260th Ave, 250th Ave, 240th Ave, 230th Ave, 220th Ave, 210th Ave, 200th Ave, 190th Ave, 180th Ave, 170th Ave, 160th Ave, 150th Ave, 140th Ave, 130th Ave, 120th Ave, 110th Ave, 100th Ave, 90th Ave, 80th Ave, 70th Ave, 60th Ave, 50th Ave, 40th Ave, 30th Ave, 20th Ave, 10th Ave.

The Wisconsin Department of Transportation defines the non-driving population as “can include aging adults, students, low-income individuals, those with physical, mental or intellectual/developmental disabilities, those who cannot drive, those with no access to a vehicle, or those who prefer not to drive.” The non-driving population in the Town of Martell is estimated to be between 0 to 10% of the total population. ADRC of Pierce County and Private Transit Services in the region provide limited transit service to these individuals. The Town may wish to develop a resource of these providers for distribution to the non-driving population.





## Town of Martell Comprehensive Plan 2025 – 2045

### Bicycle and Pedestrian Transportation

Bicycle and pedestrian traffic are a component of the Martell transportation system this is done on our town roads. Some people use this form of transportation for commuting or other utilitarian purposes, while others walk or bike for recreation. As a result of this need in the future, sidewalks, trails, and other linkages should be explored to enable safe, efficient travel for bicyclists and pedestrians.

### Railroad

Martell has no direct rail in the Town. Amtrak Railroad transportation (passenger) at Red Wing or St. Paul MN.

### Airports

Airports, aviation, and aviation-related industries play a significant role in the economic success of many Wisconsin communities. There are several airports located approximately 20-40 miles from the Town. Airports located near the Town of Martell include New Richmond Municipal, and Menomonie Municipal-Score Field. The Red Wing Municipal Airport is in southwestern Pierce County, near Hager City. The Minneapolis-St. Paul International Airport is also within a relatively convenient driving distance from the Town. This major airport is one of the largest in North America and serves almost every major airline.

### Snowmobile Trails

Wisconsin snowmobilers are proud of the statewide trail system that ranks among the best in the nation. This trail system would not be possible without the generosity of the thousands of landowners around the state as 70 percent of all trails are on private land. Trails are established through annual agreements and/or easements granted by these private property owners to the various snowmobile clubs and county alliances throughout the state. Under Wisconsin State law, Sections 350.19 and 895.52, landowners are not liable for injury on their property when they have granted permission for snowmobiling.

### Existing Transportation Plans

The following transportation plans were reviewed as part of the Town of Martell planning process. The plans were reviewed to ensure consistency with other governing jurisdictions regarding future transportation improvements.

- [Active Transportation Plan 2050](#)
- [Wisconsin State Airport System Plan 2030](#)
- [Wisconsin State Freight Plan](#)
- [Connect 2050](#)
- [Wisconsin Rail Plan 2050](#)
- [MRRPC Regional Freight Study](#)



### Utilities and Community Facilities

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**Goal:** Martell will continue to strengthen and maintain partnerships with utility and service providers to ensure reliable access to electricity, phone, high-speed internet, waste collection, and recycling for our residents. We will also prioritize the upkeep and utilization of our public facilities, including our two parks, town hall, old school building, cemeteries, and other community assets. While working to optimize the use of these resources, we will focus on controlling costs and minimizing the impact on the town's tax rate, ensuring the long-term sustainability of our community.

#### Objectives / Policies:

Martell Utilities and Community Facilities are derived from partnerships with commercial providers, volunteers, and surrounding communities. Martell maintains the town hall and waste transfer point and performs road maintenance and snow removal.

### Utilities and Community Facilities Data

#### Town Hall

[Martell Town Hall](#) is located at W5581 Us Highway 63 in Spring Valley, WI 54767 and is a business listed in the categories City & County Government and Government Offices City, Village, Borough & Township.

#### Libraries

The Town does not have a library, but several are close. The [River Falls Public Library](#) at 140 Union St River Falls WI 54022 enriches lives and builds community by connecting people with information, ideas, spaces and opportunities. [The Spring Valley Public Library](#), E121 South 2nd St., Spring Valley, WI. [The Baldwin Public Library](#), 400 Cedar Street, Baldwin, WI. [The Ellsworth Public Library](#), 388 West Main Street, Ellsworth, WI. [The Hammond Community Library](#), 850 Davis St, Hammond, WI 54015.

#### Electric and Gas

[Pierce Pepin Cooperative Services](#) at W7725 U.S. Hwy. 10, P.O. Box 420 Ellsworth, WI, Telephone: 715-273-4355 provides electric service to the township. While no natural gas is available in the area, several outlets provide propane delivery including: Lakes Gas, Quality Propane, Alcivia, and Ferrellgas.

#### Water System

Private wells serve homes and businesses in the Town. Unlike public water systems, protection and maintenance of private wells is largely the responsibility of homeowners. The Town encourages homeowners to use [Pierce County Extension water specialist](#) services to aid in ensuring that water quality is tested regularly. The entire community needs to work together to develop a protection plan that safeguards everyone's water supply. Good construction and proper location are critical in ensuring a safe drinking water supply. The Town working with residents, businesses, farms, The UW Extension, and the County will periodically review well water testing as well as surface water monitoring.



## Town of Martell Comprehensive Plan 2025 – 2045

### Wastewater Facilities

The town uses private septic systems for all residential and commercial buildings. In Pierce County, Wisconsin, septic systems require inspections at least every three years, and more frequently in high-risk areas, and property sales require a Real Estate Septic System (RSS) inspection by a licensed company.

### Solid Waste and Recycling

Recycling is contracted with an outside hauler using a drop off center. [The Town of Martell Recycling Center](#) is on 780th Ave. (1/4 mile East of Hwy. 63). See [Martell Township Website](#) for current hours. Residents may also contract with private providers for home service.

### Health Care

There are no hospitals, clinics, or care facilities located in the Town. Residents do have several options within close proximity of the Town to receive medical or health care assistance. [Allina Health River Falls](#) Area Hospital is located at 1629 East Division Street, River Falls, WI. [M Health Fairview Clinic](#) – River Fall, [Western Wisconsin Health](#) in Baldwin, [Mayo Clinic Health System in Ellsworth](#).

### Law Enforcement

Town law enforcement is provided by the [Pierce County Sherriff's Department](#).

### Fire Services

Fire services for the Town of Martell are contracted with the [Ellsworth Fire Services Association](#) (EFSA). This includes fees based on per capita and charges for individual fire calls.

### Emergency Medical Services

Ambulance service is contracted with the [Ellsworth Area Ambulance Service](#) (EAAS). The Town is represented by a town board member on the operating committee and will continue working with EAAS. The Township will continue to evaluate emergency services serving the Township in order to provide minimum response times and comprehensive coverage.

### Cemeteries

Cemeteries in the Town of Martell include: 1) Martell Lutheran Cemetery, 2) Martell Methodist Cemetery, 3) Old Our Savior's Lutheran Cemetery, and 4) Rush River Lutheran Church Cemetery. In addition, there also are pioneer family cemeteries located on private lands within the Town. Currently, there are no plans to expand these sites. Over the next 20 years, it is not expected that the Town will engage in the development of additional cemeteries.

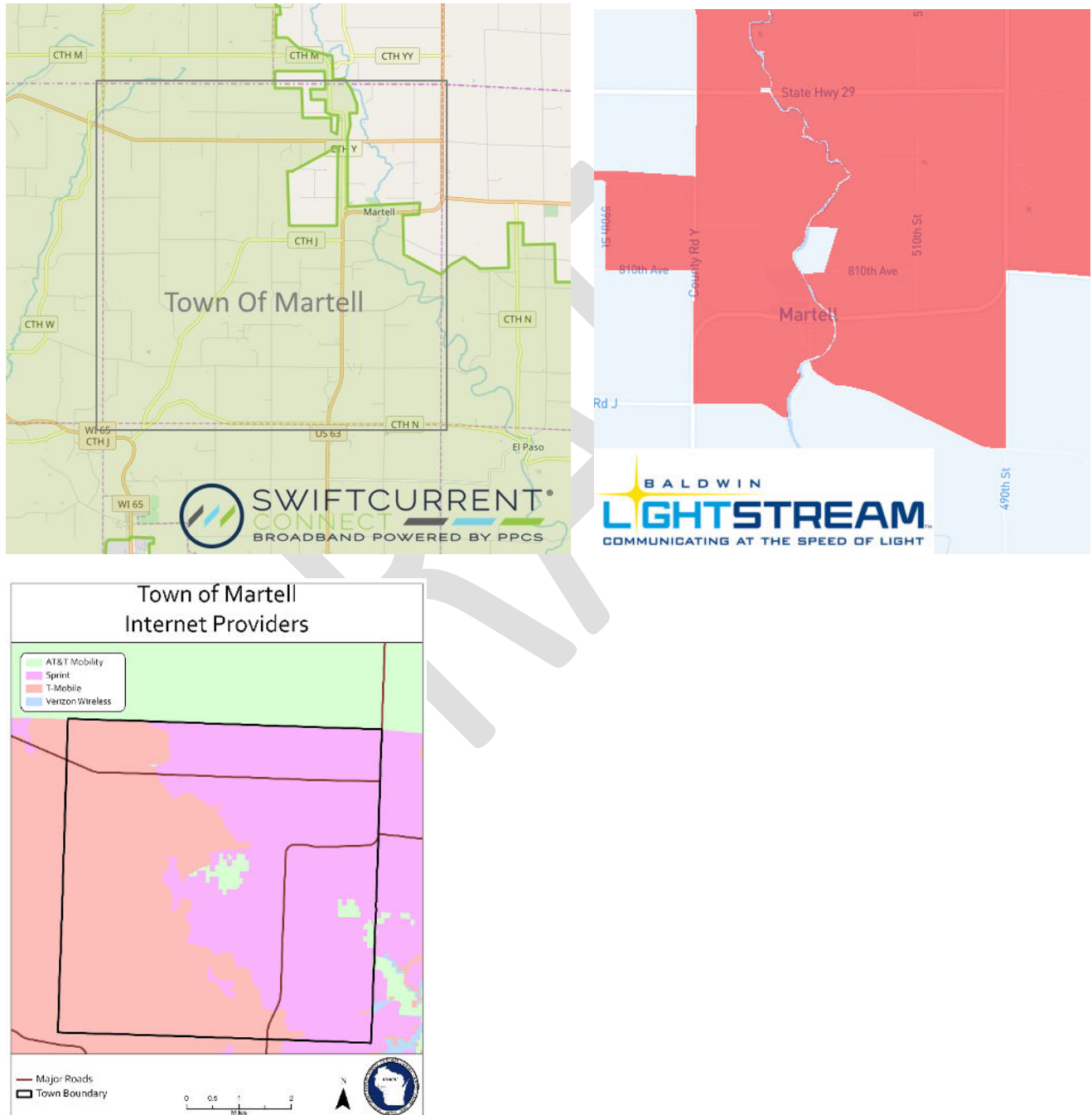


## Town of Martell Comprehensive Plan 2025 – 2045

### High Speed Internet / Phone

The Town of Martell has received Broadband Forward! Certification. The town contracts with [SwiftCurrent](#) for high-speed fiber to most residences. The community also is served by cellular carriers including Sprint, T-Mobile and Verizon as well as local phone companies including [Spring Valley Telephone](#). [Baldwin Lightstream](#) also serves the northeast corner of the Town.

### Map Internet/Phone Service







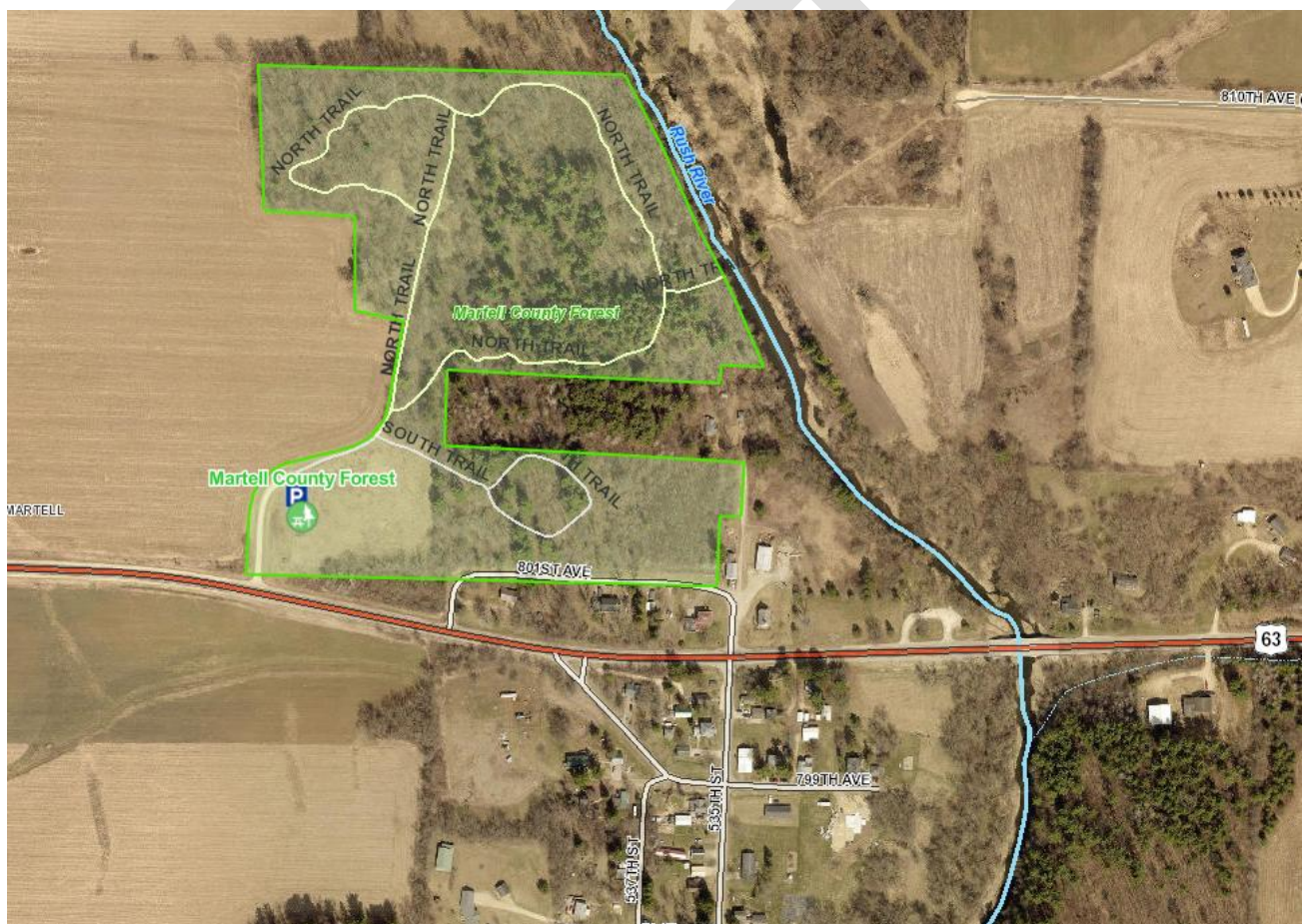
## Town of Martell Comprehensive Plan 2025 – 2045

### Recreation Facilities

A few recreational facilities exist in or near the Town of Martell. The Town owns one park, approximately 3½ acres, along the Rush River next to the Town Shop property. The Rush River provides recreational opportunities for canoeing/kayaking, as well as trout fishing.

### Martell County Forest

The County owns [Martell County Forest](#) a 28 acre forest with 1.2 miles of hiking trails, 1000' of frontage along the Rush River. No fees are required to enjoy this property. The establishment of this property was made possible through a generous donation by John and Mary Heilser of Fond du Lac, WI. This property was the early home of Mary (Kay) Heisler. The property is open to visitors from sunrise to sunset.



### The Rush River

The Wisconsin DNR and the County maintain fishing access to the Rush River. [Trout Unlimited suggests the Rush River](#) is a great trout fly fishing destination in Wisconsin. In 1998, fisherman and residents of Martell opposed a feedlot operation that was close to Rush headwaters and within feet of the river. The strong opposition from residents and conservation groups caused the feedlot to move elsewhere.



## Town of Martell Comprehensive Plan 2025 – 2045

### Clay Corners State Habitat Area

[Clay Corners Wildlife Area](#) is a 151-acre property located in north central Pierce County on the north side of 770th Ave. in Martell Township. The property consists of restored grasslands and central hardwoods habitat.

The property is located 8 miles east of River Falls. Follow Highway 29 east out of River Falls and turn south on 690th Street for 2 miles, then head west on 770th Avenue for 1 mile. The property is located on the north side of 770th Avenue, where a parking lot allows for easy access to the property.

The Clay Corners Wildlife Area offers many recreational opportunities:

- Birding
- Cross-country skiing (no designated trail)
- Falconry (by permit)
- Hiking
- Hunting (especially noted for pheasant and deer)
- Snowshoeing
- Trapping
- Wild edible/gathering
- Wildlife viewing

### Old Martell Schoolhouse

The Martell Schoolhouse, built in 1905, still stands proudly on Highway 63 near the Rush River, thanks to the efforts of a nonprofit group.



### Other community facilities

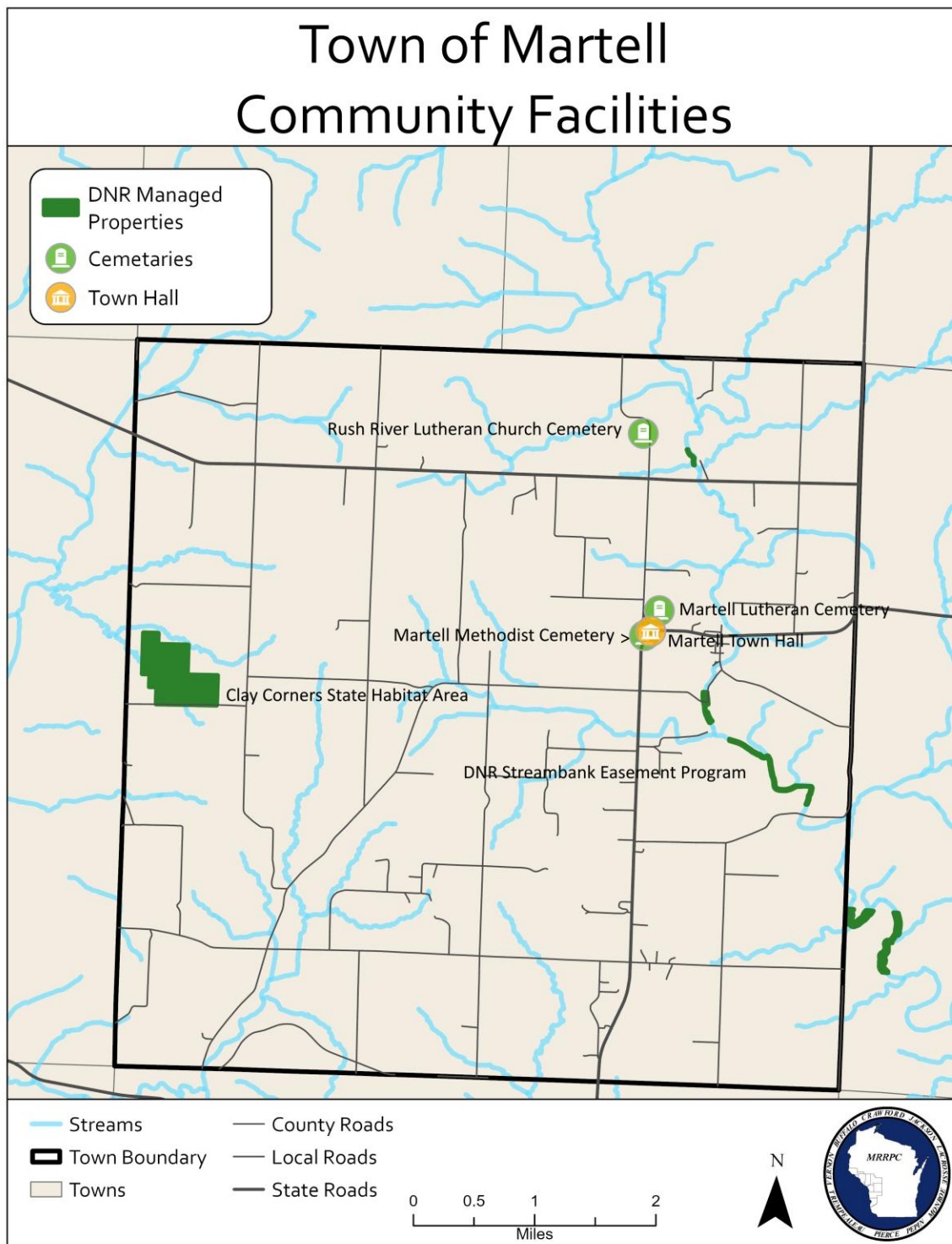
The following map identifies the DNR managed lands, the Town Hall and three cemeteries, a fourth, is Mount Olivet Cemetery in Pierce County, Wisconsin also known as the Centerville Cemetery, this cemetery is located on the Pierce and St. Croix County line just south of Centerville, two tenths of a mile south of the intersection of highways M and Y, on Y. The cemetery had been in use from the early 1860s and many stones are badly weather worn. Many stones are broken (some have just disintegrated with age) and some are missing.





## Town of Martell Comprehensive Plan 2025 – 2045

Map Town of Martell Community Facilities







### Agricultural, Natural and Cultural Resources

---

**Goal:** Martell is committed to supporting agriculture. We want to protect the quality of our air, soil, drinking water, surface water, and watersheds. We will require the use of best practices for managing manure, fertilizers, and other waste to prevent any negative impact on the community. As Wisconsin transitions to renewable energy sources, we aim to incorporate these facilities in a way that preserves our rural character, favoring a more distributed energy approach rather than large-scale solar or wind arrays.

#### Objectives / Policies:

Martell hopes to preserve productive agricultural lands for long-term use and protect environmental and natural resources to ensure their value for future generations. This will require any new development to have minimal impact on agriculturally productive Land.

### Agricultural, Natural, and Cultural Resources Data

#### Productive Agricultural Areas

The Town of Martell has an agricultural heritage. Small working farms are being consolidated into a handful of larger active farms today. These farmers are under economic pressure to continue to grow to sustain their operations. Some smaller-scale orchard, nursery, greenhouse, and specialty farms are also operating in the Town of Martell. There is clear support for protecting prime agricultural soils, agricultural activities and controlled land use in the Town. We support farms in Martell but will encourage best practices regarding tilling, manure management, ground and surface water monitoring, fertilizer use, and air / dust and noise pollution.

#### Natural Resources Topography

There is much prime farmland in Martell but the topography suggests that it has challenges with tilling, runoff and manure management. Martell has some areas that support dark sky viewing and research. The topography also creates two distinct watersheds in the town.

#### Forests

The [Martell County Forest](#) is a public facility. The address is W5440 US Hwy 63, Martell, WI.

#### Soils

The Town has much agricultural farmland but the topography and the watersheds in the region keep some of this out of production and requires careful management of the soils that are in agricultural production.

#### Groundwater

The region has a good supply of groundwater for wells. The Town encourages residents to monitor their well water for potential contaminants. We will work with farmers, the County, and DNR to maintain a quality water system for all both now and in the future. The Pierce County Land Conservation Department performed some groundwater well [testing in 2021](#).



## Town of Martell Comprehensive Plan 2025 – 2045

### Surface Water and Larger Farms

Compliance with Wisconsin's agricultural standards and prohibitions is required of all cropland and livestock operations in the state, regardless of size. Reducing or preventing manure or process wastewater pollution from agricultural operations protects our water resources. In addition to the standards and prohibitions in ch. NR 151, Wis. Adm. Code, state and federal law requires that large animal feeding operations have water quality protection permits. While we are aware that our ordinances can be no more restrictive than the State, we will work with the DNR and other agencies to ensure that any farm has a minimal impact on our surface and drinking water and is following its adopted fertilizer, tilling, and manure management plans.

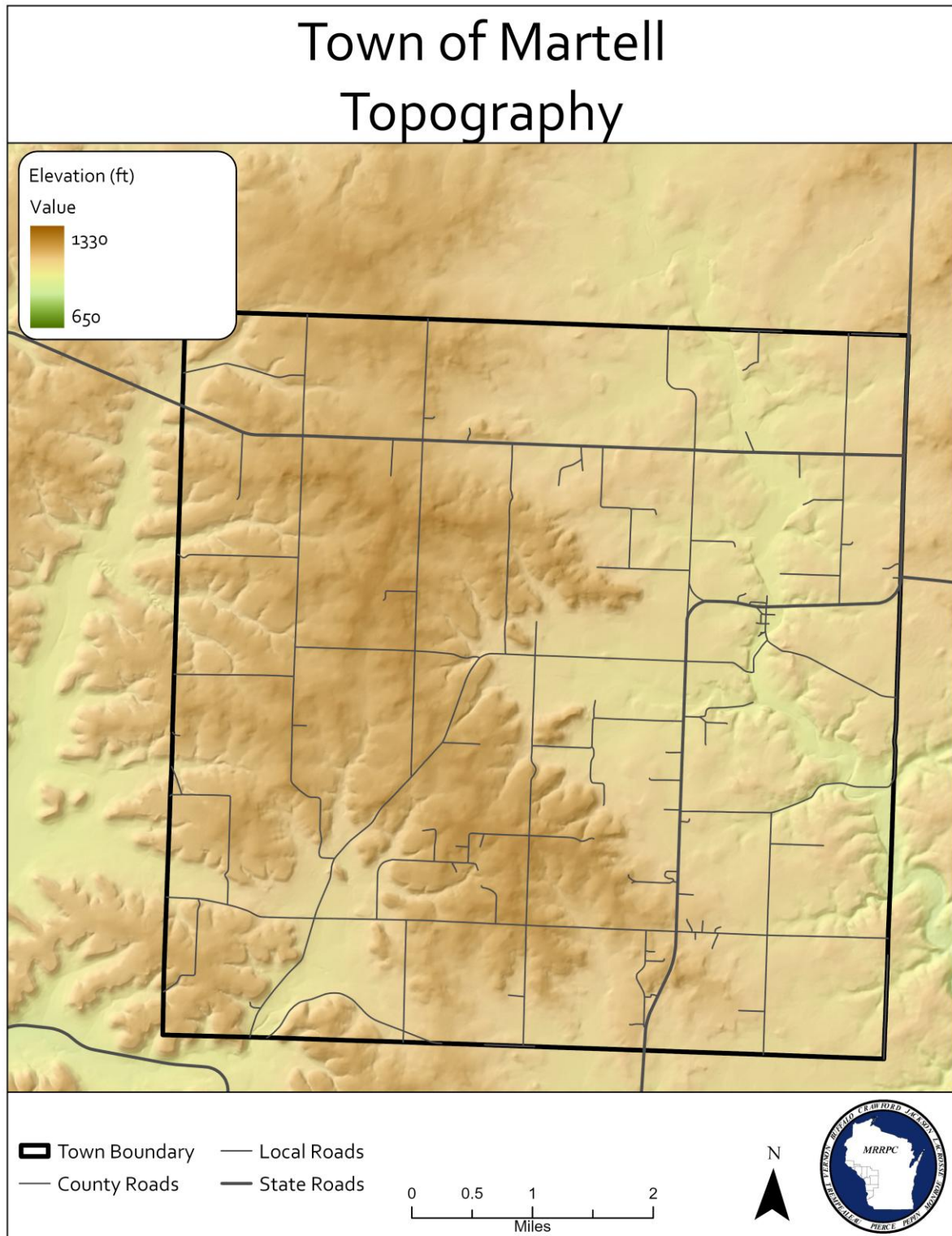
### Air Quality

National Ambient Air Quality Standards (NAAQS) have been established by the U.S. Environmental Protection Agency to protect public health and the environment. The pollutants regulated by these NAAQS include suspended particulate matter, carbon monoxide, ozone, oxides of nitrogen, oxides of sulfur, and lead. Some counties in southeastern Wisconsin have been designated as non-attainment areas for one or more NAAQS.



# Town of Martell Comprehensive Plan 2025 – 2045

## Map Topography

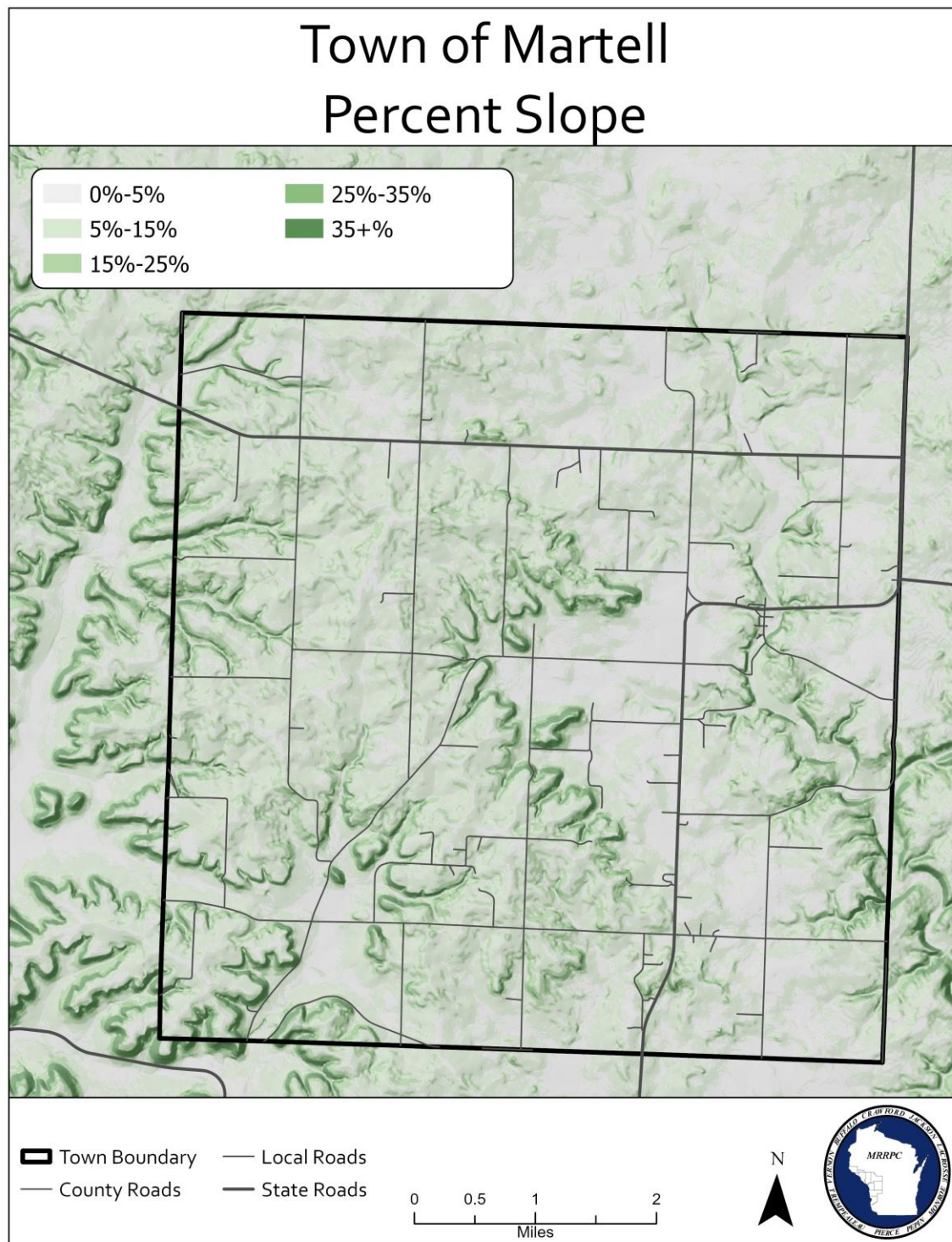






## Town of Martell Comprehensive Plan 2025 – 2045

Map Percent Slope





# Town of Martell

## Soil Types

Prime Farmland

 Prime Farmland if Drained

Water

Farmland of Statewide Importance

Not Prime Farmland

Town Boundary

 Local Roads

Towns

 State Roads

County Roads

0 0.5 1 2

Miles

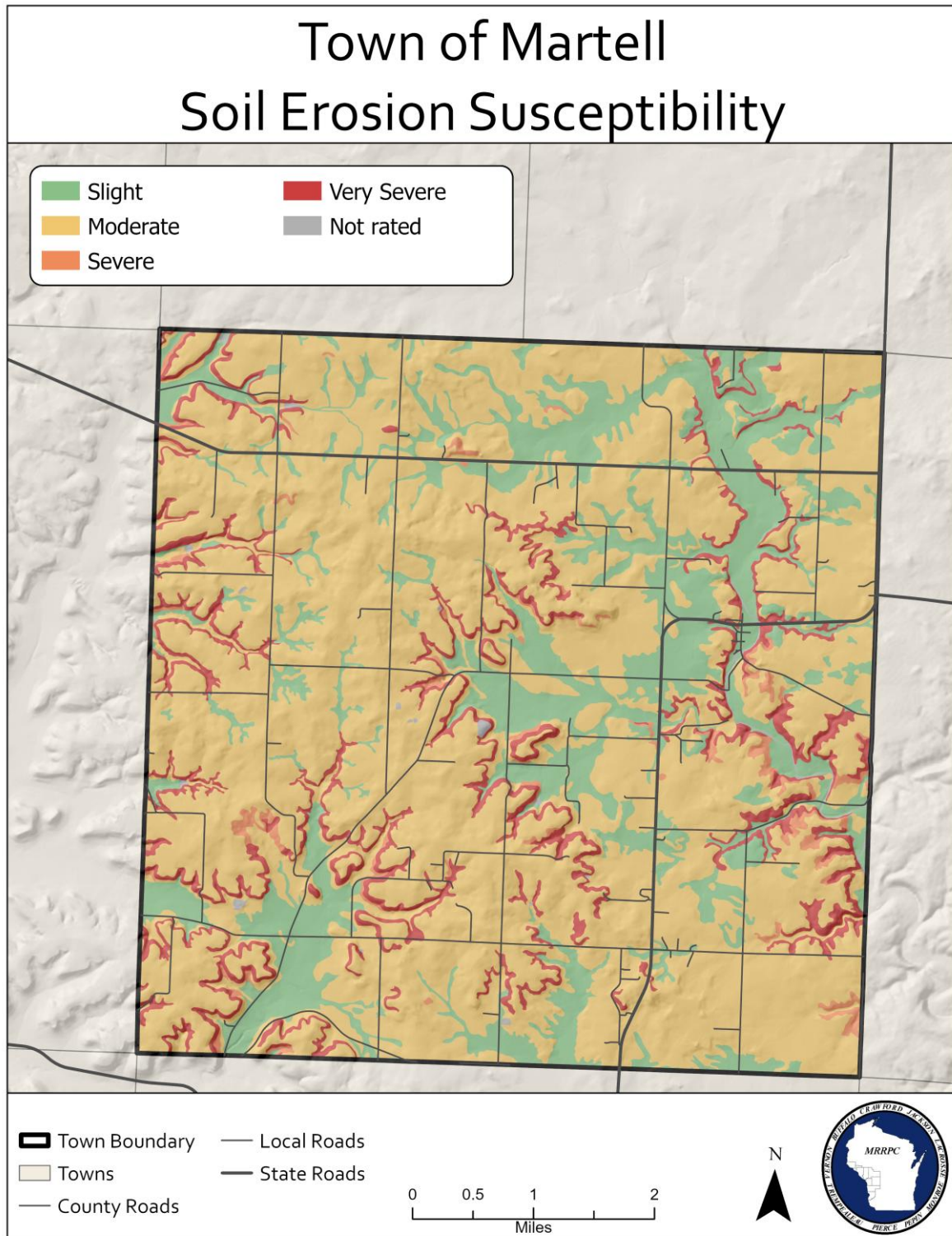
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## Town of Martell Comprehensive Plan 2025 – 2045

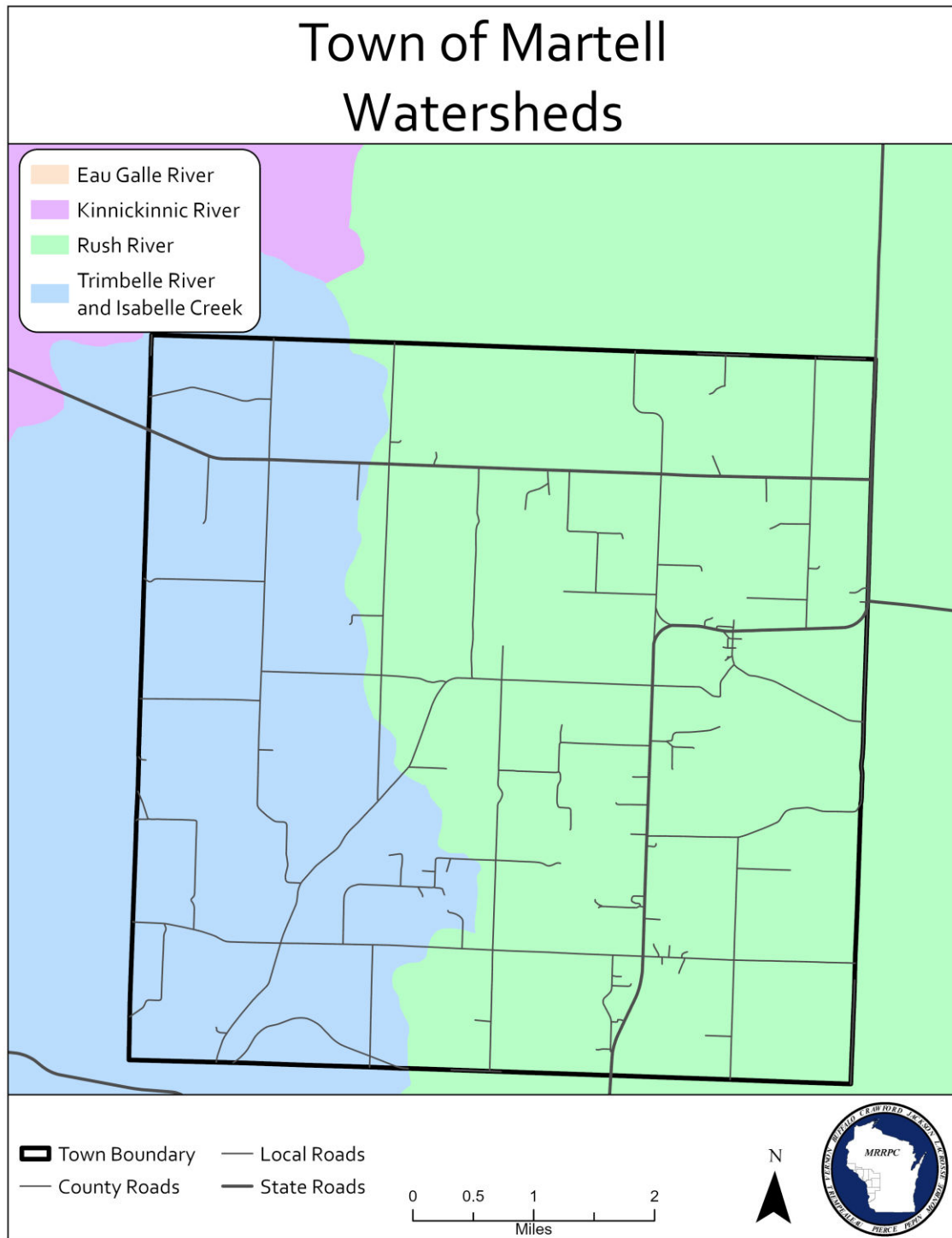
### Map Potential Soil Erosion





## Town of Martell Comprehensive Plan 2025 – 2045

Map Town of Martell Watersheds







### Economic Development

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#### Goal:

Town of Martell will work with surrounding communities and the county to plan for economic change and guide new development to the best of its ability to achieve the community's economic vision and objectives. We will focus on the connection between economic development and quality of life in our community. New growth and redevelopment should improve the Town of Martell. A comprehensive planning process will allow the Town to organize, analyze, plan and then work with new business to improve the economic well-being and quality of life for residents.

#### Objectives / Policies:

Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base.

#### Categories or Types of New Business and Industry / Zoning

The Town of Martell has limited commercial and industrial businesses because of its rural character. Many businesses and industries are located in the nearby communities because of their sewer and water infrastructure needs. The Town understands that new business and industry will help develop the Town's economy but understand that many new businesses would not be able to thrive in the rural setting of the Town.

New business and industry in the Town should generally not require municipal water or sewer services or draw heavily from our existing aquifer to accommodate for lack of public infrastructure. The Town of Martell strongly supports the development of agriculture-related businesses, specialty shops, home based businesses, smaller restaurants, and stores that provide the basic necessities in more rural settings.

The Town of Martell, Wisconsin is primarily known for its agricultural industries, including dairy, beef, and crop farms, as well as an apple orchard. The town is zoned for Primary Agriculture, Rural Residential, Commercial, and Light Industrial. This Light Industrial zoning is for production, processing, and assembly plants where noise, odor, dust, and glare are confined within enclosed buildings.



## Town of Martell Comprehensive Plan 2025 – 2045

### Economic Development Data Graph Income

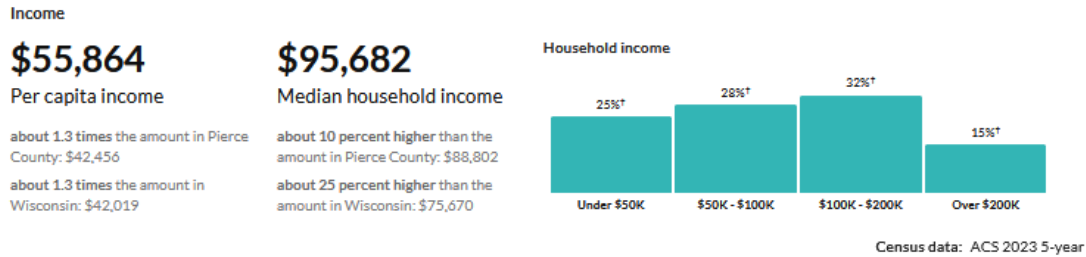


Table Industry by Class of Worker

	Total	Employee of private company workers	Self-employed in own incorporated business workers	Private not-for-profit wage and salary workers	Local, state, and federal gov. workers	Self-employed Not incorporated business workers and unpaid family workers
Civilian employed population 16 years and over	461	67%	3%	10%	12%	8%
Agriculture, forestry, fishing and hunting, and mining	44	56%	0%	0%	0%	44%
Construction	40	49%	0%	0%	3%	49%
Manufacturing	65	100%	0%	0%	0%	0%
Wholesale trade	21	100%	0%	0%	0%	0%
Retail trade	72	97%	0%	0%	0%	3%
Transportation and warehousing, and utilities	32	63%	16%	0%	22%	0%
Information	6	0%	0%	100%	0%	0%
Finance and insurance, and real estate and rental and leasing	13	37%	7%	56%	0%	0%
Professional, scientific, and management, and administrative	33	77%	23%	0%	0%	0%
Educational services, and health care and social assistance	97	36%	3%	37%	24%	0%
Arts, entertainment, and recreation, and accommodation and food services	25	89%	0%	0%	0%	11%
Other services	10	88%	0%	0%	0%	13%
Public administration	3	0%	0%	0%	100%	0%

Source: American Community Survey 2022 5-Year Estimates, S2407 Industry by Class of Worker for the Civilian Employed Population 16 Years and Over



## Town of Martell Comprehensive Plan 2025 – 2045

Table Poverty by Community

	Town of Martell	Pierce County	Wisconsin
Poverty Rate 2012	7%	12%	13%
Poverty Rate 2022	3%	10%	11%
%Change	-57%	-17%	-15%

Source: American Community Survey 2012 and 2022 5-Year Estimates, S1701 Poverty Status in the Last 12 Months

### Commuting to Work

In 2021 the latest data available, most workers drove alone, at 80.5%, while only 2.8% carpooled, and 14.7% worked from home.

Table Commuting to Work

Means	Number	Percent
Car, truck, or van - drove alone:	451	73%
Car, truck, or van - carpooled:	79	13%
Public transportation (excluding taxicab):	0	0%
Walked:	4	1%
Taxicab, motorcycle, bicycle, or other means:	6	1%
Worked from home	74	12%
Total:	614	100%

Source: American Community Survey 2022 5-Year Estimates, B08101 Means of Transportation to Work by Age



### Intergovernmental Cooperation

---

**Goal:** Martell will actively collaborate with the County, surrounding towns, and the State to foster positive relationships, effective planning, and enhanced communication. We will prioritize citizen involvement in decision-making and support the development of intergovernmental agreements that align with our shared goals. Through these partnerships, Martell will remain focused on preserving our open space, farmlands, public spaces, and rural character, ensuring that our community's values are reflected in regional and state-level planning efforts.

**Objectives / Policies:**

The Town of Martell works closely with our surrounding Townships, Cities, and Villages as well as Pierce County and the State of Wisconsin as well as several Public and Private Organizations. From simply sharing equipment to formal agreements for Fire and EMT Protections, this cooperation at every level is vital to a vibrant thriving community. The opportunity for this intergovernmental cooperation is endless and we continue to evaluate our current agreements as well as the need for new ones. If an agreement can be reached among two or more units of government, services can often be provided that improve the quality of life in Martell and may have the added benefit of substantial cost savings for the entities. Cooperation can also eliminate unnecessary duplication of services or purchasing of equipment.

The following are suggested intergovernmental recommendations. They support the intent of the law and can guide intergovernmental cooperation decisions in the Town over the life of this plan.

- Work with local governments, state and federal agencies, the regional planning commission, and local school districts to identify and coordinate land use and community development policies and initiatives by exchanging information about items of mutual concern.
- Explore new opportunities to cooperate with other local units of government to utilize shared public services, staff, or equipment where appropriate.
- When appropriate, intergovernmental agreements with other local units of government or private service providers should be created through written contracts / agreements.
- Work with other local governments, state agencies, and school districts on land use and community development issues of mutual concern.
- Engage in and support processes to resolve conflicts between the plans of the Town of Martell and other governments with overlapping jurisdiction.
- Promote and enter into shared service agreements where such agreements will provide improved services at lower cost.



## Town of Martell Comprehensive Plan 2025 – 2045

- Engage in intergovernmental cooperation to protect natural resources.
- Work with other units of government to develop and enforce appropriate land use regulations to maintain rural residential quality.
- Continue to utilize the Pierce County Highway Department for road maintenance, where it is economically feasible.
- Continue to utilize the Pierce County Sheriff for law enforcement.
- Continue to contract with the Ellsworth Ambulance Service and Ellsworth Fire Service Association for fire and emergency services.
- Continue to maintain a cooperative and supportive relationship with the public schools in River Falls, Ellsworth and Spring Valley school districts.
- Maintain a membership or working relationship with the following:
  - [Mississippi River Regional Planning Commission \(MRRPC\)](#)
  - [Wisconsin Department of Natural Resources \(WDNR\)](#)
  - [Transportation \(WisDOT\)](#)
  - [WI Department of Administration](#)
  - [Gathering Waters / Wisconsin's Alliance for Land Trusts](#)
  - [Wisconsin Towns Association](#) (MEMBER)
  - [League of Wisconsin Municipalities](#)
  - [Wisconsin Counties Association](#)



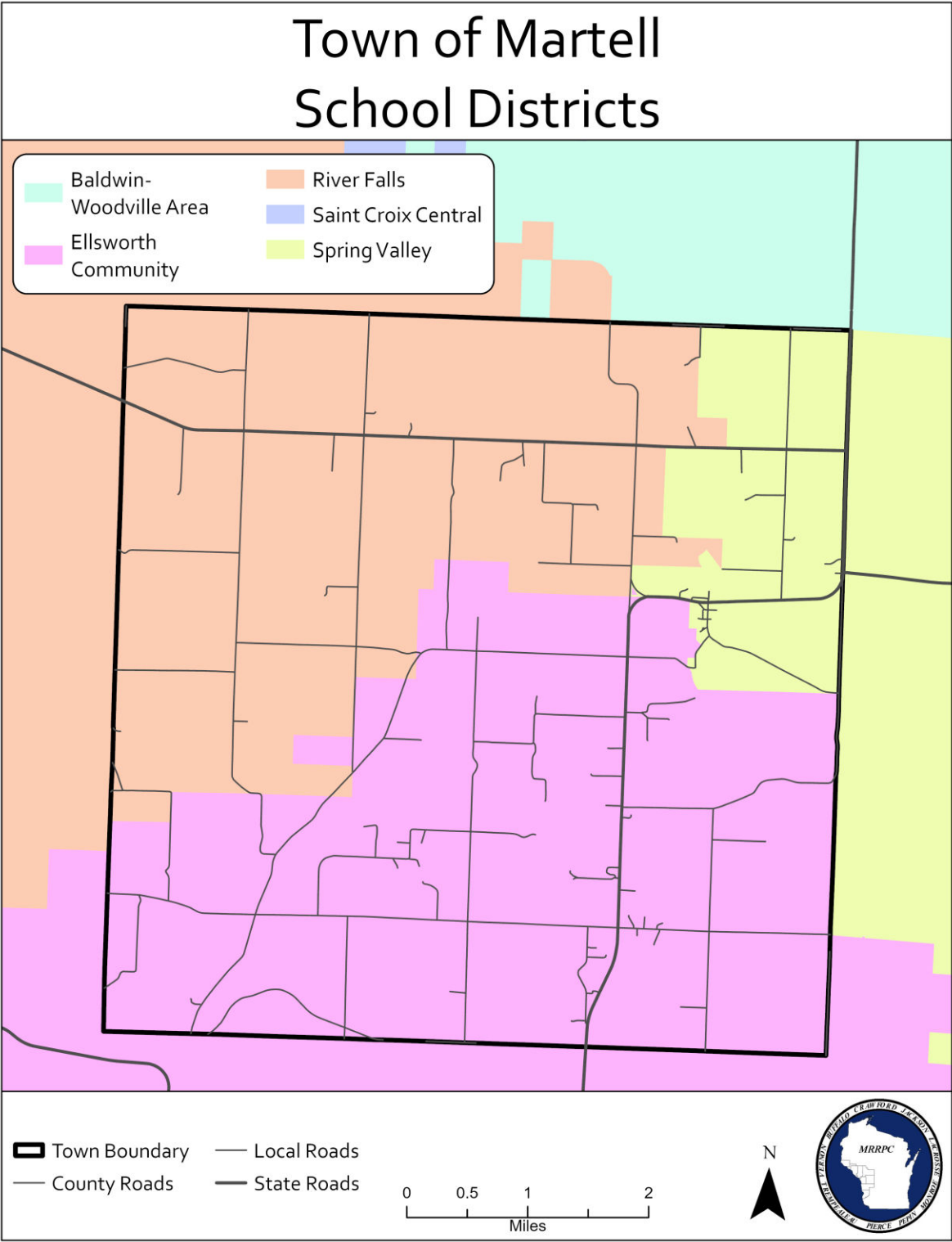
## Intergovernmental Relationships Data

DRAFT



# Town of Martell Comprehensive Plan 2025 – 2045

## Map School Districts

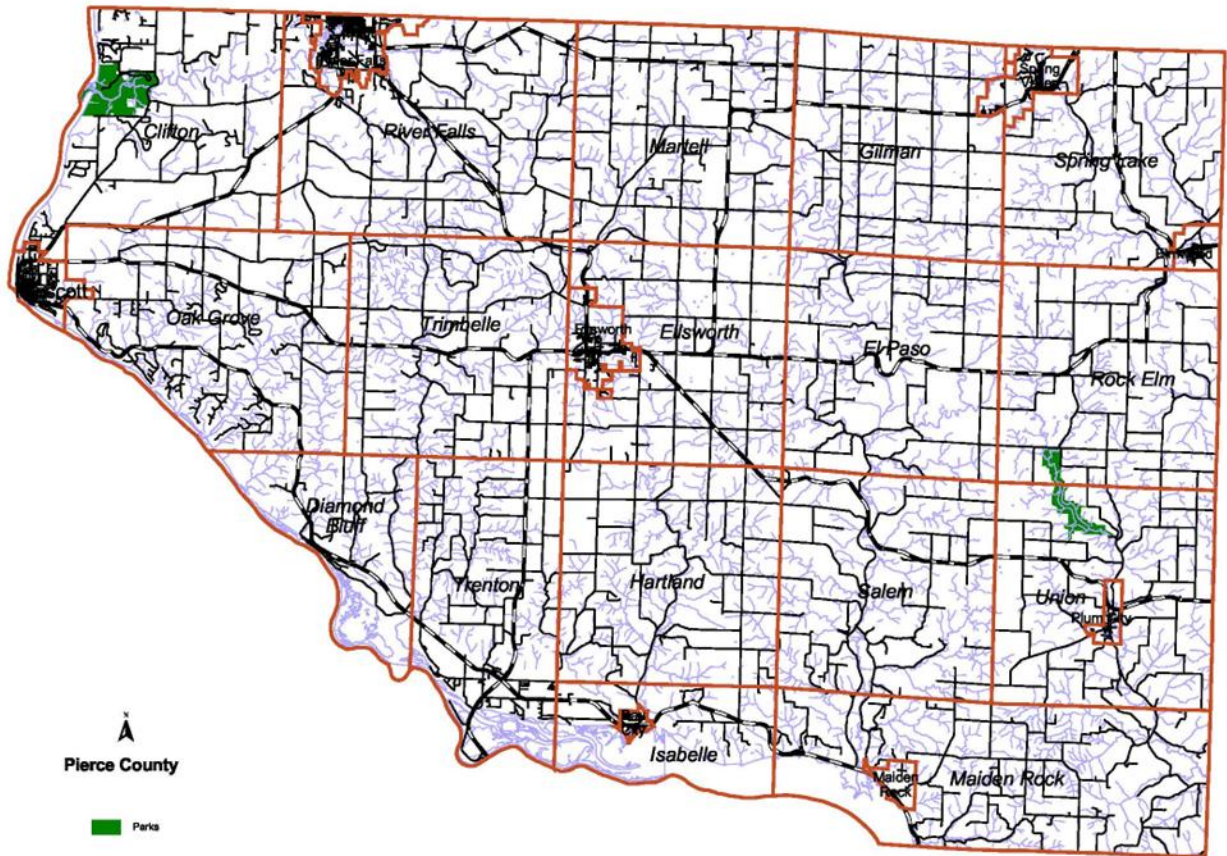






## Town of Martell Comprehensive Plan 2025 – 2045

### Map Town and Nearby Communities





### Land Use

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#### Goal:

Martell recognizes the value of our land as a vital resource for both our community and future generations. We encourage agricultural and recreational use of our lands while prioritizing the preservation of our natural resources. With diligent research, careful forethought and deliberate action, the Town Board and Planning committee will encourage economic growth that respects and enhances the town's unique identity and rural character.

#### Objectives / Policies:

The town of Martell will maintain and preserve our productive agricultural lands by identifying the best use of our farmland, identifying the most productive agricultural lands, and restricting or limiting housing or development on these lands through zoning and/or review provided by our adoption of village powers. This will allow the Town to direct non-farmland uses to less productive lands in the town. The town will also remain cognizant of the two watersheds in the area. Both the Rush River and Trimbelle River / Isabelle Creek regions are an important part of the Town and must be protected.

The Town will also support “best management practices” for soil and water conservation on all lands. The Town will also promote agriculture and agricultural activities in line with our vision of protecting our watersheds and maintaining the rural atmosphere of the community. As dairy and other livestock facilities get larger, we want to ensure management plans provide for storms and other events that may cause issues in a watershed. We would consider the use of biodigesters and other manure treatment options to limit the amount of untreated manure spread on our agriculture lands.

Industrial use, mining, large farms, and other large scale or intensive land use operations will require special use permitting (where permitted by state statute) and the approval of both Plan Commission, and the Town Board in addition to any County, State, or Federal regulations.

The Town will seek to provide buffering between all conflicting land uses including visual, noise, odor, and traffic. In addition, we are supportive of renewable energy and encourage use of renewable energy on buildings and smaller arrays on non-agricultural land.

Residential growth in the Town should not have a significant impact on land use. The Plan Commission will review new applications for residential development and ensure they have minimal impact on productive agricultural lands.



## Town of Martell Comprehensive Plan 2025 – 2045

### Land Use Data

The Town of Martell consists primarily of farmland and residential land uses, mixed with small amounts of commercial and industrial lands. It is a community with a strong rural character, abundant farmland, and natural resources. While growth is inevitable, the Town has positioned itself to shape and direct this growth. Citizens have expressed a desire to retain open space and preserve the Town's rural character and productive farmland.

Among the most effective tools a community possesses to influence its future environment and quality of life is the ability to control and direct future growth patterns through its zoning and development ordinances and review, and its approval of infrastructure like wells and septic to serve newly developing areas. This management of infrastructure also holds true for agricultural operations. Misguided use of these tools, however, can lead to undesired results in terms of land use conflicts, inefficient service delivery, damage to the environment and a decreased quality of life. The foundation for sound decision making and implementation of these tools is a clear land use plan based upon sound planning principles and the community's vision for its future.

This land use plan is intended to illustrate the Town's vision and guide its future growth and development over the next 20 years. It will serve as a guide for the Plan Commission and Town Board when making land use, zoning, and infrastructure related decisions. This plan will also provide guidance for property owners and potential developers when making decisions about the future of their properties within the Town of Martell.

The Town studies the suitability of land to effectively plan for efficient and environmentally sound growth. Therefore, the land-use analysis and future land-use plan considers areas that might be appropriate for growth over the next 20 years. The relationship between the future land-use plan and the other sections of this plan is extremely important, and coordinating this information is essential in developing an effective comprehensive plan that is useful to the Town and its constituents. As noted elsewhere in this plan, it will be necessary to periodically review and update this plan, and potentially the future land-use map to ensure that local development preferences are maintained.

#### Existing Land Use

Although the total acreage in agriculture has been declining slightly countywide, agriculture is currently the predominant land use within the Town of Martell. We will work with the county, developers, and property owners to maintain this rural character by carefully reviewing new applications and ensuring new development is in line with the rural character of our community.

#### Zoning and Other Land Use Regulations

The Town is under county zoning. In Martell the County Zoning Ordinance recognizes primary agriculture, commercial, rural residential, and industrial uses. Most of the Town is primary agriculture which allows residential units. We will review new housing and any agriculture or commercial development. Over the duration of this plan the Town may choose to adopt zoning ordinances.



## Town of Martell Comprehensive Plan 2025 – 2045

Table Land Use Pierce County

<b>Table 2: 2024 Land Use Permits</b>								
Town	New Home Const. Value	New Dwg	Addn to Dwg	New Accessory Bldg	Addn to Accessory Bldg	Business	Misc.	Total
Clifton	\$7,274,676	11	9	19	1	0	5	45
Diamond Bluff	\$599,900	2	2	2	0	2	1	9
Ellsworth	\$974,000	2	0	4	1	0	1	8
El Paso	\$1,325,000	3	4	6	1	0	1	15
Gilman	\$879,000	3	4	4	0	0	1	12
Hartland	\$729,368	2	4	5	0	0	1	12
Isabelle	\$0	0	0	0	0	0	1	1
Maiden Rock	\$203,000	2	1	5	0	0	1	9
Martell	\$1,698,600	5	2	11	0	0	2	20
Oak Grove	\$9,056,505	17	10	19	1	0	2	49
Rock Elm	\$932,460	4	3	3	0	0	2	12
River Falls*	\$0	0	0	0	0	0	1	1
Salem	\$1,075,000	3	1	7	0	0	0	11
Spring Lake	\$750,000	1	2	3	0	0	0	6
Trenton	\$1,236,000	4	4	10	1	2	9	30
Trimbelle	\$1,795,800	4	5	5	0	0	0	14
Union	\$0	0	1	5	3	3	0	12
<b>Total</b>	<b>\$28,529,309</b>	<b>63</b>	<b>52</b>	<b>108</b>	<b>8</b>	<b>7</b>	<b>28</b>	<b>266</b>
* County Permit for Filling/Grading in Shoreland.								

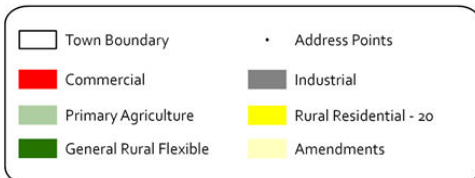
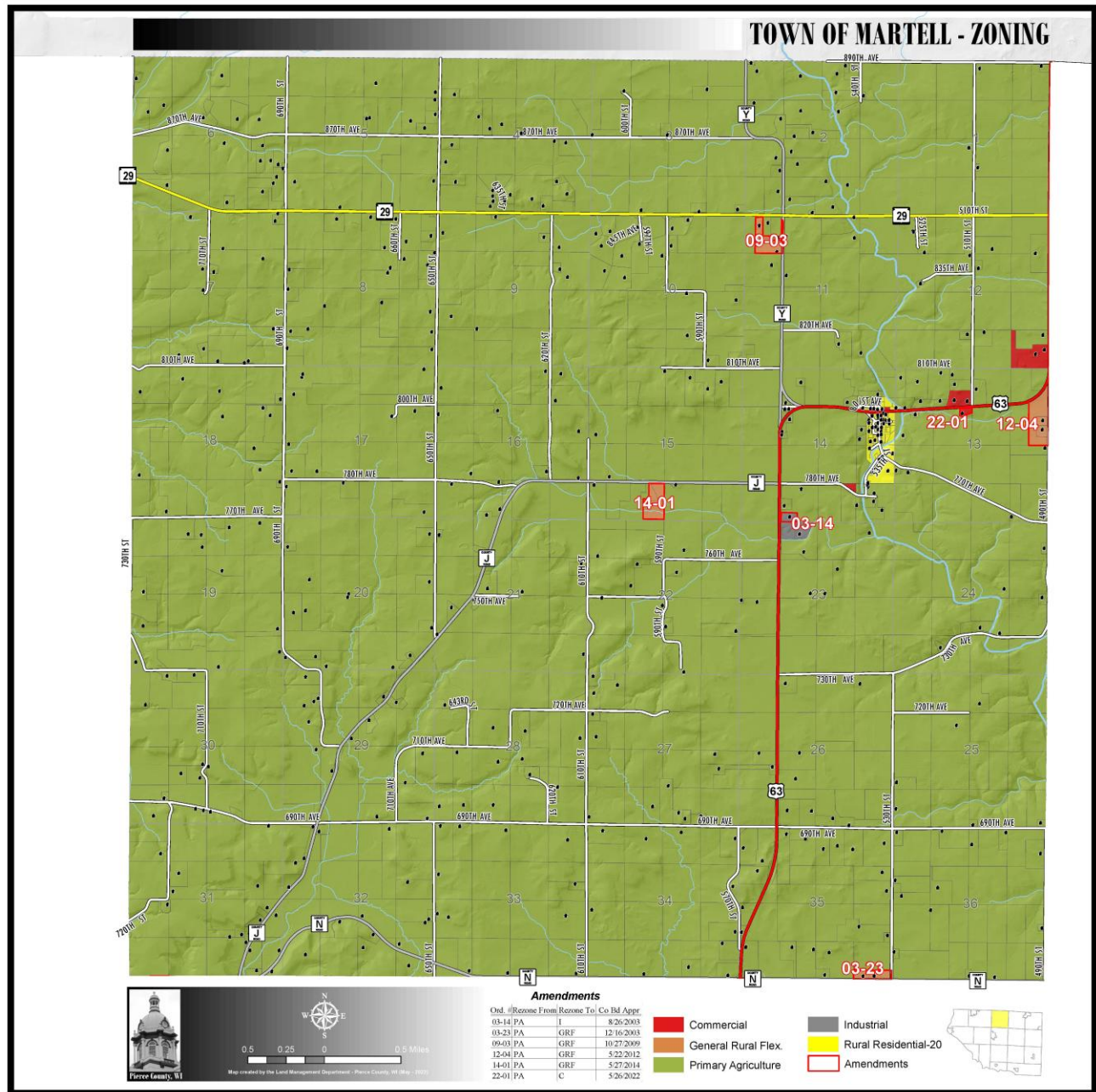
Source: 2024 ANNUAL REPORT DEPARTMENT OF LAND MANAGEMENT & RECORDS for Pierce County





# Town of Martell Comprehensive Plan 2025 – 2045

## Map Town of Martell Current Zoning With Amendments



**Amendments**

Ord. #/Rezoned From	Rezoned To	Co Bd Appr
03-14 PA	I	8/26/2003
03-23 PA	GRF	12/16/2003
09-03 PA	GRF	10/27/2009
12-04 PA	GRF	5/22/2012
14-01 PA	GRF	5/27/2014
22-01 PA	C	5/26/2022



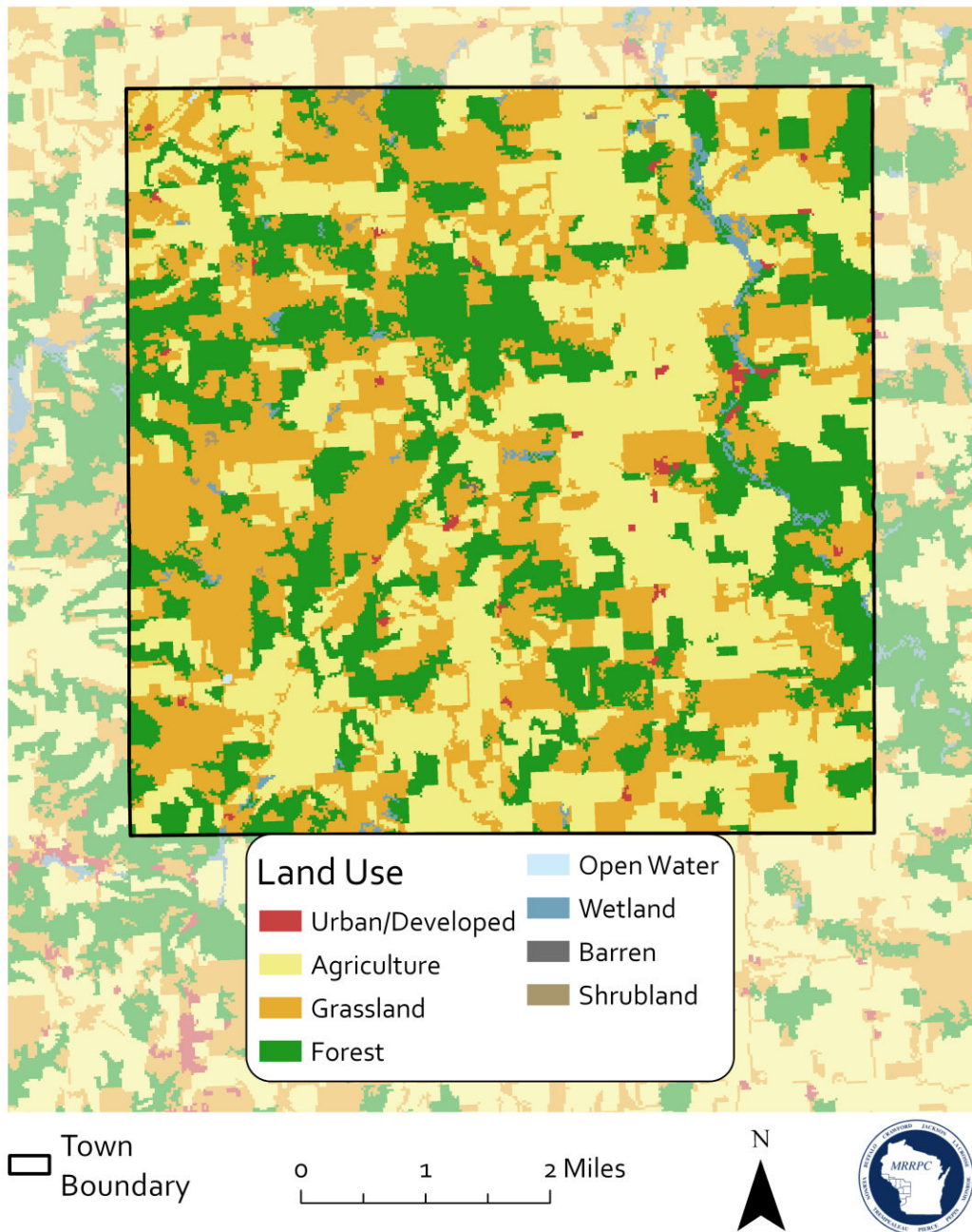


## Town of Martell Comprehensive Plan 2025 – 2045

Map Town of Martell Current Zoning

Map Town of Martell Existing Land Use

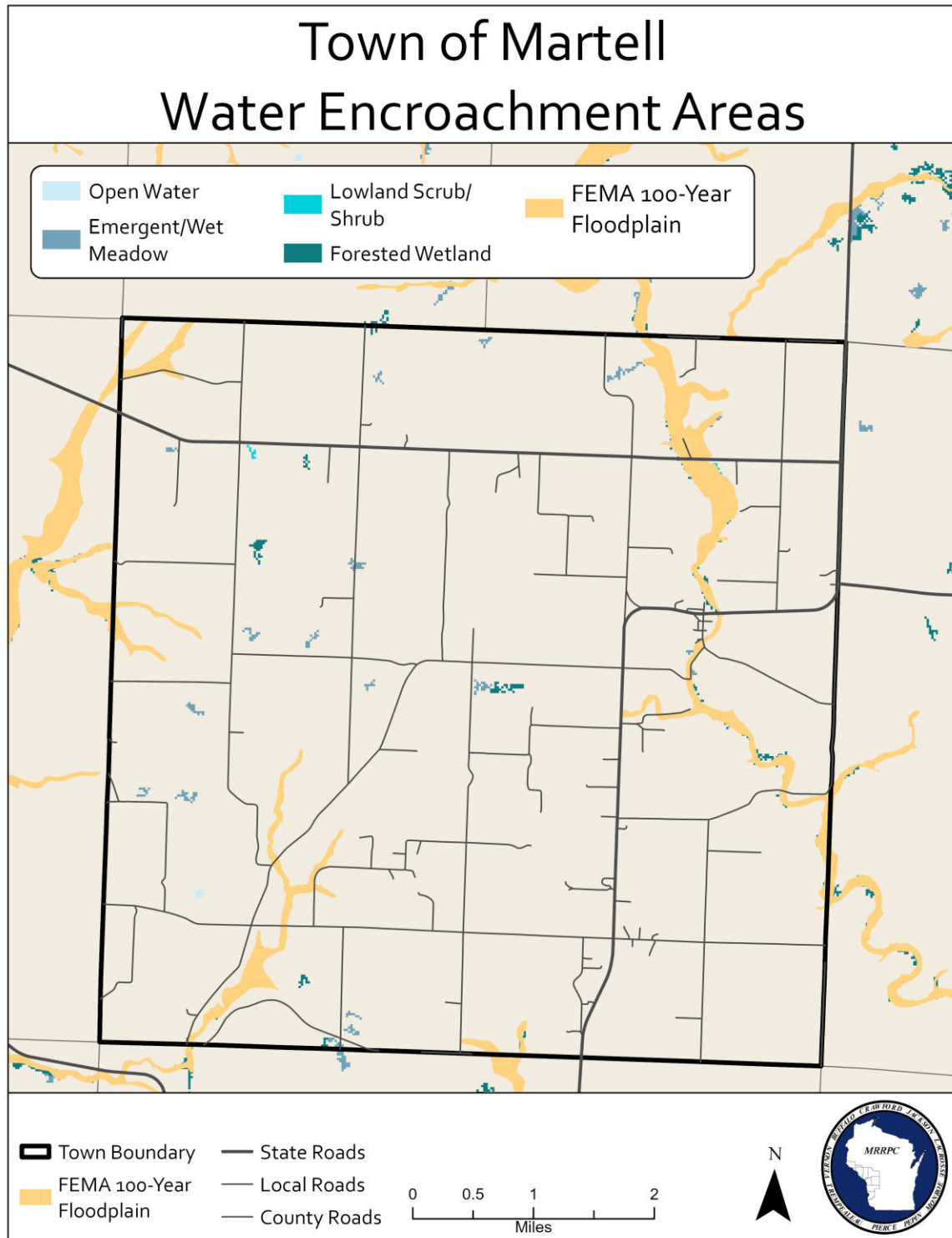
### Town of Martell Existing Land Use





## Town of Martell Comprehensive Plan 2025 – 2045

### Town of Martell Flood Plain Map





## Appendices

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### Appendix A – Municipal Survey 250+ Respondents

1

# Township of Martell Comprehensive Plan Survey

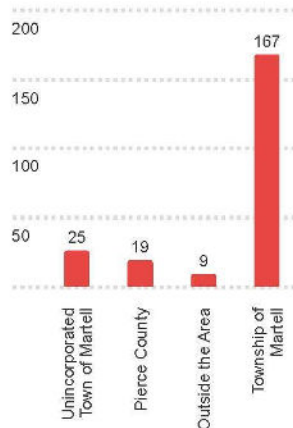




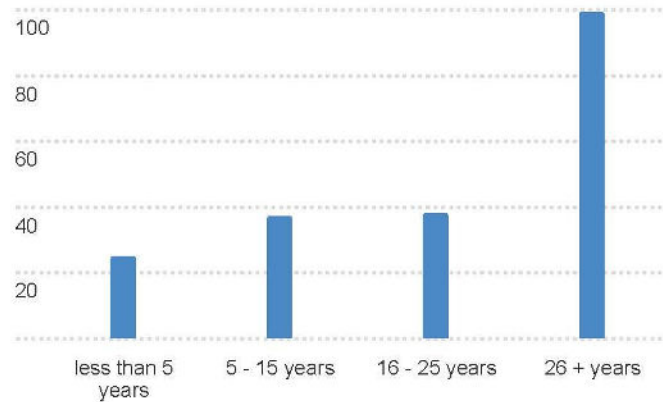
## Town of Martell Comprehensive Plan 2025 – 2045

2

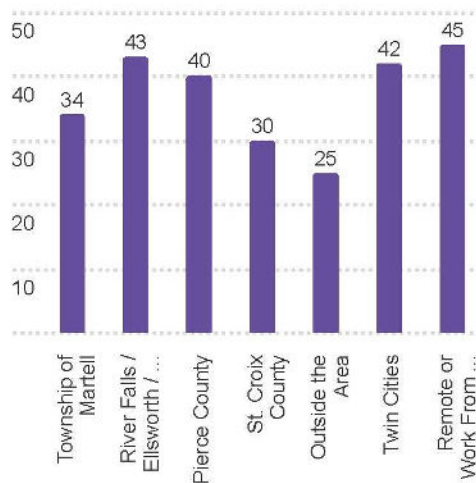
### 1. Where do you live?



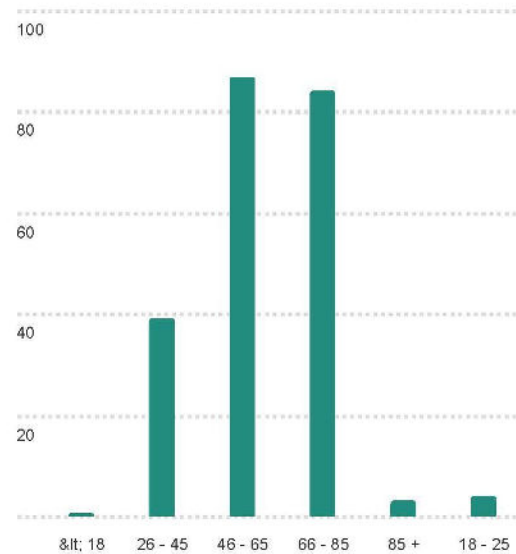
### 2. If a Township resident, how long have you been a resident of Martell?



### 4. Where do you Work? (Check all that apply)



### 8. Your age?

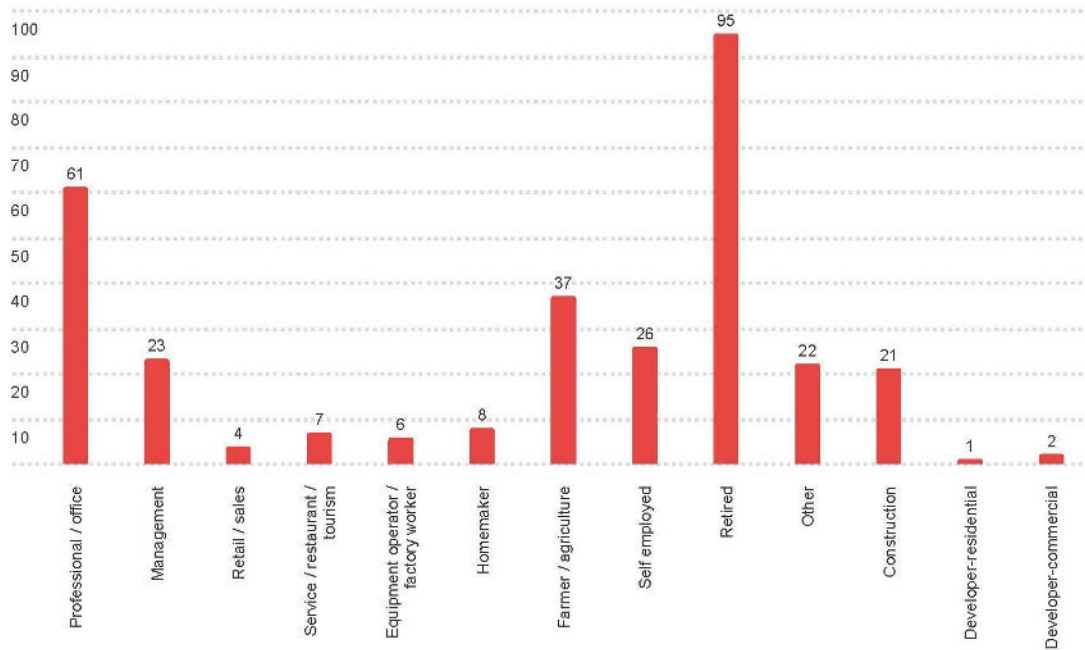




## Town of Martell Comprehensive Plan 2025 – 2045

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### 3. What is your occupation? (Check all that apply) - Selected Choice



Other - Text

Education/Teacher

O.T.R Truck Driver

florist

Government

Educator

Manufacturing

Machinist, CNC Programmer

Healthcare

Journeyman Lineman

semi-retired cleaning person

Reading tutor

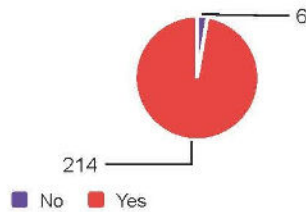




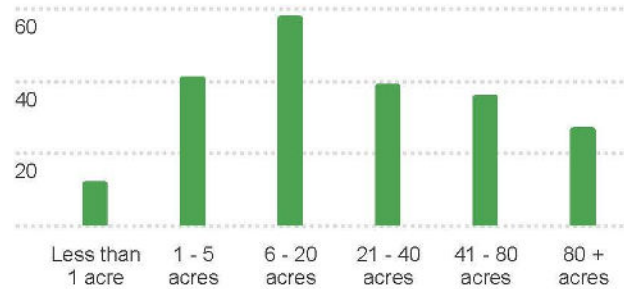
## Town of Martell Comprehensive Plan 2025 – 2045

4

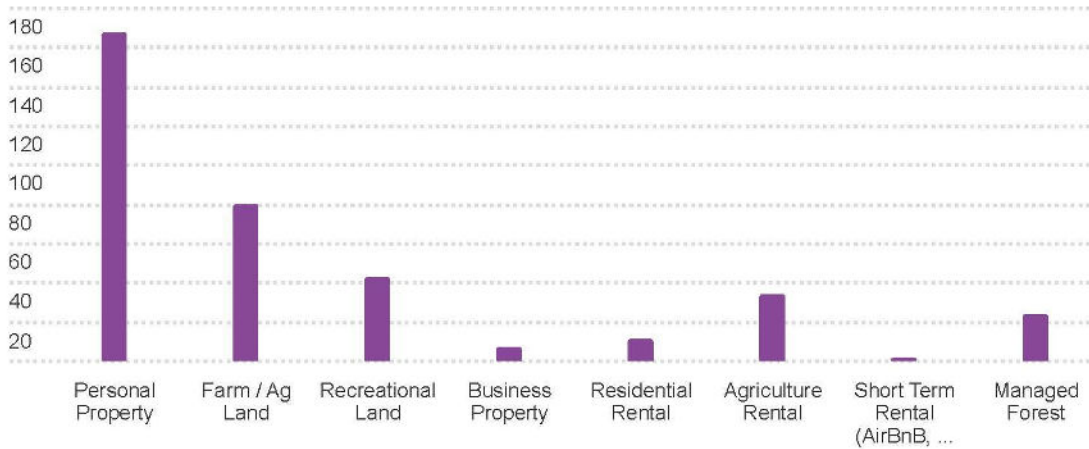
5. Do you own property in the Township of Martell?



6. If Yes, how much total land do you own?



7. If you own property, how is it used? (Check all that apply)

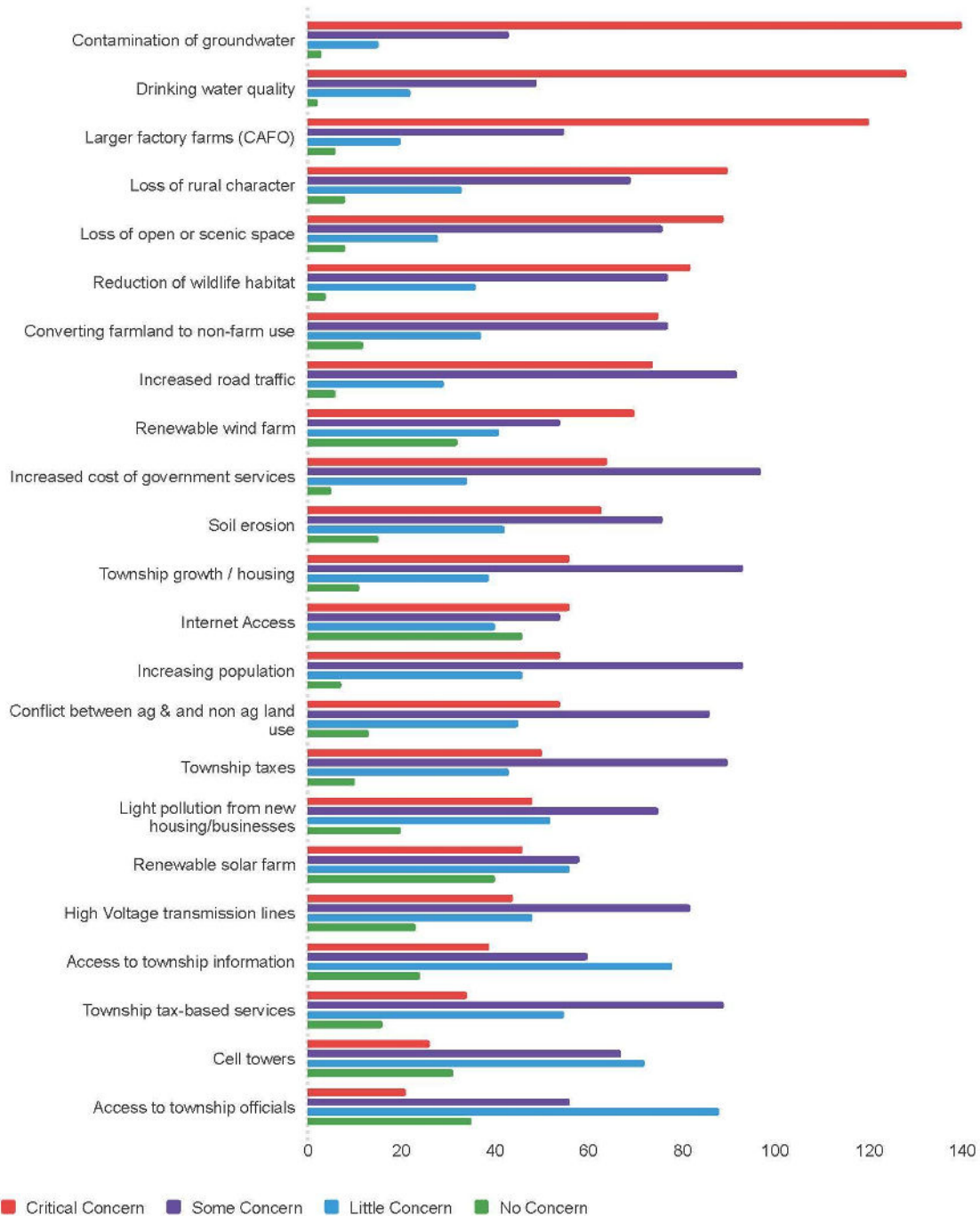




## Town of Martell Comprehensive Plan 2025 – 2045

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### 9. Please provide your level of concern regarding the following items...





## Town of Martell Comprehensive Plan 2025 – 2045

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### Q12 - 10. Other Issues of Concern...

#### 10. Other Issues of Concern...

Uncontrolled use of ATV vehicles. Our quiet road is now loud daily. Weekends horrible with them coming in bunches of 25-65, parking down a winding hill to party eat and drink. You didn't send residents any notification before you opened our road up to that traffic.

Spraying by farmers - drift of pesticides

Bees; we have Texas bees brought up to our township (rental by Radkes). My understanding is that it's too hot for them down there. Seems like there should be something formalized as they could negatively impact our local bees.

Wiff's corner is deadly and every time emergency services go by, I feel like there are heading there.

Transparency of what is happening in township and how to access information.

Dumping of large quantity of carcasses.

The spread of tree diseases.

Global warming.

Commercial airline flight pattern alterations and why.

None

ATV traffic, would like housing density to remain 2 per 40 acres, roadside sign hygiene (especially political; make it timely then remove), it was internet before but we love Swiftcurrent broadband

People's lack of interest in getting involved with township matters. Need some new faces on our town board but people don't want to be involved yet they are the first to complain about things.

The short-term rental of some properties; the increase in noise pollution

We were told 530th Ave is going to be blacktopped again after it was ripped up and 3 years later there is still none. We pay very high property taxes and would like it paved.

Neighbor shooting semi automatic weapons for hours straight, sometimes all day on a Sunday.

Taxes keep going up.

This survey is quite ambiguous. We feel more specific questions need to be asked in order to gauge true feelings regarding the issues addressed.

There has been 2 owners living on County N between Lawton and Beldenville that their places look like junkyards and degrades local owners. W6915 and W6649 is their #s.

Traffic increases and high speeds. Animal kills.

Preservation of milkweed in ditches.

Could mowing occur late in fall to preserve habitat for monarch butterflies through summer and fall to allow completion of the reproduction cycle?

bad roads

None

I don't even know who the township leadership is and I never see them or know why they hold the position and what they do.

People using Tannerite, that is load and should be Banned from being used in the Township of Martell. People not taking care of there property, Not looking like a Junk yard. Wind Farm, No one likes looking at a Eyesore. They are load and can not be recycle. Light Pollution, bad need to look into dark sky plan.

Fix the roads priority 1



## Town of Martell Comprehensive Plan 2025 – 2045

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### 11. What do you like BEST about living in the Township of Martell...

11. What do you like BEST about living in the Township of Martell...

Community and Rural Space

Rural flavor

Small quaint area - let's not allow "new" home owners to forget what brought them here, and make our small community into a city and lose our farm land. Those newcomers moved here to find quiet, relaxing homes.

Pretty much everything.

Less people, ag land

The dark so I can see the stars, open spaces, Rush River, and the delicious water from my tap. Once the zoning issue came up, the town board jumped into action to get the comprehensive plan going with volunteers- we have a bias towards action!

Community, friendly neighbors, safety

I enjoy living rural, enjoying privacy and quiet and wildlife.

Rural, country feel. Space between neighbors. No developments. Accessible township officials.

Country living

Privacy with wide open, green spaces and rural environment that is within a commutable distance when I need to run to the cities. Also like not have a ton of bars out here. Seems like we are at the right amount.

The beauty, privacy and quiet life in living here and away from the cities. Close enough to travel to the cities but outside of the metropolitan bubble.

It's rural and quiet.

the scenic nature of the area

Peaceful, quiet, clean

Quiet peacefulness. Good neighbors.

It used to have cheap taxes not anymore

Lack of people

Open spaces

Still neighborly area, wildlife, dry township.

Living on our farm which is private.







## Town of Martell Comprehensive Plan 2025 – 2045

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### Q14 - 12. What do you like LEAST about living in the Township of Martell...

12. What do you like LEAST about living in the Township of Martell...

Tax zoning of property for Ag purposes vs. residential.

Loss of good farmland to housing. Cost of rented land.

ATV traffic

I'm fine I believe.

Encroachment of the cities

I think we should make efforts for it to be easier for the town officials to share information in a timely manner. The zoning exception this past year demonstrates that many folks want to be informed and provide feedback on the issues important to them.

Taxes in Pierce County are some of the highest in the state not sure where the division happens from county to township.

I hate all the semis on 29. And the speeding and disregard for wildlife that goes with it. The straight ways are abused passing zones.

Gravel roads. Light pollution.

Nothing

Gunfire and rifles during gun season. We are gun toting family but rifles scare the heck outta me during gun season with houses at such close range. Neighbors target shooting is pretty hard on our dogs.

Some people are opposed to change here and change is inevitable. Those who have lived here for "generations" don't seem to be very friendly to newcomers.

Flooding from the rush.

the increased local traffic, the increase in noise pollution

Out of state fisherman that come in in large numbers and trespass and fish illegally

People who shoot guns for fun and ride atvs at three in the morning. People who speed on 650th st between hwy 29 and co J. There are at least eight blind driveways, (one is mine). There has been a death at one driveway. We went to a board meeting years ago to get a speed limit, but were told it could not be done, because no one could enforce it.

Taxes keep going up

Pot holes

People that let their homes (yards) look like dumps and no laws against it. (Not farms)

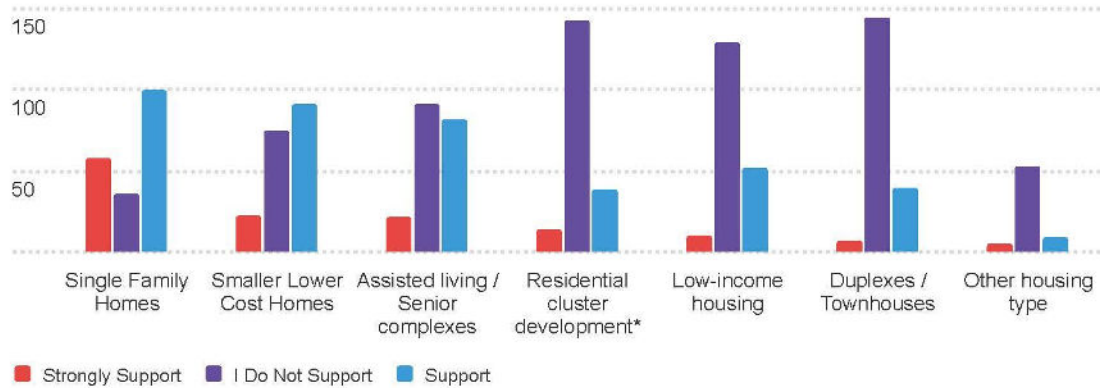
Increased housing



## Town of Martell Comprehensive Plan 2025 – 2045

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### 13. Which of the following types of housing do you feel are needed in Martell.



#### Other housing type - Text

Small Farms

Apartment complexes

Any of these in moderation or limited volume.

Trailer parks and campgrounds

no trailer homes

Support for people that are single and no family house is good. Not a trailer house or campers. NO 15 MIN CITYS.

I do not think housing is a "need" in Martell.

No other types. We have enough houses.

Single famiky

Accessory Dwelling Units

Trailer parks

House trailers

Tiny houses

Farmsteads

high-density apartment/condo

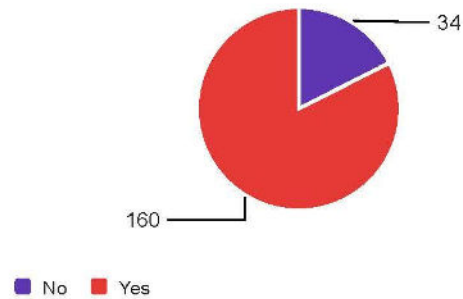
Rehab/half way housing



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14. Surrounding communities have zoning ordinances to preserve high quality farmland (Class 1 and 2). Should the Township consider adopting similar restrictions on future housing and development on productive farmland?





## Town of Martell Comprehensive Plan 2025 – 2045

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### 14-B. Additional Comments on zoning ordinances?

I'm not against cluster housing in non-agricultural land. Cluster housing should be consider municipal sewer treatment.

Small farms we need to have more of them not less!

If we don't have them already, setbacks and protections for our dry runs and rivers.

Need a plan to our on-going development. Should consider retail options in the actual Town of Martell as well as some growth in this area. But need to prevent or limit large developments in our rural areas.

Exceptions have been made to zoning; seems like we need to have a better handle on this regarding communication to residents IF it is even allowed. Prefer no exceptions in our house.

Not an ordinance but Center line markers or reflective markers on roads would be appreciated- like they do out West

The Farmers have too much influence on our zoning ordinances

Do not use eminent domain to take private farmland.

Maintaining as much class 1 and 2 farmland should remain a priority.

while development may be inevitable I believe large scale residential development could destroy the essence of Martell.

No 15 min city. No trailer parks. No big commercial real estate apartments.

Need to make sure DNR enforces action when manure spills occur

change to general rule of flex

Personally I'm supportive of restricting development, but I worry that the Town doesn't have the resources to administer a new ordinance. I'm sure too many people will argue that restricting class 1 and 2 farmland at this point would be a taking and want to fight it. Most soils in Martell aren't great anyways. Almost the entire town is currently primary ag and I think that is restrictive enough.

I've watched many areas in Pierce county and St. Croix fall to development. Prime farmland that's now lost to development and some of these developments bring in the worst people.

I do support minimum acreage type rules - 5 acre minimum? Let's not be chopping up farm land and woods.

I don't see where any high density housing is appropriate in any Martell location. No matter what amount of "incentive" in the form of other people's tax money is promised from state or federal government to "just include low rent/multi-family/high density housing" in our town plan, the residents will suffer loss of what makes Martell our home. There is not one example of the quality of life improving for existing residents when significant low-income/high density housing is introduced into a place like Martell. Not one. There are, however, a multitude of examples of families leaving due to increased crime, taxes, or just move to somewhere more like what they had... a peaceful rural setting... all because they were sold the promise of lower taxes, improved services, etc. by including subsidized housing in their plan.

If we go to developments, they need to be well thought out and can't turn martell township into river falls. We need to continue to protect our rural way of life.

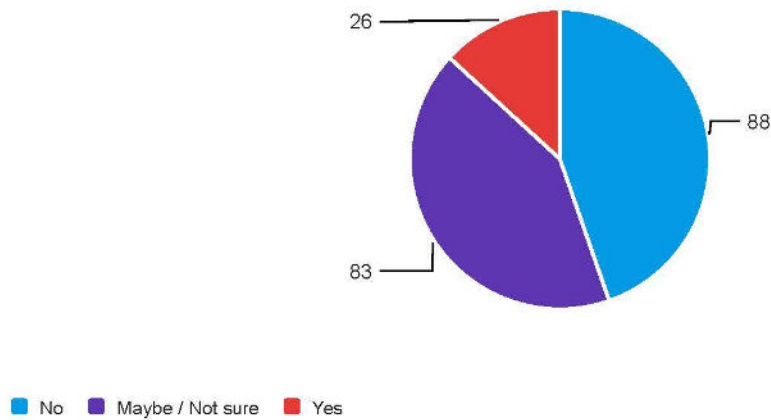
People should have larger pieces of land so houses aren't too close

I love the farmers. I'd want to keep small farms thriving.

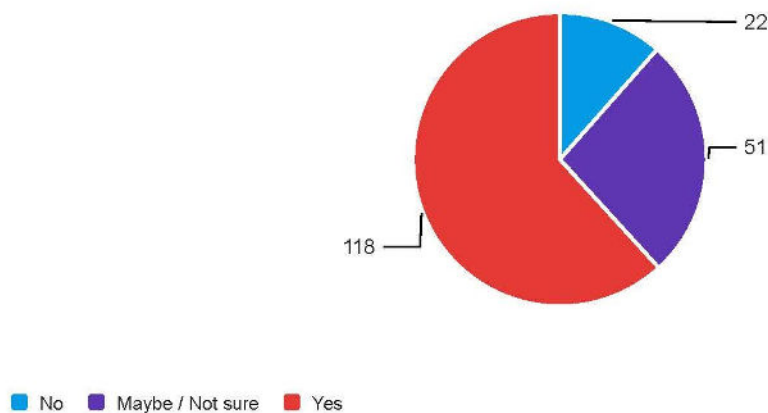
We need to protect lands from being chopped up into tiny lots. From loss of farmland to destruction of wildlife habitat, we need to protect what we have.



15. Should the Township consider planned higher density development where appropriate?



16. Should high density residential development be required to provide / preserve open space (parks, nature strips, farmland, wildlife sanctuaries, etc.)?



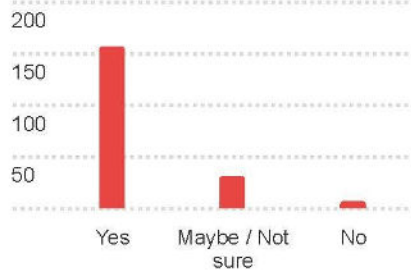




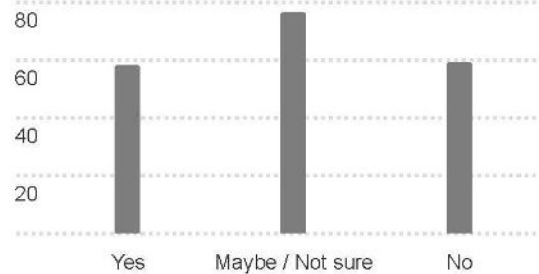
## Town of Martell Comprehensive Plan 2025 – 2045

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17. Should the Township charge developers impact fees to offset cost incurred by the Town?



18. Should your neighbors be able to use their property in any way they desire? You may add additional comments below.



18-B. Comments (Are there activities / uses you would like the township to restrict?)

Any development that would endanger water quality - in our highly fractured bed-rock or destroy the rural flavor.

Keep developers out of the area.

Depends on impact and how often the impact occurs.

Excessive noise or light pollution

Seriously consider the impact on any gun range requests use of automatic and semi-automatic guns. Light pollution guidelines including directional lighting with elevation in mind.

ATV traffic. Shooting- neighborly considerations

Garbage dumps

short-term rentals, unmonitored fires, noise ordinances

Only so many houses per 40 acres

When their use impacts neighbors in a negative way, that use has to be stopped, mitigated, or compensated. Commercial, large agricultural operations, cell towers, etc. , anything that changes the landscape or environment in a drastic way.

We do not need junk yards in the Town of Martell. There is nothing wrong with having more than one Wedding Venue in the Town of Martell.

If the property is zoned agricultural, it should be used for agriculture.

Depends, no dumps, no bars, no drug outlets

Those that damage environment and/or disrupt neighbors.

Tired of target practice, guns, so close to our house.

Of course restricting noise that would disrupt the peaceful rural area we all enjoy.

Shooting ranges and excessive shooting of guns

Solar and wind farms, factory farms

strip clubs, hate groups,

Factory farms

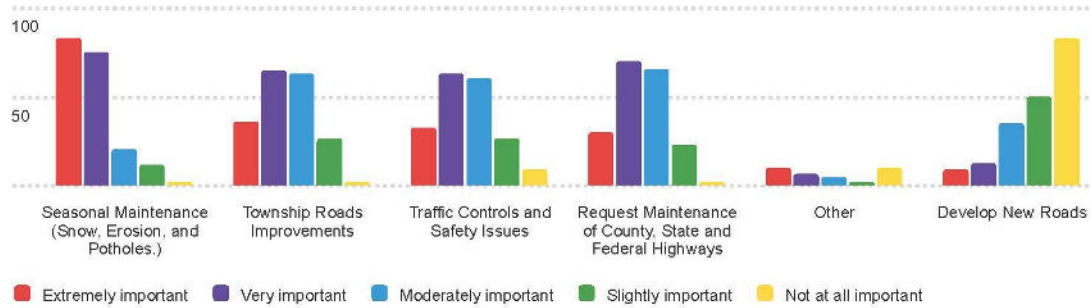


## Town of Martell Comprehensive Plan 2025 – 2045

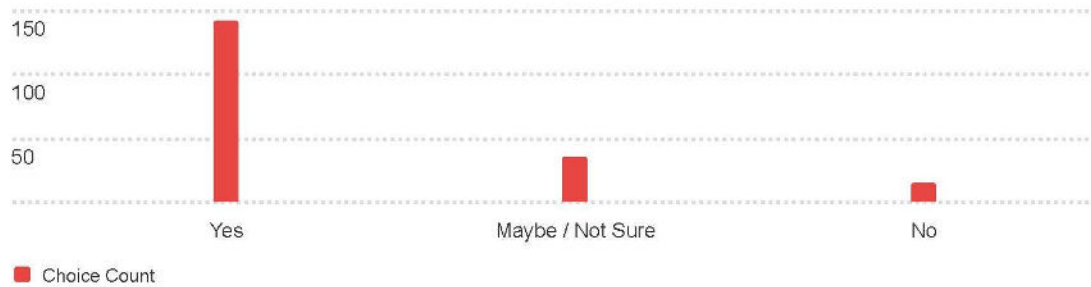
15

### Roads and Transportation

19. What Road and Transportation issues should the focus on...

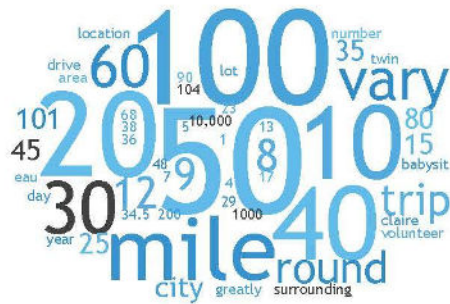


20. Do the roads and highways in the Township adequately meet your needs?





21. Do you commute / drive to work?

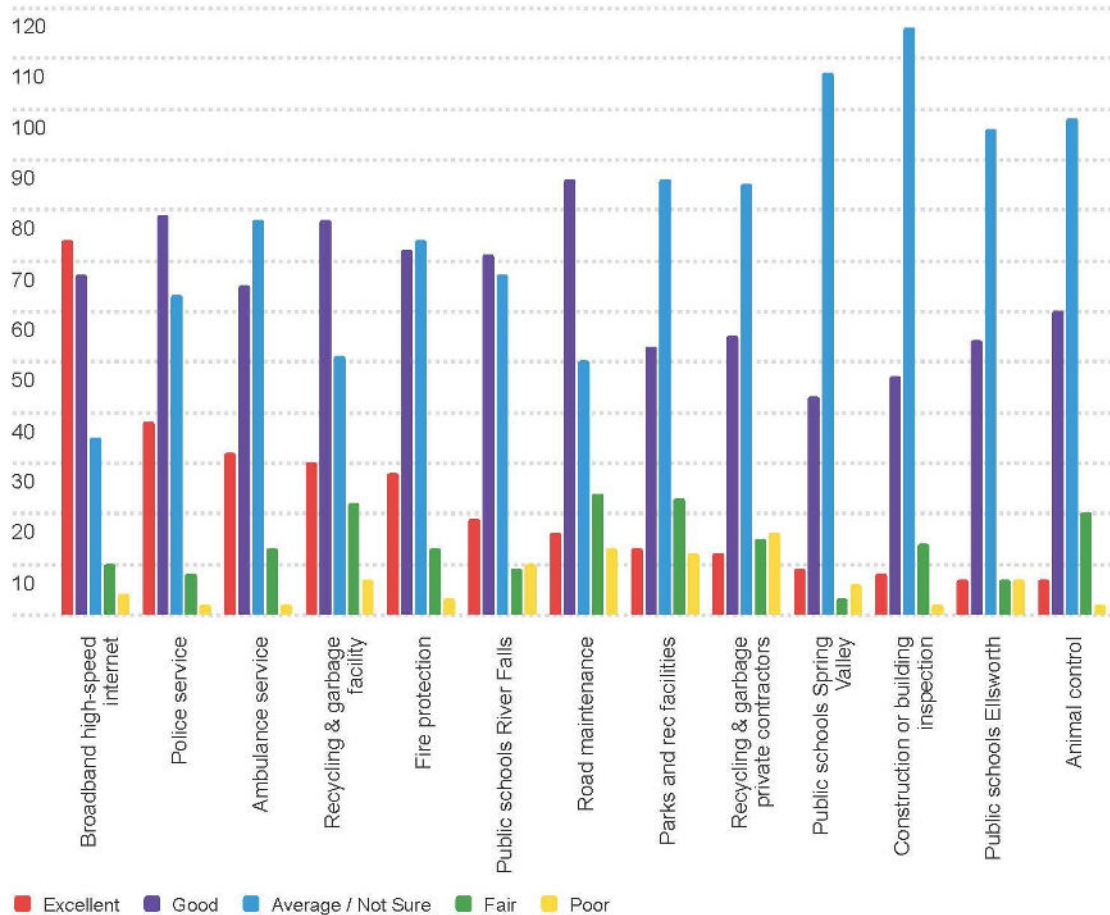




## Town of Martell Comprehensive Plan 2025 – 2045

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22. Listed below are several area community services offered in the Town, please rate...





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### 23. Your comments on how can the township improve services?

23. Your comments on how can the township improve services?

The roadside grasses on Highway 29 became dangerously tall for those entering from driveways or side roads. They need to be mowed back earlier in the season.

Repairs needed on roads "less" traveled. Spend money on keeping our township repairs and not on developing a new city.

Direct communication to residence of events, meetings, etc via email and possibly texts.

They are good

Doing a great job! Thank you!!

So much is based on the township's budget which is limited.

Coffee and doughnuts at monthly meeting. Have townships deliver gravel. Per cost or at least one load per address per year.

Speed bumps. More traffic signs - caution on roads.

No more new roads at all.

Keep improving Internet. Clean water.

Keeping community up-to-date on information that concerns us.

No shoulders on roads is a dangerous situation, plus one cannot walk or bike safely

Rural living means slower response time for emergency services, but we called an ambulance once and it took over 20 minutes to arrive. Thank god no one was bleeding out, but maybe that's why they took their sweet time.

I feel the township is providing good services within it's scope. The services that I feel need improving are outside of what the township can (or should) provide.

Need a good park for kids.

Plow 801st Ave sooner. Plow goes down the bare Hwy 63 many times a day without making the swing though our street until late afternoon. We need to leave early this year for necessary medical treatments and fear we will be snowbound.

Develop and increase garbage/recycling facilities and services.

Answered "Average/ Not Sure" to a number of items above because haven't needed those services (no children in schools, haven't needed Animal Control or Police services, etc.)

As the population ages, elder housing should be encouraged so rural elderly do not have to move to 'town' in their last years, but can stay enlivened by birds and nature.

Make recycling pickup more accessible. we currently do not recycle at all because there is no pickup service available in our area.

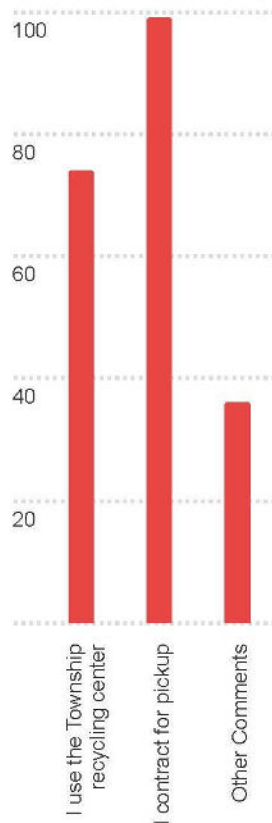




## Town of Martell Comprehensive Plan 2025 – 2045

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### 24. How do you handle trash and waste?



#### Other Comments - Text

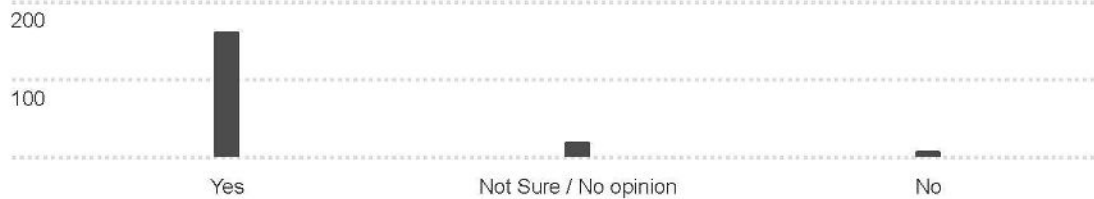
- I use the Ellsworth Recycling Center.
- My mil has waste management and we drop our garbage at her receptical.
- Randy is always a pleasure to work with at the center.
- Thanks for those that serve on the township board!
- The men who maintain the recycling center do an excellent job!
- Recycle all.
- use the recycling dumpsters in ellsworth
- Take trash and recycling to a facility
- Moved in two years ago and just found out about the recycling in Martell
- I actually use Town of River Falls recycling center
- We need to haul our garbage to Murtha— if my spouse were to pass, I would not have the strength to do that
- Township does a good job at the recycling center.
- Used to use recycling center but got annoyed with the bags and having to go there. Easier to pay for pick up
- Haul myself. The service around here is t good.
- I use Ellsworth recycling facility
- We also bring recycling to Pierce County and River Falls drop-off bins
- When GFL Environmental Services took over from P.I.G., the quality of our service went down and our monthly fees continue to go up. They made us sign a 5-year contract which I regret and will not be renewing if I can find another provider.
- N/a
- Haul myself
- Move recycling to new town shop. Close old landfill site and confirm its not leaking. Encourage people to use Pierce County recycling center



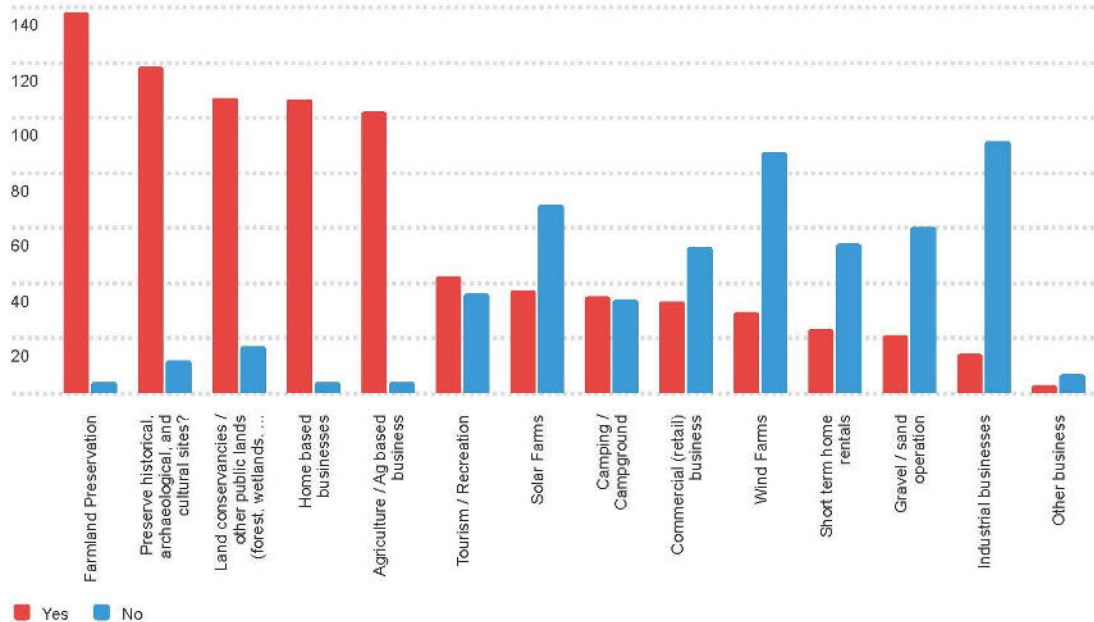
## Town of Martell Comprehensive Plan 2025 – 2045

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### 25. Should Martell Township continue to preserve productive farmland?



### 27. Which of the following should be allowed / encouraged in the Township...



#### Other business - Text

Gun range

Trout farm(s)

NO Anaerobic Digester, meaning NO shit plant. NO big corporation farms. What i would like to see is strong Union Jobs.

Camping but only if policed

N/a

I like the idea of preserving farmland but I think it is unrealistic given the urban sprawl to our area.

Wind and solar should not be on a huge scale

Regenerative farming

Encourage CSA farms, pick-your-own orchard, berry farms, farm-to-table restaurants

i am for things that will help cut down on property taxes

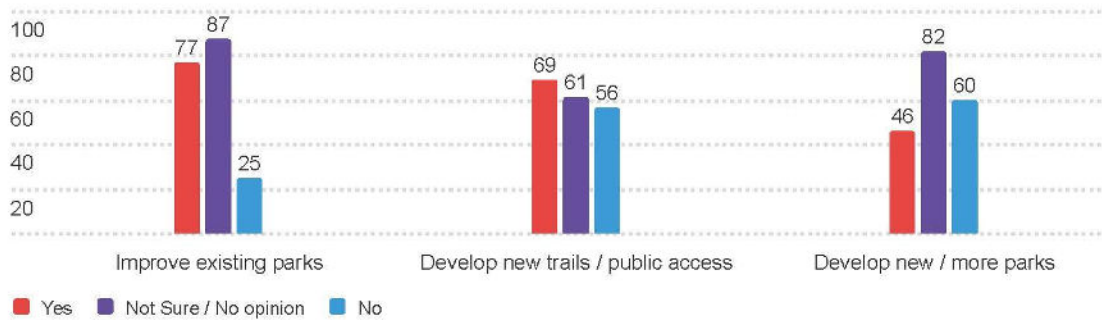
None



## Town of Martell Comprehensive Plan 2025 – 2045

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### 26. Should there be more township parks, and should the current parks be improved...



#### Other ideas - Text

Have to run and cannot complete

Inform people of the existing parks before creating new. Once use increases consider additional needs.

Preserve old school house.

Make rush river more open to canoe, kayak

Make stream improvements where needed

We don't need trails so the idiots from MN can come use them

ive never really taken advantage of any of the parks, so i really cant offer any opinions

The last 3 questions depend on who, what, when, where, how, and why.

Depends on how many people go to them.

Utilize the schoolhouse and the Heffner Park in more welcoming fashion. Agree no overnight camping but outhouse and events would be nice. Maybe put up an outdoor shelter. Schoolhouse is inaccessible.

Need more running/walking/bike trails.

Work to develop/enhance parks along river and river access

do not support the use of atv/utv trails on township roads

We are a rural area. Please be honest with how many people would actually benefit from spending on these parks. The number of users is likely quite small.

Sell Old School house and old Town shop making sure they are clean of hazardous waste. Develop trails that could serve housing. Limit ATVs ,snowmobiles encourage biking hiking along the Rush River and smaller streams

Develop trails along Rush River

I would like to see the town hall meeting to maybe rotate days or live stream them and/or make them available online (YouTube, Facebook, Twitter/X.)

I've noticed recently that private residential ownership along the Rush River has dramatically increased.

I would Encourage Preservation and Accessibility to the River by individuals where possible.



## Town of Martell Comprehensive Plan 2025 – 2045

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More pollinator planting

I don't think the parks listed are used much -- though they're nice to have. There is so much privately owned recreational areas that neighbors share.

Develop trails along Rush River



## Town of Martell Comprehensive Plan 2025 – 2045

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### 28. What "big Idea" would you like to see in the Township of Martell?

28. What "big Idea" would you like to see in the Township of Martell?

Don't turn our quiet community into an industrial area of any sort. Big business always tempts the farmers and locals with big money to let them in - always, always, always perhaps one farmer is paid well, while all those surrounding folks have to put up with what is brought in. Choose your committees wisely. That "growth" doesn't make one's community a happy one! Small family farms.

Keep farmland preservation. Only let single-family homes be built

Establish standards for ease of fair implementation to all.

Implement a process and guidelines for any & all development with follow through on monitoring the progress of it all.

Create reasonable ordinances to maintain our current quality of life.

Disseminate information directly to all in the community to inspire participation.

Campground on the Rush and setting the example of how a little township can be an example of how government can keep people informed and engaged leveraging technology to move us forward.

Flood prevention of Rush river.

Noise ordinance/enforcement. Loud dogs constantly barking

530th Ave paved again

Use the old school house for events. Maybe rent it out for small venues. I loved when we voted there. So much nicer than a church basement.

I would like to see an ordinance restricting the "Super Big" dairy operations. I do not feel that the DNR is actually policing these operations very thoroughly at all. No Big irrigation systems on farms!

Make wise use of our tax dollars.

If it's not broken, don't fix it.

More communication to Martell landowners when and where and how some land may be changed (at monthly meetings).

Many have no computers/smart phones or Internet, email. Use Journal.

Begin to conserve all we have. Discontinue development where possible. Slow things down a bit.

Make better use of town hall and surrounding area.

Charge access fee to out of state fishermen

Leave things as is

wouldn't mind speed traps,

Peace and quiet.

Strong Union Jobs. Clean water. Nice clean Township. People need to be informed better with changes to anything. Well put together plan for the future of the township of martell.

I have lived in the township since 1991. Other than a few key locations, most outside visitors do not know how valuable the Rush River is for trout fly fishing. I have only seen one stream channel/habitat improvement project in 33 years. I would be willing to advise the township in working with WIDNR and groups like TU to improve township fly fishing tourism.

Dr. Joe Magner, Professor of Environmental and Ecological Engineering, University of Minnesota





## Appendix B – Public Participation Plan

DRAFT



## Town of Martell Comprehensive Plan 2025 – 2045

### Appendix C – Ordinance Adopting Plan

Ordinance No. \_\_\_\_

An Ordinance to Adopt the Comprehensive Plan of the Town of Martell, Wisconsin.

The Town Board of the Town of Martell, Wisconsin, do ordain as follows:

Section 1. Pursuant to section [59.69(2) and (3)(for counties)/62.23(2) and (3)(for cities, villages, and towns exercising village powers under 60.22(3))] of the Wisconsin Statutes, the Town of Martell, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The town board of the Town of Martell, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The plan commission of the Town of Martell, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to [common council/village board/town board/county board] the adoption of the document entitled "Comprehensive Plan of the Town of Martell," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Town has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Town Board of the Town of Martell, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan of the Town of Martell 2025 - 2045," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Town Board and posting as required by law.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
[mayor/village president/town board chair/county board chair]

(Published/Posted):[date]

(Approved, Vetoed):

Attest:

[city/village/town/county clerk]