

**DRAFT**

Village of Deer Park  
**Comprehensive Plan  
2026**

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## Acknowledgments

Thank you to the following elected officials and staff that participated in the development of the 2026 Village of Deer Park Comprehensive Plan. Thank you to the community members who took the community survey and provided comments that informed the Comprehensive Plan.

### Village of Deer Park Board of Trustees

Randy Olson, Village President

Ralph Severson, Trustee

John Severson, Trustee

### Village of Deer Park Plan Commission

Josh Beauvais

Ryan Beer

Paula Chernyshov

Carl Glocke

Doug Lindee

Elizabeth Lindee

### Village of Deer Park Staff and Community Partners

Dale Clarkson, Clerk/Treasurer

Morgan Olson, Deputy Clerk

Paul Mahler, Village Attorney

Prepared by: St. Croix County Community Development Department

## Introduction

In accordance with Wisconsin Statutes, the purpose of the Village of Deer Park Comprehensive Plan is to guide and accomplish a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development. The plan provides an inventory of community assets and issues to determine the local needs, set goals and priorities, and develop a guide for action. The Village of Deer Park 2026 Comprehensive Plan is an update of the adopted 2011 Village Comprehensive Plan.

### Nine (9) Comprehensive Plan Elements

*As set forth in Wisconsin Statutes §66.1001 comprehensive planning, the Village of Deer Park comprehensive plan addresses the nine elements:*

- 1) *Issues and Opportunities*
- 2) *Housing*
- 3) *Transportation*
- 4) *Utilities & Community Facilities*
- 5) *Agricultural, Natural, & Cultural Resources*
- 6) *Economic Development*
- 7) *Intergovernmental Cooperation*
- 8) *Land Use*
- 9) *Implementation*

### Plan Update Process

The Village of Deer Park Comprehensive Plan update was prepared under the guidance of the Village Board of Trustees, Village Plan Commission, and staff that reviewed the plan and conducted meetings between November 2025 and June 2026.

Meeting or Task	Description	Date
Meeting 1: Village Board Plan Commission (optional)	Review / approve DRAFT schedule, service agreement, outreach strategies, review survey questions	Nov. 11, 2025
Website and Survey	Launched website, implemented online survey December 10, 2025, to February 1, 2026	December 2025 – February 2026
Meeting 2: Public Vision Session	Staff facilitated discussion and gathered feedback on various element topics	January 21, 2026
Meeting 3: Village Board – Plan Commission	Review DRAFT chapters	February 3, 2026
Meeting 4: Village Board – Plan Commission	Review Survey and Vision Results and DRAFT chapters	March 3, 2026
Meeting 5: Village Board - Plan Commission	Review DRAFT chapters	April 7, 2026
Meeting 6: Village Board – Plan Commission	Review DRAFT chapters	May 5, 2026
Meeting 7: Public Hearing	Village Board and Plan Commission	TBD

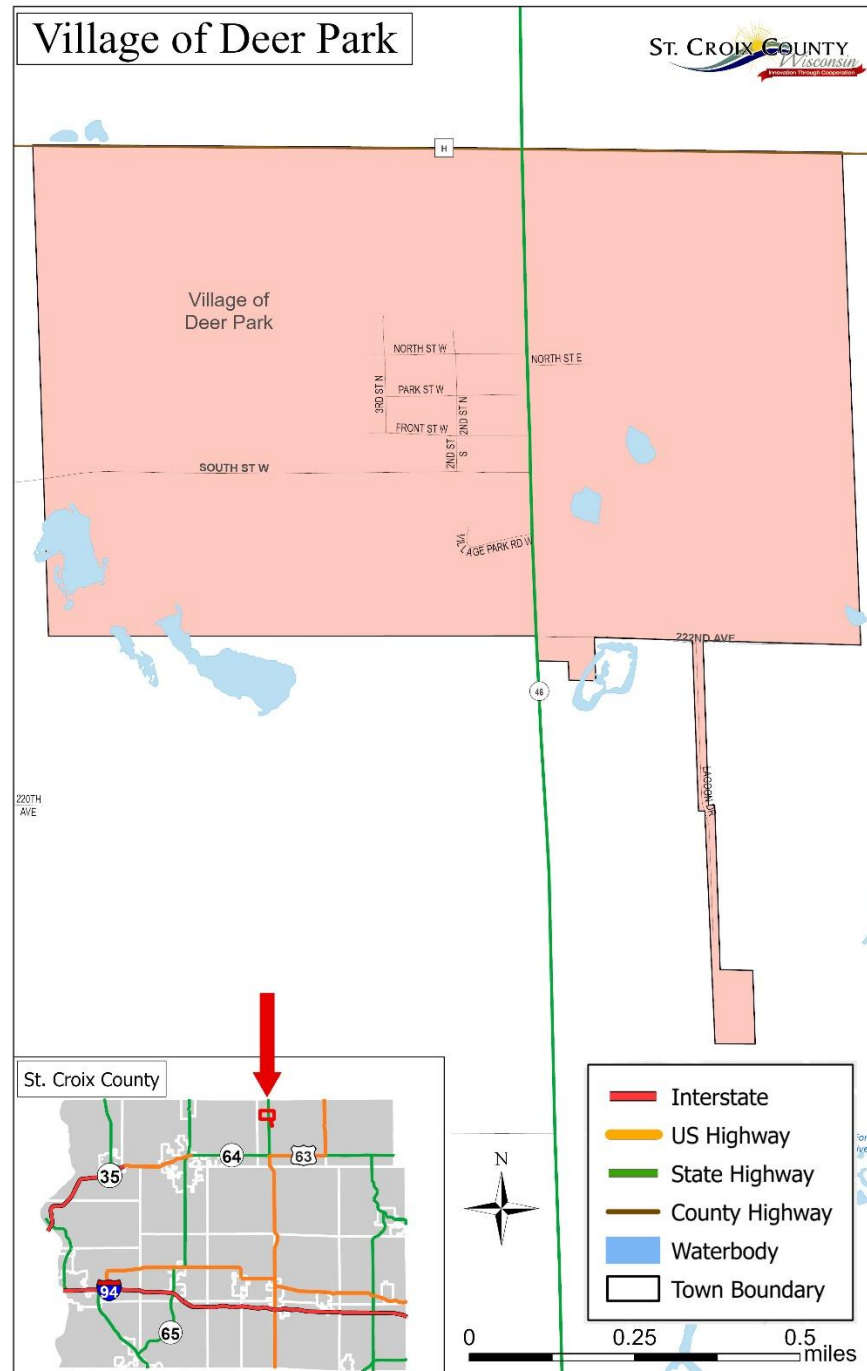
## Public Participation Process

On November 11, 2025 the Village Board adopted Resolution No. 2025-02 approving the public participation plan as required by Wisconsin Statutes 66.1001(4). The resolution outlines the following participation plan to solicit public opinion. The Village implemented the public participation plan strategies, with St. Croix County serving as the project consultant. A public vision session was held on January 21, 2026 and a public opinion survey was administered. Results of the public vision session and public opinion survey can be found in Appendix A.

1. Develop and administer the 2026 Village of Deer Park Comprehensive Plan update survey, both online and paper copies, from December 20, 2025 through February 1, 2026.
2. Promote the 2026 Village of Deer Park Comprehensive Plan update survey by distributing post cards with the survey deadline, survey link, instructions for completion and instructions for submittal, to all property owners in the Village of Deer Park.
3. Host a public meeting to introduce the comprehensive plan update process, promote the survey, facilitate discussion of the Village issues and opportunities, and answer questions.
4. Promote the 2026 Village of Deer Park Comprehensive Plan update survey and public meetings by hosting a webpage that provides updates.
5. Report the results of the survey and public meeting.
6. Review and consider the results of the survey and public meetings in the development of the 2026 Village of Deer Park Comprehensive Plan update.
7. Make the Draft 2026 Village of Deer Park Comprehensive Plan available for public review and comment at least 10 days prior to the public hearing.
8. Hold a public hearing to accept public comment on the draft 2026 Village of Deer Park Comprehensive Plan

## Location

The Village of Deer Park is located in the north central portion of St. Croix County. State Highway 46 and County Road H are the primary roads that provide vehicle transportation into the Village. The City of Amery, eight (8) miles to the north and the City of New Richmond, 12 miles to the southwest provide the closest shopping, medical and other general services for village residents.



## Village of Deer Park History and Community Background

George Otto Neitge Sr., born about 1817 in Prussia, married Louise Bonning in 1842. They had one known child, George Otto Neitge Jr. In 1850, George Sr. and his brother Reinhardt immigrated to New York, planning to send for George's family later. After working on the Erie Canal, the brothers moved to St. Croix County, Wisconsin, in 1852 and settled on 40 acres near what is now Deer Park. They built the area's first cabin and a deer-holding stockade, later expanded to 160 acres with help from local settlers. Deer Park was named after the deer stockade built by the Neitge brothers. Deer raised in the stockade were sold to Fort Snelling. Reinhardt later left for California and was not heard from again.

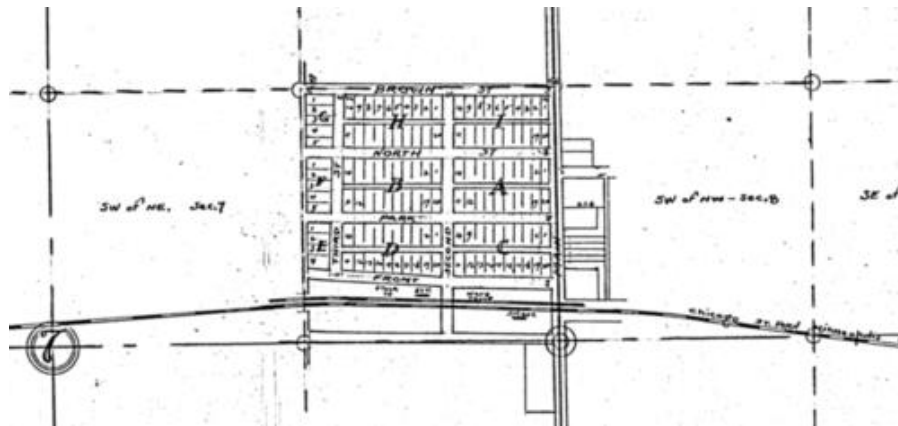
George Sr. became a U.S. citizen in 1868. That year, railroad surveyors informed him that the stockade lay within the proposed rail line. In exchange for removing it, he received 160 acres along the Willow River in Section 15. When the railroad was built in 1874, he abandoned the stockade site and moved to the new land with a second family. When George Jr. arrived in Wisconsin, he found his father living with this new household and chose instead to settle on the original stockade property. Relations between father and son remained strained.

George Sr. died in 1889. His will left his 300-acre Willow River farm solely to a younger son, Julius, and did not mention George Jr. George Jr. petitioned the court to legally establish himself as George Sr.'s son and successfully received title to 160 acres in Section 8 and 20 acres in Section 16. In 1879, the first plat of Deer Park was recorded.



*Otto Neitge, the Dutch Hunter.*





*Original Deer Park Plat*

By the early 20th century, Deer Park had developed into a small but active community. By 1908, the village population had reached 294 and supported a range of businesses and institutions, including German Lutheran and Norwegian Methodist churches, a creamery, cheese-related enterprises, blacksmith shops, general stores, a branch of a lumber company, and the State Bank of Deer Park, which was incorporated in 1908.

Education and postal services were early foundations of the community. The first Deer Park school was built in 1863, and a post office was established in 1876 and has remained in continuous operation since that time. Several school buildings were constructed over the years—in 1865, 1878, 1880, and 1921—to accommodate changing needs. The school served various grade configurations before consolidating with the Amery school system in 1962. The building closed in 1972 and was later sold for private use.

Agriculture and dairy processing also played a key role in Deer Park's early economy. The community supported both a creamery, which operated prior to 1896 and closed in the late 1940s, and a cheese factory, which operated from 1913 until the late 1940s. Both facilities were eventually dismantled or converted into residences.

Deer Park was incorporated as a village in 1913, followed by a series of public improvements over the decades. Notable investments included the establishment of a village park in 1960, renewal of the original "deer park" in 1968, installation of a sanitary sewer system in 1969, and a 1985 block grant that supported housing rehabilitation and development of a senior center. Additional improvements included a joint fire department facility with the Town of Cylon, elderly housing funded in 1989, and construction of a new accessible library completed in 1997. The railroad line through Deer Park, part of the former Chicago and Northwestern Railway, was abandoned in 1982.

Today, Deer Park remains a small but diverse community with a mix of public services and local businesses. These include village facilities such as the library, village office, community center, and fire hall, as well as a post office, two churches, repair and service businesses, a meat processing facility, multiple bar-and-grill restaurants, an outdoor supply store, self-storage facilities, antique and art shops, and a custom cabinet maker.



Because of its rural location and limited market pressures, the village has remained small, with a population size similar to what it was more than a century ago. The Village of Deer Park has a history deeply rooted in small-town character, natural landscapes, and a close-knit community identity.

The Wisconsin Department of Administration estimates Deer Park's 2025 population at 245.

**Note: Additional information on Deer Park history can be viewed at the Deer Park Library.**

### Land Acreage by Assessment Category

The table below indicates how property is categorized, or used, within the Village for assessment purposes in 2025. The geographical area of the Town is 0.91 square miles or 583.314 acres.

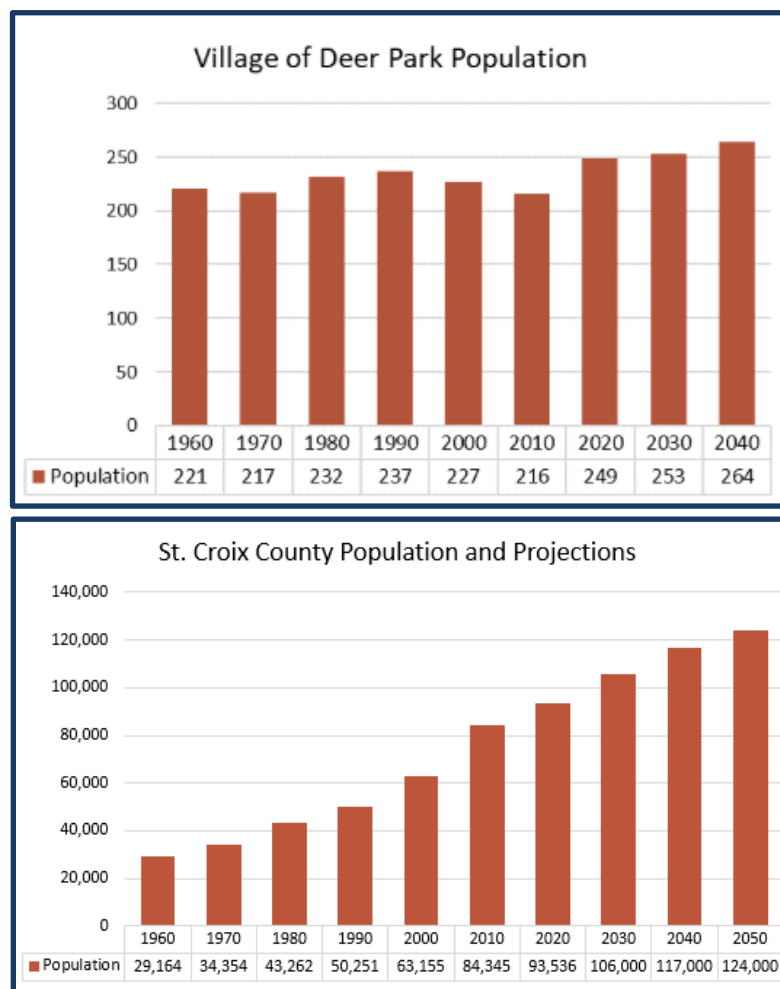
The Exempt category in the table below is largely attributable to land owned by the U.S. Fish and Wildlife Service. The G4 Agricultural category is comprised largely of lands used for crop production. Together, the Exempt and G4 Agricultural categories account for nearly two-thirds (63.3%) of the land area within the Village limits. The G5 Undeveloped category accounts for another 10% of the land area within the Village and includes public right-of-way, marshes, bogs and swamps.

Assessment Category	Acreage	%
G1 (Residential)	57.627	9.9%
G2 (Commercial)	12.423	2.1%
G3 (Manufacturing)	0	0.0%
G4 (Agricultural)	189.848	32.5%
G5 (Undeveloped)*	61.146	10.5%
G5M (Agricultural Forest)	39.7	6.8%
G6 (Productive Forest Lands)	40.5	6.9%
G7 (Other)	2.5	0.4%
Exempt	179.57	30.8%
<b>Total</b>	<b>583.314</b>	<b>100%</b>
G5* includes right-of-way, marshes, bogs, swamps, and navigable waters		
G7* includes farm operators' residence, barns, silos and sheds		
Exempt includes Federal, State, County, and locally owned land		

## Population and Demographics

According to the 2020 US Decennial Census, the Village of Deer Park has 249 residents. The graph and table below show population from U.S. Census data from 1960 to 2020 and projections to 2040. The Village of Deer Park's population has remained fairly constant since 1960. Population growth peaked to 249 in 2020. The most significant population change occurred between 2010 and 2020 with an increase of 33 residents, a 15.3% increase. St. Croix County population and projections are also shown below.

The 2030 and 2040 projections for Deer Park are an extrapolation calculation based on the assumption that the average previous decennial population change from 2000 to 2020 will continue. The extrapolation projections are entirely based on the average population number change from 2000 to 2020, with no other factors considered. By comparison, the Wisconsin Department of Administration's 2024 population projections estimate a population of 236 in 2030, declining to 229 in 2040 and 213 by 2050.



Population By Race from 2020 U.S. Census data:

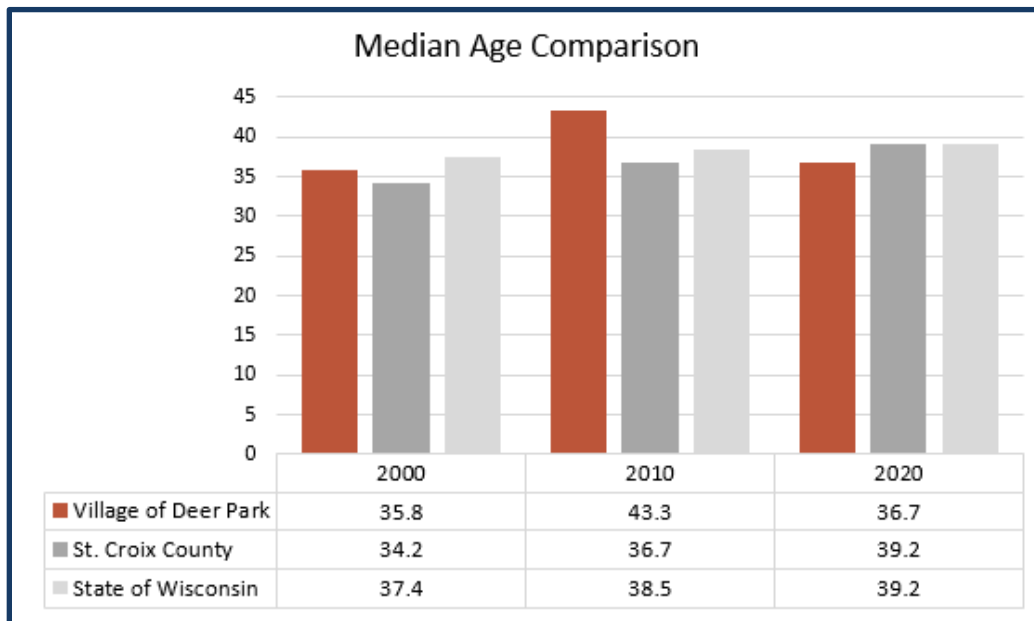
Race	Number	%
White	240	96.4
Multiracial (two or more races)	5	2.0
Asian	2	0.8
Hispanic or Latino	2	0.8
	249	100.0

Age distribution can reveal future needs for the community. A growing population 19 years and under may indicate a need for more schools while an expanding elderly population could indicate a need for senior and assisted living facilities. The table below shows the percent population distribution by age groups and gender for 2020. The age group with the most population in 2020 was 35-39 (9.6%) followed by 30-34 (9.2%). Residents under the age of 19 comprise 29% of the Village's population.

Village of Deer Park Age and Gender 2020						
	Male	Female	Male%	Female%	Total	Total%
Under 5 years	4	7	3.3%	5.6%	11	4.4%
5 to 9 years	9	11	7.3%	8.7%	20	8.0%
10 to 14 years	12	10	9.8%	7.9%	22	8.8%
15 to 19 years	8	11	6.5%	8.7%	19	7.6%
20 to 24 years	7	1	5.7%	0.8%	8	3.2%
25 to 29 years	4	10	3.3%	7.9%	14	5.6%
30 to 34 years	12	11	9.8%	8.7%	23	9.2%
35 to 39 years	12	12	9.8%	9.5%	24	9.6%
40 to 44 years	5	9	4.1%	7.1%	14	5.6%
45 to 49 years	7	3	5.7%	2.4%	10	4.0%
50 to 54 years	7	7	5.7%	5.6%	14	5.6%
55 to 59 years	8	9	6.5%	7.1%	17	6.8%
60 to 64 years	7	3	5.7%	2.4%	10	4.0%
65 to 69 years	2	7	1.6%	5.6%	9	3.6%
70 to 74 years	4	4	3.3%	3.2%	8	3.2%
75 to 79 years	8	6	6.5%	4.8%	14	5.6%
80 to 84 years	5	3	4.1%	2.4%	8	3.2%
85 years and over	2	2	1.6%	1.6%	4	1.6%
<b>Total Population</b>	<b>123</b>	<b>126</b>	<b>100.0%</b>	<b>100.0%</b>	<b>249</b>	<b>100.0%</b>
Source: US Census						

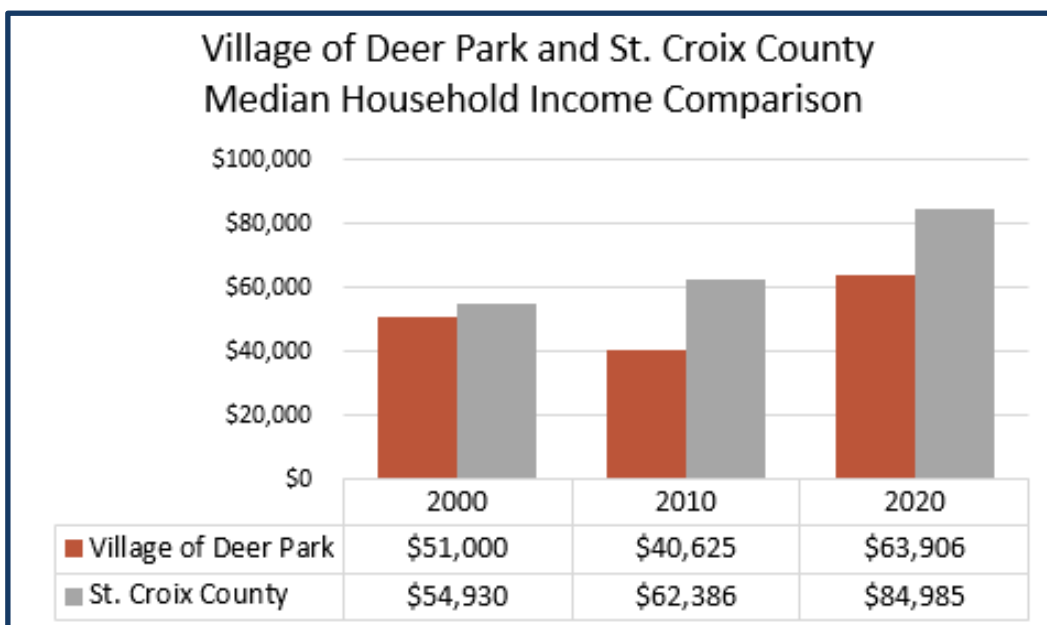
## Median Age

The 2020 U.S. Census median age for Village residents is 36.7 and has fluctuated from the 2000 median of 35.8. The median age for Village residents is lower than that of St. Croix County and the State of Wisconsin.



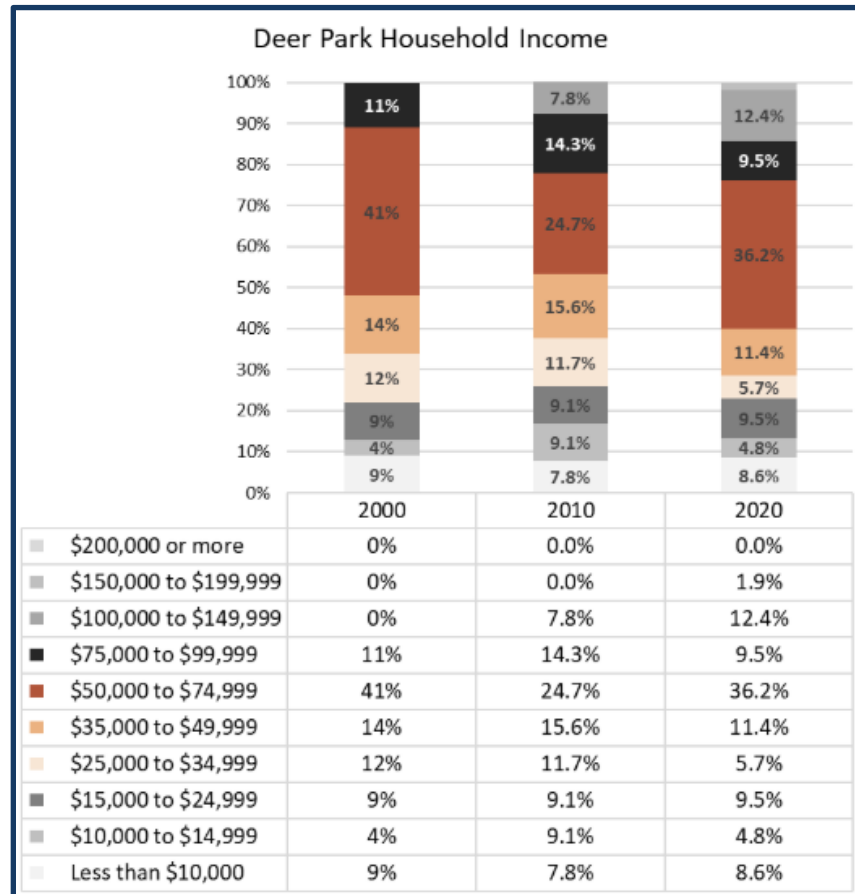
## Income

The graph and table below show a comparison median household income of the village residents and St. Croix County. The data from the U.S. Census reveals that Deer Park residents have a lower median household income than the county. The median household income in Deer Park has increased from 2000 to 2020.



## Household Income

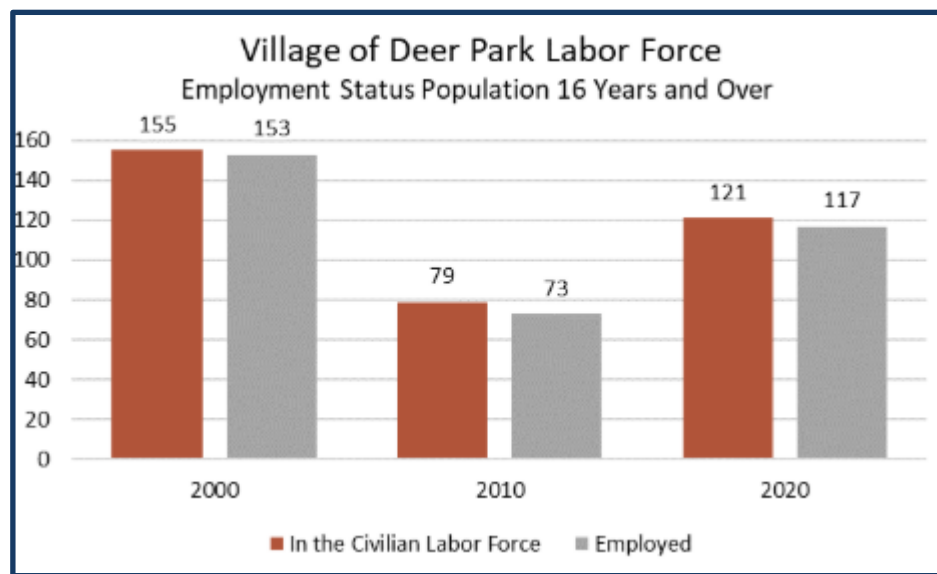
The following table and graph show Deer Park household incomes in 10 Census categories ranging from Less than \$10,000 to \$200,000 or more. The data reveals that incomes in Deer Park have generally increased from 2000 to 2020.



## Unemployment

The table below shows a comparison of the unemployment rates between the Village of Deer Park and St. Croix County from 2000-2020. According to Census data, the Village unemployment rate decreased from 7.6% in 2010 to 3.3% in 2020. The unemployment rate of St. Croix County also decreased from 6.7% in 2010 to 2.7% in 2020. After the Great Recession of 2008, overall unemployment in the United States was close to 10% in 2010 due to the collapse of the U.S housing market and its impacts on housing values and job loss. The rise in unemployment rates for the Village of Deer Park and St. Croix County in 2010 mirrored what was happening elsewhere in the country.

Unemployment	2000	2010	2020
Village of Deer Park	1.2%	7.6%	3.3%
St. Croix County	2.6%	6.7%	2.7%



Source: U.S. Census Decennial 2020. 2010 – 2020, 5-Year ACS

### Employment by Industry

According to 2020 U.S. Census data, the top 3 employment industries of residents in the Village of Deer Park include: Manufacturing, Educational Services, and Arts, Entertainment, Recreation and Food Service. The table below shows the Village of Deer Park employment by industry from U.S. Census data for 2000, 2010, and 2020.

Civilian Employed Population 16 years and over	2000	2010	2020
Agriculture, forestry, fishing and hunting, and mining	1	0	6
Construction	6	10	3
Manufacturing	58	33	26
Wholesale trade	5	0	0
Retail trade	20	9	15
Transportation and warehousing, and utilities	0	1	8
Information	3	2	2
Finance and insurance, and real estate and rental and leasing	8	3	5
Professional, scientific, and management, and administrative and waste management services	4	4	6
Educational services, and health care and social assistance	21	4	22
Arts, entertainment, and recreation, and accommodation and food services	14	2	17
Other services, except public administration	9	3	1
Public administration	4	2	6
<b>Total</b>	<b>153</b>	<b>73</b>	<b>117</b>



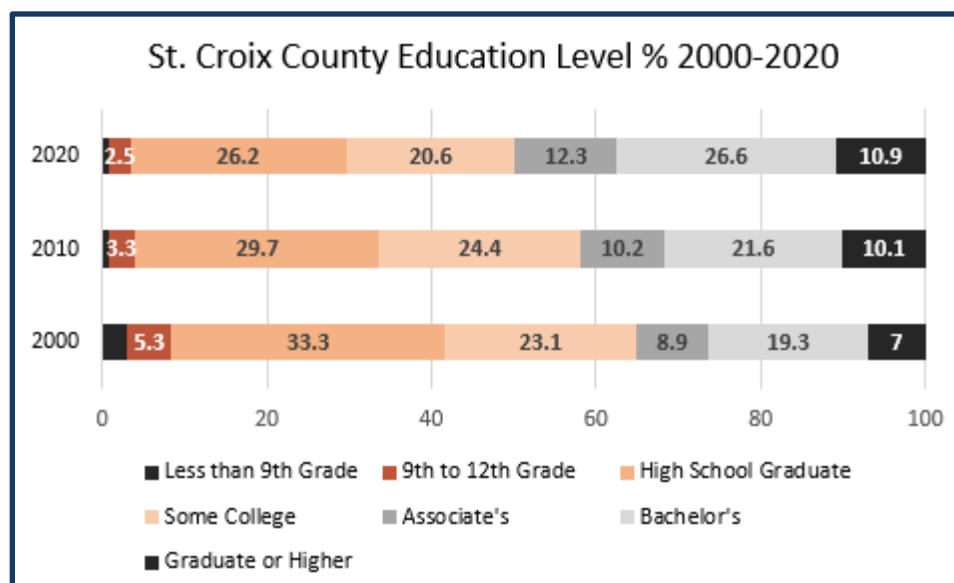


## Education Demographics

Because Deer Park has a very small population, the U.S. Census Bureau does not publish reliable village-level statistics for certain census categories. Instead, the Bureau relies on American Community Survey (ACS) five-year average datasets. The ACS is conducted annually by the U.S. Census Bureau and distributed to a portion of the population each year. For small communities such as Deer Park, detailed estimates are often omitted or have high margins of error. Therefore, county-level statistics are used to provide broader context, including the education levels of residents shown below.

The data shows a greater percentage of residents, 25 years or older, with high school or higher education levels in 2020 than in 2000 or 2010.

St. Croix County Education Level 25 Years and Over (%)	2000	2010	2020
Less than 9th Grade	3.1	0.7	0.9
9th to 12th Grade	5.3	3.3	2.5
High School Graduate	33.3	29.7	26.2
Some College	23.1	24.4	20.6
Associate's	8.9	10.2	12.3
Bachelor's	19.3	21.6	26.6
Graduate or Higher	7	10.1	10.9
High School Graduate or Higher	91.6	96	96.6
Bachelor's Degree or Higher	26.3	31.8	37.5
Source: US Census			



## Issues and Opportunities

Wisconsin Statutes 66.1001 requires a statement of overall goals, objectives, policies, and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit. The vision statement serves as the overall plan goal. The implementation chapter of this plan contains all the goals, objectives and policies gathered from public participation and analysis of each comprehensive plan element topic.

Issues identified in the 2011 Village of Deer Park Comprehensive Plan were (not in order of priority):

1. Provide public water to village residents
2. Maintain commercial structures and lots
3. Flood control
4. More walking paths
5. Expand village park
6. Encourage new residential development
7. Support History Club
8. Expand events at library
9. Future sewer capacity
10. Restrooms at the ballpark
11. Crosswalk/Speed controls on Highway #46
12. Improved senior transportation
13. More senior housing
14. Lower taxes
15. Fewer mobile homes
16. Encourage small business

Top issues identified in the 2026 Comprehensive Plan Update community survey and vision session include:

1. **Insert**
- 2.
- 3.
- 4.

Village of Deer Park Vision Statement: (from the 2011 Comprehensive Plan) – to be modified?

***In the year 2035, the Village of Deer Park has maintained itself as a small, friendly, yet growing community.***

The Village of Deer Park has a flourishing downtown known for its Main Street. It is attractive with nice shade trees and flower displays and several small retail shops, a coffee shop and a gas station/convenience store. The residents, young and old, can safely walk on sidewalks and bike from our existing housing, new housing developments and senior housing to Main Street and our prosperous and active churches.

Existing and new housing are filled with young families. Our neighborhoods are safe, friendly, and drug-free. The village has created senior housing in association with the senior center which accommodates singles and married couples and serves meals daily.

Deer Park's well-equipped park has walking trails leading out of the park throughout the community. The walking paths around the park encourage residents to enjoy the hometown beauty and nightly softball games.

The village has created a community center for young and old which is open and available almost every day. Community meetings and social gatherings are held there, and it has helped to keep our residents strongly involved in village issues. Many other services are also available. The library has expanded; a new fire hall was constructed; and the village has its own police service. The Village Board has managed to identify other forms of funding rather than property taxes.

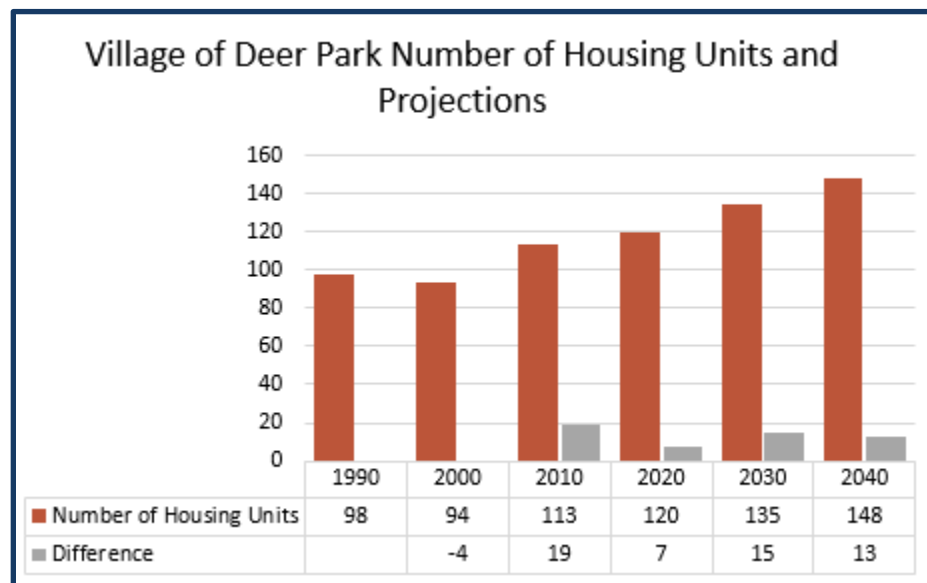
Deer Park has a taxi service to accommodate the elderly and others who don't drive. The village has worked with the County and others to make the streets safer. There are job opportunities in the village, and the village buildings utilize alternative energy sources such as solar and wind power.

## Housing

The development pattern in Deer Park was established by the Village Plat, recorded in 1879. Plats in this time period were typically small and compact, reflecting the needs of early settlement patterns. Lots were laid out close together, on narrow grids, to allow residents to have homes within walking distance of churches, schools, rail depots and stores. Today's Deer Park has not expanded significantly from the location of the original plat.

### Number of Housing Units

According to the U.S. Census Bureau, the number of housing units in the Village of Deer Park has consistently increased since 1990 to a total of 120 in 2020. The graph below shows the number of housing units decreased by 4 from 1990 to 2000 and increased by 19 from 2000 to 2010. Another 7 housing units were added from 2010 to 2020 for a total increase of 22 housing units in the 30-year period. For reference, the terms housing units and households are shown below from the U.S. Census Bureau definitions.

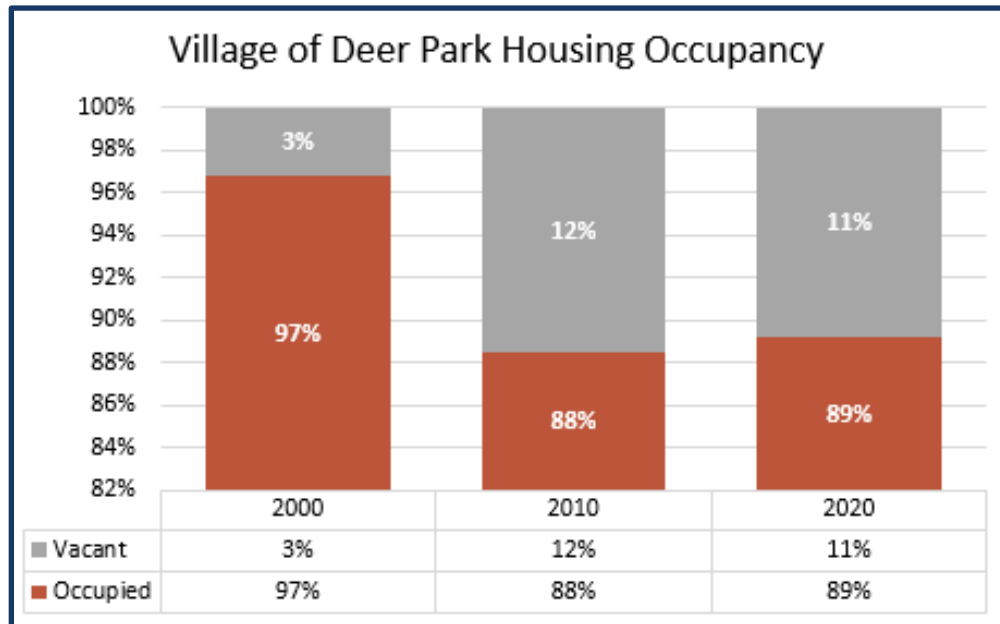


<sup>1</sup> **Housing unit definition:** A house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters. Separate living quarters are those in which the occupants live separately from any other individuals in the building, and which have direct access from outside the building or through a common hall. For vacant units, the criteria of separateness and direct access are applied to the intended occupants whenever possible.

<sup>2</sup> **Household definition:** A household includes all the people who occupy a housing unit (such as a house or apartment) as their usual place of residence. A household includes the related family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit such as partners or roomers, is also counted as a household. The count of households excludes group quarters. There are two major categories of households, "family" and "nonfamily." Household is a standard item in Census Bureau population tables.

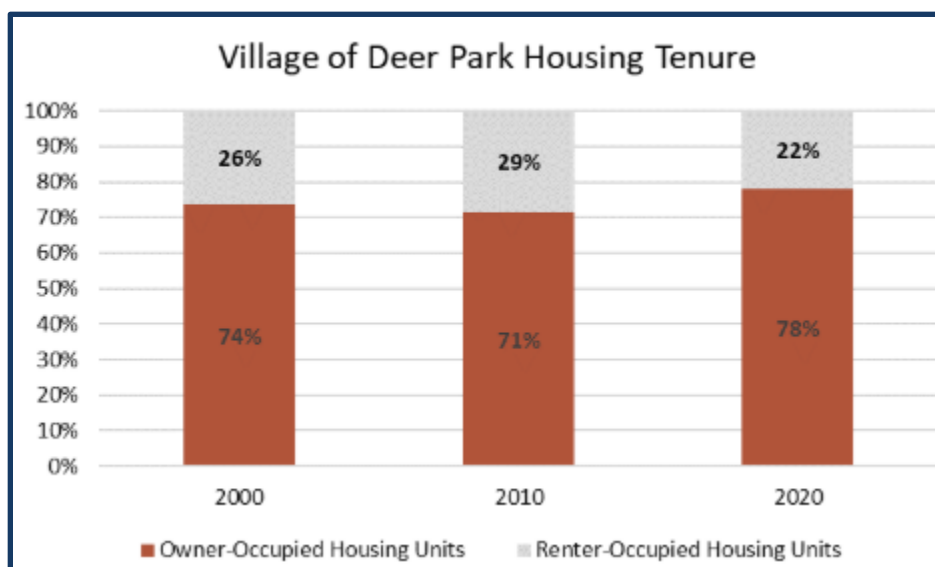
## Housing Occupancy

Housing occupancy is an indicator of community stability. According to the U.S. Census, the number of occupied housing units in Village of Deer Park, since 2000, has fluctuated with the highest percent of vacant housing units reported in 2010 (12%). In 2020, the vacancy rate of housing units in the Village of Deer Park slightly decreased to 11%.



## Housing Tenure

Housing tenure is the number or percent of housing units that are owner occupied or renter occupied. The graph and table below reveal that the percent of occupied housing units in the Village of Deer Park that were owner occupied increased slightly from 2000 (74%) to 2020 (78%). Source: U.S. Census

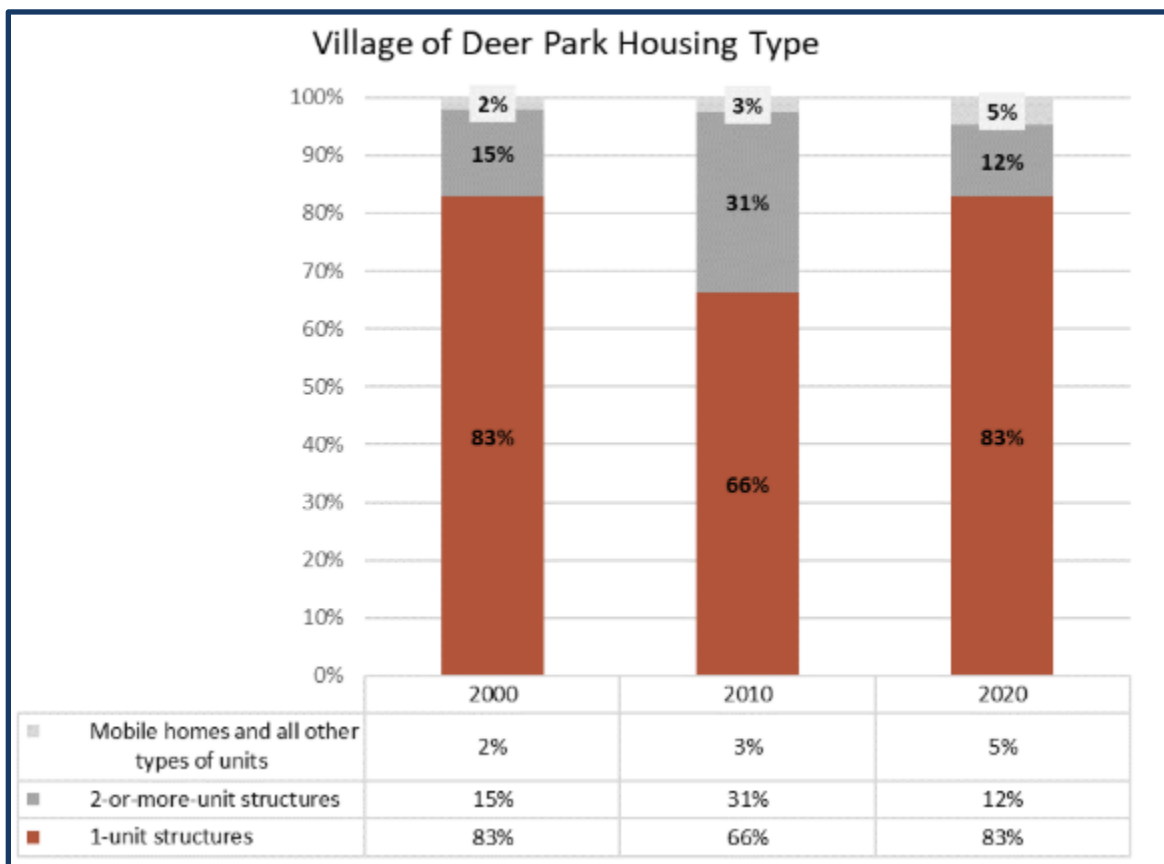


Village of Deer Park Housing Unit Tenure						
	2000	%	2010	%	2020	%
Occupied Housing Units	91		77		105	
Owner Occupied	67	74%	55	71%	82	78%
Renter Occupied	24	26%	22	29%	23	22%

Source: U.S. Census Decennial 2000, 2010 – 2020, 5-Year ACS

## Housing Unit Type

The graph below shows the percent of housing types including one-unit, two-or-more unit, and mobile homes and all other types of units in the Village of Deer Park. One-unit structures are the dominant housing type in town with 66% or more since 2000. The graph reveals that the percent of two-or-more unit homes fluctuated from 2000 (15%) to 2020 (12%). The percent of mobile homes and all other types of units increased from 2000 (2%) to 2020 (5%).



Source: U.S. Census Decennial 2000. 2010 – 2020, 5-Year ACS

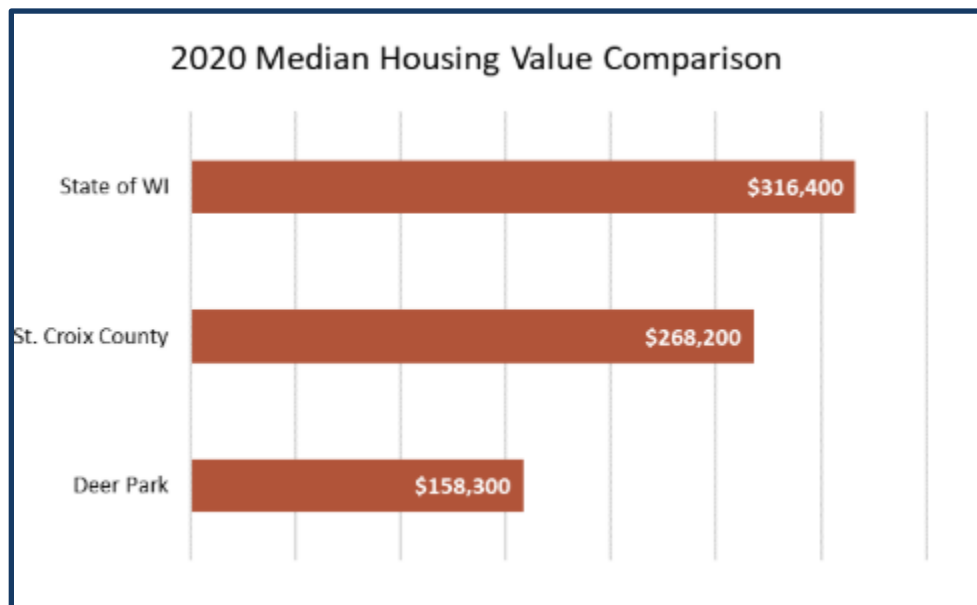
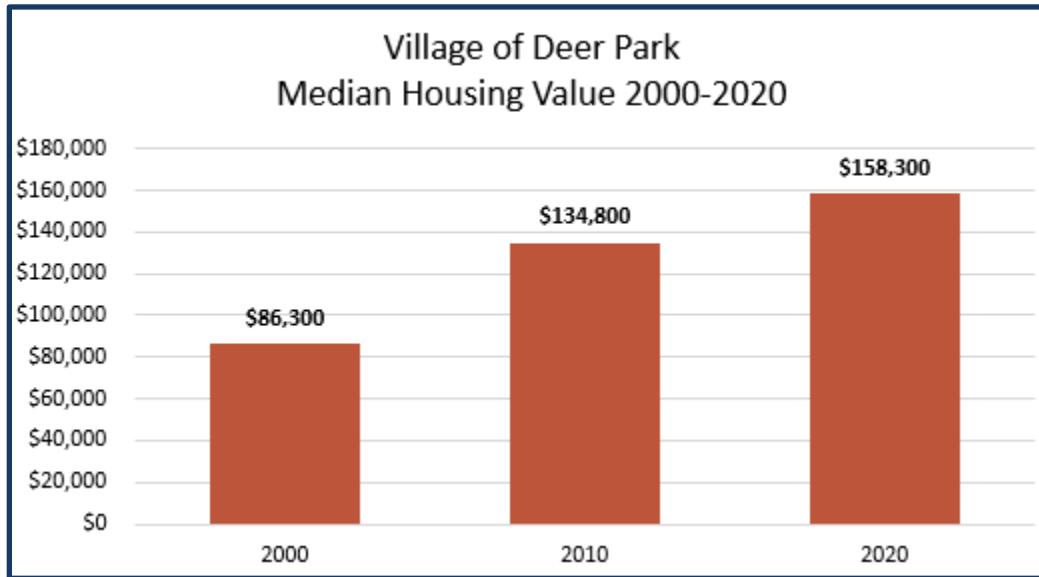
## 2020 Housing Units

	Number of Housing Units	Percentage of Total Units
1-unit Structures	100	83%
2-or-more-unit structures	14	12%
Mobile Homes and all other types of units	6	5%
Total	120	



## Housing Value

Deer Park has seen an increase in median home value since 2000. The top graph shows that the median home value increased by \$23,500 between 2010 (\$134,800) and 2020 (\$158,300). The Village of Deer Park median housing value in 2020 was lower than the State of Wisconsin and the County, as shown in the bottom graph.



Source: U.S. Census Decennial 2000. 2010 – 2020, 5-Year ACS

## Housing Affordability

Using 2025 St. Croix County fair market value data for Deer Park residential properties, the median home value is approximately **\$174,450**. Lower-value homes (25<sup>th</sup> percentile) are near **\$112,900**, while higher-value homes (75<sup>th</sup> percentile) approach **\$242,225** and (100<sup>th</sup> percentile) are at \$309,000. These distribution data sets allow us to estimate housing cost burden across a range of local conditions and show that owner households below the median may have lower relative costs, whereas higher-valued homes may have greater cost burden. These fair market values are estimates used in assessment rolls which are a better indicator of market conditions than the ACS / Census data that provide a very broad estimate on averages of selected surveys.

### Assumptions:

Median household income for 2023 (US Census/American Community Survey Data): \$56,600

Mortgage: 30-year fixed, 6.5% interest, 10% down

Property tax rate: 1.4% of fair market value

Insurance + utilities: \$3,000 annually

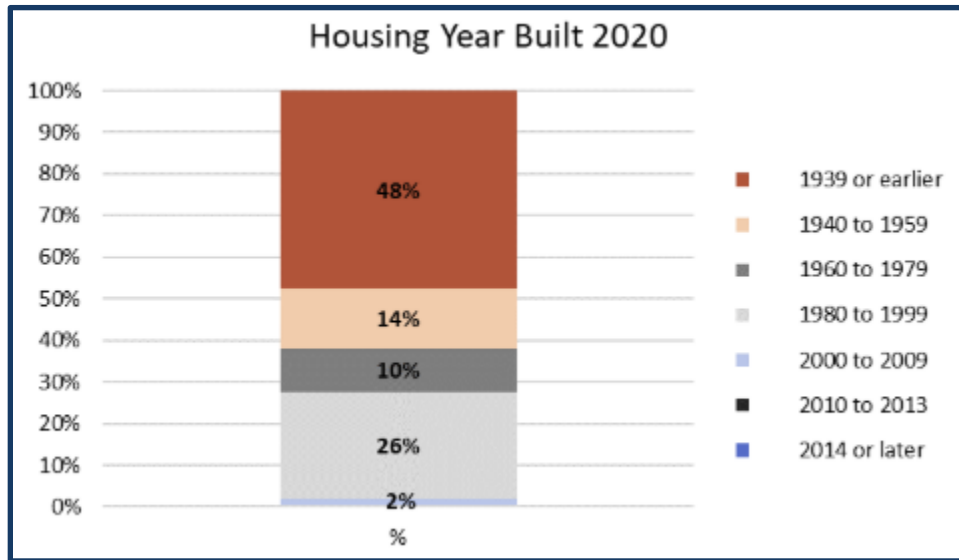
Values based on St. Croix County fair market value assessment distribution

### **Estimated Annual Housing Costs & Cost Burden (30% of income threshold or less needed for affordable housing)**

Value Tier (FMV)	Example Home Value	Estimated Annual Housing Cost	% of Income	Cost Burden Status
<b>Lower-Value Homes (25th percentile)</b>	\$112,900	~\$14,800	<b>26%</b>	Not cost-burdened
<b>Median-Value Homes (50th percentile)</b>	\$174,450	~\$18,800	<b>33%</b>	Cost-burdened
<b>Higher-Value Homes (75th percentile)</b>	\$242,225	~\$22,900	<b>40%</b>	Severely cost-burdened
<b>Upper-End Homes (90th percentile)</b>	\$309,900	~\$27,000	<b>48%</b>	Severely cost-burdened

### Year Built

According to 2020 ACS data, about one-half of housing in the Village was built from 1939 or earlier (48%), and 14% from 1940 to 1959. Since 2000, 2% of houses in Deer Park have been constructed.



### William "Al" Johnson Manor Senior Housing Apartments



## Housing Programs

The William “Al” Johnson Manor is a government subsidized senior housing apartment building located at 105 South Street West. The complex includes eight (8), one-bedroom apartments and includes a full-range of site amenities. The property is owned by Deer Park Housing LTD and managed by the Impact Management Group.

### County and Local Housing Programs

- St. Croix County Housing Authorities Hudson, New Richmond and River Falls - [www.rfhousing.org](http://www.rfhousing.org)
- West Central Wisconsin Community Action Agency, Inc. (WestCAP) - <http://www.wcwrpc.org/>
- Impact Seven, Inc., Rice Lake provides senior housing support - <https://www.impactseven.org>
- St. Croix Valley Habitat for Humanity River Falls, WI - <https://scvhabitat.org>
- Tomorrow’s Home Foundation, Madison, WI  
<https://www.tomorrowshomefoundation.org/home>

### State Housing Programs

- Wisconsin Housing and Urban Development - <https://www.hud.gov/wisconsin>
- Wisconsin Department of Administration
  - Division of Housing and Intergovernmental Relations
  - Community Development Block Grant (CDBG) –  
<https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms.aspx>
  - Wisconsin Housing Cost Reduction Initiative (HCRI)
- Wisconsin Historic Home Tax Credits - <https://www.wisconsinhistory.org/Records/Article/CS3136>
- Wisconsin Home Safety Act - <https://www.doj.state.wi.us/ocvs/safe-home>
- Wisconsin Property Tax Deferred Loan Program (PTDL) - <https://docs.legis.wisconsin.gov>
- Wisconsin Housing and Economic Development Authority (WHEDA) - <https://www.wheda.com>
- Wisconsin Rural Development, Rural Housing Service - <https://www.rd.usda.gov/wi>
- Wisconsin Weatherization Assistance Programs - <https://www.benefits.gov/benefit/1887>

### Federal Housing Programs

- United States Department of Housing and Urban Development (HUD) - <https://www.hud.gov>
  - Home Investment Partnership Program (HOME)
- United States Department of Agriculture (USDA-RD) - <https://www.rd.usda.gov>
  - Home Programs, Rural Development, Rural Housing Service

## Housing Goals, Objectives and Policies

**Goal:** Provide an adequate supply of safe, quality housing and a range of housing options to meet the needs of Deer Park's residents.

### Objectives:

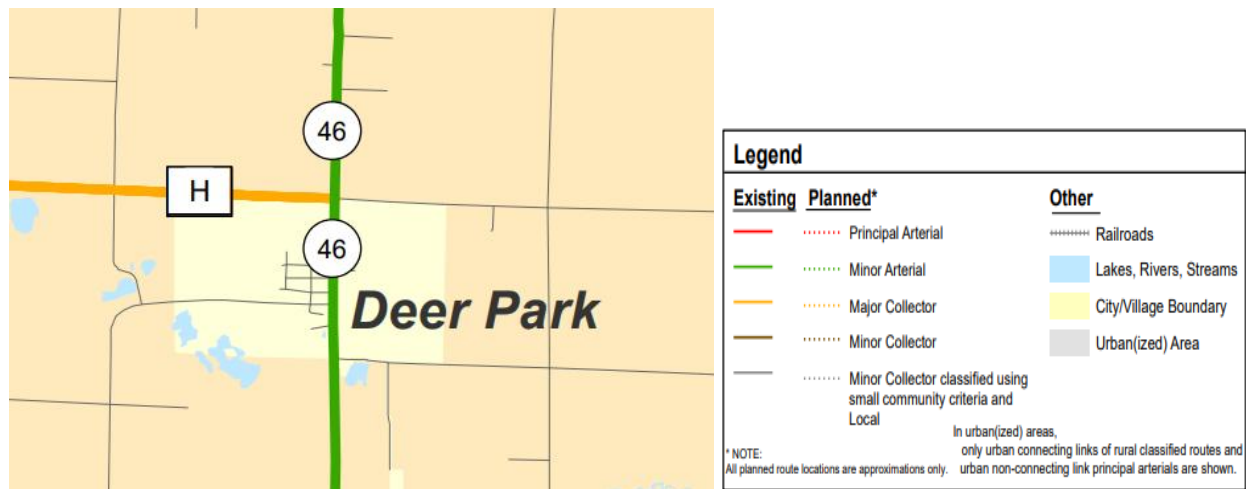
1. **Provide a sufficient and diverse supply of housing** to meet the current and future needs of residents across all income levels, age groups, and special needs, while preserving the range of housing choices that currently exist within the Village.
2. **Guide the location, type, and density of new residential development** using existing regulatory tools, such as zoning, with an emphasis on single-family and two-family homes and on locating new residential districts contiguous to existing neighborhoods to promote efficient extension of public services.
3. **Maintain and enhance the quality of the Village's housing stock** by encouraging property owners to properly maintain or rehabilitate existing homes and by promoting high-quality construction standards for new residential development.
4. **Ensure that residential development occurs in safe and suitable locations**, including directing housing away from areas subject to seasonal flooding or ponding and ensuring that new home sites are appropriate for long-term residential use.

### Policies:

1. **Managed Residential Growth:** Direct residential development to suitable, serviceable land that is phased, integrated with existing neighborhoods, and avoids flood-prone areas.
2. **Diverse and Workforce Housing:** Support a range of housing types affordable to all residents, emphasizing single-family homes, duplexes, and redevelopment opportunities.
3. **Neighborhood Quality and Compatibility:** Encourage housing that is compatible with existing neighborhoods, enhances property values, and preserves the Village's small-town character.
4. **Housing Quality, Enforcement, and Education:** Promote well-maintained, safe housing through rehabilitation programs, building codes, code enforcement, and resident education on community standards.

## Transportation

Transportation is interconnected to the other elements of this comprehensive plan. Economic, housing, and land use decisions can increase or modify demands on the various modes of transportation including highways and roads, air, rail, and pedestrian and bicycling infrastructure. Likewise, the transportation decisions, such as the construction of new roadways, can impact accessibility, land values, and land use. The Village of Deer Park's transportation system is shown on the map below from the Wisconsin Department of Transportation (WisDOT).



### Roads and Highways

Local roads and highways constitute the Village of Deer Park's primary mode of transporting people, goods, and services. The primary components of the Village road network are below.

- State Highway 46 and County Highway H are regional transportation routes connecting the Village with the City of Amery and the surrounding communities, such as Baldwin, New Richmond and the towns of Cylon and Stanton. State Highway 46 supports regional mobility by connecting to other highways that provide access to Interstate 94 and the Twin Cities Metropolitan Area to the west, as well as Menomonie and Eau Claire to the east.
- Local Village roads provide access to abutting lands and to the State and County Highway system.

### County and Municipal Road Mileage

The Wisconsin Department of Transportation (WisDOT) Certified Mileage List for Local and County Roads in Deer Park indicates a total of 3.65 miles of roads (3.03 Village miles and 0.62 County Road miles). This is the mileage data used to establish General Transportation Aid (GTA) funding to local units of government to assist in road construction, maintenance and traffic control. The funding sources for this program are state fuel taxes and vehicle registration fees.

State Highway #46 runs north-south through the Village a distance of 0.77 miles.

## Planned Transportation Improvements

**State and Federal highway projects** planned in the area over the next five (5) years include a mill and overlay of pavement project on US 63 from US 12 north of the Village of Baldwin to the Polk County line between Cylon and Forest in the 2026 to 2028 timeframe (5 miles south and east of Deer Park).

**St. Croix County highway projects** planned in the area include:

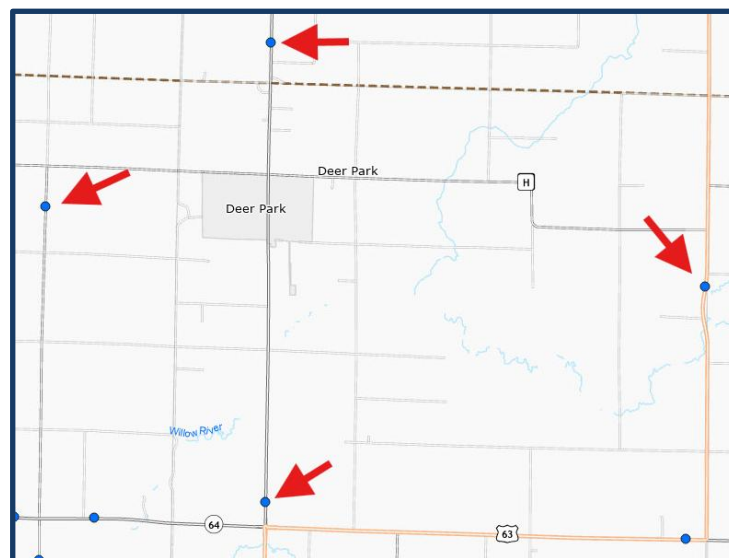
1. County Road Q from US 63 to County Road P includes 5.0 miles of reconditioning, widening and shoulder improvements in the 2025-2026 timeframe (6 miles east of Deer Park) .
2. County Road M from the Village of Star Prairie to Polk County Line includes 1.5 miles of pavement upgrades in the 2027-2028 timeframe (6 miles west of Deer Park).
3. County Road O from County Road S to US Highway 64/63 includes 1.0 mile of reconstruction, widening and stabilizing in the 2026/2027 timeframe (5 miles south of Deer Park).

**Village of Deer Park road projects and improvements** are considered on an as-needed basis. The Village of Deer Park contracts with the St. Croix County Highway Department for street maintenance and snow plowing. The Village determines needed maintenance/improvements after consultation with the St. Croix Highway Department.

## Annual Average Daily Traffic (AADT)

AADT counts are conducted by WisDOT. Most of these counts are focused on state and county highways. The following graph shows available AADT counts in the Deer Park area for various time periods going back to 2009. Traffic counts do not indicate a need for capacity/expansion improvements to any of the roadways at this time.

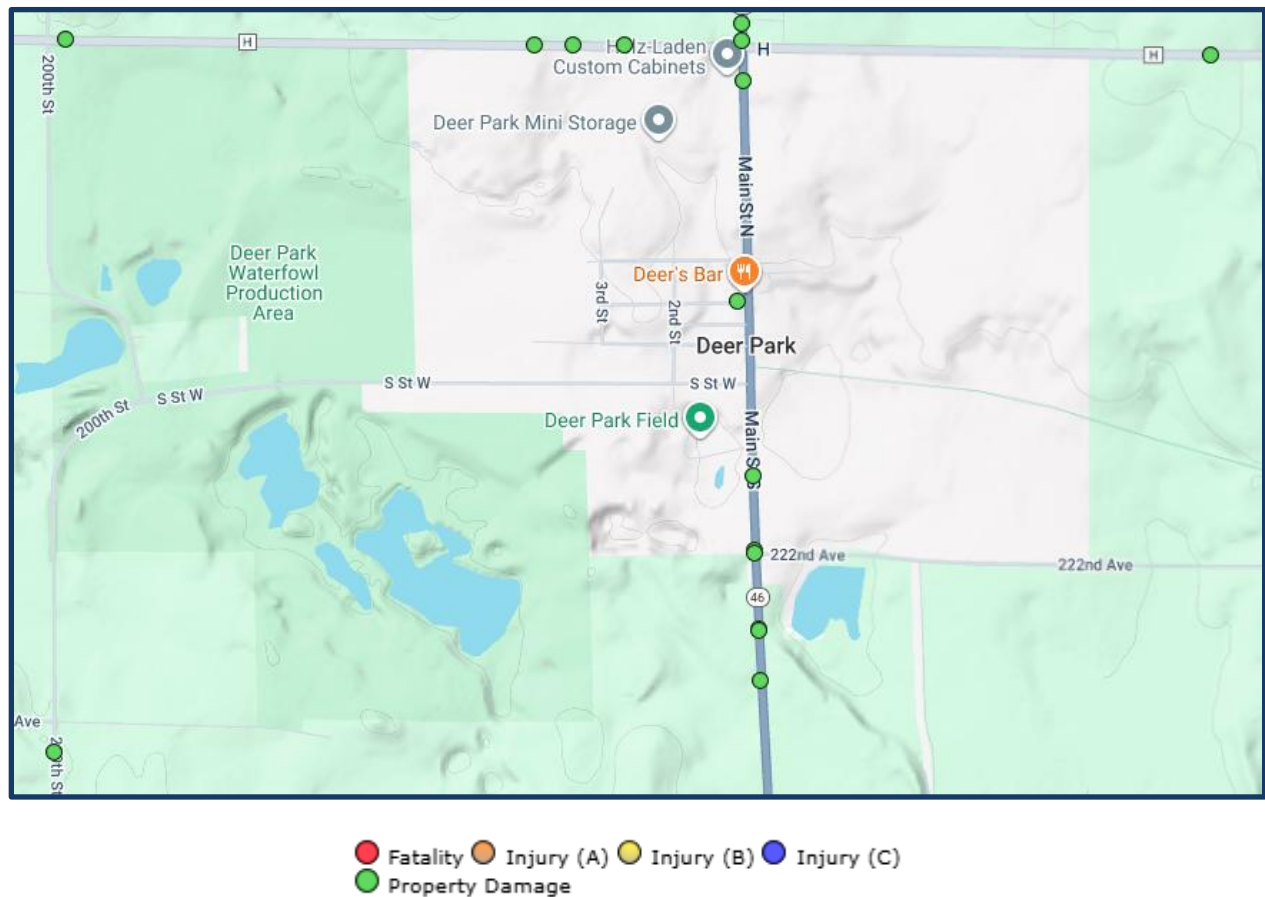
Location	2009	2012	2018	2022	2025
Hwy 46 - 1.5 miles north of Deer Park	4,700	4,000	5,900	-	-
Hwy 46 - 3.0 miles south of Deer Park	3,000	-	4,100	3,500	3,500
Cty. Rd. T – between Cty. Rd. H and 220 <sup>th</sup> Avenue – 2.0 miles west of Deer Park	1,800	-	-	1,700	-
U.S. Hwy. 63 – 2.0 miles north of State Hwy 64 – 2.5 miles east of Deer Park	3,900	4,000	4,800	5,600	5,900





### Accident Data 2023-2025

The following map shows vehicle crash locations in and adjacent to Deer Park from January of 2023 to December of 2025, taken from WisDOT incident data and reporting.



A total of 14 traffic incidents were reported, none of which resulted in injury or fatality. All incidents involved property damage, including 10 that involved collisions with deer.

### Truck Freight

Major truck routes in the area for local truck delivery and freight service include State Highway 46 running through Deer Park, U.S. Highway 63/State Highway 64 running east-west, just south of the Village and I-94 running east-west and located 18 miles south of Deer Park.

### Air Service

The nearest air passenger service and air freight connections are available at Minneapolis-St. Paul International Airport (MSP) 60 miles to the southwest.

The New Richmond Regional Airport is the only public airport located in St. Croix County and is 11 miles west of Deer Park. The Federal Aviation Administration (FAA) categorizes the airport as a local general aviation facility. The airport has two runways and houses 220 aircraft based in privately owned hangars.

The Amery Municipal Airport is located seven miles to the north of Deer Park in the City of Amery in Polk County. A newly paved 75 by 4,000-foot north/south runway can accommodate a variety of aircraft including small jets. The airport includes hangar facilities for aircraft storage. The FAA classifies this facility as a local general aviation facility.

### Rail

The nearest rail line to Deer Park is the Canadian National (CN) rail line, which enters Wisconsin from Minnesota and passes through Somerset and New Richmond before continuing east near Glenwood City and beyond. This line is used primarily for regional and national freight service and includes a railroad spur west of New Richmond serving an approximately 80-acre vehicle distribution and storage facility for automobiles transported by rail and truck to the Minneapolis–St. Paul metropolitan area. The CN line is located four (4) miles south of Deer Park.

### Transit and Park and Ride Facilities

Deer Park does not have direct access to any major transit systems. Greyhound Bus Services offer designated stops in Hudson, and Eau Claire. The major Greyhound service hub for this area is located in St. Paul, MN.

The nearest public Park and Ride lot to Deer Park is located in the Town of Forest on Highway 63 approximately eight (8) miles to the southeast. A Park and Ride lot is also located near I-94 in Baldwin, approximately 16 miles to the south of Deer Park. Carpool matches and commute options into the Twin Cities can be found by visiting the Department of Transportation website for Wisconsin or Minnesota.

Below is a map of all Park and Ride lot locations in St. Croix County.



### Special Services

The St. Croix County Aging Disability Resource Center (ADRC) has a transportation program that provides transportation to persons 60 and older and to persons with disabilities for Deer Park residents. The general public may ride on a “space available” basis.

The Transportation service is available in the communities of: Baldwin, Deer Park, Glenwood City, Hammond, Hudson, New Richmond, Roberts, Somerset and Woodville. The service provides transportation to local Senior Centers/Nutrition Sites, medical appointments, employment, shopping and social destinations within each community. The buses in three communities are wheelchair accessible. Days and times of the transportation service vary by location. Requests for service are made by contacting the Senior Center located in the community in which service is needed. Requests must be made 24-48 hours in advance. A minimal fee is required.

The ADRC also collaborates and supports other transportation programs including New Freedom Transportation/Volunteer Ride Program; River Falls Rideshare; New Richmond Rideshare; and Hudson Rideshare.

### Bicycle and Walking

Within the Village of Deer Park, sidewalks are provided along two streets. Main Street/Highway 46 has sidewalks on both sides serving local businesses, the post office, and the senior housing facility, while a sidewalk on the north side of Front Street provides access to businesses and the Deer Park Community Center/Fire Station. Because of the village’s small size and minimal through traffic, pedestrians and bicyclists experience fewer interactions with vehicles on streets without sidewalks than in larger communities.

The St. Croix County Bicycle and Pedestrian Plan was adopted by the County Board of Supervisors in May of 2017 and provides a long-term framework to improve bicycling and walking safety, connectivity, and accessibility throughout the county. It identifies priority routes, policies, and implementation strategies to support active transportation for residents, commuters, and recreational users. There are cross-county bicycle routes identified in the Deer Park area that are recommended for advisory bicycle lanes (marked bike lanes on existing pavement).

### ATV/UTV and Snowmobiles

Deer Park has ordinances that regulate the use of ATV/UTV and snowmobiles within the Village. Information can be found on the Village of Deer Park website.

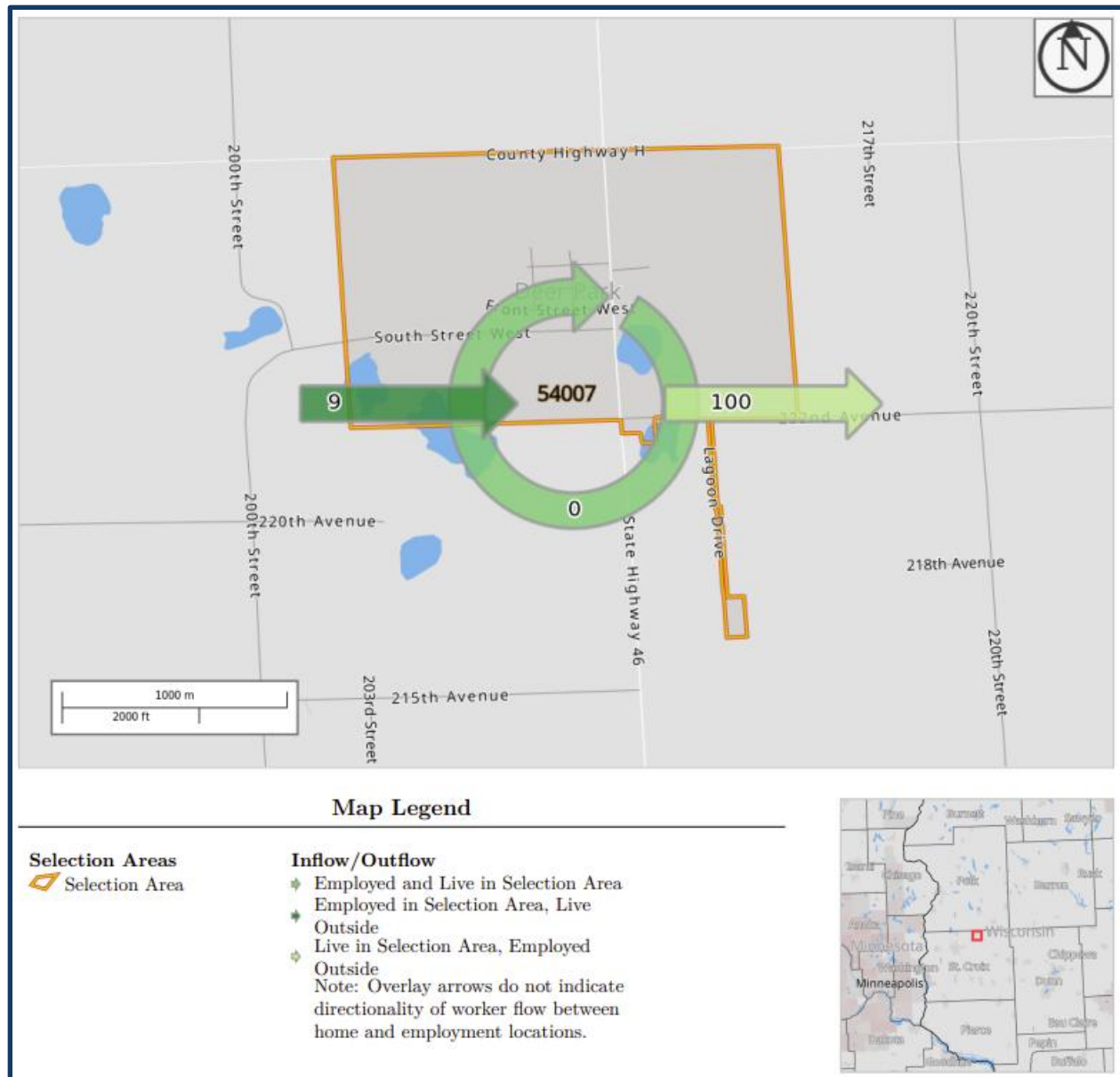
The St. Croix County Snowmobile Association is comprised of 12 snowmobile clubs from around the county. The Association works through the St. Croix County Parks Division in the maintenance and grooming of the 247 miles snowmobile trail system, portions of which run through Deer Park. Lands on which the trails are on are privately owned and are allowed by easement or agreement.

The Wisconsin Department of Natural Resources provides funds for trail maintenance using snowmobile registration fees and gas tax revenue.

### Place of Work/Commute Time

According to the 2020 U.S. Census, nine (9) people employed in Deer Park live outside of the village. 100 people living in the Village of Deer Park are employed outside of the village. Zero people live within and are employed in the Village of Deer Park.

Based on 2023 American Community Survey (ACS) data, the average commute time to work for a Deer Park resident is 31.3 minutes.



Source: U.S. Census

## Existing Transportation Plans and Programs

### State Plans and Programs

- Wisconsin Department of Transportation (DOT) Plan 2050 - [Connect 2050](#)
- WI DOT four-year [Statewide Transportation Improvement Program](#)
- WI DOT [Access Management State Statutes](#)
- Wisconsin State [Airport System Plan](#)
- Wisconsin [Bicycle Transportation Plan](#)
- WI DOT [Pedestrian Policy Plan](#)
- WI DOT [Adopt-A-Highway Program](#)
- WI DOT [Information System for Local Roads](#) (WISLR)
- WI DOT [Local Roads Improvement Program](#) (LRIP) - Town plan to DOT for funding
- WI DOT [Transportation Economic Assistance](#) (TEA) Program
- Wisconsin Department of Natural Resources (DNR) [trails program](#)
- Wisconsin Economic Development Corporation [Community Development Block Grant \(CDBG\)](#)

### Regional and Local Plans and Programs

- St. Croix [County Transportation](#) Local Road Improvement Program (LRIP) plan
- St. Croix County 2017 Bicycle and Pedestrian Plan [2017 Plan](#)
- St. Croix County Highway Department [5-year plan 2022-2026](#)
- West Central Wisconsin Regional Planning Commission [\(WCWPRC\) Transportation](#)
- Specialized Transportation and Transit Providers
  - St. Croix County [Aging and Disability Resource Center](#)
  - New Freedom Program – [Center for Independent Living for Western Wisconsin](#)





## Goals and Objectives

### Goal:

Maintain and further develop a safe, effective, and efficient transportation system in the Village of Deer Park in order to meet the needs of residents and businesses while also supporting other comprehensive planning goals, objectives and policies.

### Objectives:

- **Coordinate road improvements** with current and planned land uses.
- **Manage village roads** cost-effectively while preserving small-town character.
- **Use existing roads** to accommodate future growth when possible.
- **Encourage safe, diverse transportation options** for vehicles, pedestrians, bicycles, ATVs, and trucks.

### Policies:

- **Evaluate Roadways:** Use Pavement Surface Evaluation Rating (PASER) and Wisconsin Information System for Local Roads (WISLR) to evaluate, plan, and prioritize roadway improvements.
- **Future Development:** Require new roads and developments to meet village standards, ensure connectivity, and cover construction and repair costs.
- **Road Planning:** Plan for future rights-of-way and coordinate with WisDOT on State Highway 46.
- **Transportation Alternatives:** Support bicycle and pedestrian infrastructure improvements, signage, and shared roadways, and encourage county upgrades to County Road H.
- **Transportation Services:** Promote and support transportation services for elderly and disabled residents.