

ISSUES & OPPORTUNITIES

1.1 INTRODUCTION

Development of the Town of Sherman’s Comprehensive Plan will begin with an overview of the community based on known information from the past to present and projections of the future covering a 20-year planning horizon. This element gives an overview of demographic trends and background information necessary to develop subsequent components of the comprehensive plan. This information includes such things as past, present, and future population; household and employment forecasts; demographic trends; age distribution; education and income levels; and employment characteristics.

1.2 POPULATION CHARACTERISTICS

Historical Population

The Town of Sherman had a slight population decline from 1950 to 1970. A sharp population increase occurred from 1970 to 1980. In 1990, the population dropped 20.5%, and then rebounded in 2000. Explanations for this latest population increase include the development of shoreland property and seasonal homes being converted into permanent residences.

From 1920 to 1990, Iron County’s population has generally been on the decline. Although not shown in Table 1.1, its population peaked in 1920 at 10,261 compared to a 1990 population of 6,153.

Table 1.1: Historic Population Trends								
Location	1950	1960	1970	1980	1990	2000	Absolute Change 1950-2000	Percent Change 1950-2000
Town of Sherman	164	153	152	336	267	336	172	104.9%
Percent of County Population	1.9%	2.0%	2.3%	5.0%	4.3%	4.9%	---	---
Iron County	8,714	7,830	6,533	6,730	6,153	6,861	-1,853	-21.3%

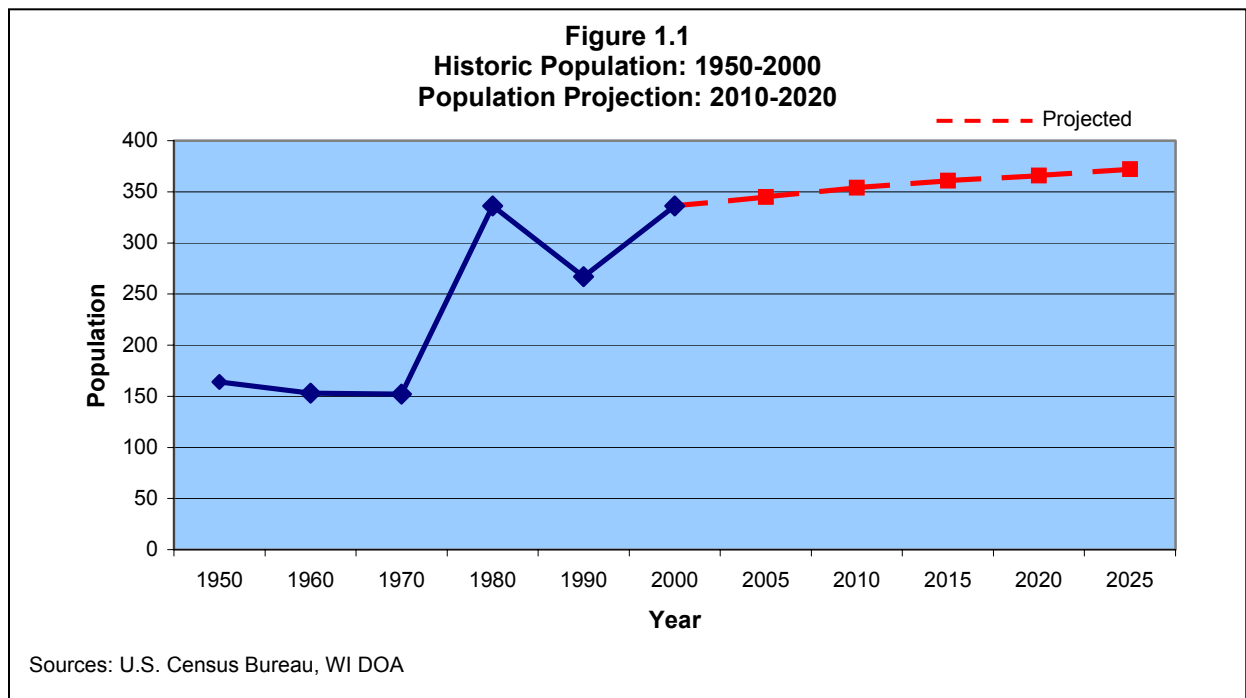
Source: U.S. Census Bureau

Population Projections

Table 1.2 depicts population projections for the Town of Sherman through 2025 that are developed by the Demographic Services Center in accordance with Wisconsin Statute 16.96. These projections are based on past and current population trends, and are intended to be a base-line guide for the users. The table also compares this population change to Iron County for the same period. These projections indicate that the Town of Sherman will continue to see an increase in population, but Iron County will experience a slow decline during the same period. Figure 1.1 charts both the past population levels as well as the projected population change through 2020.

Table 1.2: Population Projections 2005 - 2025		
Year	Town of Sherman	Iron County
2005	345	6,841
2010	354	6,830
2015	361	6,785
2020	366	6,719
2025	372	6,684
Absolute Change 2005-2025	27	-157

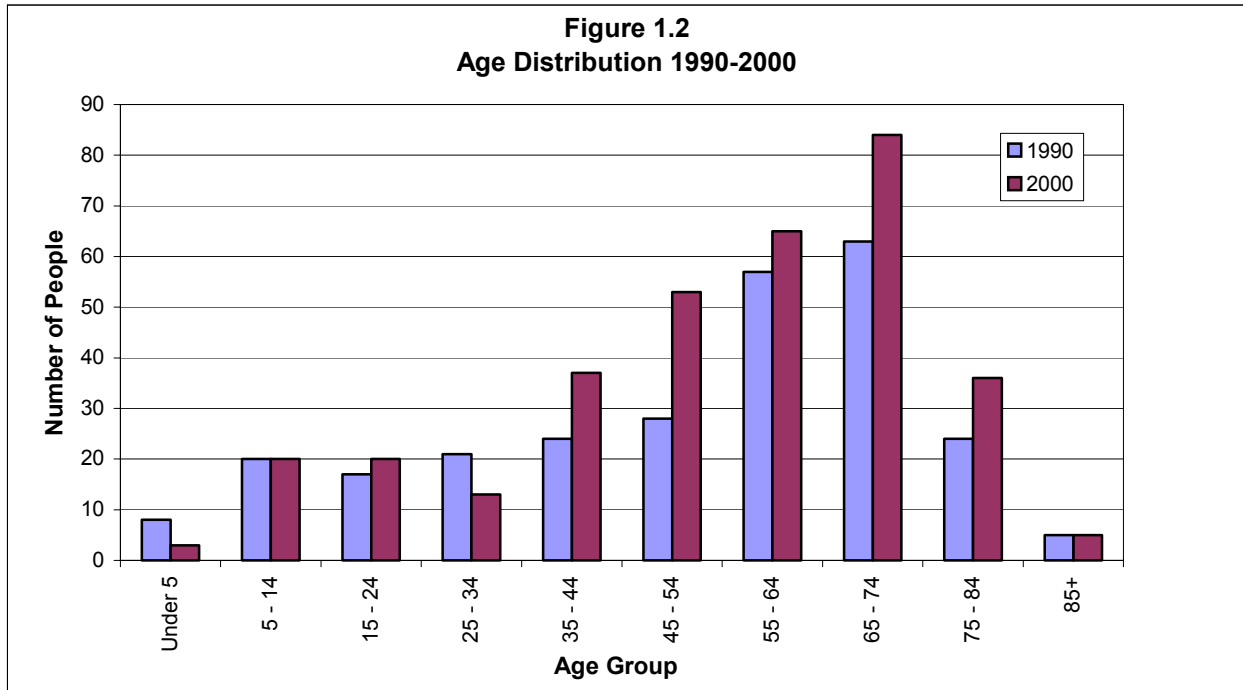
Source: Wisconsin Department of Administration



Population Composition

In 2000, the Town of Sherman had 171 males and 165 females. Town residents reported their race in the 2000 U.S. Census as the following: White 99.1 percent, American Indian 0.6 percent, Two or more races 0.3 percent. The median age of Town residents is 59.2 years old. In comparison, Iron County’s median age is 45, while the State of Wisconsin’s median age is 36. The Town of Sherman has the second oldest median age of anywhere in Wisconsin.

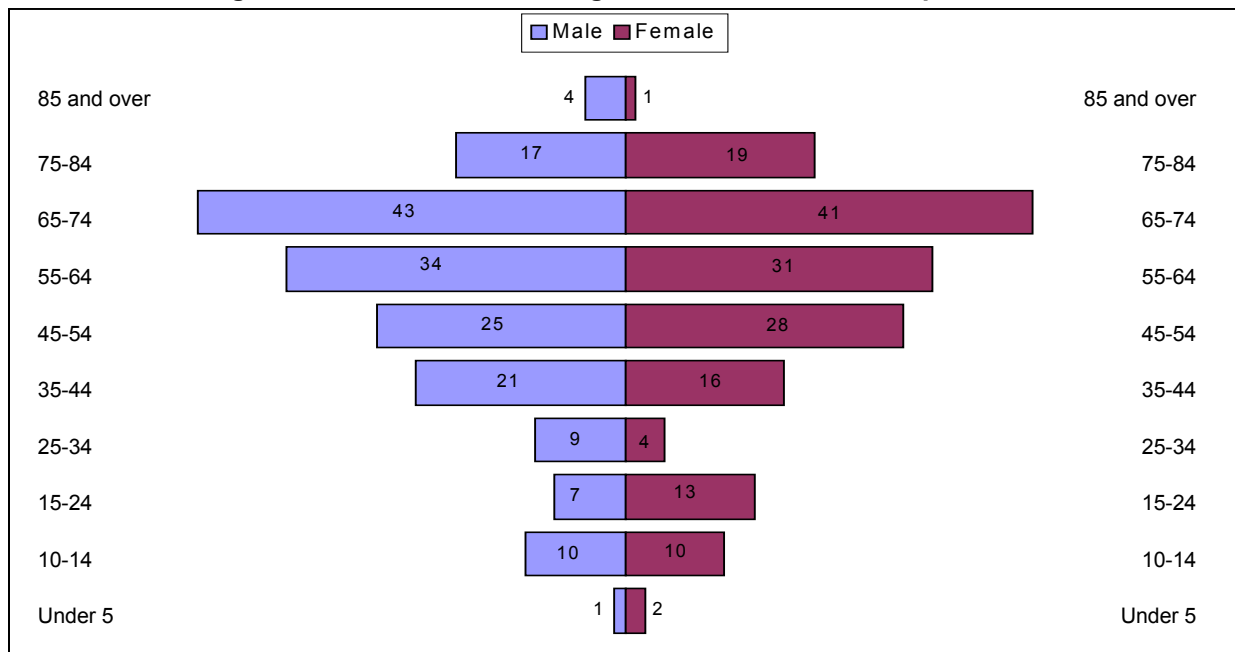
Figure 1.2 compares the age distribution in the Town of Sherman between 1990 and 2000. It illustrates that less than 20 people exist in each age group below 35 years of age. More than 37 percent of the town population in 2000 is above the retirement age of 65 years and the largest age group in 2000 was 65 to 74 years old.



Source: U.S. Census Bureau (1990 STF 1, 2000 SF 1)

The population pyramid shown in Figure 1.3 presents a visual depiction of the age categories in the Town of Sherman in 2000. As stated previously, the median age for the town is 59.2 years, which is 23.2 years more than the state average, and is indicated by the top heaviness of the pyramid.

Figure 1.3: Male and Female Age Distribution of Total Population, 2000



Source: Census 2000 (SF 1)aa

1.3 HOUSEHOLD CHARACTERISTICS

A **household** includes all of the people who occupy a housing unit. ^{U.S. Census}

Occupants may consist of a single family; one person living alone; two or more families living together; or any other group of related or unrelated people who share a housing unit. ^{U.S. Census}

A **housing unit** is a house; apartment; mobile home; group of rooms; or single room occupied (or, if vacant, intended for occupancy) as separate living quarters. ^{U.S. Census}

Married couple families with children continue to constitute a sizable portion of Wisconsin households, but they continue to decrease in number and in proportion. ^{UW-EX}

Table 1.3 Households by Type	
	Town of Sherman
Total Households	166
1. Family households	118
a. Married-couple family	108
i. With own children under 18 years	17
ii. Without own children under 18 years	91
b. Householder without spouse present	10
i. With own children under 18 years	0
ii. Without own children under 18 years	10
2. Nonfamily households	48
a. Householder living alone	46
b. Householder not living alone	2
Source: U.S. Census 2000 (SF 1)	

Table 1.3 shows the households by type for the Town of Sherman. Out of 166 households in the town, 118 are family households and 48 are non-family households. Of the 48 non-family households, 46 are single person households living alone as shown in Table 1.3. Out of the 118 family households in the town, 108, or 91.5 percent, are married-couple families. Approximately 14 percent (17 of 118) of family households have children.

Household Trends and Projections

The Town of Sherman’s average household size in 1990 was 2.21 persons, while in 2000 it was 2.02. Households declined 9 percent from 1980 to 1990 then increased 37 percent from 1990 to 2000 as shown by U.S. Census 2000 data in Table 1.4.

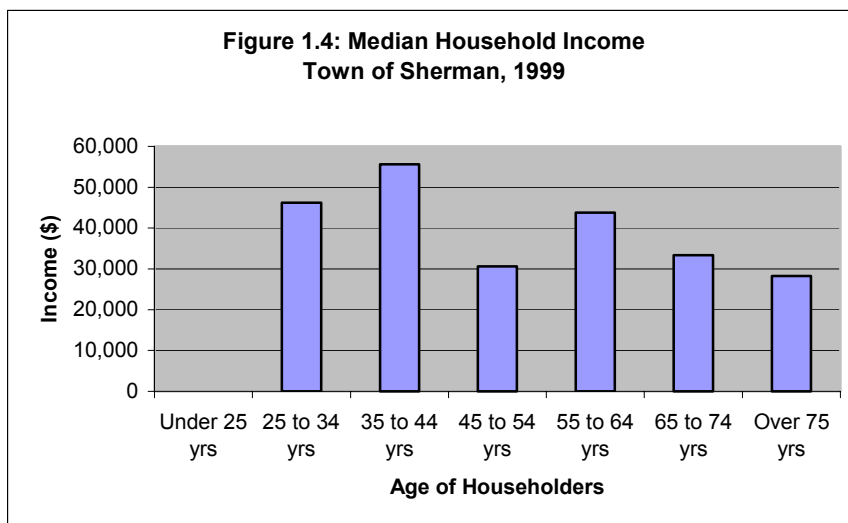
Household projections to the year 2025 are shown in Table 1.4. From 2000 to 2025, the Town of Sherman is projected to gain 40 households.

Table 1.4 Household Trends 1980-2000 Household Projections 2005-2025								
TOWN OF SHERMAN	1980	1990	2000	2005	2010	2015	2020	2025
Households	133	121	166	175	186	194	200	206

Source: US Census Bureau; Wisconsin Department of Administration, Demographic Services Center

Household Income

The median household income in the Town of Sherman in 1999 as reported by Census 2000 was \$34,375, compared to a median household income of \$29,580 for Iron County. As illustrated in Figure 1.4, householders age 35 to 44 years old have a median household income over \$55,000.



Source Census 2000 (SF 3)

Annual Income	Percent of Households
Less than \$10,000	2.5%
\$10,000 - \$19,999	16.1%
\$20,000 - \$34,999	32.3%
\$35,000 - \$49,999	22.4%
\$50,000 - \$99,999	21.7%
\$100,000 and over	5.0%

Source: Census 2000 (SF 3)

Table 1.5 shows that approximately 18 percent of the 166 households have an annual income less than \$20,000. Roughly 50 percent of households in Sherman are at or above \$35,000.

The 2000 U. S. Census identifies that approximately 112 households have social security income and 62 households have other retirement income.

Per Capita Income, Per Capita Personal Income, & Poverty Levels

Per capita income (PCI) is defined as all resident income divided by population and is derived from Census data. It is composed of generally traceable money from wages, interest, dividends, welfare program payments, etc. It does not take into account money received from sale of property, money borrowed, exchange of money between relatives in same households, tax refunds, gifts, and insurance payments, which per capita *personal* income (PCPI) figures do take into consideration. However, PCPI is not available at the community level. The Bureau of Economic Analysis, part of the U.S. Department of Commerce, calculates PCPI on a yearly basis.

As indicated by Table 1.6, PCI in 1999 for the Town of Sherman was higher than Iron County and the State of Wisconsin. In comparison to other nearby towns in Iron County, Sherman's per capita income is higher than Mercer (\$19,087), Oma (\$16,146), and Knight (\$15,278) but is slightly lower than Carey (\$24,918). Per capita personal income for Iron County is only 73 percent of the state PCPI.

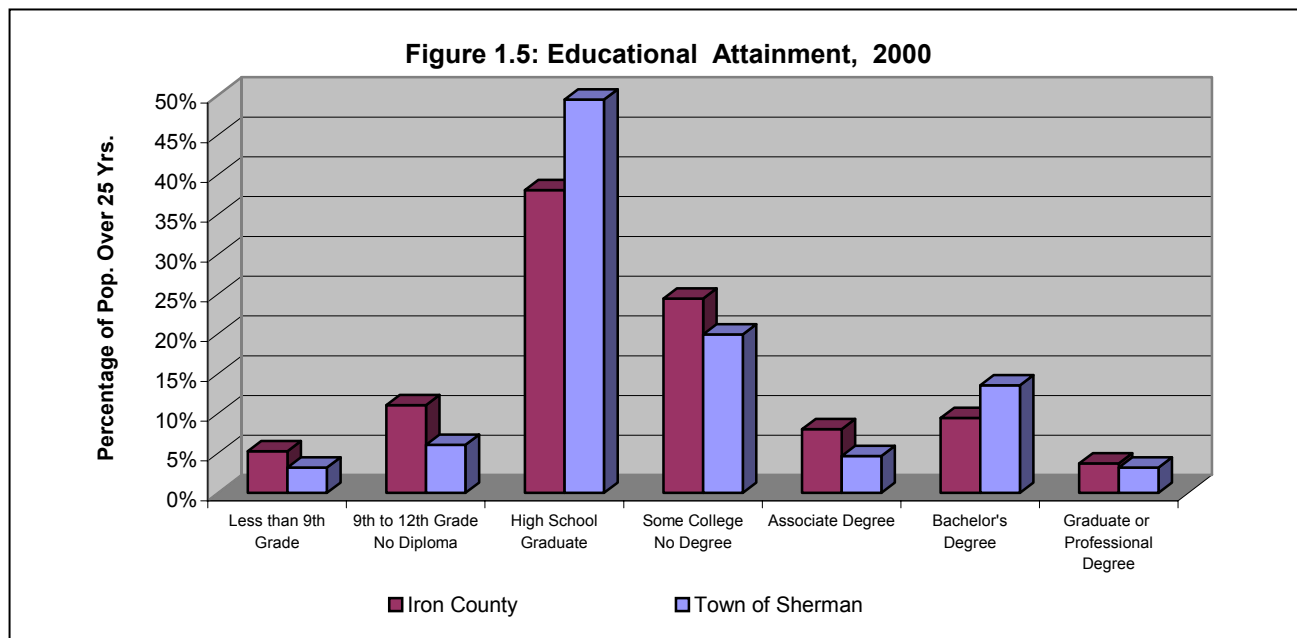
Table 1.6: Income Comparisons and Poverty Levels			
	1999 Per Capita Income	2000 Per Capita Personal Income	Percent of inhabitants below poverty level 2000
Town of Sherman	\$24,336	NA	3.5%
Iron County	\$17,371	\$20,858	11.1%
Wisconsin	\$21,271	\$28,389	8.7%

Source: U.S. Census 2000 (SF 3), U. S. Bureau of Economic Analysis, Regional Economic Accounts

Poverty rates are determined on the basis of money income and, therefore, do not reflect the fact that many low-income people receive non-cash benefits. As shown in Table 1.6, the percent of town inhabitants below the poverty level was significantly less than in Iron County and the state.

Education Levels

A good indicator of economic potential for an area is the educational attainment of its residents. Figure 1.5 shows that Town of Sherman residents have a higher percent of high school graduates and have a slightly higher percentage of residents with bachelor’s degrees compared to Iron County.



1.4 EMPLOYMENT CHARACTERISTICS

A community’s labor force consists of all individuals age 16 and above who are employed, or unemployed and looking for work. Iron County’s labor force, as shown in Table 1.7, fluctuated up and down over the last ten years. Also, unemployment rates in 2002 and 2003 climbed to the highest level since 1993. No specific labor force data is available at the town level.

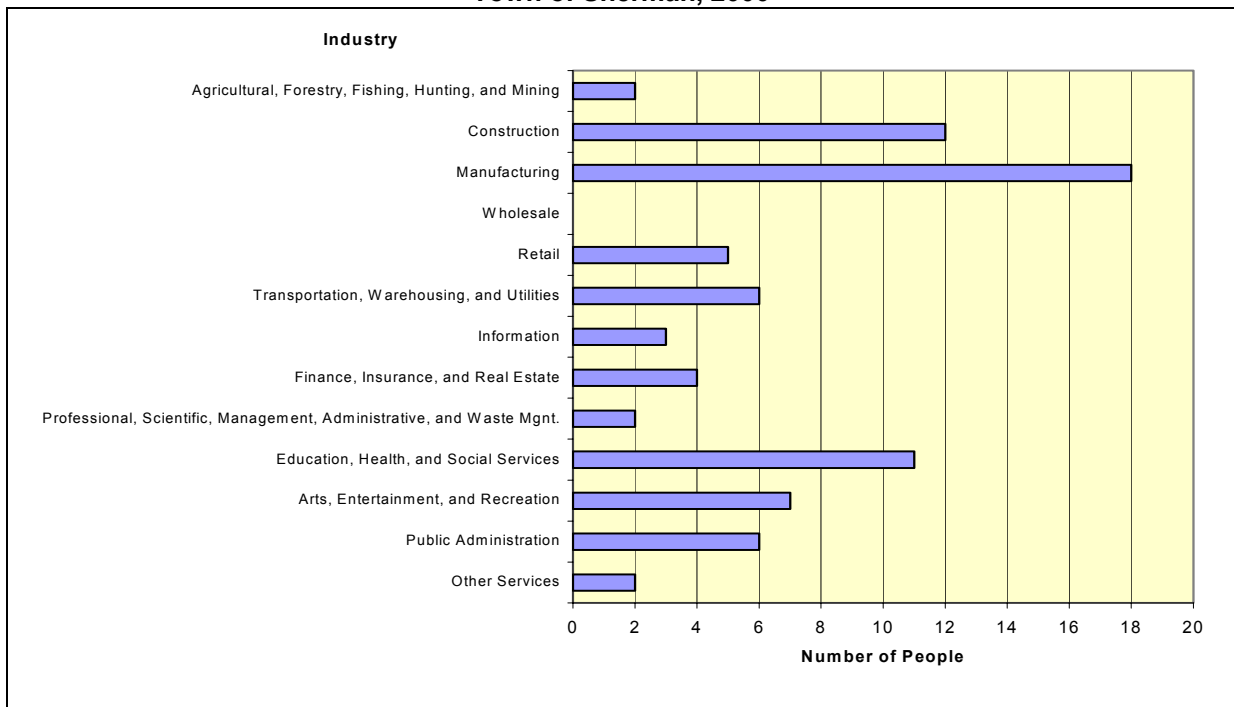
Table 1.7: Iron County Labor Force Data										
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Labor Force	3,165	3,123	3,268	3,295	3,216	3,201	3,304	3,383	3,342	3,406
Employed	2,905	2,898	3,004	3,035	2,963	3,015	3,085	3,148	3,057	3,117
Unemployed	261	225	264	260	253	186	219	235	285	289
Unemp. Rate	8.2%	7.2%	8.1%	7.9%	7.9%	5.8%	6.6%	7.0%	8.5%	8.5%

Source: Wisconsin Department of Workforce Development, LAUS

Employment by Industry

Figure 1.6 shows Census 2000 data regarding the industry employment of town residents. The largest number of town residents is employed in the Manufacturing industry sector, followed by the Construction and Education, Health, and Social services industries.

**Figure 1.6
Employment by Industry
Town of Sherman, 2000**



Source: U.S. Census 2000 (SF 3)

Sherman Employers

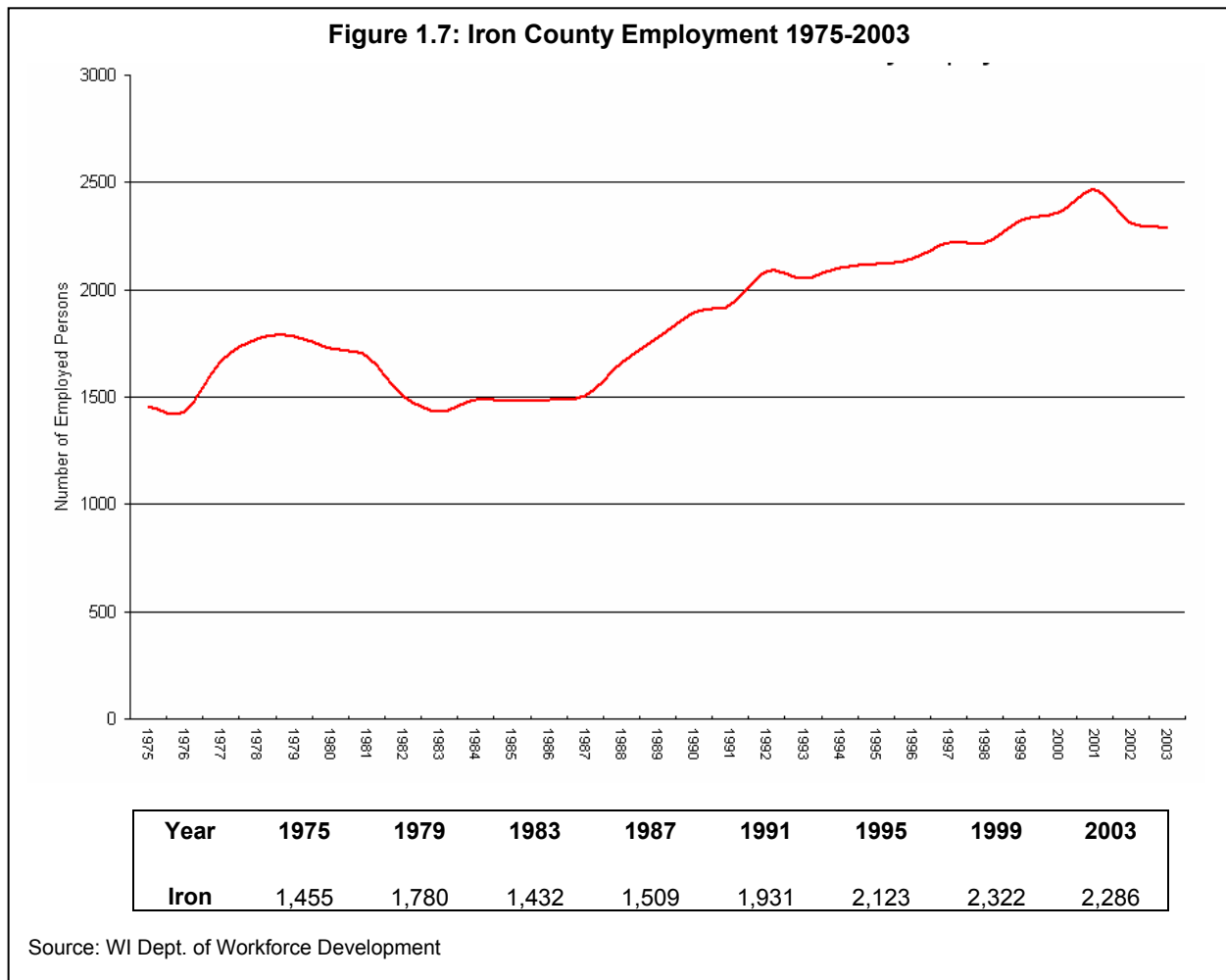
Table 1.8 lists the businesses located in the Town of Sherman as reported by the Department of Workforce Development in March 2003. As indicated in the table, there are no large employers in the town, so residents who are looking for work must commute elsewhere.

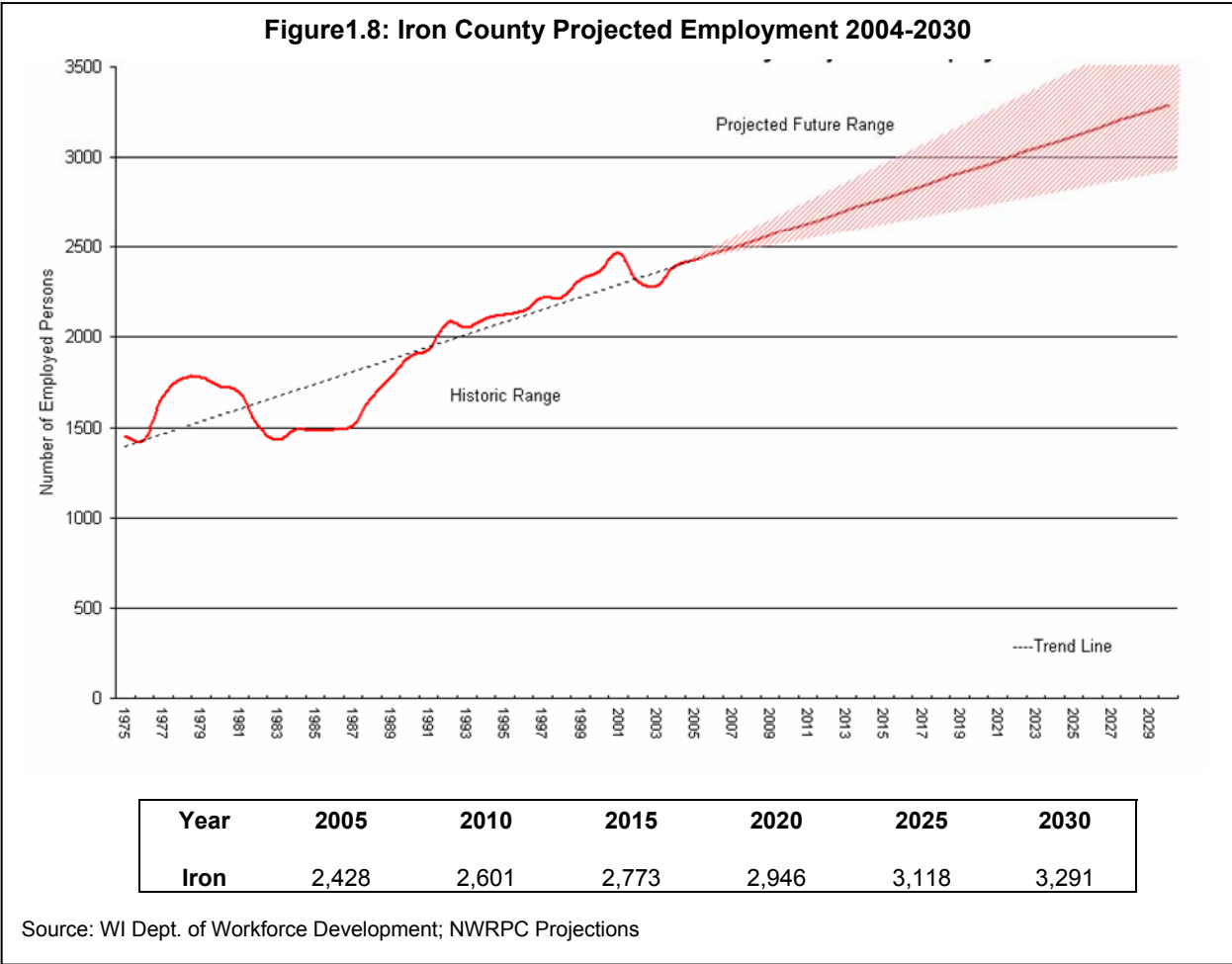
Employer Name	Product or Service	Employment Size Range
Town Of Sherman-Iron County	Executive and Legislative Offices	5-9
Marose Custom Cabinets Inc	Finish Carpentry Contractors	1-4
Al Schlitz Builders	Residential Remodelers	1-4
Kramer Forest Products Inc	Other Building Material Dealers	1-4
Frontier Inn Corp	Full Service Restaurant	1-4
Northern Property Services	Landscaping Services	1-4

Source: WI Department of Workforce Development, March 2003

Iron County Employment Forecast

Based on data from the Wisconsin Department of Workforce Development (DWD) highlighting the number of jobs with employers located in Iron County from 1975 to 2003, employment projections were developed by NWRPC to 2030. Figure 1.7 shows the employed persons for 1975 to 2003 and Figure 1.8 shows not only the past employment data but also the employment projections for future years to 2030.





Analyzing the local employment data from 1975-2003 derived employment projections for Iron County. The “trend line” in Figure 1.8 depicts a “best fit” of the known data values and a projection of the future data values. The shaded area in Figure 1.8 represents a range of probability, meaning that it is more likely that the future value will fall somewhere within this range rather than directly along the trend line. This is a very simplistic model to be used for general planning purposes. The Wisconsin DWD will develop more detailed county projections.

1.5 OVERALL GOAL STATEMENT

The Town of Sherman has prepared a number of goals and objectives that include actions and policies in addressing land use and other activities of the town. For purposes of this planning process, actions identified through the plan are also defined as policies. The goals and objectives are intended to assist the town board and local property owners in implementing actions deemed important and in the interest of the community. It is imperative the set of goals, objectives, and actions described in this plan are implemented to fully achieve the desired outcome. A full set of the goals, objectives, and actions are included in the implementation element of this plan.

The overall goal is to maintain the quality of life in the Town of Sherman. To do this, the overall objective of the Town of Sherman is to guide future development and redevelopment of the

community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall action is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping jurisdictions. The overall programs and actions outlined throughout the comprehensive plan represent the methods to achieve the overall plan goal.