

**ISSUES AND
OPPORTUNITIES
ELEMENT**

EXECUTIVE SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general population and demographic characteristics for the Town of Moscow. More specifically this section includes information from the community survey and visioning sessions, demographic trends including population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, housing projections, and labor force projections.

**Wisconsin State Statute 66.1001(2)(a)****(a) *Issues and opportunities element.***

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

ISSUES AND OPPORTUNITIES POLICIES

The following are the issues and opportunities policies (not listed in order of priority) for the Town of Moscow. The essence of these recommendations is carried out throughout the entire document.

- 1. Protect and improve the health, safety, and welfare of residents in the Town of Moscow.**
- 2. Preserve and enhance the quality of life for the residents of the Town of Moscow.**
- 3. Protect and preserve the small community character of the Town of Moscow.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

BACKGROUND

Iowa County, together with twenty-two jurisdictions, including the Town of Moscow, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2001. In the spring of 2002, the Comprehensive Planning Grant was awarded. Iowa County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the twenty-three jurisdictions (Iowa County, cities, towns, and villages) in accordance with Wisconsin Statutes 66.1001.

Because of the large number of involved jurisdictions and in an effort to streamline planning meetings, individual jurisdictions were grouped into “clusters”, based on their physical proximity to one another, resulting in six cluster groups. Iowa County was a separate cluster.

- “Northwest Cluster” (Towns of Highland and Pulaski, Villages of Avoca and Highland)
- “Northeast Cluster” (Towns of Arena, Clyde, and Wyoming, and the Village of Arena)
- “Central Cluster” (Towns of Dodgeville and Ridgeway, Village of Ridgeway, and City of Dodgeville)
- “Southwest Cluster” (Towns of Eden, Linden and Mifflin, and Village of Linden)
- “South Central Cluster” (Towns of Mineral Point and Waldwick, and City of Mineral Point)
- “Southeast Cluster” (Town of Moscow, and Villages of Blanchardville and Hollandale)
- Iowa County

COMMUNITY INVOLVEMENT

COMMUNITY SURVEY

In September and October of 2002, the staff from SWWRPC and University of Wisconsin Extension Service-Iowa County (UWEX-Iowa County) developed a countywide survey that was distributed to all property owners in Iowa County. A total of 10,752 surveys were sent out, 243 to Town of Moscow property owners. Eighty-two surveys were sent back, giving the Town a 34 percent return rate. (See Appendix A-1 for complete survey results.)

COMMUNITY VISION

A vision statement identifies where an organization intends to be in the future and how to best meet the future needs of its stakeholders. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. SWWRPC, in conjunction with UWEX-Iowa County, sponsored visioning sessions for each cluster in the fall and winter of 2002-2003. The Town of Moscow’s planning commission utilized the visioning information from these sessions to create a formal vision statement. The vision statement by the Town of Moscow is

The Town of Moscow wants to maintain local control over land use within the Town. It seeks to identify ways in which land resources can best be used for the benefit of both individual property owners and all the citizens within the Town. The Town of Moscow is committed to the fair, equitable, and consistent treatment of all its residents. In order to protect the interests of individual property owners, the Town asserts its authority to control activities that might damage the environment or prejudice the interest of individual property owners or of the community as a whole. Recognizing that growth may occur, the Town of Moscow seeks to encourage and accommodate appropriate growth. The purpose of this land use plan is to establish the general principles

and procedures the Town board will use to guide that growth in harmony with our critical life support system and our community values. When adopted by the Town board, this plan will carry the force and authority of a "Master Plan" as set forth in Wisconsin Statutes ss62.23.

VISIONING

In February 2003, the Town of Moscow planning representatives were asked to identify issues, opportunities, strengths, and weaknesses specific to the Town of Moscow. The following lists are based on the cluster visioning exercise, countywide survey, and local Plan Commission meetings. (See Appendix A-2 for the Southeast Cluster's visioning results.)

Issues:

- Large scale farms (over 500 animals)
- Housing on minimum acreage
- Cluster housing development
- Preservation of historic buildings and places
- Job employment opportunities
- Preservation of the Pecatonica River and watershed
- Group homes
- Mobile home parks
- Junk and scrap yards
- Housing for elderly and disabled

Opportunities:

- Excellent fire protection
- Garbage pick-up
- Good paved roads
- Small-town atmosphere
- Future development of business such as biotech
- Potential for roadside stands for farm produce
- Air and water quality
- Family involvement and excellent neighbor support and volunteers
- Quality schools

Strengths:

- Police and fire protection
- Natural beauty – quality air and water, rolling hills, preservation of Ag land
- Small-town atmosphere and friendliness
- Recreational opportunities in area
- Good road maintenance in area
- Closeness to employment opportunities and good geographic location

Weaknesses:

- Lack of industry
- Lack of community social services
- Lack of renewable energy sources – solar, wind towers, etc.

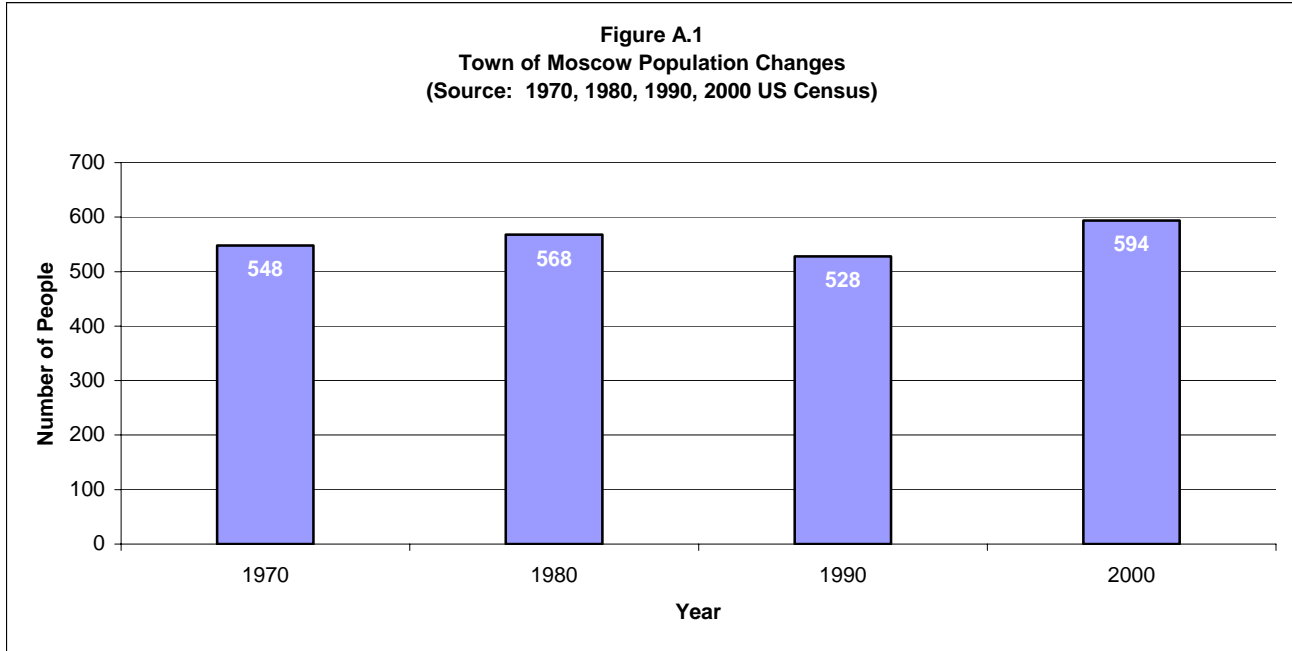
COMMUNITY PUBLIC PARTICIPATION PLAN

See Appendix A-3 for your jurisdiction's public participation plan.

DEMOGRAPHIC TRENDS

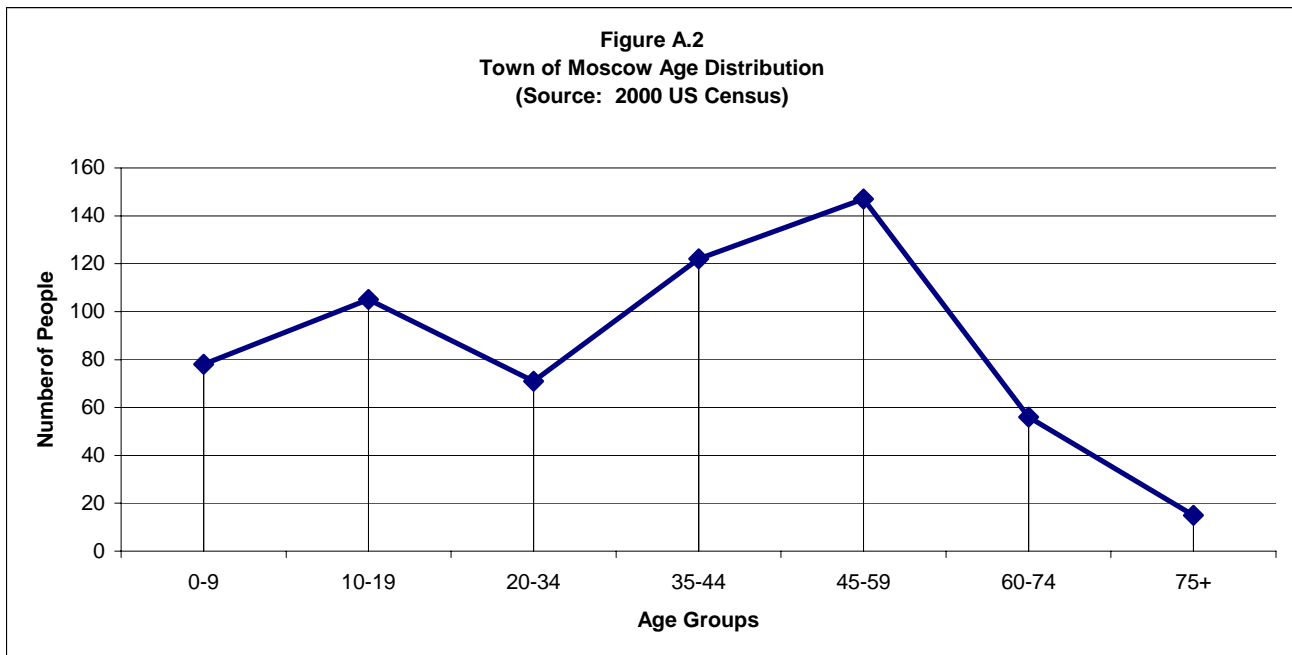
POPULATION CHANGES

The Town of Moscow's population has increased by forty-six people over the past 30 years. Between 1970 and 1980 the Town grew by 4 percent and between 1980 and 1990 population dropped 8 percent. From 1990 to 2000 the Town grew 13 percent.



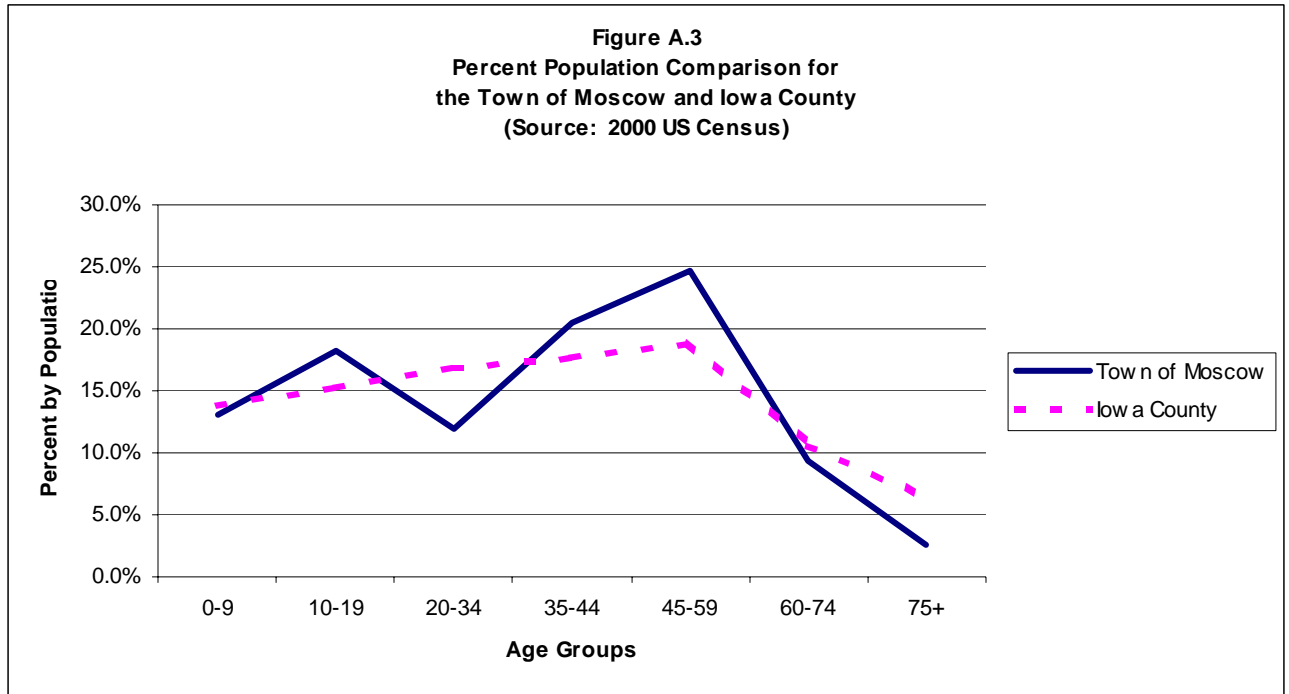
AGE DISTRIBUTION

Figure A.2 shows the age distribution of the Town of Moscow residents, according to the 2000 US Census. Overall the population is well distributed among all the various age groups. The age group of 45 to 59 year olds has the highest concentration of the population in the Town.



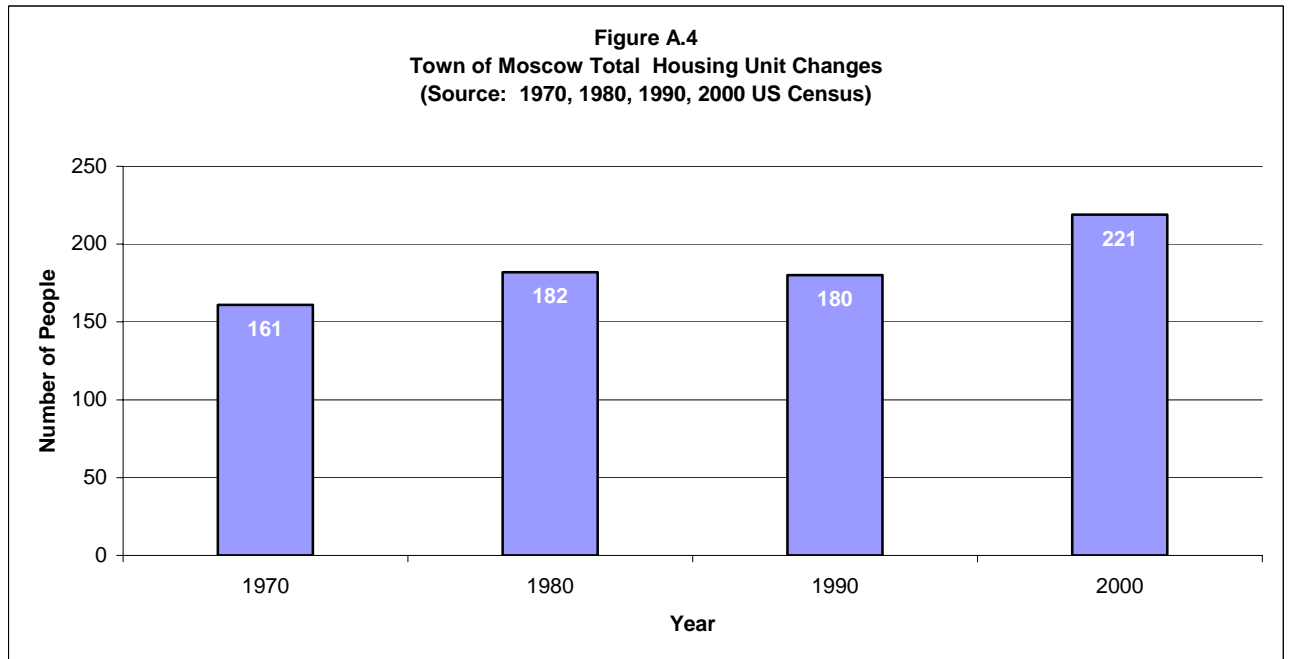
PERCENT POPULATION

Figure A.3 compares the Town population to Iowa County as a whole. The breakdown of the Town population is somewhat similar to the County population, although the Town is much higher than the County in the 45 to 59 year age group and lower than the county's 20 to 34 year age group.

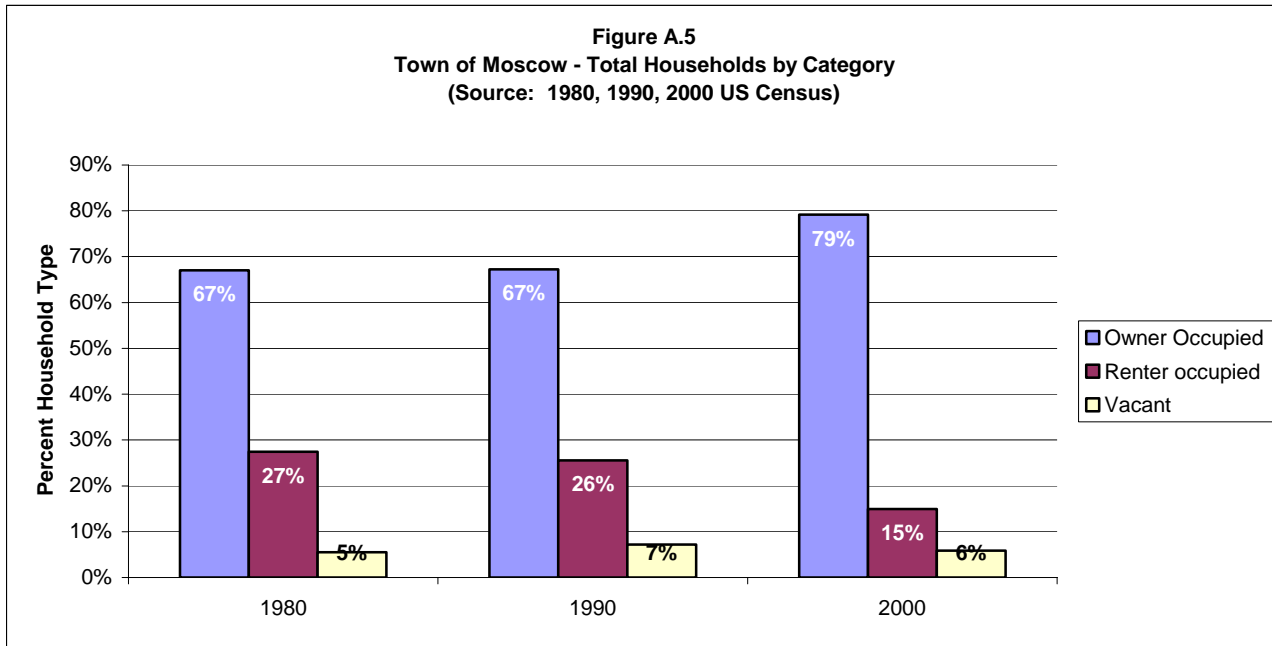


HOUSING TRENDS

Historically, the Town of Moscow has seen an overall increase in the housing supply. “Total Housing Units” refers to the total number of units available for habitation: owned, rented, and vacant. As indicated by Figure A.4 the Town of Moscow had an increase of sixty units between 1970 and 2000. For more housing information, go to Section B, Housing Element.



“Total Households” refers to occupied (owned and rented) housing units only. Figure A.5 shows of the 219 housing units in Town of Moscow in 2000, 79 percent are owner occupied, 15 percent are renter occupied, and the remaining 6 percent are vacant. The average number of persons per household is 2.89 for owner occupied units, 2.67 for rental units.



EDUCATION LEVELS

An important factor tied to a community’s economic well being, as well as its potential for economic growth, is the link between education levels of residents and employment opportunities. Table A.1 reflects the educational attainment of the Town residents 25 years and older compared with Iowa County and the State of Wisconsin.

Table A.1: Educational Attainment of Residents 25 Years and Older

Education	Town of Moscow		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
< 9th grade	10	2.6%	4.2%	5.4%
9th-12th grade, no diploma	15	3.9%	7.4%	9.6%
HS Grad (incl. Equivalency)	186	48.3%	41.8%	34.6%
Some college, no degree	81	21.0%	19.9%	20.6%
Associate Degree	28	7.3%	8.3%	7.5%
Bachelors Degree	36	9.4%	13.2%	15.3%
Graduate or Professional Degree	29	7.5%	5.3%	7.2%
Total population 25 years and older	385	100.0%	100.0%	100.0%

Source: 2000 US Census

INCOME COMPARISONS

Table A.2 compares the income levels of the Town of Moscow with those of Iowa County and the State of Wisconsin. Median household income is based on every unit of occupancy with one or more unrelated individuals. Median family income is based on units of occupancy with individuals related by blood (children, grandparents, etc.) or law (marriage, adoption, etc.). Per capita income is based on each individual wage earner.

Table A.2: Income Comparisons

Income Type	Town of Moscow	Iowa County	State of Wisconsin
Median household income	\$45,000	\$42,518	\$43,791
Median family income	\$44,712	\$49,972	\$52,911
Per capita income	\$17,515	\$19,497	\$21,271

Source: 2000 US Census

EMPLOYMENT CHARACTERISTICS

Table A.3 is reflective of the 2000 US Census for employed persons 16 years and over and their respective occupations in the Town of Moscow, compared by percentage to Iowa County and the State of Wisconsin. By definition of the Census, occupation is referred to as the type of work a person does on the job. For more information, go to Section F, Economic Development Element of this plan.

Table A.3: Employment Characteristics

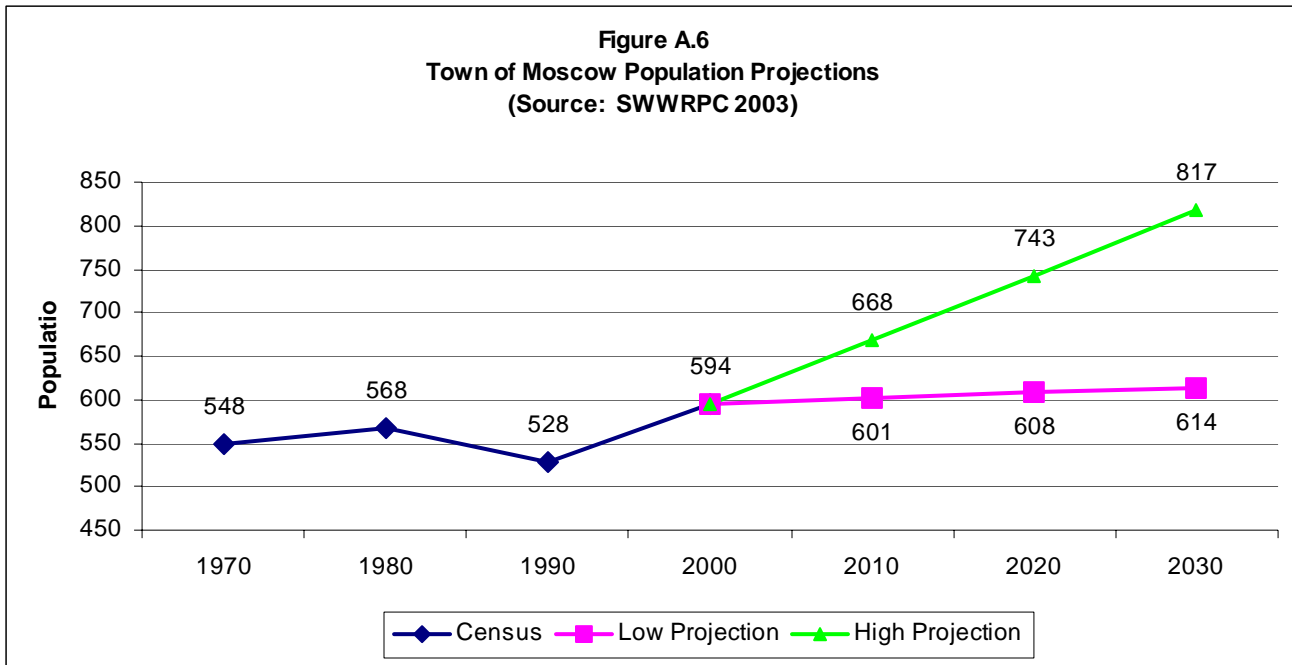
Occupation	Town of Moscow		Iowa County	State of Wisconsin
	Number	Percent	Percent	Percent
Management, professional and related	151	44.5%	30.9%	31.3%
Services occupations	40	11.8%	12.8%	14.0%
Sales and office occupations	64	18.9%	25.5%	25.2%
Farming, fishing, and forestry occupations	14	4.1%	2.5%	0.9%
Construction, extraction, and maintenance occupations	26	7.7%	10.9%	8.7%
Production, transportation, and material moving occupations	44	13.0%	17.4%	19.8%
Total employed civilian population 16 years and older	339	100.0%	100.0%	100.0%

Source: 2000 US Census

DEMOGRAPHIC PROJECTIONS

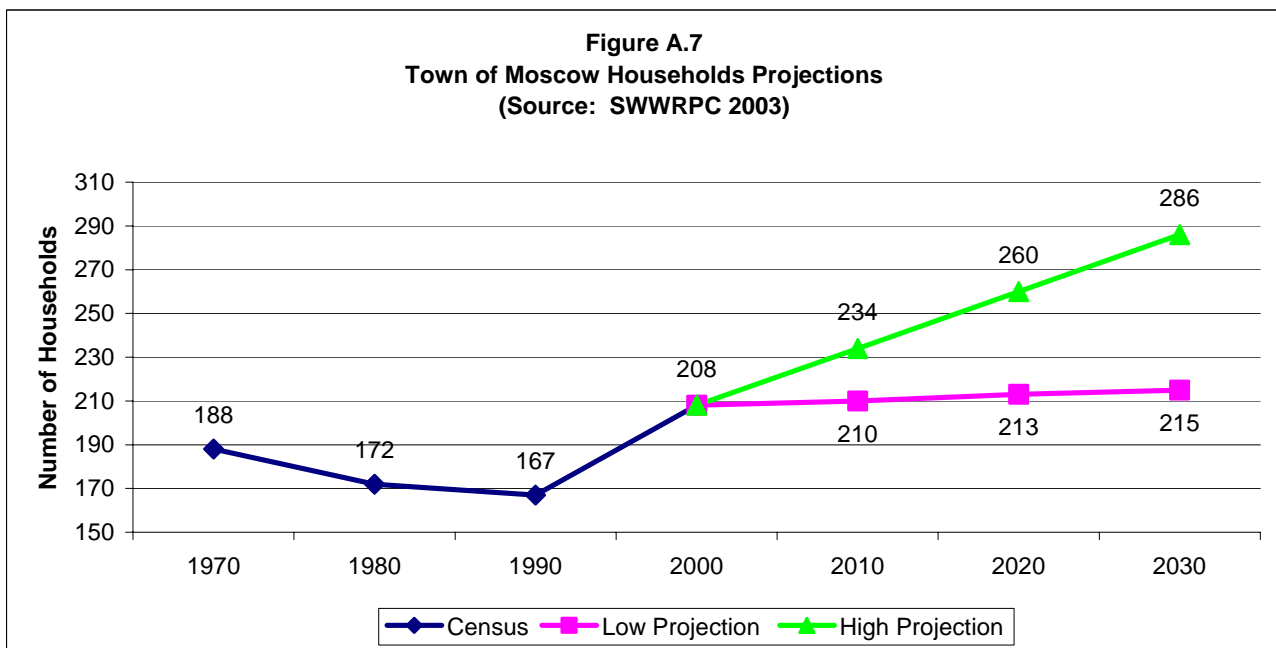
POPULATION

Preparing population projections is necessary to provide planners, developers, and others with expected increases or decreases in given base years. Reliable projections of population are needed for all kinds of planning or policy decisions whether involving the need for extending utilities, building a new highway, or starting a business. All these require some notion of probable demand for such facilities. Figure A.6 shows past population trends as well as projections to the year 2030. The figure gives both low and high projections, showing an overall population increase in the next 30 years.



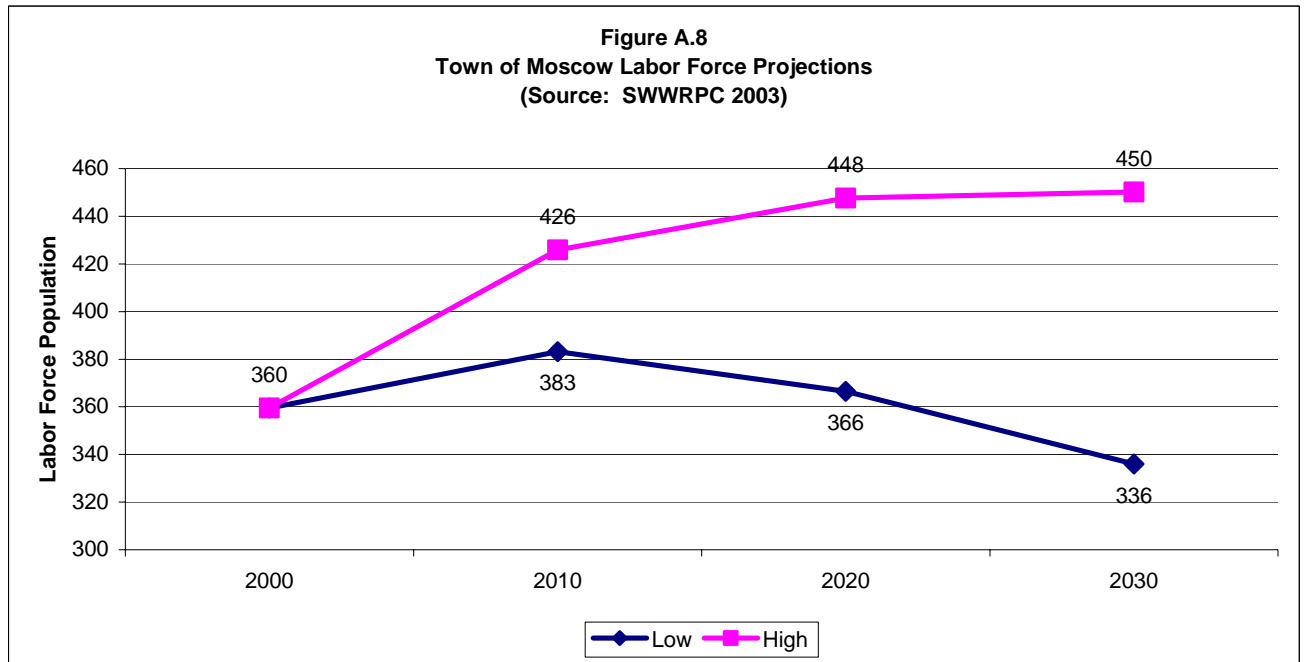
HOUSEHOLD

Figure A.7 shows household projections based on population projections and average household size from the 2000 US Census.



LABOR FORCE

Figure A.8 shows labor force projections for the Town of Moscow. These available workers will not necessarily find employment in the Town: many will work in nearby towns and cities. The figure merely indicates the available labor pool residing in the Town of Moscow. For more information, go to Section F, Economic Development Element.



All of the projections presented in this section are based on past trends. The projections are intended as a guide. A sudden change, such as the creation of a large industry in an outlying area may dramatically impact these projections.