

TOWN OF RIB MOUNTAIN

COMPREHENSIVE PLAN

2005

Town of Rib Mountain Town Board

Marathon County Conservation, Planning & Zoning
Department

URS, Inc.
MSA

Town of Rib Mountain

Conditions and Issues

November 2005

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List of Acronyms

303 (d) list—waters designated as “impaired” under section 303 (d) of the U.S. Clean Water Act.

AADT—Annual Average Daily Traffic

AHI—Architecture & History Inventory (a database of the Wisconsin Historical Society).

BMPs—Best Management Practices

CCC—Civilian Conservation Corps (a 1930s construction and conservation program).

CCR&R—Child Care Resource and Referral Network

CDBG—Community Development Block Grant

CES—Cropland Evaluation System (Marathon County)

CIP—Capital Improvement Program

Comm 83—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems.

CTH—County Trunk Highway

CWA—Central Wisconsin Airport

DWD—Department of Workforce Development

EMS—Emergency Medical Services

ERW—Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources.

FCL—Forest Crop Law

FEMA—Federal Emergency Management Agency

FIRM—Flood Insurance Rate Maps

HOME—Home Investment Partnerships Program

HUD—U.S. Department of Housing and Urban Development

LHOG—Local Housing Organization Grant

MFL—Managed Forest Law

MPO—Wausau Area Metropolitan Planning Organization

NCHC—North Central Health Care

NCWRPC—North Central Wisconsin Regional Planning Commission

NRHP—National Register of Historic Places

NTC—Northcentral Technical College

ORW—Outstanding Resource Waters, a designation under the U.S. Clean Water Act.

PASER—Pavement Surface Evaluation Rating

PMP—Pavement Management Plan

SHPO—State Historic Preservation Office

STF Data—Summary Tape File, referring to data files of the 2000 U.S. Census.

STH—State Trunk Highway

TDP—Transit Development Plan (Wausau Area Transit System)

TIP—Transportation Improvement Program (Marathon County)

USDA—United States Department of Agriculture

USH—U.S. Highway

UW-MC—University of Wisconsin—Marathon County

WATS—Wausau Area Transit System

WDA—Wisconsin Department of Agriculture

WDNR—Wisconsin Department of Natural Resources

WDOA—Wisconsin Department of Administration

WDOT—Wisconsin Department of Transportation

WHEDA—Wisconsin Housing and Economic Development Authority

WISLR—Wisconsin Information System for Local Roads

WPS—Wisconsin Public Service Corporation

1. Introduction and Summary

The Town of Rib Mountain Conditions and Issues Report documents existing conditions in the Town and identifies primary issues or concerns the Town may need to address in the future. It includes information on the Town's demographics, natural resources, land use, transportation, utilities, housing, cultural resources, community facilities, parks, economic development, and intergovernmental cooperation. This report provides a backdrop for the development of the final plan, which will outline policies and actions the Town can take to address identified issues and guide future growth in Rib Mountain. Some key findings include:

- The Town of Rib Mountain is located on the west edge of the Wausau urban area. It has experienced fairly strong population growth over the past 30 years, with an increase in population of 35percent between 1990 and 2000.
- The landscape of the Town has both rural and suburban characteristics. The eastern third of the Town is more developed while the western portion of the Town remains fairly rural, with scattered low-density housing development. Rib Mountain is a prominent natural feature and occupies a large area in the north central part of the Town. Nine-Mile Forest Unit also occupies a large area in the west central part of the Town.
- Rib Mountain has its own zoning and subdivision regulations. The Town requires development agreements as a means to ensure high development standards.
- Town roads are generally in good repair. However, increasing traffic and related congestion are concerns, particularly along CTH N (Rib Mountain Drive) and CTH NN (North Mountain Road).
- Portions of Rib Mountain are in the Wausau Urban Service Area and receive public sanitary sewer service through the Rib Mountain Sanitary District. Outside the sewer service area, all development uses private on-site septic systems and wells.
- Housing within the Town consists primarily of owner-occupied single family homes. Median housing values are significantly higher in the Town than in Marathon County or the State overall.
- The Town has several existing local parks and recreational facilities. However, neighborhood parks may be needed in some rapidly growing residential areas.
- The Town's economy is dominated by commercial and service type businesses, most of which are located in the eastern part of the Town, near Rib Mountain Drive. However, portions of the western half of the Town remain fairly agricultural.

2. Demographics

This analysis is intended to describe the existing demographics in the Town of Rib Mountain and identify the major demographic trends impacting the Town over the next few decades. Both Marathon County and the State of Wisconsin are also listed for comparison.

Population and Households

Historical Trends

Over the past 30 years, the population of the Town of Rib Mountain increased by 58 percent. As shown on Table 2-1, this was significantly higher than the percent increase experienced by Marathon County (29%) and the State (21%). During the last decade, the rate of population increase by 35 percent in the Town; again, substantially higher than the rate increase for both the County (9%) and the State (10%).

The increase in total households over the past 30 years was substantially higher than the increase in population. This is likely due to a decrease in household size, which reflects the national trend toward more households comprised of singles, couples without children, and widows or widowers.

The population of Marathon County grew from 115,400 in 1990 to 125,834 in 2000, an increase of 9 percent compared to a 10 percent increase in the State and 8.7 percent in the U.S. The most recent estimates (Wisconsin Department of Administration [WDOA], Demographic Services, 2002) show an annual growth rate of 0.7 percent in all three jurisdictions. Population growth in Marathon County has been concentrated in the urbanized area surrounding Wausau.

Table 2-1: Demographic Change, 1970-2000

	1970	1980	1990	2000	% change 1970 to 2000	% change 1990 to 2000
Total Population						
Rib Mtn.	4785	5344	5605	7556	+58%	+35%
County	97,457	111,270	115,400	125,834	+29%	+9%
State	4,417,821	4,705,767	4,891,769	5,363,675	+21%	+10%
Total Household						
Rib Mtn.	1329	1744	1900	2697	+103%	+42%
County	29,771	37,865	41,534	47,402	+59%	+14%
State	1,328,804	1,652,261	1,822,118	2,084,544	+57%	+14%
Average Household Size						
Rib Mtn.	3.60	3.06	2.95	2.78	-23%	-6%
County	3.27	2.90	2.75	2.60	-20%	-5%
State	3.22	2.35	2.68	2.50	-22%	-7%

Source: Wisconsin Department of Administration

As shown in Table 2-2, the largest age groups in the Town include residents between 25-54 years old, with the median age being 38 years, slightly older than median age in the County or State overall. The distribution of population across age groups in the Town is similar to that of the County and State.

Table 2-2: Population by Age Group, 2000

Age Group	Percent of Population		
	Rib Mountain	County	State
Under 5 years	6.6	6.4	6.4
5 to 9 years	7.9	7.5	7.1
10 to 14 years	8.5	8.0	7.5
15 to 19 years	7.2	7.7	7.6
20 to 24 years	3.5	5.4	6.7
25 to 34 years	11.0	13.0	13.2
35 to 44 years	18.7	16.5	16.3
45 to 54 years	16.8	13.9	13.7
55 to 59 years	5.9	4.8	4.7
60 to 64 years	4.1	3.8	3.8
65 to 74 years	5.8	6.4	6.6
75 to 84 years	3.2	4.8	4.7
85 years and over	0.8	1.7	1.8
Median Age	38.0	36.3	36.0

Source: Wisconsin Department of Administration, 2000

Population Forecasts

Population projections were completed in 5-year increments between 2000 and 2030. Projections were computed by the North Central Wisconsin Regional Planning Commission (NCWRPC) and are based on a historical growth rate between 1980 and 2000. These are shown in Table 2-3.

Table 2-3: Population Projections, 2000-2030

	Total Population by Year							% change
	2000	2005	2010	2015	2020	2025	2030	
Rib Mtn.	7,556	7,732	7,909	8,085	8,261	8,438	8,614	14%
County	125,834	128,632	131,430	134,217	137,022	139,820	142,618	+13%

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003

Assuming a moderate rate of growth, population is estimated to increase by 1,058 or 14 percent between 2000 and 2030. This is slightly higher than the County increase of 13 percent. The estimates suggest an overall increase in population by 2030 between 9 percent if a lower growth rate occurs and 19 percent if a higher growth rate occurs.

Table 2-3a shows population projections completed by the WDOA, Demographic Services Center. The WDOA population projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statute 16.96. These projections are based on the same historical time period as those developed by NCWRPC, however more recent years carry a greater weight in the WDOA’s projected populations. Additionally, the WDOA projections are based on the historical population trends of individual communities, whereas the NCWRPC projections are based on trends in the planning sub-areas.

Table 2-3a: Population Projections, (WDOA) 2000-2030

	Total Population by Year							% change
	2000	2005	2010	2015	2020	2025	2030	
Rib Mtn.	7,556	8,051	8,535	9,022	9,515	10,003	10,215	35%
County	125,834	130,242	134,504	138,836	143,308	147,112	150,255	+19%

Source: Wisconsin Department of Administration

2030 numbers projected from 2025 DOA estimates based on countywide growth rate rates

Projections were also prepared in conjunction with preparation of the 2035 Long-Range Transportation Plan (LRTP). These projections, shown in Table 2-3b, were prepared by Becher-Hoppe working with the Marathon County Metropolitan Planning Commission and are based on building permit and other data gathered between 2000 and 2005.

Table 2-3b: Population Projections, (MPO) 2000-2030

	Total population by Year							% chg.
	2000	2005	2010	2015	2020	2025	2030	
WDOA	7,556	8,051	8,535	9,022	9,515	10,003	10,491	35%
MPO Adj.	7,556	7,844	8,060	8,302	8,563	8,851*	8,851	17%

Source: WDOA and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]

*assumes Town fully developed in 2025.

The NCWRPC projections provide a baseline to determine trends in the sub-area. They are useful in identifying future population beyond the borders of individual communities. The WDOA projections are more useful at the local municipality level. However, the MPO adjusted numbers reflect the most current data available.

Household Forecasts

Like population, household projections were completed in 5-year increments between 2000 and 2030. The number of households was calculated by dividing the average persons per household into the total population for each 5-year increment. As shown on Table 2-1, the average persons-per-household in

the Town was estimated to be 2.78. Persons-per-household for the County was calculated to be 2.59 based on the average persons-per-household for all five planning sub-areas.

Household projections calculated by the NCWRPC are shown in Table 2-4. Assuming a moderate rate of growth, the number of households is estimated to increase by 402, or almost 15 percent between 2000 and 2030. This is slightly higher than the County increase of 13 percent.

Table 2-4: Household Projections – 2000-2030

	Total Households by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
Rib Mtn.	2,697	2,781	2,845	2,908	2,972	3,035	3,099	+15
County	48,585	49,665	50,745	51,821	52,904	53,985	55,065	+13

Source: Derived from data in Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003

Like the population projections, the WDOA household projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statute 16.96 and are based on the historical population trends of individual communities. Table 2-4a includes household projections completed by the WDOA, which indicate a significantly higher rate of growth than the NCWRPC projections.

Table 2-4a: Household Projections (WDOA) – 2000-2030

	Total Households by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
Rib Mtn.	2,697	2,920	3,168	3,411	3,651	3,878	3,991	48%
County	47,702	50,109	52,902	55,589	58,181	60,283	62,035	+30%

Source: Wisconsin Department of Administration
2030 numbers projected from 2025 DOA estimates based on countywide growth rate rates

The WDOA projections may over-estimate the growth rate based on historical growth rates over the past few decades, which have been high in the Town. However, Town officials believe the growth rate will taper off substantially as land available and suitable for new housing development has become more limited. Household projections, like population projections prepared for the 2035 LRTP, are based on building permit and other data gathered between 2000 and 2005 and are therefore a better reflection of the more recent slow down in growth due to the decline amount of land available and suitable for development. These projections are shown in Table 2-4b.

Table 2-4b: Household Projections, (MPO) 2000-2030

	Total population by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
WDOA	2,697	2,920	3,168	3,411	3,651	3,878	3,991	48%
MPO Adj.	2,697	2,845	2,992	3,139	3,286	3,431*	3,431	27%

Source: WDOA and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]

*assumes Town fully developed in 2025.

Education and Income Levels

According to 2000 Census data, 91.7 percent of Rib Mountain residents have a high school education or higher. This is significantly higher than the County at 83.8 percent, and the State at 85.1 percent. In the Town, 33 percent of residents have a bachelor’s degree or higher. This is also significantly higher than the number of persons with a bachelor’s degree or higher in the County and State with 18.3 percent and 22.4 percent respectively.

**Table 2-5: Educational Attainment, 2000
(population age 25 and over)**

Educational Attainment	Rib Mountain		County	State
	Number	Percent	Percent	Percent
Less than 9th Grade	210	4.2	8.2	5.4
9th to 12th Grade, No Diploma	204	4.1	8.0	9.6
High School Graduate	1561	31.4	38.0	34.6
Some College, No Degree	908	18.3	18.3	20.6
Associates Degree	428	8.6	9.2	7.5
Bachelor's Degree	1080	21.8	12.6	15.3
Graduate or Professional Degree	573	11.5	5.7	7.2
Percent high school graduate or higher		91.7	83.8	85.1
Percent bachelor's degree or higher		33.3	18.3	22.4

Source: Wisconsin Department of Administration, 2000

As shown in Table 2-6, median household income for Rib Mountain residents was \$61,294 in 2000, which compares significantly higher than both Marathon County with a median of \$45,165 and the State overall at \$43,791. Likewise, income distribution among all income levels is generally higher than levels observed in the County and/or State.

Table 2-6: Household Income Levels, 2000

Income Level	Rib Mountain		County	State
	Number	Percent	Percent	Percent
Less than \$10,000	42	1.6	5.9	7.1
\$10,000 - \$14,999	51	1.9	5.4	5.8
\$15,000 - \$24,999	165	6.1	12.3	12.7
\$25,000 - \$34,999	246	9.1	13.1	13.2
\$35,000 - \$49,999	387	14.4	19.4	18.1
\$50,000 - \$74,999	841	31.2	25.2	22.7
\$75,000 - \$99,999	397	14.7	10.5	10.9
\$100,000 - \$149,000	347	12.9	5.4	6.4
\$150,000 - \$199,999	133	4.9	1.3	1.5
\$200,000 or More	86	3.2	1.6	1.5
Total Households	2,697	100.0	100.0	100.0
Median Hshld. Income	\$61,294	-	\$45,165	\$43,791

Source: Wisconsin Department of Administration, 2000

Employment Characteristics

Table 2-7 illustrates the breakdown, by occupation, of the employed population of the Town in 2000. The “employed population” is defined as people living in Rib Mountain who are 16 years and older. In 2000, the Town had an employed population of 4,183. Most residents were employed in management, professional and related, sales and office, or production, transportation and material moving occupations.

Table 2-7: Occupation by Sector, 2000

Sector	Number	Percent
Management, professional, and related occupations	1,762	42.1
Service occupations	334	8.0
Sales and office occupations	1,189	28.4
Farming, fishing, and forestry occupations	--	--
Construction, extraction, and maintenance occupations	287	6.9
Production, transportation, and material moving occupations	611	14.6
Total Employed*	4,183	100

Source: Wisconsin Department of Administration

* “Total Employed” represents employed civilian population 16 years and over

Employment forecasts completed by the NCWRPC in 2003, shown in Table 2-8, indicate continued employment growth for the Town of Rib Mountain. By the year 2030, it is estimated that the Town will provide employment to over 1,000 workers. This represents an employment increase of 32 percent and assumes a moderate growth rate based on the rate of change in employment between 1990-2000 for non-farm employment.

Table 2-8: Employment Projections, 2000-2030

	Total Employment by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
Rib Mtn.	3,305	3,483	3,661	3,839	4,017	4,195	4,373	32%
County	72,508	75,625	78,742	81,859	84,976	88,093	91,210	25.8%

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003*

Employment projections were also prepared for the 2035 LRTP, and are based on building permit and other data gathered between 2000 and 2005. These projections, shown in Table 2-8a, indicate a higher rate of employment growth than the NCWRPC projections.

Table 2-8a: Employment Projections, (MPO) 2000-2030

	Total Employment by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
NCWRPC	3,305	3,483	3,661	3,839	4,017	4,195	4,373	32%
MPO Adj.	3,305	3,528	3,749	3,971	4,193	4,415	4,636	40.3%
County	72,508	75,625	78,742	81,859	84,976	88,093	91,210	25.8%

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC 2003 and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]*

Demographic Trends

- Rib Mountain has experienced a strong growth in population (58%) and households (103%) over the last 30 years. Over half of the growth appears to have occurred between 1990 and 2000.
- In Rib Mountain over the next 25 years, population is projected to growth by 15-35 percent; households by 15-48 percent, and employment by 32-40 percent.

- The population of Rib Mountain is slightly older, on average than the general population of the County or State, with a median age of 38.0 years compared to 36.3 and 36.0 for the County and State, respectively.
- Rib Mountain has a fairly high percent (91.7%) of residents with high school diplomas or higher, compared to 83.8 percent for the County, and 85.1 percent for the State. Likewise, 33 percent of residents have bachelor’s degrees or higher, compared to 18.3 percent for the County and 22.4 percent for the State.
- The median household income in Rib Mountain (2000) is \$61,294, which is significantly higher than median income in the County (\$45,165) or State (\$43,791).

Issues

No issues have been identified.

3. Natural Resources

Because natural resource features do not follow geo-political boundaries, it is important to consider their patterns and inter-relationships on a broader scale. In addition, many of the programs for protecting or mitigating impacts to natural resources are administered at the County, State or Federal level. Thus, an overview of recent countywide natural resource planning efforts is described below, followed by a description of local natural resource conditions. Of particular interest are geographic areas of the landscape encompassing valued natural resources features grouped below by resource type, including water, soil and biological resources.

Recent Planning Efforts Related to Natural Resources

In the last decade, several plans were prepared by the County specifically to address protection and management of natural resources. These plans may be used as resources to guide local policy and decision making regarding resource management and protection. In addition to the plans listed below, Marathon County and several local communities have adopted park and outdoor recreation plans that discuss natural resource based recreational facilities and protection strategies. These are described in more detail in the Parks section.

- **Marathon County Land and Water Resource Management Plan** - In 2001, Marathon County adopted a Land and Water Resource Management Plan in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). This plan was updated in 2005. The primary intent of this plan is to identify a vision for natural resource management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources. Marathon

County encompasses portions of 22 watersheds. The Wisconsin Department of Natural Resources (WDNR) has ranked these watersheds according to water pollution impacts and designated five as “priority” watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. The County’s Department of Conservation, Planning and Zoning works with the WDNR to implement the program. Program funding is used to hire staff to assist in developing management plans for each watershed and to provide cost sharing to landowners for implementation of “best management practices” (BMPs) to achieve the program objectives.

- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the Marathon County Groundwater Plan in 1988. It is intended to guide local and County officials in setting policy. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection.
- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 1996-2005** – This plan includes recommendations to guide management of forest land in Marathon County in accordance with the County Forestry Department’s mission to manage and protect the County forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and as well as information regarding the roles of the various agencies and regulatory framework related to forest management. This plan is currently being updated and is anticipated to be adopted in 2006. The updated plan will cover a 15 year time frame.

Water Resources

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. Outstanding Resource Waters (ORW) and Exceptional Resource Waters (ERW) designations are derived from an amendment to the U.S. Clean Water Act, which directed states to identify waters that were largely unaffected by pollution and should remain that way. States were required to develop “anti-degradation” policies to protect these waters from pollution. As a result, wastewater entering an ORW must be as clean as the water in the “outstanding” water body. The anti-degradation policies only apply to point sources of pollution, such as an industrial discharge pipe. However, Wisconsin has other programs in place to control non-point source pollution, such as animal waste and pesticides in farm runoff, urban runoff, and failing septic systems.

The Wisconsin Natural Resources Board also wanted to extend higher levels of protection to top trout waters. As such, the WDNR established a second category of waterways to be protected under the anti-degradation policy; these are the “Exceptional Resource Waters”. Wastewater entering ERWs must meet minimum clean water standards, although higher standards are encouraged where feasible.

There are no Outstanding Resource Waters or Exceptional Resource Waters in the Town of Rib Mountain.

Water resources that have been significantly degraded are identified as “impaired waters”. Four of the 22 watersheds in Marathon County have been identified as “impaired waters” on the “303 (d) list” of the U.S. Clean Water Act. The list

identifies waters that do not meet current water quality standards and merit water quality improvement and protection. There are no “impaired” watersheds in the Town of Rib Mountain.

Streams/Rivers – As shown on Figure 3-1, the Wisconsin River forms the eastern border of Rib Mountain and the Big Rib River meanders along the northern Town border. Black Creek runs through the Nine-Mile Forest Unit.

Floodplain – Floodplains consist of land likely to be covered by floodwater during the regional (100-year) flood. Floodplain areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRM). The floodplain includes the floodway and the flood fringe.

Generally, “floodway” consists of the channel of a river or stream and those portions of the floodplain adjoining the channel that are needed to carry the regional flood discharge. “Flood fringe” consists of that portion of the floodplain outside of the floodway covered by floodwaters during the regional flood and is generally associated with standing water rather than flowing water.

As shown on Figure 3-1, large areas in the 100-year floodplain are located along the Big Rib River and a narrow band of floodplains edges the Wisconsin River and Black Creek.

Wetlands – Wetlands in Wisconsin were defined by the State Legislature in 1978 as: *“an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.”*

Programs in three levels of government - local, State and Federal - regulate activities in wetlands. There are dozens of wetland types in Wisconsin, characterized by vegetation, soil type and degree of saturation or water cover. Some of the more prominent wetland types are:

- ***Aquatic Bed*** wetlands contain plants growing entirely on or in a water body no deeper than 6'. Plants may include pondweed, duckweed, lotus and water lilies.
- ***Marshes*** are characterized by standing water and dominated by cattails, bulrushes, pickerel-weed, lake sedges and/or giant bur-reed
- ***Sedge or "Wet" Meadows*** wetlands may have saturated soils, rather than standing water, more often than not. Sedges, grasses and reeds are dominant, but look also for blue flag iris, marsh milkweed, sneezeweed, mint and several species of goldenrod and aster.
- ***Scrub/Shrub*** wetlands include bogs and alder thickets and are characterized by woody shrubs and small trees such as tag alder, bog birch, willow and dogwood.
- ***Forested*** wetlands include bogs and forested floodplain complexes. They are characterized by trees 20 feet or more in height such as tamarack, white cedar, black spruce, elm, black ash, green ash and silver maple.

The Nine-Mile Forest Unit is dominated by wetlands, including those classified as forested, scrub/shrub, and emergent/wet meadow. Large areas of forested wetland are also located along the Big Rib River. Smaller wetland areas exist adjacent to the creeks and Wisconsin River. Figure 3-2 indicates the location and types of wetlands in Rib Mountain.

Groundwater – As shown on Figure 3-3, depth to groundwater varies from shallow to moderately deep throughout the Town. The volume of groundwater available for domestic and business uses also varies from sufficient to limited in some areas. High bedrock in some areas limits the supply and access to groundwater. Areas with high bedrock are shown on Figure 3-4.

Soil Resources

Soil Types – As shown on figure 3-5, there are five different soil associations present in Rib Mountain. Areas adjacent to the Big Rib and Wisconsin rivers consist of Mahtomedi-Fordum-Sturgeon. Most of the Nine-Mile Creek area contains Cathro-Seelyeville soils. The area encompassing and surrounding Rib Mountain consists of Fenwood-Rietbrock-Rozellville soils. Other soil associations include Mosinee-Meadland-Dancy and Marathon-Mylrea-Moberg.

Susceptibility for soil erosion is generally consistent with the average soil loss rate in Marathon County overall and is not a major concern.

Prime Farm Soils - Areas most suitable for agricultural production, with minimal limitations and requiring minimal inputs for successful production have been identified as “prime farm lands” by the United States Department of Agriculture (USDA). The USDA further defines prime farm lands into land capability classes. Land Capability Classification (LCC) is a system of grouping soils primarily on the basis of their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. Prime farm lands in Marathon County have been classified into the USDA Land Capability Class II.

Figure 3-6 illustrates soils in Rib Mountain that have been identified as prime farm soils according to the USDA. Group 1 soils represent the best farmland in Marathon County and Group 2 soils, while also very good, have some restrictions due to poor soil drainage. Areas of Group 1 and 2 prime farmland soils are mostly concentrated around the base of Rib Mountain extending a little south of CTH N. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farm soils” designation simply indicates that these soils are good productive farmland. There are no areas in the Town zoned Exclusive Agriculture.

Steep Slopes –Steep slopes are defined as slopes with gradients over 12 percent. Figure 3-7 illustrates where steep slopes exist and separates them into two categories. Category D includes areas with slopes between 12 and 20 percent. Category E includes areas where slopes are all greater than 15percent. Most of the steep slopes in the Town are associated with Rib Mountain. Generally, development is restricted or prohibited on steep slopes.

Non-Metallic Mining - There are about 400 operating or abandoned sand, gravel, decomposed (“rotten”) granite and stone excavation sites in Marathon County. In 1989 the County adopted a Non-metallic Mining Ordinance that requires reclamation of these sites to a purposeful and acceptable landscape appearance and use. The program is administered by the Marathon County Conservation, Planning and Zoning Department and includes incentives to reclaim abandoned excavations.

Biological Resources

Vegetation –The Town contains a significant amount of woodlands, many owned by the State (e.g., Rib Mountain State Park) or County (e.g., Nine-Mile forest unit). A number of the County owned woodlands are logged. Vegetation in developed areas of the Town generally consists of urban landscaping of lawns, trees, shrubs and private gardens. However, many of the more rural, large lot residences are heavily wooded.

Wildlife Resources and Habitat – Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles and amphibians that typically live in Marathon County. Common types of wildlife include bear, badger, wolf, deer, wild turkeys, raccoon, squirrels, songbirds, waterfowl and raptors. Wildlife resources are abundant in the many undisturbed sanctuaries, refuges, reserves, and scattered habitats located throughout the County. Numerous other species of migrating birds use habitat in Marathon County for food, shelter, and resting stops during seasonal migration.

There is a significant amount of wildlife habitat in Marathon County. In addition to County parks and forest units, major wildlife habitat areas include: the George W. Mead Wildlife Area, the McMillan Marsh State Wildlife Management Area, and Rib Mountain State Park. In addition, Nine Mile Creek provides significant wildlife habitat area in the Town of Rib Mountain.

Threatened and Endangered Species - Both aquatic and terrestrial endangered, threatened, or special concern species are present within Rib Mountain. These include:

Communities:

- **Northern Sedge Meadow Community** - This open wetland community is dominated by sedges and grasses. There are several common subtypes: Tussock meadows, dominated by tussock sedge (*Carex stricta*) and Canada bluejoint grass (*Calamagrostis canadensis*); Broad-leaved sedge meadows, dominated by the robust sedges (*Carex lacustris* and/or *C. utriculata*); and Wire-leaved sedge meadows, dominated by such species as woolly sedge (*Carex lasiocarpa*) and few-seeded sedge (*C. oligosperma*). Frequent associates include marsh bluegrass (*Poa palustris*), manna grasses (*Glyceria* spp.), panicled aster (*Aster lanceolatus*), joy-pye-weed (*Eupatorium maculatum*), and the bulrushes (*Scirpus atrovirens* and *S. cyperinus*).
- **Shrub-Carr Community** - This wetland community is dominated by tall shrubs such as red-osier dogwood (*Cornus stolonifera*), meadowsweet (*Spiraea alba*), and various willows (*Salix discolor*, *S. bebbiana*, and *S. gracilis*). Canada bluejoint grass (*Calamagrostis canadensis*) is often very common. Associates are similar to those found in Alder Thickets and tussock-type Sedge Meadows. This type is common and widespread in southern Wisconsin but also occurs in the north.
- **Fast; Soft; Cold Stream Community** – This community generally consists of cold water streams that run fast and have soft or gravelly bottoms, not rocky. These streams are well suited for trout.

Flora:

- Deam's Rockcress (*Arabis missouriensis* var. *deamii*)

Fauna:

- Tawny Crescent Spot (*Phyciodes batesii*)
- Black Redhorse (*Moxostoma duquesnei*)

Issues

- **Forest Clear Cutting** – The Town has an ordinance that restricts the amount of acreage that can be clear-cut. However, this ordinance is in conflict with management practices on County forestland. As a result, the County must request permission from the Town every time the County conducts a managed clear-cut greater than the maximum acreage allowed in the Town.
- **Development on Rib Mountain** – There are some conflicts between environmental groups and ski resort owners regarding development on Rib Mountain. The owner of Granite Peak Ski Resort is interested in developing condominiums on a 25-acre site at the base of the ski hill. Opposition groups are concerned about development impacts on the natural character of Rib Mountain.
- **Development at High Elevations** – Very steep topography limits development in some areas, particularly on Rib Mountain and the Mosinee Hill area south of CTH KK. While development may be restricted on areas with steep slopes, development is not necessarily prohibited on more level areas located at higher elevations. Because the Town does not restrict driveway construction on steep

slopes, access can be provided to building sites located on more level ground at higher elevations. However, such sites generally must be accessed via private driveways because the maximum grade allowed for public roads is 12 percent. Development at high elevations poses problems for the Village because it is difficult to pump water to serve these areas and water for private wells is generally not readily available.

4. Land Use

The Town of Rib Mountain anchors the southwest corner of the Wausau metropolitan area. It is located on the west side of the Wisconsin River and encompasses one of the most significant physical features in the County – its namesake, Rib Mountain.

Current Pattern of Land Use

The Town of Rib Mountain is characterized by the presence of two significant natural features; Rib Mountain and Nine-Mile Forest Unit a large wetland complex used for recreation and scientific study. Most development in the Town has taken place to the north and east of the mountain, extending toward the Wisconsin River. Much of the community consists of lower density residential development with most commercial development concentrated along CTH N (Rib Mountain Drive) and at interchanges on USH 51 (CTH N and NN). The area south of the mountain and north and east of Nine-Mile Forest Unit consists primarily of large lot, very low density single family housing.

Existing Land Use - For purposes of this report, tax assessment land use categories were used to represent existing land use. Table 4-1 describes the various land use cover categories and Figure 4-1 illustrates the existing land cover. The acreage and percent of land shown on Table 4-1 were determined from aerial photos and are not intended to be accurate to the parcel level.

Table 4-1: Land Use Cover Classification, 2000

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	1,951	11.79
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	8	0.05
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	315	1.90
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	1	0.01
Quarries/ Gravel Pits	Mining operations County revising map	139	0.84
Cropland	Tilled agriculture, prime farmland	1,104	6.67
Specialty Crops	Ginseng, orchards, vineyards, nurseries, groves, cranberries, etc.	11	0.07
Other Agriculture	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	308	1.86
Public/ Quasi-Public	Schools, churches, cemeteries, town halls, fire departments, National Guard	116	0.70
Recreation	Ball fields, golf courses, playgrounds, parks, trails, camp grounds, shooting ranges	217	1.31
Woodlands	Forested land	6,200	37.45
Water and Wetlands	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	4,479	27.06
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	1,004	6.06
Barren Land	Unused open land in wooded areas, along streams, along roadsides	717	4.33
Total Land Area		16,553	100%

Source: Marathon County Tax Assessment Code Database

Current Land Use Plans and Regulations

Land Use Plan – The Town adopted the *Rib Mountain Community Development Plan* in 1989. This plan replaced an earlier community plan prepared in 1978. The plan is based on the following eight goals:

1. To protect and enhance the quality of Rib Mountain’s residential living environment.
2. To identify and designate areas for small-lot suburban housing which are located in a healthy, safe, convenient, efficient, and attractive environment, while controlling the overall rate of residential growth.
3. To establish commercial areas that provide goods and services in a convenient, safe and attractive environment.
4. To restrict industrial areas to those locations where industrial activities will not degrade the Town’s natural or residential living environment.
5. To provide a safe and efficient transportation network that will facilitate the movement of people and goods.
6. To provide a diversified local recreational system that will meet the needs and desires of Town residents.
7. To develop a pattern of land use that will protect the natural environment of Rib Mountain.
8. To maintain a comprehensive, continuous, and coordinated community planning effort.

- **Shaping Growth in Rib Mountain (1991)** – This was a follow up report focused on implementation of the 1989 Community Development Plan through community prioritization of plan recommendations. No changes or updates were made to the goals outlined in the 1989 plan.

Zoning - The Town has its own zoning and subdivision ordinances. In 1994, the Town adopted new, fairly strict development standards and requires development agreements to ensure high quality development. Figure 4-2 illustrates existing zoning in the Town.

The Town recently passed an ordinance regarding lodging to address issues related to rental of single-family homes near the ski resort for recreational lodging use. The Town uses a consultant (Earth Tech) to provide on-going development plan review services.

Shoreland Zoning - Shoreland, shoreland wetlands, and floodplain regulations are applicable in all geographic areas of the County. Wisconsin law mandates counties to adopt and administer a zoning ordinance that regulates land use in shoreland/wetland and floodplain areas for the entire area of the County outside of villages and cities. This ordinance supersedes any Town ordinance, unless a Town ordinance is more restrictive. The shoreland/wetland and floodplain area covered under this zoning is the area that lies within 1,000 feet of a lake and within 300 feet of a navigable stream or to the land ward side of a floodplain, whichever distance is greater.

Forest Crop Law (FCL) and Managed Forest Law (MFL) In the State, over 2.6 million acres are enrolled under the FCL and the MFL. Because high taxes had encouraged the cutting of timber for revenue, the laws were developed to encourage better forest management and provide tax relief to the woodland

owners. Land set aside under the Forest Crop Law (which was combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. Current contracts will continue until their expiration dates. This land is typically shown in plat books to identify locations. Land set aside under the FCL in Marathon County is often owned by forest products companies, although many individuals also own large enough parcels to participate.

The Managed Forest Law was enacted in 1985 and requires at least 10 acres of contiguous forestland. Because of the smaller acreage requirement, many individual landowners take advantage of the MFL. Landowners may close to the public up to 80 acres of their forestlands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sightseeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes. Current rates through 2007 are \$0.83 per acre for land open to the public and \$1.95 per acre for closed land.

Table 4-2 shows current estimates of land set aside under the FCL and MFL programs. It is noted that information on MFL land is not readily available since landowners select various acreage amounts and may have both closed or open land. These acreage amounts do not correspond with the parcel boundaries, and thus are not mapped.

Table 4-2: Land in Forest Preservation Programs (in acres), 1998 – 2002

Year	Forest Crop Law (FCL)	Managed Forest Law (MFL) open	Managed Forest Law (MFL) closed
1998	3,157.3	0	604.7
2002	3,287.3	0	630.0
Change	+130	0	+25.3
% Change	+4.1	0	+4.2

Source: Data compiled by local assessors with Municipal Board of Review

Rib Mountain is not currently experiencing a lot of residential development of woodlands, but it did in the past. The Town has an ordinance that prohibits clear-cutting of forestland and is considering revising it to exclude forestland owned by the County.

Development Trends

Land Supply – The presence of two major natural features – Rib Mountain and Nine-Mile Forest – reduces the amount of land suitable and/or available for development, in part because they both comprise significant areas of publicly owned land. Physical constraints, such as wetlands and high water table, particularly around Nine-Mile Forest and steep slopes on Rib Mountain also pose development constraints.

Land potentially available for future development (residential and non-residential) between 2000 and 2030 was estimated by the North Central Wisconsin Regional Planning Commission (NCWRPC) based on the land cover categories shown in Table 4-1. Land categorized as barren, cropland, forestland, other agriculture, and specialty crop was considered “available” for future development. On the other hand, land categorized as already developed, such as industrial, or areas that cannot easily be developed, such as wetlands or waterways, were considered “unavailable” for future development.

In the Town of Rib Mountain, 8,440 acres are identified as “available” for future development and 8,113 are considered “unavailable.” Some of this “available” land may be in public ownership thus making it essentially “unavailable” for development. As shown in Table 4-3, there were about 1,500 acres of public owned land in Rib Mountain in 2002.

Table 4-3: Public Owned Land (in acres), 1998-2002

Year	County Owned	State Owned	Federal Owned
1998	202.1	1,185.8	0
2002	115.7	1,411.2	0
Change	-86.4	+225.4	0
% Change	-42.8	+19	0

Source: Data compiled by local assessors with Municipal Board of Review

Likewise, with almost 4,000 acres of forestland in the Town as shown above on Table 4-2, forest tax laws also have a major effect on land uses. Because the tax laws require 25- to 50-year contracts, the FCL and MFL programs are another good indicator of land that is effectively kept from development for the near future.

Land Demand – The Town of Rib Mountain enjoys a location with very good freeway access. This has likely contributed to the success of commercial development along Rib Mountain Drive. The Town is also seen as a desirable place to live, with low taxes, a variety of housing options and major natural amenities. As noted in the Demographics section, the population of Rib Mountain has grown a fair amount since 1990, reflecting an increase in demand for residential development.

An estimate of land needed for future residential development was based on projected new dwelling units between 2000 and 2030 derived from projections prepared for the 2035 Long-Range Transportation Plan (LRTP) and the average density of

dwelling units per acre in Rib Mountain. The average density (1.38 units/acre) was calculated using the total acres of residential land on the 2000 land use/cover map divided by the number of households according to the 2000 Census. It was assumed that the density would remain constant between 2000 and 2030. Future acres needed for residential development were then estimated by multiplying the projected number of households in 2030 by the average density. In the Town of Rib Mountain, it is estimated that about 532 acres of land will be needed to accommodate new residential development through 2030.

It is also noted between 1990 and 2002, 650 sanitary permits for residential development were approved in the Town of Rib Mountain. This represents an average of 54 new homes constructed each year on lots that are not served by public sewer.

The NCWRPC estimated land demand for future non-residential development based on projected changes in local employment and an estimated current average density of 8.20 employees per acre in the Highway 51 planning sub-area. In the Town of Rib Mountain, it is estimated that 131 acres will be needed to accommodate new non-residential development through 2030. If the LRTP projections are used and the current average sub-area density of 8.20 employees per acre is applied, 162 acres are estimated to be needed to accommodate non-residential development through 2030.

Land Values -- Table 4-4 indicates the change in assessed land values between 1998 and 2002 for various types of land uses in the Town of Rib Mountain. It also compares percent change in acreage and land value for the Town with data for Marathon County. It is noted that the data shown in Table 4-4 is based on information from tax assessments and is subject to reporting errors. It appears some errors may exist regarding the reporting of land classified as Manufacturing, given the

substantial decline in acreage and subsequent unusually large increase in per acre value shown on Table 4-4. Based on data provided, it appears the value of land classified as Manufacturing increased by over 10,000% while the amount of land in this category declined by almost 100 percent. It is possible that some land classified as Manufacturing in 1998 was reclassified as Commercial in 2002, since the latter category indicated an increase in acreage of about 54 percent. Land classified as Agricultural showed the largest decline in value, with value per acre in 2002 about 78 percent less than in 1998. Except for Manufacturing (which appears to be an anomaly), land classified as Residential had the largest reported rise in value, increasing about 54 percent between 1998 and 2002.

In Marathon County, land classified as Swamp & Waste Land had the highest percent increase in acreage (74.8%) and value (137%) of all categories (74.8%). This was followed by land classified as Forest, which reported an increase in value per acre of almost 92 percent.

Major Opportunities and Constraints

- **Redevelopment** – Some older areas of the Town may present opportunities for redevelopment. In particular, the area around the intersection of Rib Mountain Drive and North Mountain Road (CTH NN) will likely undergo some redevelopment once the McCleary Bridge improvements are completed. This area serves as a major entrance into the Town and CTH N (Rib Mountain Drive) is a major thoroughfare and commercial corridor.
- **Environmental Amenities** – Rib Mountain is one of the most prominent natural features in the region. Granite Peak Ski Resort is a key attraction for visitors and the scenic and natural character of the mountain itself enhances the

Town's appeal as a place to live. It is noted that Granite Peak Ski Resort is interested in developing condominiums on a 25-acre site at the base of the ski hill. However, there is some concern that new development could alter the natural character of Rib Mountain. It is also noted that Rib Mountain State Park has just begun the process of updating its master plan.

- **High Quality of Life** – The Town prides itself of its high quality of life characterized by low crime rates, high quality housing, convenient shopping, a beautiful environment, and ample recreation opportunities within a metropolitan area.
- **I- 39/US 51 Reconstruction** – In conjunction with reconstruction of I-39/US 51 a new frontage road (sometimes referred to as the “west arterial”) is proposed along the west side of the freeway following the current alignment of Hummingbird Road. This will provide access to an area about 300 feet wide along the frontage road for new development. The Town has zoned this area for office uses, but most inquiries to date are for commercial land uses.

Issues

- **Limited Vacant Land** – There is not much vacant land suitable for new development remaining in Rib Mountain. Some opportunities for redevelopment exist along CTH N (Rib Mountain Drive) and NN (N. Mountain Road) and the proposed new service road on Hummingbird Lane on the south/west side of I-39/US 51. There is some opposition to new development, particularly non-residential, west of I-39/US 51. Likewise, the Town is interested in remaining largely a bedroom community comprised mostly of residential land uses.

Table 4-4: Per Acre Assessed Land Values (in dollars), 1998 – 2002, Rib Mountain

Year	Residential		Commercial		Manufacturing		Agriculture		Swamp & Waste Land		Forest	
	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only
1998	2,306	\$31,330	455	\$60,725	141	\$534	2,335	\$803	287	\$275	2,895	\$853
2002	2,324	\$31,471	700	\$43,230	1	\$54,000	1,461	\$176	293	\$327	3,061	\$992
Chg.	+18	\$141	+245	\$-17,495	-140	\$53,466	-874	\$-627	+6	\$52	+166	\$139
Percent Change Comparison												
	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)
Town	+0.8	+0.5	+53.8	-28.8	-99.3	+10,012.4	-37.4	-78.1	+2.1	+18.9	+5.7	+16.3
County	+21.2	+5.6	+38.4	-4.0	-0.5	+34.4	-11.2	-47.6	+74.8	+137.0	+1.0	+91.8

Source: Data compiled by local assessors with Municipal Board of Review

5. Transportation

The transportation system in a community consists of a variety of roads; some are owned and maintained by local officials, others are part of the County or State road systems. In addition to roads, the transportation system includes facilities for pedestrians (e.g., sidewalks), bicyclists (e.g., trails), railroads, airports, and in more urban areas, public transit. This section describes the transportation system in the Town of Rib Mountain and related improvements or issues affecting the system.

Background

Existing Transportation Planning Efforts

Transportation planning in Marathon County is coordinated between Marathon County Department of Conservation, Planning and Zoning (DCPZ) staff and Marathon County Metropolitan Planning Commission; the Wausau Area Metropolitan Planning Organization (MPO) designated by the Federal Department of Transportation to be responsible for transportation planning in the Wausau area. Marathon County provides staff for the MPO. The County also does transportation planning for areas outside the Wausau metropolitan area.

County transportation planning efforts are presented in various plans and studies. Findings and recommendations presented in these plans should be integrated into local community planning efforts when relevant and appropriate. Recent transportation plans prepared by Marathon County include:

- **Transportation Improvement Program (TIP)**– The TIP includes all programmed transportation projects receiving Federal and/or State funds. The TIP for 2003-2005 was adopted in October 2002 and is updated every two years.
- **STH 29 Corridor Land Use Review (1997)**– This plan was prepared by a multi-departmental team working with communities along the STH 29 corridor in the western part of Marathon County. The primary goal was to identify recommendations to allow local communities to protect STH 29 from impacts related to unplanned growth.
- **Marathon County Functional / Jurisdictional Highway Classification Study (1998)**– This plan identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway’s function would carry out the operation, maintenance, and improvement of the classified roadways.

The Wausau Area MPO in conjunction with the Marathon County Planning Department have developed the following transportation plans for the Wausau metropolitan area:

- **Long Range Transportation Plan for the Wausau Metropolitan Area (1996)**– This plan was produced by Barton-Aschman Associates, Inc. for the MPO. This plan considers the transportation system and its relationship to land use. The plan was reaffirmed in 2001 and is currently being updated by URS Corporation. The new plan is anticipated to be adopted in spring 2006.

- **Local Arterial Circulation Plan (2000)**– This plan was produced by the Marathon County Planning and Highway Departments for the MPO. This plan is intended to guide public and private sector decisions concerning improvements to the local arterial transportation system over the next two to three decades.
- **Transit System Management Performance Audit Wausau Area Transit System (2001)**– The Wisconsin Department of Transportation (WDOT) is required by statute to conduct a management performance review of all urban transit systems receiving State aid. Performance reviews are conducted at least once every five years.
- **Wausau Area Transit System Transit Development Plan (TDP) (1999)**– The TDP was prepared by Abrams-Cherwony & Associates with Urbitran Associates. It is updated every five years and provides a five-year capital improvement program and service recommendation plan.
- **Marathon County Paratransit Study (2001)**– The study, prepared by Urbitran Associates, Inc. with Abrams-Cherwony & Associates, reviewed paratransit services within the Wausau area provided primarily by Wausau Area Transit System Plus (WATS+).

Road Network

Functional Classification of Roads/Jurisdiction

(Source: *WDOT Facilities Development Manual*)

Functional Classification – A functionally classified road system is one in which streets and highways are grouped into classes according to the character of service they provide,

ranging from a high degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

Principal Arterials serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.

Minor Arterials, like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators providing intra-community continuity and service for trips of moderate length, with more emphasis on land access than principal arterials.

Collectors provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it onto the arterial system.

Local Streets comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to higher order systems. Local streets offer the lowest level of mobility, and through-traffic movement on these streets is usually discouraged.

Jurisdiction – Roads are commonly classified in one of two ways: by ownership or by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as describe above, identifies the road by the level of service it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some State owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a State or local road, only that its service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.¹

Ownership is divided among the Federal, State, and local governments. States own over 20 percent of the national road network. The Federal Government has responsibility for about five percent, primarily in national parks, forests, and Indian reservations. Over 75 percent of the road system is locally controlled.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the State Department of Transportation. Roadway jurisdictions (i.e. U.S., State, and County highways) are indicated in Figure 5-1.

¹ US Department of Transportation, Federal Highway Administration Conditions and Performance Report.

Major Road Facilities

Following is a brief description of the major road facilities located in Rib Mountain. All major roads are summarized by functional classification, jurisdiction, and Annual Average Daily Traffic² (AADT), if the data was available.

- **US 51/STH 29** is designated as a principal arterial. It is designed to freeway standards providing a high level of service connecting to the Wausau metro area. US 51 transitions into Interstate-39 to the south providing connections to Stevens Point and Madison. The freeway north of the STH 29 east interchange does not meet interstate freeway standards. This will be corrected as part of the US 51 reconstruction and expansion project. STH 29 provides expressway access to Green Bay in the east and Eau Claire and Minneapolis/St. Paul to the west.

Freeway access in Rib Mountain is provided at two interchanges - CTH N and CTH NN. The freeway through Rib Mountain has had some of the highest traffic volumes within the metro area. North of the CTH NN interchange, US 51/STH 29 had an AADT volume of 51,100 in 1999 and 53,400 in 2001, a five percent increase. Between the CTH N and CTH NN interchanges, the AADT volume was 44,500 in 1999 and 49,900 in 2001, a 12 percent increase. South of CTH N, US 51/STH 29 had an AADT volume of 42,700 in 1999 and 58,900 in 2001, a 38 percent. 2001 AADT ramp volumes for the US 51/STH 29 interchanges with CTH N and CTH NN are listed below.

² 1998 and 2001 Wisconsin Highway Traffic Data, Wisconsin Department of Transportation, May 1999 and 2002.

2001 AADT Interchange Ramp Volumes for US 51/STH 29 at CTH N

Northbound on-ramp	5,900
Northbound off-ramp	8,300
Southbound on-ramp	8,000
Southbound off-ramp	5,300

2001 AADT Interchange Ramp Volumes for US 51/STH 29 at CTH NN

Northbound on-ramp	5,900
Northbound off-ramp	2,400
Southbound on-ramp	3,200
Southbound off-ramp	6,600

- **CTH N (Rib Mountain Drive/S. Mountain Road)** is designated as a minor arterial between Thornapple Road and CTH KK, a major collector between CTH KK and Clover Road, a minor arterial along between Clover Road and CTH NN (N. Mountain Road). CTH N is classified as a principal arterial from its intersection with CTH NN (N. Mountain Road) across Lake Wausau into the City of Wausau.

West of the US 51/STH 29 interchange, CTH N had an AADT volume of 11,200 in 1999 and 13,200 in 2001, a 2000 vehicle per day (vpd) increase. East of the US 51/STH 29 interchange, CTH N had an AADT of 12,400 in 1999 and 16,700 in 2001, an increase of 4,300 vpd. South of the intersection with CTH NN, CTH N had an AADT of 12,400 in 1998 and 14,200 in 2001. The CTH N AADT volume on the McCleary Bridge was 15,700 in 1998 and 13,200 in 2001.

- **CTH NN (N. Mountain Road)** is designated as a minor arterial from the west Town border to US 51/STH 29. East of the freeway interchange, CTH NN is designated as a principal arterial. West of Red Bud Road, CTH NN had an AADT volume of 2,200 in 1998 and 1,700 in 2001. West of the interchange with US 51/STH 29, CTH NN had an AADT of 7,600 in 1999 and 6,800 in 2001. West of the intersection with Rib Mountain Road, the AADT was 7,500 in 1998 and 9,300 in 2001. CTH NN traffic west of the US 51/STH 29 was relatively stable between 1998 and 2001. East of the freeway traffic increased during this time period.
- **CTH KK** is a major collector running north/south through Rib Mountain terminating at CTH N. Traffic counts were not available for this segment of road, which reportedly is used as a major route between the City of Mosinee and the Wausau metro area.
- **Hummingbird Lane** serves as a frontage road to US 51/STH 29 and is designated as a major collector. Traffic counts were not available for this segment of road. There are plans to improve this roadway to create a “west arterial” to provide an alternative to I-39/US 51 for north-south traffic movement.

Road Maintenance

Responses to a 1994 community survey indicate concerns about and support for efforts related to road maintenance. Survey respondents reported general satisfaction with snow removal provided by the Town and the overall condition of Town roads. Results from both the 1994 and 1989 community surveys suggest concerns about traffic increases and other issues specific to CTH N and CTH NN.

Pavement Surface Evaluation Rating (PASER) – The Wisconsin Department of Transportation requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. These plans were to be submitted for review by December 2001. The data from these plans is intended to provide the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a computer resource that will enable communities and the State to begin to assess Wisconsin’s local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities, including Rib Mountain. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in the new WISLR, the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP.

Figures 5-2 and 5-3 and Table 5-1 below illustrate the WISLR road assessment done in 2004 by surface type and condition rating. As shown, the majority of roads in the Town are paved with either asphalt or concrete. Roads exhibiting a surface condition rating at or below “Fair” should be examined to

determine what type of reconstruction or strengthening is necessary. Roads with a failing rating (2.88 miles reported) should be examined immediately so that reconstruction efforts occur as soon as possible. Roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to maintain safe travel conditions. Those roads without data should be examined to ensure safe travel conditions exist along these routes.

Over half of the roads in the Town are rated in “Good” or better condition and will require only preventative maintenance. However, roughly 30-miles of roadways will require some sort of reconstruction.

Table 5-1: Summary of Pavement Conditions (miles)

Surface Type Code						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
		4.39	0.50			
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
7.01	66.12			6.68		
Surface Condition Rating						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
0.79	2.88	2.32	24.6	43.78	9.45	0.88

Source: WDOT (WISLR), 8/10/04

Planned Road Improvements – The Town does not have a formal Capital Improvement Program (CIP) for scheduling and funding road improvements but does set aside funding for major equipment replacement and repair. The following road improvements, both in and outside the community, will likely impact Rib Mountain:

- **McCleary Bridge** – This bridge was reconstructed in 2004/05. The reconstruction area extends from Robin Lane in Rib Mountain to Thomas Street in the City of Wausau.
- **West Arterial/Hummingbird Lane** – The purpose of this road is to serve local traffic and reduce the number of local trips made on the freeway. The project through Rib Mountain includes a new road from W. Sherman Street to Oriole Lane, and an improved Hummingbird Lane between Oriole Lane and Lily Lane. Traffic counts were performed in early March 2003 at the intersections at CTH N and Park Road.

While the project is moving forward in conjunction with US 51/STH 29 improvements, community support for widening US 51/STH 29 is mixed. Only 37 percent of 1994 survey respondents supported widening US 51/STH 29, 44 percent opposed it and 19 percent had no opinion. The Town Board never formally supported the proposed west arterial route and much of the opposition relates to concerns about environmental impacts. However, 46 percent supported a western extension of STH 29 south of Rib Mountain with 38 percent opposing and 16 percent having no opinion.

Land Use and Transportation

Land use and transportation have a reciprocal relationship. Land use affects the demand for transportation to and from a given geographic area. Likewise, improved transportation facilities can affect land use decisions.

Traffic Generators – The commercial area along CTH N (Rib Mountain Drive) attracts customers from around the region. It consists of a “power center” type shopping mall with

some national chains, such as Barnes and Nobles Booksellers and Sam’s Club, which are not found anywhere else in the metro region. It also includes several fast food restaurants, automobile and truck dealerships and some older commercial businesses. This is the primary commercial area within the Town of Rib Mountain and it also serves as a destination retail area for customers in the region.

Travel Patterns – Rib Mountain essentially has been a bedroom community where the majority of Town residents worked at jobs located outside Rib Mountain. The following is a breakdown of where Town residents worked according to a 1994 community survey:

- Rib Mountain 9%
- Rothschild/Schofield 6%
- Weston/Kronenwetter 2%
- Wausau 46%
- Not Employed 17%
- Other 20%

Although the City of Wausau has historically been the primary shopping area in the region, Rib Mountain has seen a significant amount of retail development since 1994. As noted above, the major commercial development along Rib Mountain Drive draws customers from the surrounding region. Rib Mountain Drive also serves as a primary route into the City of Wausau via the McCleary Bridge, which is currently being reconstructed. The area around the intersection of Rib Mountain Drive and CTH NN could redevelop into a commercial node in the future. There is an older commercial development node surrounding the US 51/STH 29 and NN interchange that includes several motels and restaurants. Most other developed areas in Rib Mountain are residential.

Access Management – Wisconsin was one of the first states to recognize the relationship between highway operations and the use of abutting lands. Under Chapter 233, the WDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State trunk highways or connecting highways. Regulations enacted by WDOT establish the principles of subdivision review. They require new subdivisions to: (1) have internal street systems; (2) limit direct vehicular access to the highways from individual lots; (3) establish building setbacks; and (4) establish access patterns for remaining unplatted land.

Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered County road. The *County Trunk Highway Access-Driveway Policy* addresses the requirements regarding culverts, access width, slope, visibility and spacing. The policy is available through the Marathon County Highway Department.

Other Transportation Modes

Pedestrian – The Town is currently working on a “walkable community” project that addresses pedestrian access and provision of sidewalks. Implementation of recommended pedestrian facilities will occur as resources permit.

Bicycle – The community survey indicates good resident support for spending Town funds to improve bike routes. A section of the “west arterial” (Hummingbird Lane) will incorporate a multi-use path along the entire route. The section between CTH KK and Lily Lane will include a four-foot on-road bike lane adjacent to the outside driving lanes on both sides of the road. A ten-foot wide paved off-road multi-use trail is planned on portions of the road. The new trail is also

planned to connect to Fritz Depke Park and include a tunnel under the freeway to provide links to the shopping area on Rib Mountain Drive.

The *Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin, 1996* identified suggested bicycle routes in Marathon County. These routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as designated bicycle routes. Figure 5-4 illustrates area trails.

Transit – There is no public transit service in the Town of Rib Mountain. A majority of survey respondents in 1994 opposed spending Town funds on providing public bus service, although providing public bus service was favored by 46 percent of respondents in 1989.

Elderly, needy, and disabled transit service is provided throughout the County through North Central Health Care (NCHC). The services include semi-fixed routes that are scheduled, and demand services available with a 48-hour notice. Information and services are available by calling 848-4555.

Rail – There are no rail lines in Rib Mountain.

Airports – Area airports are shown on Figure 5-5 and described below.

- **Central Wisconsin Airport (CWA)** - The CWA is a joint venture of Marathon and Portage Counties. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The CWA is located east of Mosinee and accessible via I-39.

The terminal has been modernized and highway access reconstructed to be more convenient. Since 1982 more than \$24,000,000 has been spent to keep the airport ready to serve the needs of the region. Service is provided through Mesaba/Northwest, United/United Feeder Service and Skyway/Midwest Express, offering 24 flights per day that connect through Minneapolis, Chicago, Detroit and Milwaukee. There are also nine air freight and express flights daily.

- **Wausau Municipal Airport** – The Wausau Municipal Airport, located in the City of Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters, and privately owned aircraft. Air charter, flight instruction, aircraft rental, scenic rides, as well as aviation line services such as refueling, transportation, lodging and catering are some of the services available.

Issues

- **Rib Mountain Drive (CTH N) Congestion** – With a concentration of commercial development that draws customers from around the region, Rib Mountain Drive carries a significant amount of traffic. The core commercial area, between the Wisconsin River (McCleary Bridge) and CTH KK is particularly congested. Some relief is expected once the US 51/STH 29 reconstruction is completed. Contributing to the problem is the fact that the interchange at CTH N and US 51/STH 29 provides the southern-most freeway access on the west side of the Wisconsin River in the Wausau metro area. The next freeway access is located on Business 51 at Cedar Creek in Rothschild. As such, many travelers on the west side of the river use CTH N as their primary means to access US 51/STH 29.

- **Foxglove Interchange** – The Town would like to see a new interchange built at I-39 (US 51) and Foxglove Road. It is believed that this will relieve some of the congestion at the US 51/CTH N interchange with. This interchange is considered part of a long-term plan that would eventually tie into the “west arterial” when and if it extends south of CTH N. As an alternative to constructing an interchange, a new bridge over I-39 at Foxglove Road may be considered. While an overpass would not provide freeway access, it could enhance local circulation.

6. Utilities

This section describes the existing conditions and issues relative to utilities available to the Town of Rib Mountain, including sewage disposal, water supply, power supply, and telecommunication facilities and services. It also describes existing conditions with regard to surface water management.

Sanitary Sewer Service

The Rib Mountain Sanitary District provides public sanitary sewer service in the Town of Rib Mountain. Wastewater treatment is provided by the Rib Mountain Metropolitan Sewerage District (RMMSD), which treats wastewater for the southern portion of the Wausau urban service area.

Sewer Service Area— Much of the eastern half of Rib Mountain is within the sanitary sewer service area defined in the *Wausau Urban Area Sewer Service Plan for the Year 2000*, which was prepared by the Marathon County Planning Department and completed in October, 1981. The boundaries of the sewer service district are shown on Figure 6-1. Preparation of this plan was mandated by the Wisconsin Department of Natural Resources (WDNR) as one component of the *Upper Wisconsin River Water Quality Plan* and as a requirement for receiving wastewater treatment facilities grants and administrative approval of sewer extensions. The WDNR's involvement in this planning effort is promulgated in State Administrative Rules and in the Federal Clean Water Act.

The primary purpose of the plan was to establish a sewer service boundary for the Wausau Urban Area. This boundary sets the 20-year maximum limit for the extension of sanitary

sewer services in a cost effective, environmentally sound manner. Generally, property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period and property lying outside this sewer service area boundary would not unless the boundary was amended.

A major amendment to the *Wausau Urban Area Sewer Service Plan for the Year 2000* was approved in 1998. This amendment added 4,772 acres of developable land to the area served by the RMMSD, with 1,340 acres in the Town of Rib Mountain. Since 1998, three additional minor amendments were approved for the Town of Rib Mountain. Another update to this plan is currently in progress and is expected to be completed in early 2006.

Sewer Treatment and Collection Facilities—The Town's wastewater collection system (pipe network and lift stations) is owned and maintained by the Rib Mountain Sanitary District, which transfers the waste it collects to the RMMSD treatment plant. The treatment plant was built in 1985 and is in excellent condition. It has capacity to serve anticipated future development within the service area. The collection system is generally in good condition. Sewer pipes and mains are replaced and upgraded in conjunction with road reconstruction or in response to known problems.

Private On-Site Waste Disposal Systems

Some areas of Rib Mountain have private waste disposal systems. However, high bedrock and wetlands limit the use of conventional septic systems in some areas. Figure 6-2 illustrates areas suitable for conventional type waste disposal systems. Chapter 15 of the *General Code of Ordinances for*

Marathon County requires private sewage systems on all premises intended for human habitation or occupancy that are not served by public sewer. The County Code incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems, including:

- **Comm 83** – This refers to Chapter 83 in the Wisconsin Administrative Code under the Department of Commerce. It sets standards for regulation of private sewage systems. This code was updated in 2000 now allows the use of new concepts and technologies through a system of individual component approval. Standards for effluent are based on a drinking water standard, although nitrates are generally exempted.

Types of Systems – Under the revised Comm 83 standards, property owners have a wider array of system options than previously available. Septic tanks can be steel, concrete, fiberglass or plastic, but they all must now be equipped with a filter to prevent the movement of solids out into the soil absorption component. In addition, rock in drainfields may now be substituted with specifically engineered foam peanuts bound in mesh or plastic chambers.

On-site waste disposal systems generally fall into four categories:

- **Conventional Systems** – these systems include an absorption field that is buried under the natural ground level. These systems cannot be built in areas where soils do not allow percolation due to high clay content or bedrock where groundwater is too near the surface, or where soils percolate too rapidly and thus pose problems for groundwater contamination.

- **Mound Systems** – these systems include an absorption field that is constructed above ground, creating a “mound”. This type of system is generally used where clay soils, groundwater, rapid permeability or bedrock prevent construction of conventional systems.
- **Mechanical Treatment Components** – these generally replace or augment the septic tank component and may include aerobic treatment tanks and/or self-contained artificial media or sand filters to clean the effluent prior to its discharge into the soil absorption component.
- **Holding Tanks** - Holding tanks are considered the system of last resort and are only allowed if other types of septic systems cannot be used. Temporary holding tanks (e.g., less than 2 years) are sometimes allowed in areas where public sewer is approved for installation in the near future.

Permit Requirements – The Marathon County Department of Conservation, Planning and Zoning (DCPZ) reviews and issues permits for private sewage systems. Soil and site evaluations are required to determine if the proposed septic system is suitable for the specific property and location before a permit will be issued. If deemed necessary, floodplain and/or wetland delineation may also be required prior to permit issuance. In addition, a maintenance agreement must be submitted prior to permit issuance. All septic tanks installed on or after July 1, 1980 are required to be pumped at least once every three years.

Public Water Service

Service Areas and Supply – Public water is supplied by the Rib Mountain Sanitary District from four wells located along the Wisconsin River. The water is treated to reduce naturally occurring minerals, pH adjusted for corrosion control, fluoride is added, and the water is chlorinated to assure bacteriological safe drinking water.

Storage Facilities – The public water supply is stored in a 500,000-gallon ground storage tank located on the east slope of Rib Mountain.

Distribution Systems – The water distribution system is owned and maintained by the Rib Mountain Sanitary District. The system contains 48 miles of piping and two booster stations to service the higher elevations around the mountain.

Surface Water Management

Rib Mountain has storm water guidelines, although they have not been formally adopted, but are typically included in development agreements. The Town intends to prepare a storm water management plan in the future. Rib Mountain also has a wellhead recharge ordinance to ensure protection of its water supply.

In the region, surface water management is generally conducted at the watershed level. In 2001, Marathon County adopted a Land and Water Resource Management Plan in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). This plan was updated in 2005. The primary intent of this plan is to identify a vision for natural resource

management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources.

The County is particularly concerned about non-point sources of pollution, including failing septic systems, urban runoff, and issues often identified with rural areas such as soil erosion, animal waste and pesticides. Non-point pollution is best addressed by watershed. Marathon County encompasses portions of 22 watersheds as shown on Figure 6-3. The WDNR has ranked these watersheds according to water pollution impacts and designated five as “priority” watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. There are no “priority” watersheds located in the Town of Rib Mountain.

Electric and Gas Utilities

The Town of Rib Mountain receives electric power and gas from Wisconsin Public Service Corporation (WPS).

Telecommunication Facilities and Services

- Television/Cable providers – Charter Communications
- Telephone/Fiber Optics - Verizon
- Cell towers -The Town adopted a cell tower ordinance in 1994. There are towers located on Rib Mountain.

Solid Waste Management

The Town of Rib Mountain contracts with a private company for waste management. Municipal, commercial and industrial waste is accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations.

The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. It consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. The Department opened a Household Hazardous Waste Collection Facility in May 1997 where County residents can drop off hazardous waste free of charge.

Recycling

Recycling pick-up is provided by a private contractor on a bi-weekly basis.

Issues

No issues have been identified.

7. Housing

Housing is a significant aspect of any comprehensive planning effort. This section describes existing housing conditions in the Town of Rib Mountain. Housing in Rib Mountain is predominantly single family, with 88 percent owner-occupied. Over 80 percent of housing units were constructed since 1960, and housing values are substantially higher than median values for Marathon County as a whole.

Data contained in this section reflect two methodologies of data collection employed by the U.S. Census. The source of data collected for the first table is from 2000 Census, Summary Tape File (STF)-1 Data, which was collected through a household-by-household census and represents responses from every household within the country. To get more detailed information, the U.S. Census also randomly distributes a long-form questionnaire to 1 in 6 households throughout the nation. Tables utilizing this sample data are identified in the footnote below each table and are labeled “STF-3 Data”. It should be noted that STF-1 and STF-3 data may differ for similar statistics, due to survey limitations, non-response, or other attributes unique to each form of data collection.

Housing Inventory

The following information provides a summary overview of the type, character and conditions of the housing stock in the Town of Rib Mountain.

Housing Type and Tenure

As shown on Table 7-1 the Town of Rib Mountain has 2,697 occupied housing units and a majority of these units (88%) are

owner-occupied. The Town has an average household size of 2.78 persons, which is slightly larger than household size in the County or State overall. About 14 percent of all households are classified as being “1 person households” where the householder lives alone. About 17 percent have a householder 65 years or older.

Table 7-1: Number of Housing Units by Type and Tenure

Area	Rib Mountain	Marathon County	Wisconsin
Total Occupied Housing Units	2,697	47,702	2,084,544
Owner Occupied Units	2,374	36,091	1,426,361
Renter Occupied Units	323	11,611	658,183
Average Household Size	2.78	2.6	2.50
% Owner Occupied	88	75.7	68.4
% 1 Person Households	14.3	23.6	26.8
% With Householder 65 years or older	16.6	21.7	21.5

Source: 2002 U.S. Census STF-1 Data

Changes in Housing Stock

Table 7-2 notes changes in the housing stock between 1990 and 2000 according to U.S. Census Data. Total housing units have increased by 813 (42%) and the number of occupied housing units rose by 787 (41%). The number of owner-occupied housing units increased by 627 (36%) while the number of renter occupied housing units increased by 160 (94%). The census reports increases in the number of single-family, particularly attached single family units and duplex units. It is noted that there are two multi-family buildings providing assisted living facilities in Rib Mountain.

Table 7-2: Changes in Housing Stock

	1990	2000	# Change	% Change
Total Housing Units	1957	2770	813	42%
Occupied Housing Units (Households)	1911	2698	787	41%
Vacancy %	2%	3%	--	--
Owner Occupied Housing Units	1741	2368	627	36%
Renter Occupied Housing Units	170	330	160	94%
Owner Occupied Housing Units as percent of Total	91%	88%	--	--
Number of Homes for Seasonal/Rec Use	3	6	3	100%
Number of Single Family Homes	1849	2563	714	39%
*Detached	1829	2455	626	34%
**Attached	20	108	88	440%
Number of Duplexes	61	124	63	103%
Multi Family Units 3-9 units	52	52	0	0%
Multi Family Units 10+	0	38	38	--

Source: U.S. Census: 1990, 2000 STF 3 Data

* This is a 1-unit structure detached from any other house

**In row houses (sometimes called townhouses), double houses, or houses attached to nonresidential structures, each house is a separate, attached structure if the dividing or common wall goes from ground to roof.

Housing Age

The age of a community’s housing stock typically reflects several important factors including size, offered amenities, and overall maintenance costs. Age of the house often also reflects different regional and national trends in housing development. Housing predating the 1940s, for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and home sizes have increased. For example, average homes constructed in the 1980s and 1990s are typically much larger than housing built in previous decades. This can be seen in both the rural and more urban environments of Marathon County. Additional bedrooms, bathrooms, and attached garage space are among the amenities found in newer housing units.

Table 7-3: Age of Community Housing Stock

Total Units	Year Built								
	1999 to March 2000	1995 to 1998	1990 to 1994	1980 to 1989	1970 to 1979	1960 to 1969	1950 to 1959	1940 to 1949	1939 or earlier
2,770	52	384	434	446	503	496	281	74	100
100%	2%	14%	16%	16%	18%	18%	10%	3%	4%

Source: US Census: 1990, 2000 STF 3 Data

Table 7-3 above, shows housing age distribution in Rib Mountain indicating that housing growth has been increasing at higher rates since 1950. In fact, housing built since 1990 makes up approximately 32 percent of the total housing stock. That is significantly higher than overall percentages for the County as homes built in the 1990s make up 13 percent of the County’s overall housing stock.

Physical Housing Stock

Table 7-4 looks at several select measures of physical condition and compares them to figures for Marathon County and Wisconsin. The median home size in Rib Mountain is with an average of 2.78 persons per household, is larger in size when compared to the overall figures for the County and State, as measured by number of rooms. About 92 percent of Rib Mountain’s housing stock is classified as a single family home. This is significantly higher than the overall figures for the County (76%) or State (69%). Only 1.4 percent of housing units in Rib Mountain are in structures with more than 10 units and only a small percent of houses lack complete plumbing and kitchen facilities.

Table 7-4: Physical Housing Stock

Community	Median Rooms	Characteristic (%)			
		1 unit, detached or attached	In buildings with 10 or more Units	Lacking complete plumbing facilities	Lacking complete kitchen facilities
Rib Mountain	6.4	92.5%	1.4%	0.7%	0.4%
Marathon Co.	5.8	76.10%	4.50%	0.90%	0.90%
Wisconsin	5.4	69.30%	9.40%	1.40%	1.50%

Source: US Census: 1990, 2000 STF 3 Data

Housing Values

Median Value

Table 7-5 shows home value statistics for the Town, County and State. Specifically, the column to the right shows the median (or middle value) of select owner-occupied homes for each specified area. This value includes only single-family houses that are located on less than 10 acres. Additionally, this statistic only considers homes without a business or medical office on the property. Census data indicates that the Town of Rib Mountain has a median home value well above that of the County or State. This reflects the high number of newer and larger homes in the Town.

Table 7-5: Median Housing Value

	Median Value (dollars)
Rib Mountain	\$131,100
Marathon County	\$95,800
Wisconsin	\$112,200

Source: US Census: 1990, 2000 STF 3 Data

Range of Values

Table 7-6 shows the range of housing values in Rib Mountain compared to overall percentages for Marathon County. Given

higher average median housing values, it follows that the Town of Rib Mountain has a higher percentage of homes valued above \$150,000 compared to the County.

Table 7-6: Range of Housing Values

Number of Houses per Housing Value Category	Rib Mountain	Marathon County
< \$49,999	18	1,459
%	1%	5%
\$50,000 to \$99,999	676	13,405
%	31%	49%
\$100,000 to \$149,999	694	8,220
%	31%	30%
\$150,000 to \$199,999	401	2,368
%	18%	9%
\$200,000 or more	415	1,714
%	19%	6%

Source: US Census: 1990, 2000 STF 3 Data

Housing Affordability

Several factors impact the varied levels of housing affordability in Marathon County. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the home. Household size and income are also key factors contributing to what housing options are available and accessible to residents.

Statistically speaking, those spending in excess of 35 percent of their total household income on housing costs may be facing affordability difficulties. The United States Department of Housing and Urban Development (HUD) recommends that rental-housing costs not exceed 30 percent of the monthly income. HUD also indicates that mortgage lenders are more willing to make loans if the scheduled mortgage payment is less than 29 percent of the monthly household income. The percentage of households in the Town of Rib Mountain that

pay more than 35 percent of their income on housing costs is similar to that of the County and State among owner and renter-occupied households. However, as shown in Table 7-7, select median owner-occupied costs, both with and without a mortgage, are significantly higher in Rib Mountain than median figures for Marathon County or the State.

Table 7-7: Housing Affordability

	Owner Occupied			Renter Occupied		
	Median selected monthly owner costs ¹			Median Selected monthly renter costs ¹		
	With mortgage	No Mortgage	% ²	Median Contract rent	Median gross rent	% ²
Rib Mountain	\$1,618	\$586	10%	\$585	\$706	17%
Marathon Co.	\$916	\$295	10%	\$423	\$484	20%
Wisconsin	\$1,024	\$333	9%	\$473	\$540	25%

¹In dollars

²Percent paying over 35% of household income on housing
Source: 2000 US Census, STF 3 Data

Median renter costs also appear to be higher in the Town, compared to the County and State. Technical documentation from the Census states that contract rent is the monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included. For vacant units, it is the monthly rent asked for the rental unit at the time of enumeration. Gross rent is the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by or for the renter. (*US Census STF 3 Technical Documentation Guide*)

Special Housing

Senior Housing

In Marathon County, housing for seniors and populations with special needs is primarily provided in the urbanized areas in and around Wausau. The Marathon County Aging and Disability Resource Center, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout the County. As the number of elderly persons increases in the coming years, there will most likely be an increased need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the Nation.

The Highway 51 area is the center of Marathon County for population, jobs, and housing opportunities. As such, most of Marathon County’s senior housing opportunities are centered in and around this area as well. There are approximately 110 different senior and special needs housing programs and facilities in and around the Wausau metropolitan area.

Assistance Programs

There are a variety of State and Federal housing programs geared at addressing a variety of housing issues. Grants and low interest loans are available for counties, communities, or individual homeowners. The following housing resources are available to participants as specified by program.

- **Community Development Block Grant-Small Cities Housing (CDBG)**

- **Home Investment Partnerships Program (HOME)**
 - Rental Rehabilitation Program
 - Home Owner and Accessibility Rehabilitation Program
 - Home Ownership Program
 - Wisconsin Fresh Start Initiative provides at-risk young people with education, skills, and career direction leading to economic self-sufficiency.

- **Homeless Programs (Wisconsin Department of Administration [WDOA])**
 - HUD Emergency Shelter Grants
 - State Shelter Subsidy Grants
 - Transitional Housing

- **Local Housing Organization Grant (LHOG)**

State grants are available to enable community-based organizations, tribes and housing authorities to increase their capacity to provide affordable housing opportunities and services.

- **HOME Loans and Home Improvement Loans (Wisconsin Housing and Economic Development Authority [WHEDA])**

- **Housing-Related Consumer Protection Services (Wisconsin Department of Agriculture [WDA])**

The Trade and Consumer Protection Division is responsible for the investigation of unfair and deceptive business practices and handles individual consumer complaints involving landlord/tenant complaints, and home improvement transactions.

Issues

No issues have been identified.

8. Cultural Resources

Cultural resources is a broad term that can encompass many aspects of our heritage. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to American Indians or other cultural groups. Cultural resources are those elements around us that signify our heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources include buildings; sites and landscapes that help communities retain their sense of identity in an increasingly homogenized society.

Brief History of the Town of Rib Mountain

The Town of Rib Mountain was originally part of the Town of Weston. In 1905, the area west of the Wisconsin River was separated and initially renamed Erickson (after the Town Chairman), but soon renamed Flieth. Flieth Street, now part of Wausau, commemorates this early name. The community name was changed in 1930 to Rib Mountain.

Like other nearby towns, lumbering was an early activity in the Town, followed by farming. The Town has experienced much change as a result of its location along the Wisconsin River, and because of its proximity to the City of Wausau. The Town was first connected to Wausau by the 100-foot McCleary Bridge across the Big Rib River. Built of steel, the bridge's height made it accessible only by steep ramps at each end. The McCleary Bridge (also known as the "Snake Bridge") was reconstructed in the early 1900s. At that time, the Big Rib River still flowed its natural course and construction of the new bridge occurred on dry land in some areas. The 1909

construction of the Rothschild Dam created Lake Wausau and the water impoundment at the mouth of the Big Rib River.

The Town is home to Rib Mountain State Park, created when 160 acres were donated to the State of Wisconsin. A road to the top of the mountain was completed in 1931. By the mid-1930s, another 160 acres were added to the park, and the Civilian Conservation Corps (CCC) made improvements to develop the ski area on the mountain. Rib Mountain is one of the highest points in Wisconsin and has become an important economic and recreational contributor to the region.

Growth in Rib Mountain over the last several decades was influenced in part by construction of Highway 51 (then referred to as the "Highway 51 Bypass"), which was completed in 1963. The new highway and interchanges greatly improved access to the Town, fostering development of new commercial and housing areas along its route in Rib Mountain and also in Stettin to the north.

Properties Listed on the National Register of Historic Places (NRHP)

There are no properties in Rib Mountain listed on the NRHP. The Town does not have a local historic preservation commission.

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be current. The inventory may be reviewed at www.wisconsinhistory.org/ahi/index.html. There are 11 historic properties in Rib Mountain that have been previously surveyed and included in the AHI.

The State Historic Preservation Office (SHPO) has identified 12 archaeological sites and historic cemeteries in Rib Mountain.

Cemeteries, Burial Mounds, Other Burials – Wisconsin Statute 157.70 provides for the protection of all human burial sites, including all marked and unmarked burials and cemeteries. There are currently 133 cemeteries and burial areas identified in Marathon County, and it is likely that other cemeteries and burials may be present. Suspected burial mounds or unmarked burials must be reported to the State Burial Sites Preservation Office. If human remains are uncovered during excavation, all work must cease pending review of the Burial Sites Preservation Office. All cemeteries and burials in Marathon County should be catalogued under Wis. Stat. 157.70 to provide maximum protection of these sites. Known cemeteries in Rib Mountain are shown below in Table 8-1.

Table 8-1: Known Cemeteries

Cemetery Name	Location	Section
Bethlehem/Zion Lutheran	CTH NN	5

Source: www.rootsweb.com/~wimarath/CenLocations.htm

Cultural Resources Opportunities and Constraints

Lack of Current Information -- Although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone, while other properties not previously surveyed may now be evaluated in a new context. It is necessary for the Town to have current information about cultural resources in order to maximize planning and make the best use of historic properties.

No Recognition Process -- Outside the City of Wausau, there is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.

Rural Character and Historic Resources --In Marathon County, residents have expressed a strong desire to preserve the rural character of the County and raised concerns about increasing ex-urban development and the decline of working farms. An important part of rural character is the rural landscape and the buildings that convey that sense of place. While it is important to address the location and type of new development, there is also a need to preserve some visible reminders of rural character, including working farms. Without preserving some of the existing resources, including farmsteads and farmlands, the very characteristics that attracted residents will increasingly be lost.

Protection of Archaeological Sites and Cemeteries – Cultural resources planning includes identification and protection of archaeological sites and historic cemeteries. The Wisconsin Historical Society maintains a list of reported sites and cemeteries, representing a fraction of sites that are actually present. This information is often overlooked and should be incorporated into the planning process for local communities.

Issues

No issues have been identified.

9. Community Facilities

Community facilities include an array of services and facilities associated with schools, libraries, public protection, and health care. This section describes the existing community facilities and services located in or used by the Town of Rib Mountain.

Schools

Primary and Secondary Schools

The Town of Rib Mountain is served by the Wausau School District, as shown on Figure 9-1. The Wausau School District has a pre-school center, 13 elementary schools (grades K-5), 2 middle schools (grades 6-8), and 2 high schools (9-12). Two of the district's facilities, Rib Mountain Elementary (2701 Robin Lane) and South Mountain Elementary School are located in the Town. Residents of Rib Mountain are in the attendance zones for both those schools. The district reports that most students attend the middle and high school on the side of the Wisconsin River where they reside; therefore, Rib Mountain students attend John Muir Middle School at 1400 Stewart Avenue and Wausau West High School at 1200 West Wausau Avenue. Table 9-1 shows school enrollment in recent school years.

The Wausau School District undertook a number of major projects in the 1990s to upgrade, expand, and build schools as ratified by citizens through public referenda in 1991, 1995, and 1999. An addition to Wausau West High School was one of the projects funded and completed.

Table 9-1: Wausau School District Enrollment

Year	Enrollment PreK-12
1996-1997	9,300
1997-1998	9,386
1998-1999	9,267
1999-2000	9,208
2000-2001	9,015
2001-2002	8,944

Source: State of Wisconsin, Department of Public Instruction

There are no private school facilities within the Town of Rib Mountain. However, there are several private schools in the Wausau metro area and other surrounding communities.

Post-Secondary Educational Facilities

University of Wisconsin – Marathon County (UW-MC) - UW-MC, located in Wausau, offers lower level (freshman/sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences, and Bachelor’s Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) offered in Business Administration, General Studies, and Nursing. Enrollment in 2002-2003 was approximately 1,300 students.

Northcentral Technical College (NTC) - NTC, located in Wausau, offers 40 one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 2,300 full- and part-time students attend classes, although more than 16,000 people take at least one class annually.

Libraries

The Town of Rib Mountain is served by the Marathon County Public Library system (see Figure 9-1). The Wausau Headquarters Library, located on First Street in downtown

Wausau, completed an expansion to 82,000 square feet in 1995. This new main Wausau Library is open seven days a week and offers over 555,800 volumes, including books, magazines and other materials, as well as internet access. The Bookmobile currently comes to the Town on a weekly basis.

Public Protection

Police

Rib Mountain does not have a police department but has a constable to handle nuisance issues. The Town relies on the Marathon County Sheriffs department for law enforcement and police protection services. It is noted that Rib Mountain has a very low crime rate. Figure 9-2 illustrates police service areas.

Fire and Emergency Response

Rib Mountain has its own fire department with two full-time employees and 27 volunteer fire fighters. The Town currently provides fire service to portions of the Town of Stettin and has established a mutual aid agreement with the Village of Weston fire department for back up fire service. Figure 9-3 illustrates fire service districts.

The Town provides ambulance service to the Town of Marathon. The Town previously looked into establishing cooperative emergency ambulance/fire service with the villages of Weston and Rothschild and the cities of Schofield and Wausau. This effort has been tabled for the time being. It is unknown how soon, and if, discussions will resume.

E-911 Dispatch Service - The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County. The Communications Division services 85 user agencies and also provides alert paging support for the Emergency Management Office, District Attorney, and Medical Examiners Office.

The users are served by a microwave linked voted repeater radio system, consisting of a control center at the Sheriff's Department, and nine remote radio tower sites spread throughout the County. The system is also utilized by the Marathon County Highway Department and the Wausau Fire Department to support their radio communications. The 37 base radio transmitters and 479 mobile radios that make up the integrated system are maintained and serviced by the Sheriff Department's radio technician.

Hospitals

Area hospitals and clinics are shown on Figure 9-4. The major hospital in Marathon County is Wausau Hospital at 425 Pine Ridge Boulevard in Wausau. Wausau Hospital was created in the 1970s from a merger of St. Mary's Hospital and Memorial Hospital. A new building was completed in 1979 and expansions followed in 1982 and 1992. The 321-bed facility is a multi-specialty regional health center serving a 12-county region in north central Wisconsin. Annual admissions in 2001 totaled 13,631.

Wausau Hospital and its parent corporation, Community Health Care, and other nearby hospitals are part of the Wisconsin Valley Health Network. Figure 9-4 illustrates area hospitals and clinics.

St. Joseph's Hospital in Marshfield and St. Michael's Hospital in Stevens Point are both operated by Ministry Health Care. St. Joseph's Hospital is located at 611 Saint Joseph Avenue in Marshfield and offers a full array of services, specialty services and a complete rehabilitation unit. St. Michael's is a fully accredited acute care facility with 181 beds and nearly 200 doctors on staff. It is located at 900 Illinois Avenue in Stevens Point.

Working in conjunction with St. Joseph's Hospital is the Marshfield Clinic. Marshfield Clinic began in 1916 when six physicians decided to join their efforts. The Marshfield Clinic has grown to over 700 physicians with 41 Regional Centers in Wisconsin and Upper Michigan. Marshfield Clinic first established satellite locations in 1976. Offices in Marathon County are located in Athens, Colby/Abbotsford, Marathon, Mosinee, Schofield (Everest Center), Stratford, and Wausau (4 locations).

Ministry Health Care announced plans in July 2002 to construct a 104-bed, \$100 million hospital and medical office complex in Weston near the intersection of STH 29 and CTH X. This facility – now called the Weston Regional Medical Center opened in 2005.

North Central Health Care (NCHC) – In addition to the hospitals and clinics described above, Marathon County is served by NCHC, a public agency that also serves Langlade and Lincoln counties. The NCHC main campus is located at 2400 Marshall Street in Wausau. Additional offices are located in Antigo (Langlade Health Care Center) and Merrill and Tomahawk (Lincoln Health Care Center). According to their web site, NCHC offers outpatient, day hospital, community support and inpatient services for mental/emotional problems;

vocational, life skill training, early intervention, housing and care management services for the developmentally disabled; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are also offered.

NCHC operates a nursing home (Mount View Care Center) that offers skilled nursing services at the main campus in Wausau. This facility has a licensed capacity of 320 and serves persons requiring either short term or long term skilled nursing care because of complex physical needs, psychiatric and neurological diseases, dementia or behavior problems.

Child Care

The Wisconsin Child Care Resource and Referral Network (CCR&R) is a membership organization made up of 17 community-based CCR&R agencies serving the State of Wisconsin.

CCR&R agencies assist parents in selecting quality childcare, help to increase the supply of childcare in areas that may be lacking sufficient care, offer information and technical support to potential child care providers, and give technical assistance and support to existing childcare programs.

Each agency manages a database of existing childcare providers and programs, collects data about childcare rates, provider and teacher salaries, the number of parents and children using their services, the type of care requested and the children's ages.

The community-based CCR&R agencies that provide services to Marathon and adjacent counties are shown in Table 9-2:

Table 9-2: Area Child Care Providers

Counties	Agency	Contact Information
Langlade, Lincoln, Marathon, Taylor	Child Care Connection	http://www.childcareconnectionrr.org/ (800) 848-5229
Portage	Mid Wisconsin Child Care Resource & Referral	715-342-0788
Wood	Child Care Resource & Referral of Central WI	800-628-8534

Issues

No issues have been identified.

10. Parks

This section describes existing and proposed park and recreation facilities in the Town of Rib Mountain and major County and State facilities in the vicinity.

Existing Parks, Trails and Open Space

Local Parks, Trails and Open Space

The Town of Rib Mountain has a Park Commission and completed an *Outdoor Recreation Plan Update* in March 1997. This plan was updated and accepted by the Wisconsin Department of Natural Resources (WDNR) in April 2003. Rib Mountain maintains five parks, with some of the parks owned by the Town or developed in cooperation with the Wausau School District and the Rib Mountain Sanitary District. Town parks include:

Public Safety Building Park (6 acres) - Located east of USH 51 on North Mountain Road, this park is owned by the Town and has a hockey rink and lighted skating rink during the winter. A sledding hill and warming hut were developed in 2002.

Chellis Park (3 acres) - This is a neighborhood park located on Woodsmoke Road. The park has woodlands, wetlands, and an active recreation area. Facilities include a picnic shelter, basketball court, playground equipment and turf field. A walking and bluebird trail was recently completed.

Liberty Street Park (14 acres) - This park is under development on land owned by the Rib Mountain Sanitary

District and leased to the Town. Planned facilities include play equipment, soccer field, ball diamond, hiking trails, and parking. Tennis courts and basketball courts are also planned.

Rib Mountain Elementary (8.0 acres) - Located at the corner of Robin Lane and Bob-O-Link Avenue this school ground is owned by the Wausau School District. Facilities include: playground equipment, tennis courts, a basketball court, and two baseball diamonds that are also used for soccer.

South Mountain School - Owned by the Wausau School District, the Rib Mountain Park Commission is working with the District to develop a park on the school grounds. The facilities will include: soccer fields, a baseball diamond, basketball courts, play equipment, and a walking trail. Tennis courts and an ice skating rink may also be added.

Flax Lane Tot Lot – This park is 0.6 acres in size and was developed in 2000 and 2001. It includes a half size basketball court.

Fritz Doepke Recreation Area – The Town purchased 37.35 acres from Fred Doepke in 1999 off South Mountain Road. Site preparation is scheduled to begin in Fall 2003. Planned park facilities include: two ball fields, a playground area, a basketball court, a skateboard park, fitness trail, bike/walk path, picnic shelter, and ice skating area. There will also be a gravel parking lot for about 100 cars. Construction is expected to occur in phases as funds become available.

Rib Mountain Golf Course – This 115-acre, privately owned golf course is located on CTH NN just west of USH 51/STH 29 near the entrance to Granite Peak Ski Resort. This is a 9-hole course with a driving range.

County or State Parks, Forest and Trails

Several County and State park facilities are within or in close proximity to the Town of Rib Mountain. These are shown on Figure 10-1 and include:

Rib Mountain State Park – This park is located entirely in the Town of Rib Mountain. The park's main feature is Rib Mountain, which at 1,924 feet above sea level is one of the highest elevations in the State of Wisconsin. The 1,500-acre park surrounds the mountain and includes a picnic area with 65 tables, a camping area with 31 developed sites, hiking trails, and a nature trail. The WDNR began the process of updating the park's master plan in fall 2003. A portion of park is leased to the Granite Peak Ski Resort, a private downhill ski area with 72 runs. In addition, about 16-acres at the top of the mountain are leased for communications towers and associated buildings.

Bluegill Bay Park - Marathon County owns and maintains Bluegill Bay Park and the Nine Mile Forest Unit in the Town of Rib Mountain. Bluegill Bay Park is a 68-acre County park located on the west shore of Lake Wausau between Cloverland Lane and Parrot Lane. The park provides access to Lake Wausau at its boat landing with piers and a boat trailer parking lot, and is subject to overcrowding at times. The park's picnic area has 20 tables, 4 grills, 3 shelters, flush toilets and 104 parking spaces. A fishing area, including a handicapped pier is also available. Forty-eight acres of the park are undeveloped, and the County's tree nursery is also in the park.

Nine-Mile Forest Unit - This area is known as a recreation area with many miles of hiking, mountain biking, and cross-country ski trails. Skiing is promoted with a ski chalet and over 25 kilometers of one-way loops. The forest is open to

hunting and snowmobiling. Nine-Mile has 4755 acres of mixed uplands, marshes, and water impoundments.

Park System Needs

The *Outdoor Recreation Plan Update* identifies the lack of neighborhood parks in growing residential areas as a serious deficiency. The *Outdoor Recreation Plan Update* makes specific recommendations for improvements relative to specific parks and/or neighborhoods.

Issues

- **Lack of Dedicated Funding** – While Rib Mountain does require park dedication fees, revenues are not sufficient to cover the costs of physical park development. The Town is interested in reviewing its dedication fees to determine if they should be raised.
- **Lack of Neighborhood Parks** - Growth in some residential neighborhoods has been very rapid as a result of recent installation of municipal sewer and water services. Keeping up with the provision of community facilities such as neighborhood parks has been a challenge.

11. Economic Development

The condition of the local economy directly influences local growth and development, and therefore must be considered when planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community work in another. Similarly changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

It is therefore important to understand a local community's economy in light of its regional context. The following section provides a brief overview of the economy in Marathon County, in terms of key economic sectors and the regional labor force. A more specific description of employment trends, major local employers or industries, and where most residents of the Town of Rib Mountain work follows. Potential economic development opportunities and/or issues regarding the local economy are also identified.

County Economic Environment

Originally, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure – railroads, roads and dams for power enabled the area to evolve beyond simple agricultural and logging operations. Resources that once left the area unprocessed were now transformed into finished products in the County, providing employment opportunities and adding value in forest products and agricultural processing. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing

industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance and real estate. The County now enjoys a well-diversified economy.

Key Economic Sectors

Key sectors of a regional economy can be identified by size; by growth or decline in employment; by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a region, affecting the growth and health of many dependent sectors such as retail, transportation, construction, and local services.

Table 11-1: Marathon County Top 10 Industry Groups Based on Number of Employees (March 2001)

Industry Group	Employers	Employees	Numeric change	
			1-year	5-year
Health Services	139	4,646	251	-276
Lumber & Wood Products	41	4,438	-30	253
Educational Services	22	3,792	108	243
Eating and Drinking Places	192	3,554	219	335
Fabricated Metal Products	32	3,458	-184	168
Insurance Carriers	24	3,339	-171	*
Miscellaneous Retail	120	3,142	206	1,206
Paper and Allied Products	11	2,649	4	*
Industrial Machinery & Eqmt	37	2,642	41	697
Wholesale Trade – Durable	164	2,521	-89	63

*data suppressed to maintain confidentiality

Source: Wisconsin Department of Workforce Development, ES-202, December 2001

Agricultural Economy

Located on the fringe of the Wausau urban area, the economic health and vitality of Rib Mountain is somewhat affected by the economic health of the agricultural economy. It is estimated that there are currently 12 active farms remaining in the Town, including three dairy, three cattle, and six ginseng farms. However, the agricultural economy is subject to national and international pressures, creating challenges for rural areas seeking to adapt to the changing economic environment and preserve their rural agricultural heritage.

The Marathon County agricultural economy is in a depressed state due to a downturn in prices for agricultural goods such as milk and ginseng. At the same time that prices for farm commodities are low, cash rents for Wisconsin farmland has

increased, and the percentage of farm equity associated with real estate values have increased significantly. The average cost for agricultural land being divert to non-farm uses has increased from \$544 per acre in 1990 to nearly \$1,200 per acre in 2000; this compares with the average cost for agricultural land continuing in agricultural use, which has increased from \$612 per acre in 1990 to nearly \$1,000 per acre in 2000. When farms are not profitable, and the value of land rises farmers have a harder time competing for the land base.

The following information regarding forces influencing changes in the rural area was summarized from two reports prepared by the Marathon County Task Force on the Rural Economy: *Agricultural Issues in Marathon County* (January 10, 2003) and *Report of the Marathon County Task Force on the Rural Economy* (April 2003):

- Net farm profits are increasingly a function of Federal United States Department of Agriculture (USDA) support payments.
- The average age of the current agricultural owner/operator is nearly 55; a large number are nearing retirement.
- The low entry rate into agriculture reflects the high capital investment and low profit margins.
- Cropland and open space are being broken up into smaller fields by rural residences.
- Soil erosion is increasing and soil organic matter content is decreasing.
- Environmental regulation of farms by the State and Federal government continues to increase. Agriculture is identified as a major non-point source of water pollution (sediment and nutrients) in the US.
- Conflicts between various land uses in rural areas are increasing.

Local Economic Environment

The Town of Rib Mountain has a progressive attitude toward economic development and aggressive retention of local businesses. The Town is home to several national retailers and two major car dealerships. Table 11-2 shows the breakdown of employment by sector in Rib Mountain.

Table 11-2: Population and Employment by Sector, 2000

POPULATION	7,556
EMPLOYMENT:	
Commercial	1,782
Manufacturing	234
Service	672
Other	233
Self-Employed/Farm	384
TOTAL	3,305

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003*

In 2000, there were 3,305 people employed at jobs located in the Town with most jobs in the commercial sector, with 1,782 jobs. This is followed by Service sector, which accounts for 672 jobs. Most of these jobs are concentrated in the commercial area around Rib Mountain Drive (CTH N) and North Mountain Road (CTH NN).

Employment Projections

Information on employment in Marathon County is gathered separately for non-farm and farm employment. The Wisconsin Department of Workforce Development (DWD) collects data on non-farm employment. The DWD estimated non-farm employment in Marathon County to be 49,407 in 1990 and

65,630 in 2000. This represents about a 33 percent increase over ten years. Data on farm employment is collected by the Census of Agriculture and consists of hired farm labor and operators. In 1987, farm employment in Marathon County was estimated to be 11,643 and in 1997 it was estimated to be 8,298. This represents a decrease of almost 29 percent.

The North Central Wisconsin Regional Planning Commission (NCWRPC) computed employment projections, based on the assumption that the historical growth rates described above would continue through 2030. These projections are shown in Table 11-3.

Table 11-3: Employment Projections, 2000-2030

	Total Employment by Year						
	2000	2005	2010	2015	2020	2025	2030
Rib Mtn.	3,305	3,483	3,661	3,839	4,017	4,195	4,373
Marathon County	72,508	75,625	78,742	81,859	84,976	88,093	91,210

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003*

According to NCWRPC projections, by the year 2030, it is estimated that the To

wn will provide employment to over 1,000 workers. This represents an employment increase of 32 percent and assumes a moderate growth rate based on the rate of change in employment between 1990-2000 for non-farm employment. As shown in Table 11-4, the estimates suggest an overall increase in employment by 2030 between 27 percent if a lower than expected growth rate occurs and 38 percent if a higher growth rate occurs. All projections suggest Rib Mountain will experience higher rates of employment growth over the next 30 years than Marathon County overall.

Table 11-4: Percent Change in Employment, 2000-2030

	Percent Change in Employment by Growth Rate		
	Low Growth	Moderate Growth	High Growth
Rib Mountain	+27	+32	+37.5
Marathon Co.	+21	+26	+34

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003*

Employment projections were also prepared for the 2035 LRTP, and are based on building permit and other data gathered between 2000 and 2005. These indicate a higher rate of employment growth than the NCWRPC projections. These projections are shown in Table 11-5.

Table 11-5: Employment Projections (MPO), 2000-2030

	Total Employment by Year							
	2000	2005	2010	2015	2020	2025	2030	% chg.
NCWRPC	3,305	3,483	3,661	3,839	4,017	4,195	4,373	32%
MPO Adj.	3,305	3,528	3,749	3,971	4,193	4,415	4,636	40.3%
County	72,508	75,625	78,742	81,859	84,976	88,093	91,210	26%

Source: *NCWRPC, 2003 and Marathon County Metropolitan Planning Commission [MPO adjusted - prepared for 2035 LRTP]*

Major Local Employers

In keeping with the large amount of commercial and service type employment in Rib Mountain it follows that many of the largest local employers are retail or service oriented businesses. Some of the larger employers in the Town include:

- Wal-Mart/Sam’s Club
- Best Buy
- Kohl’s
- Kocourek Chevrolet
- Aldi, Inc.
- American Family Insurance

Issues

- **Redevelopment Funding** – Given the limited supply of vacant land for new commercial or industrial development, redevelopment will become more prevalent in the future. Finding resources to assist in redevelopment will be a major challenge.

12. Intergovernmental Cooperation

This section describes existing mechanisms that the Town of Rib Mountain uses to coordinate with other units of government, including: Marathon County, adjacent towns, the school district, the State of Wisconsin and the Federal government. It also summarizes existing major challenges and issues regarding intergovernmental cooperation and regional planning, including

- Opportunities to reduce or eliminate duplication of services;
- Incompatible goals, policies and development;
- Mechanisms for conflict resolution;
- Opportunities for joint planning and decision making.

Mechanisms for cooperation and coordination primarily take the form of intergovernmental agreements, leases and contracts, and regulatory authority. These can occur between the Town of Rib Mountain and other local, regional, State or Federal entities. Following is a brief description of the various functional areas and services that require intergovernmental coordination at various levels.

Local and Regional Level Cooperation

Shared Services

Fire and Emergency Response- The Town provides primary fire protection services to portions of the Town of Stettin and has a mutual aid agreement with the Village of

Weston fire department for back-up fire service. The Town provides ambulance service to the Town of Marathon.

The Town previously looked into establishing cooperative emergency ambulance/fire service with the villages of Weston and Rothschild and the cities of Schofield and Wausau. This effort has been tabled for the time being. It is unknown how soon, and if, discussions will resume.

Utilities- Portions of the Town are located in the Wausau Urban Service Area and are served by public sewer and water. Wastewater treatment is provided by the Rib Mountain Metropolitan Sewerage District, which also serves the villages of Weston, Rothschild, and Kronenwetter.

Cooperative Practices

Surrounding Communities- Surrounding municipalities in Marathon County are concurrently preparing comprehensive plans, which will increase opportunities for coordination and cooperation on matters of common interest.

School District- The Town is served by the Wausau School District, which operates two elementary schools located in Rib Mountain. These include Rib Mountain Elementary and South Mountain Elementary. The Town and the School District also cooperate on use of Town parks and school athletic facilities such as tennis courts.

Rib Mountain Sanitary District (RMSD) – The Town leases land from the RMSD for Liberty Street Park.

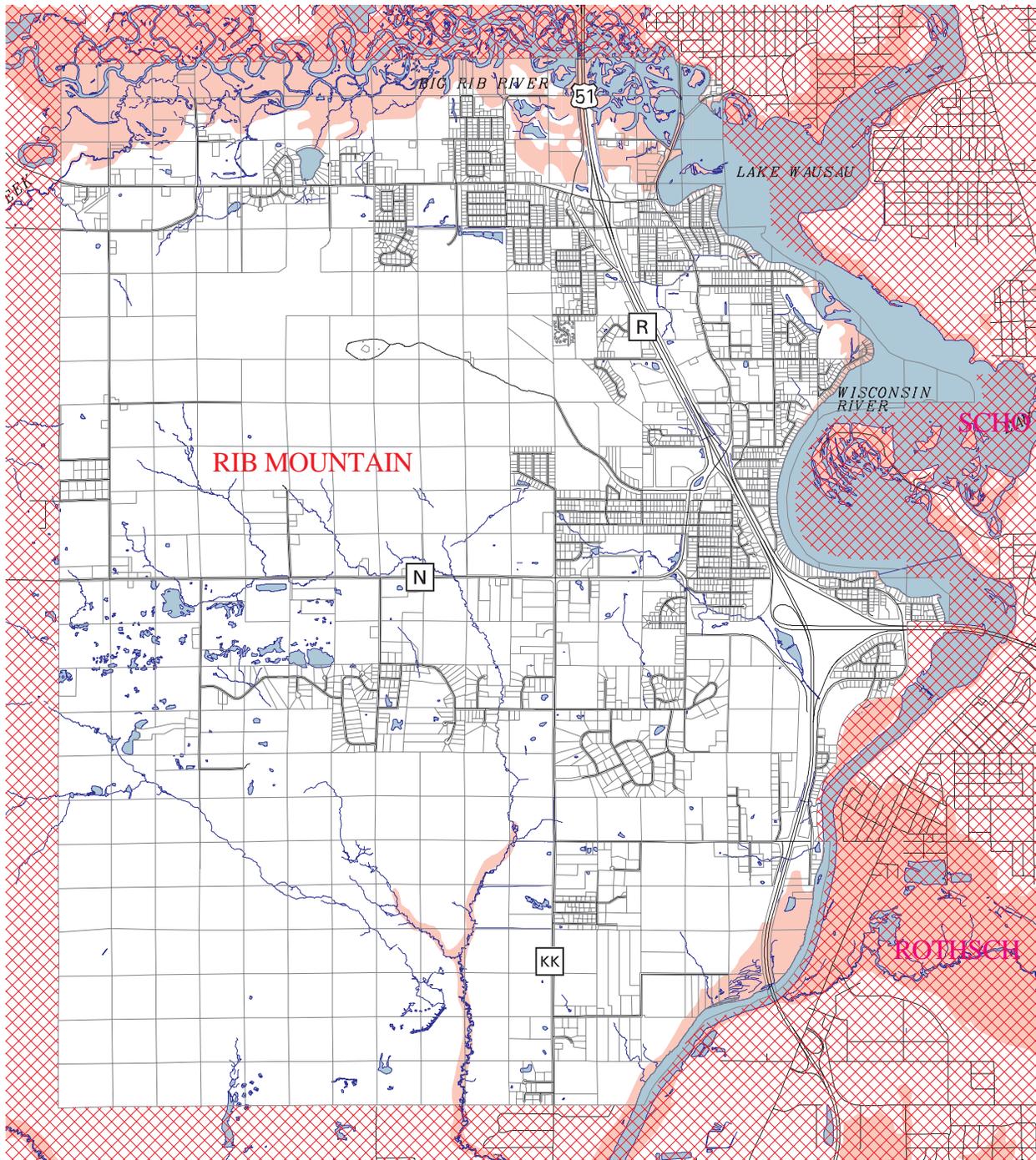
Marathon County- Rib Mountain receives most law enforcement from the County Sheriff's department. It is noted that the Sheriff has an office in the old Town hall. The County provides 911 dispatch service, access permits, maintenance and improvement of County Highways, planning and permitting oversight regarding shoreland, wetland and floodplain regulation, private sewage system regulation, and animal waste and manure management. The County also provides oversight on compliance with County soil and water conservation policy for the Farmland Preservation Program.

Regional Agencies- Rib Mountain is not a member of the North Central Wisconsin Regional Planning Commission (NCWRPC). The Town is a member of the Wausau Area Metropolitan Planning Organization (MPO), whose primary function relates to coordination of regional transportation planning.

State and Federal Agencies- The Town has little direct contact with State or Federal agencies, except regarding Rib Mountain State Park. However State agencies regulate certain activities such as access onto State roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs.

Existing or Potential Conflicts

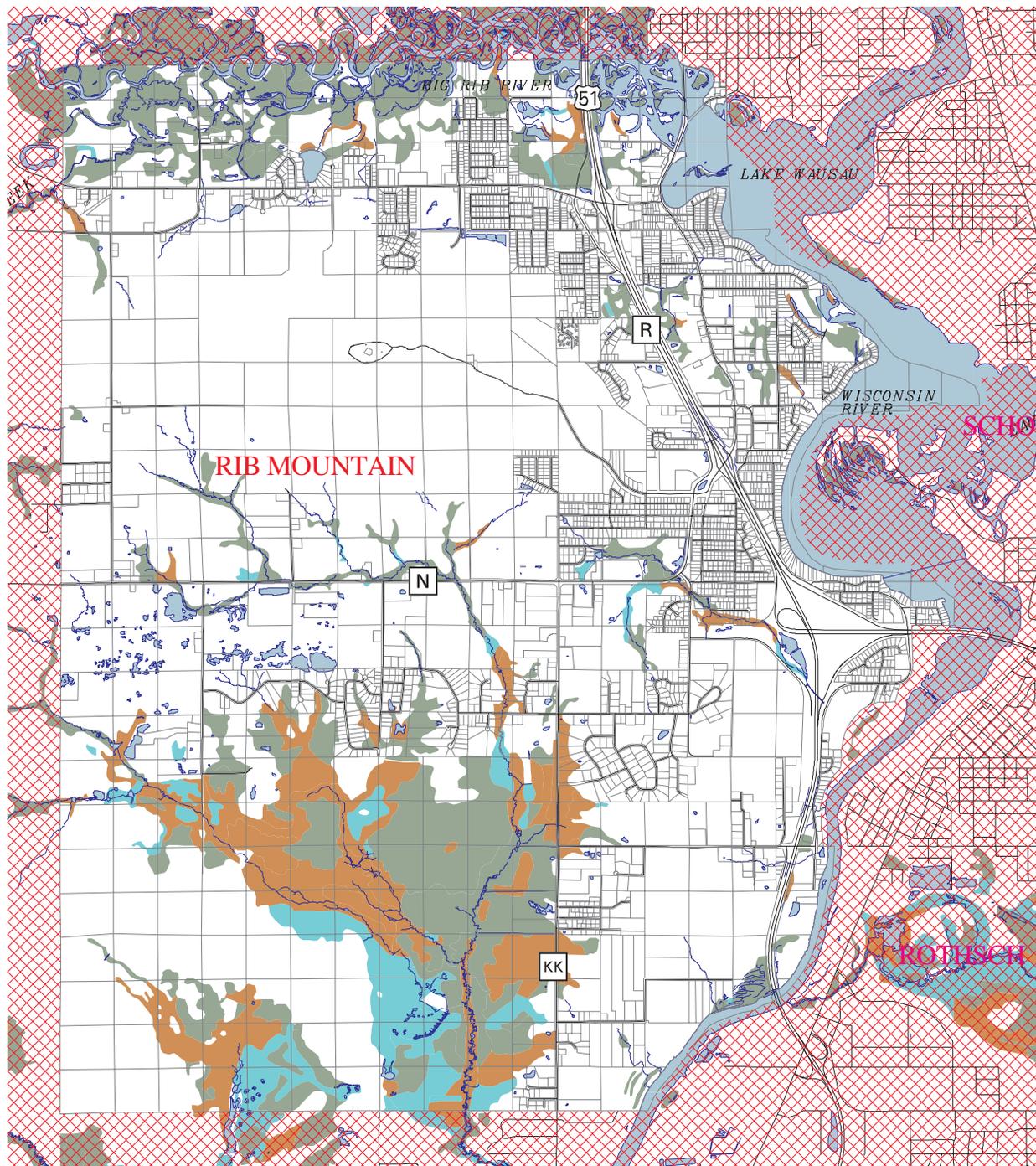
None identified.



■ FEMA Floodplain

▨ Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-1
 100 Year Floodplain
 RIBMTN

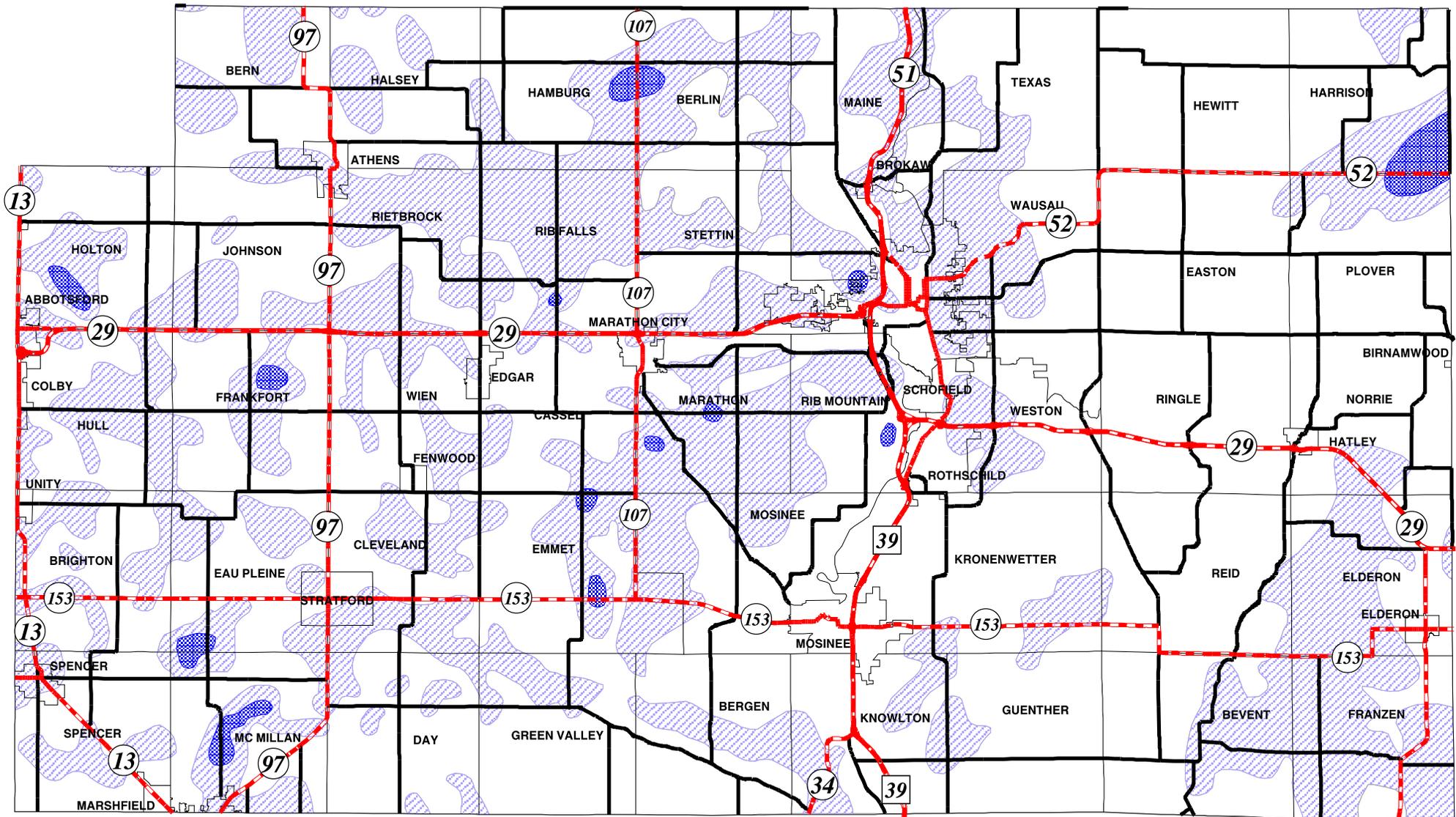


- | | |
|--|---|
| ■ Aquatic beds | ■ Flats/unvegetated wet soil |
| ■ Emergent/wet meadow | ■ Forested |
| ■ Filled/drained wetland | ■ Scrub/shrub |

▨ Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-2
Wetland Types
RIBMTN

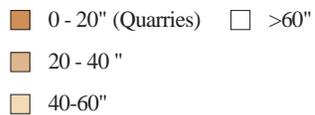
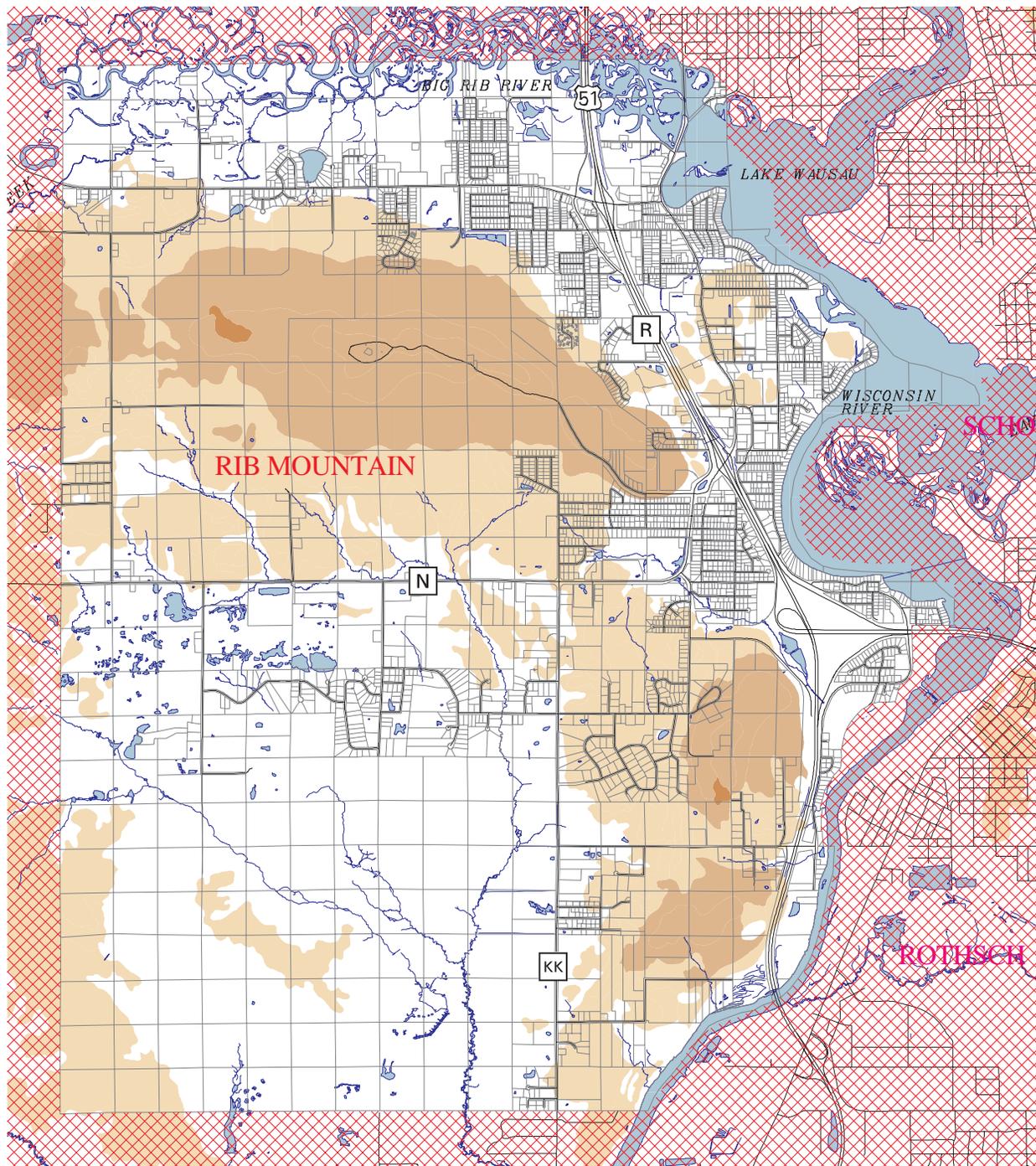
MARATHON COUNTY DEPTH TO GROUND WATER



- State & Us Highways
- County Roads
- Municipal Boundary
- Ground Water Depth
- 0-20 feet
- 20-50 feet
- >50 feet

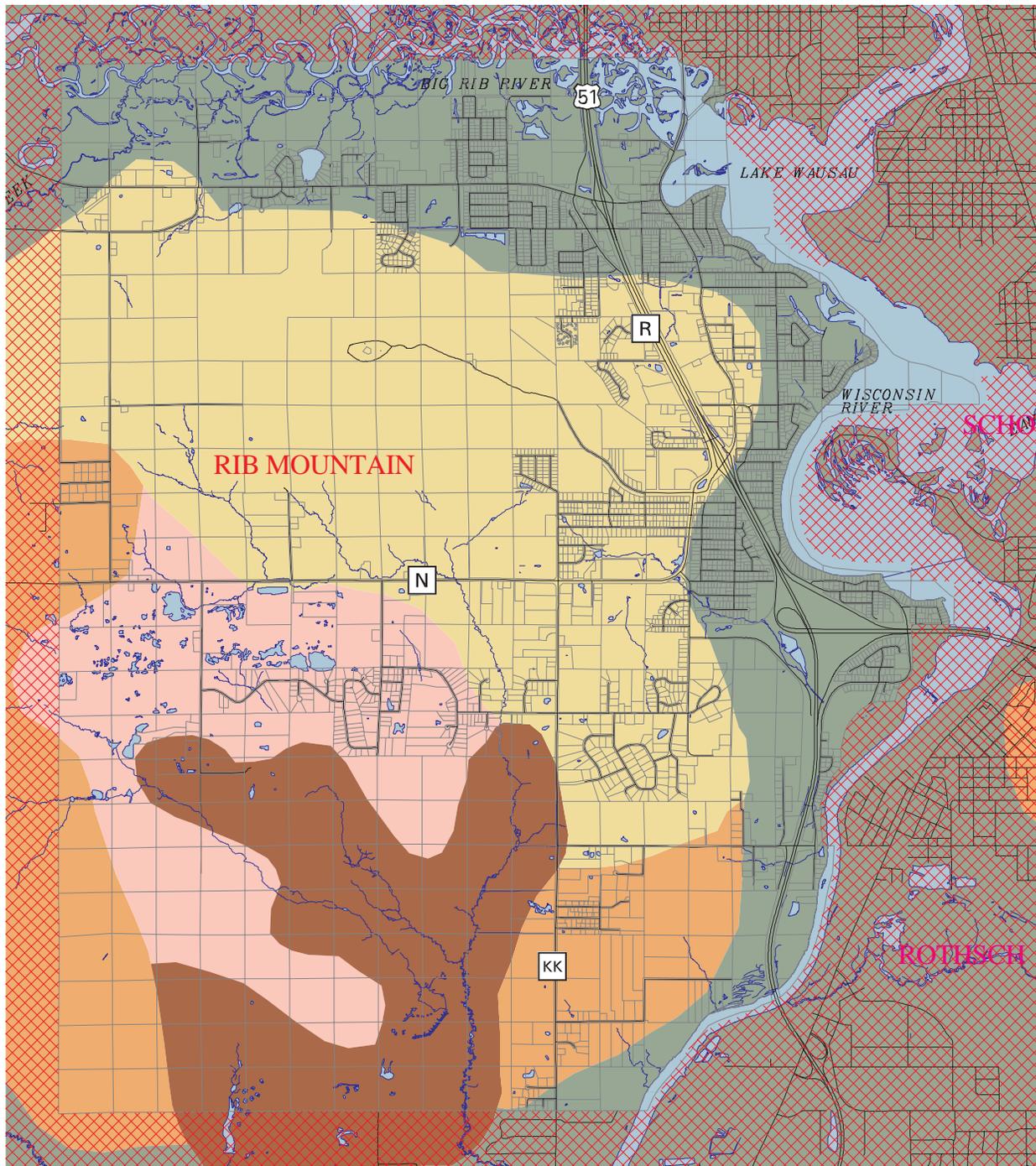


Source: "Irrigable Lands Inventory --- phase 1
Groundwater and Related Information", I.D. Lippett
and R.G. Hennings, MP -81-1, WGNHS 1981.



Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

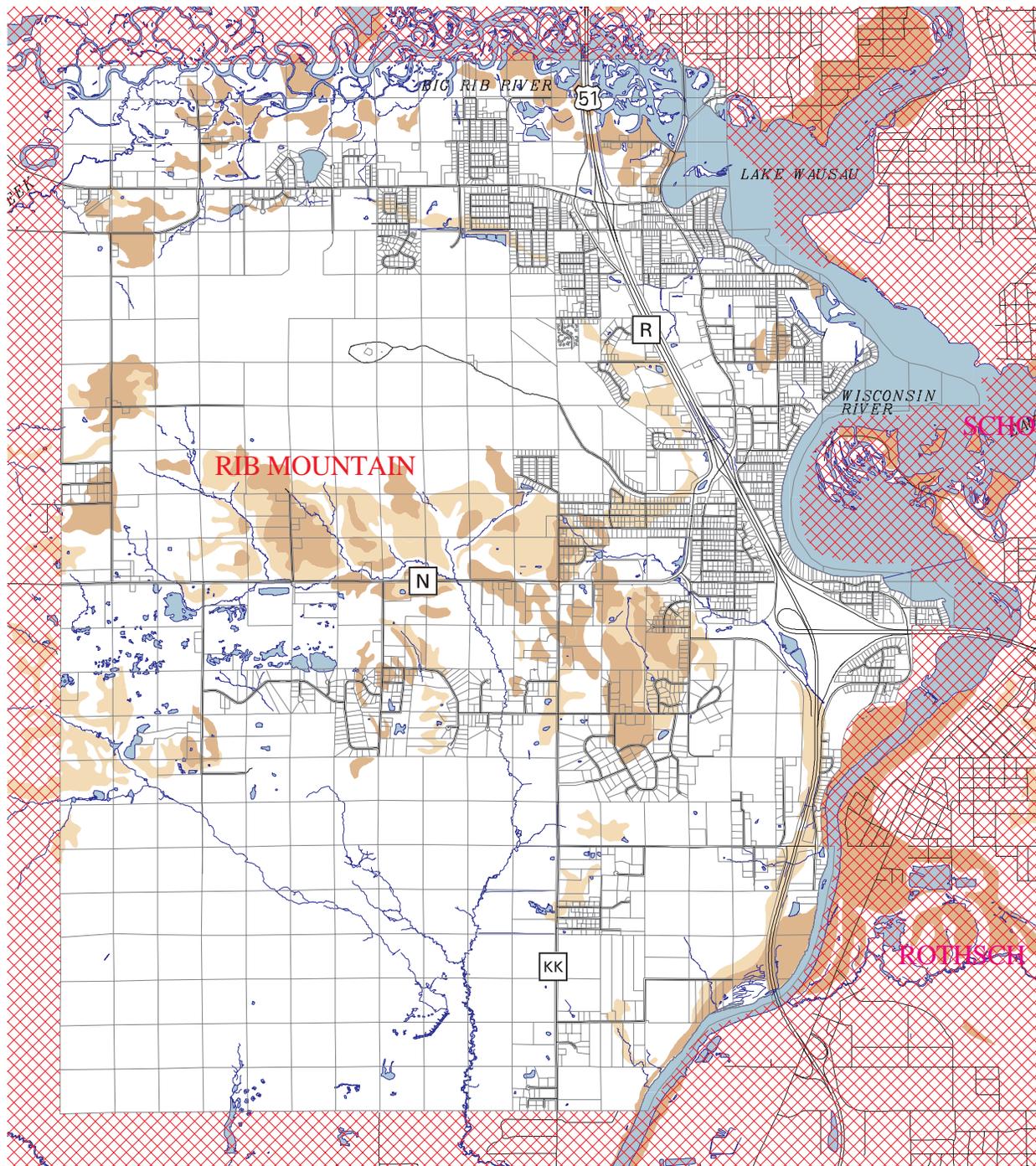
Figure 3-4
 Depth To Bedrock
 RIBMTN



- | | | | |
|-------------------------|-------------------------------|---------------------------|--------------------|
| Magnor-Cable | Marathon-Mylrea-Moberg | Mahtomedi-Fordum-Sturgeon | Cathro-Seelyeville |
| Loyal-Withee-Marshfield | Fenwood-Rietbrock-Rozellville | Chetek-Rosholt-Oesterle | |
| Kennan-Hatley | Mosinee-Meadland-Dancy | Mahtomedi-Graycalm-Meehan | |

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-5
 Soil Associations
 RIBMTN

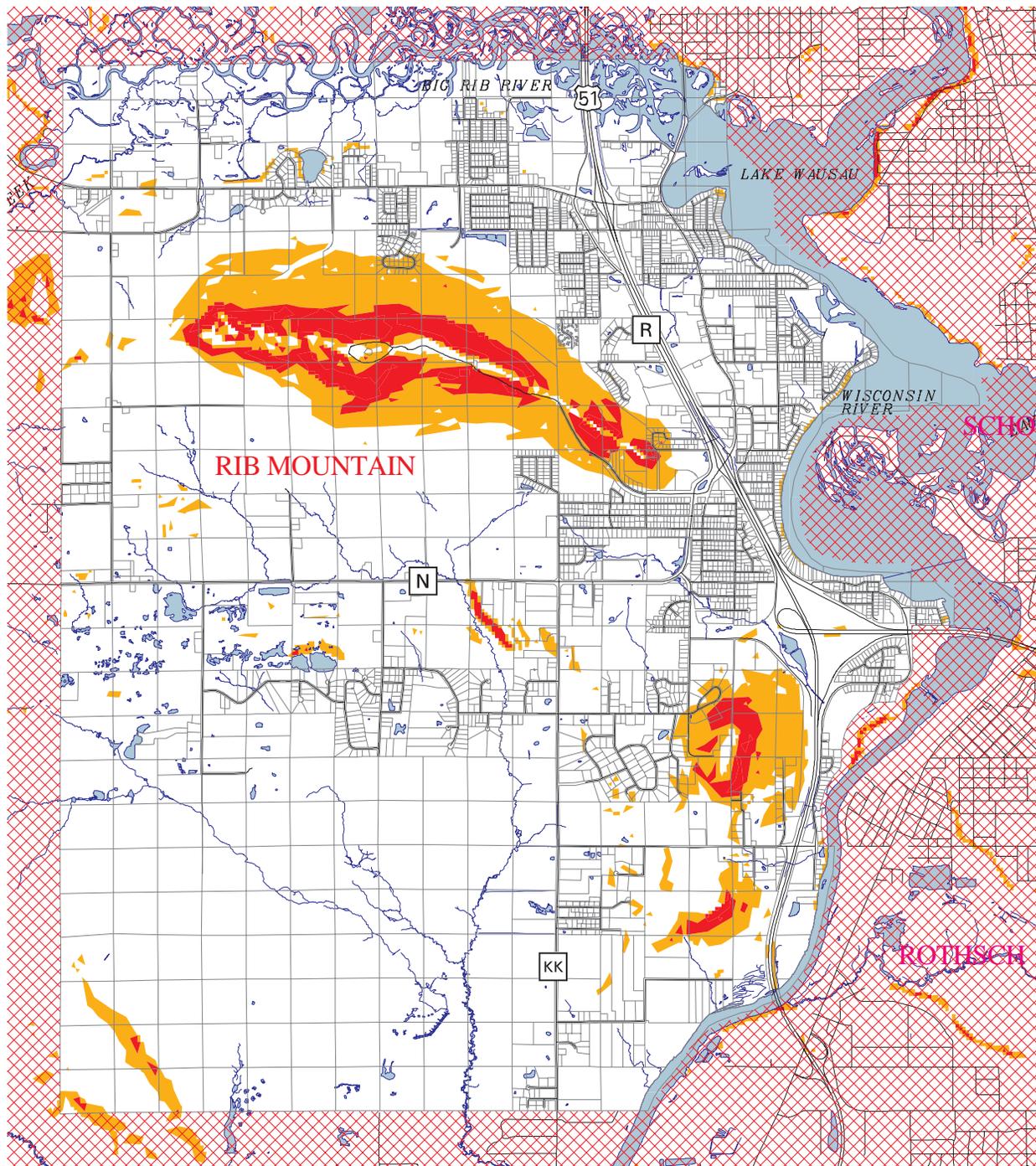


Group 1: The soils in this group are the very best in Marathon County. The USDA classification for these soils are prime farmland Class 2 due to climate and growing season length. They are well suited for growing all crops.

Group 2: The soils in this group are very good agricultural soils. They also are designated as prime farmland Class 2. These soils differ by having restricted drainage. In wet years they are more difficult to work and crops needing well drained condition (alfalfa, ginseng) do very poorly.

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

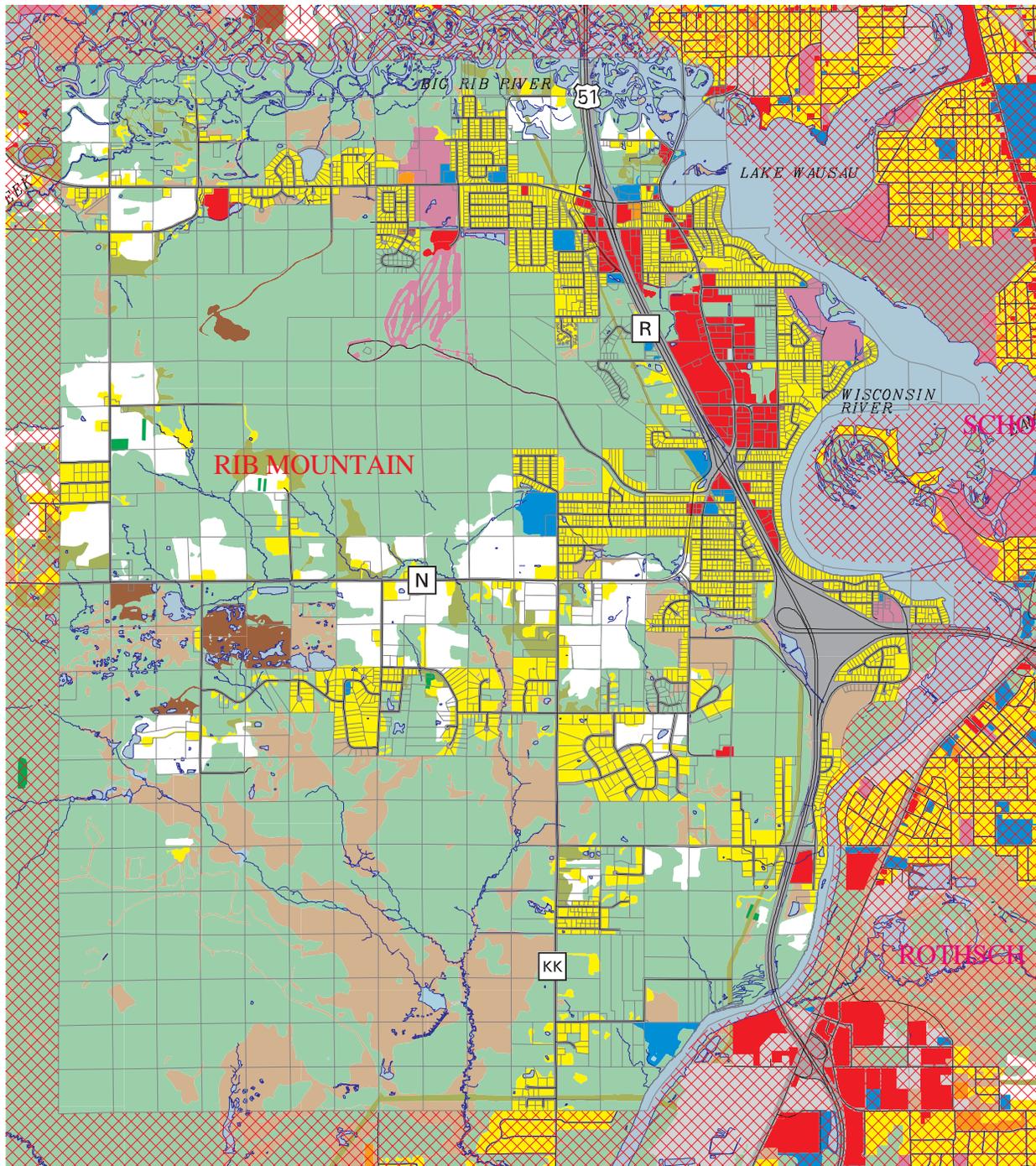
Figure 3-6
Prime Farm Land
RIBMTN



- D - generally 12-20% slopes
- E - generally greater than 15% slopes.

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-7
Slopes
RIBMTN

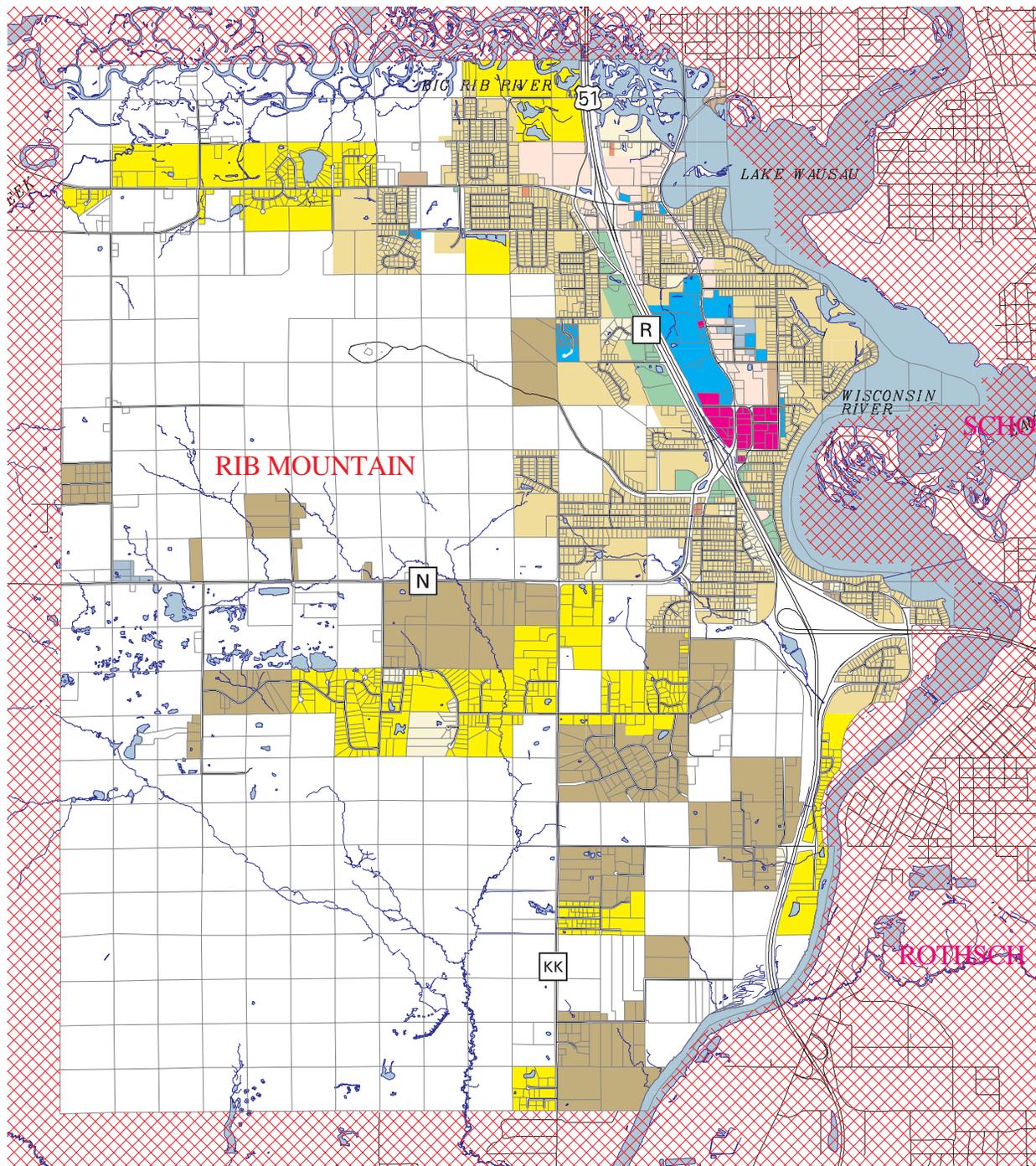


- | | | | | |
|---------------------------|----------------------|---------------------|------------|--------------------|
| Single Family Residential | Industrial | Specialty Crops | Recreation | Transportation |
| Multi-Family Residential | Quarries/Gravel Pits | Other Agriculture | Woodlands | Vacant/Barren Land |
| Commercial Services | Crop Land | Public/Quasi-Public | Water | |

Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005

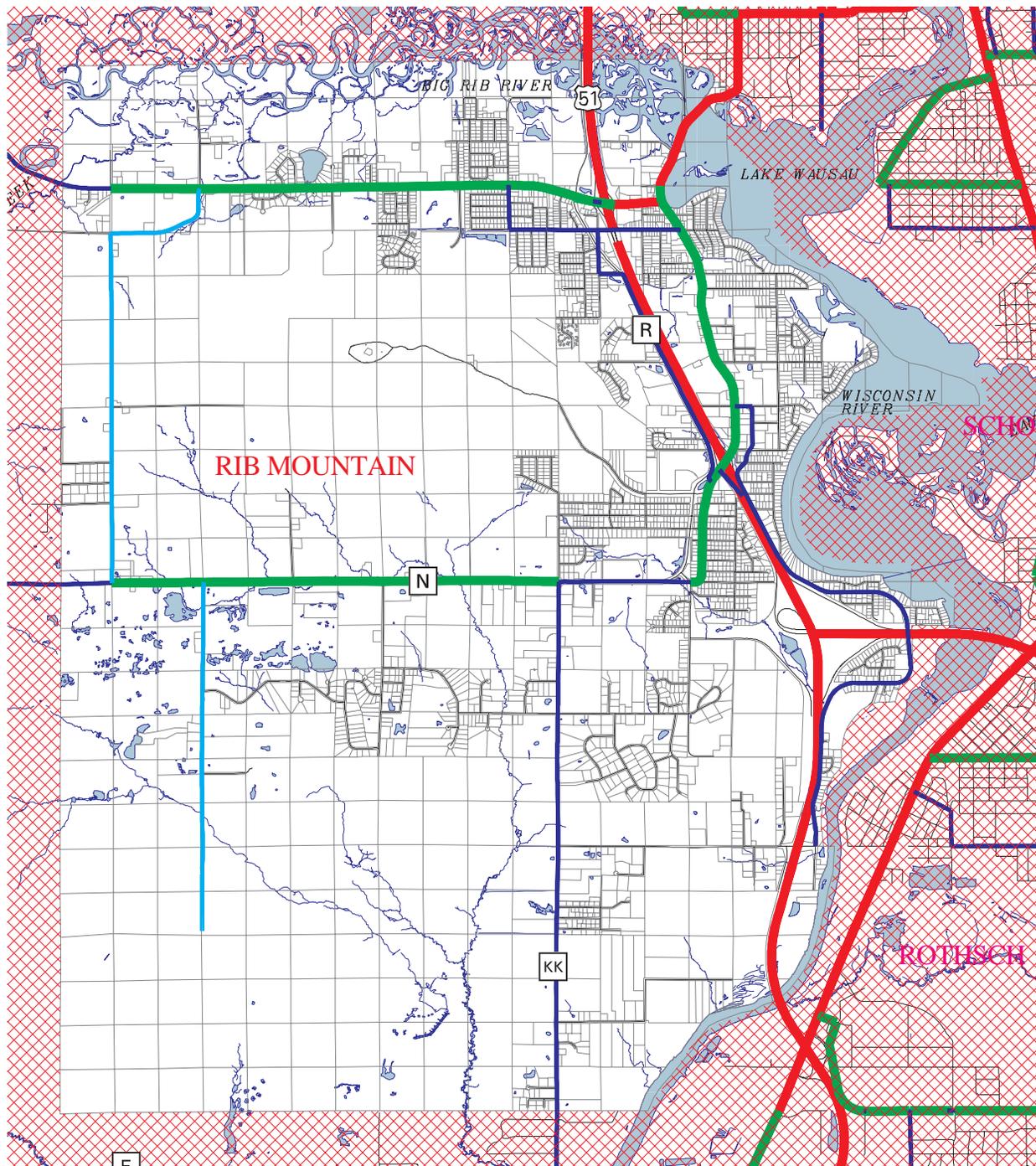
Figure 4-1
 2000 Landuse/Landcover
 RIBMTN



- | | | | | | |
|--------|----------|--------|-------|------|------|
| □ RA | ■ UR-8 | ■ MR-4 | ■ CC | □ EO | ■ SI |
| ■ SR-2 | ■ ER-1 | ■ SC | ■ UC | ■ SO | ■ UI |
| ■ SR-3 | ■ CR-5ac | ■ NC | ■ UDD | ■ HI | |

 Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-2
 Local Zoning
 RIBMTN

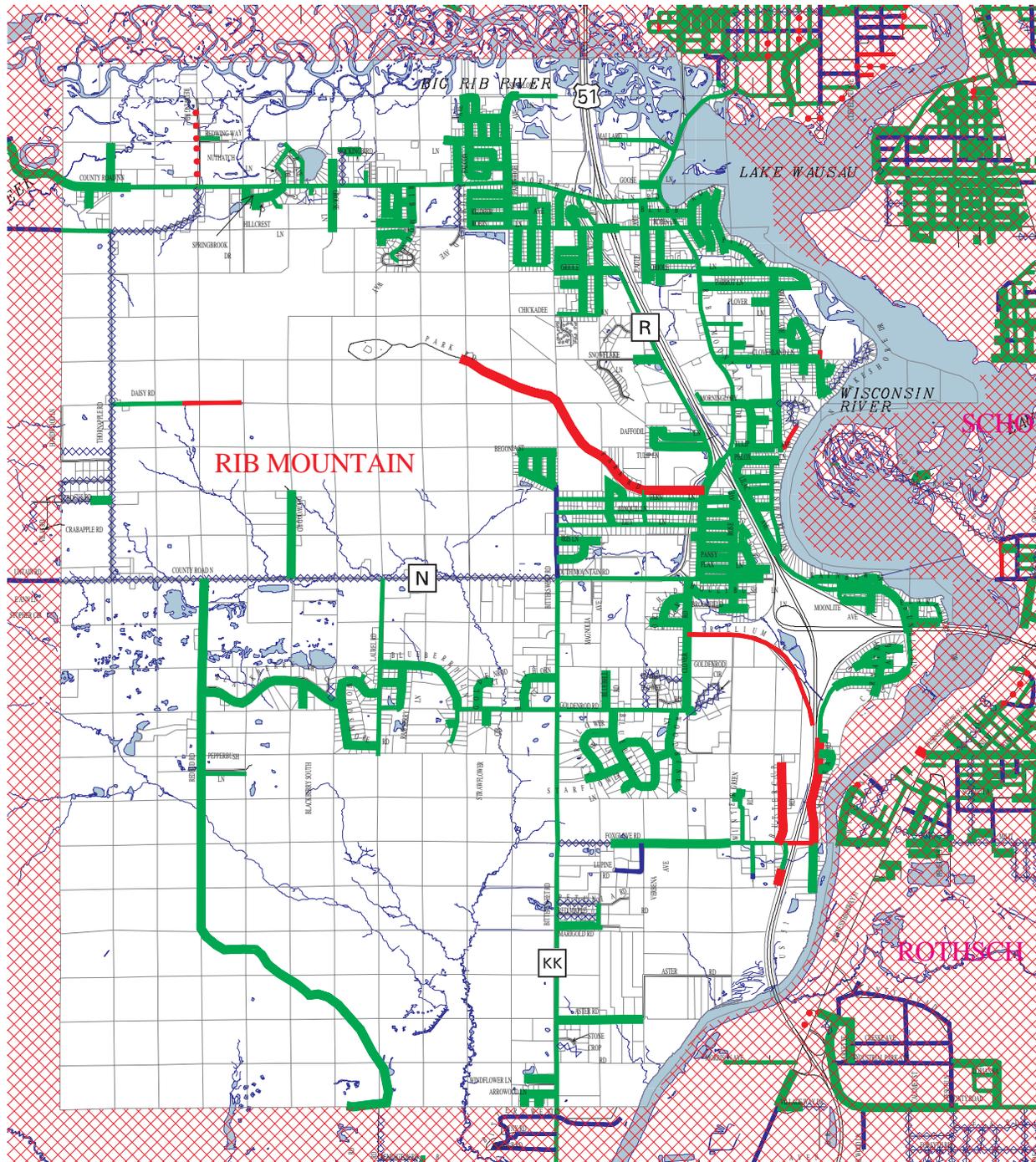


- F Principal Arterials
- 52 Major Arterials
- 51 Major Collectors
- 39 Minor Collectors

 Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005

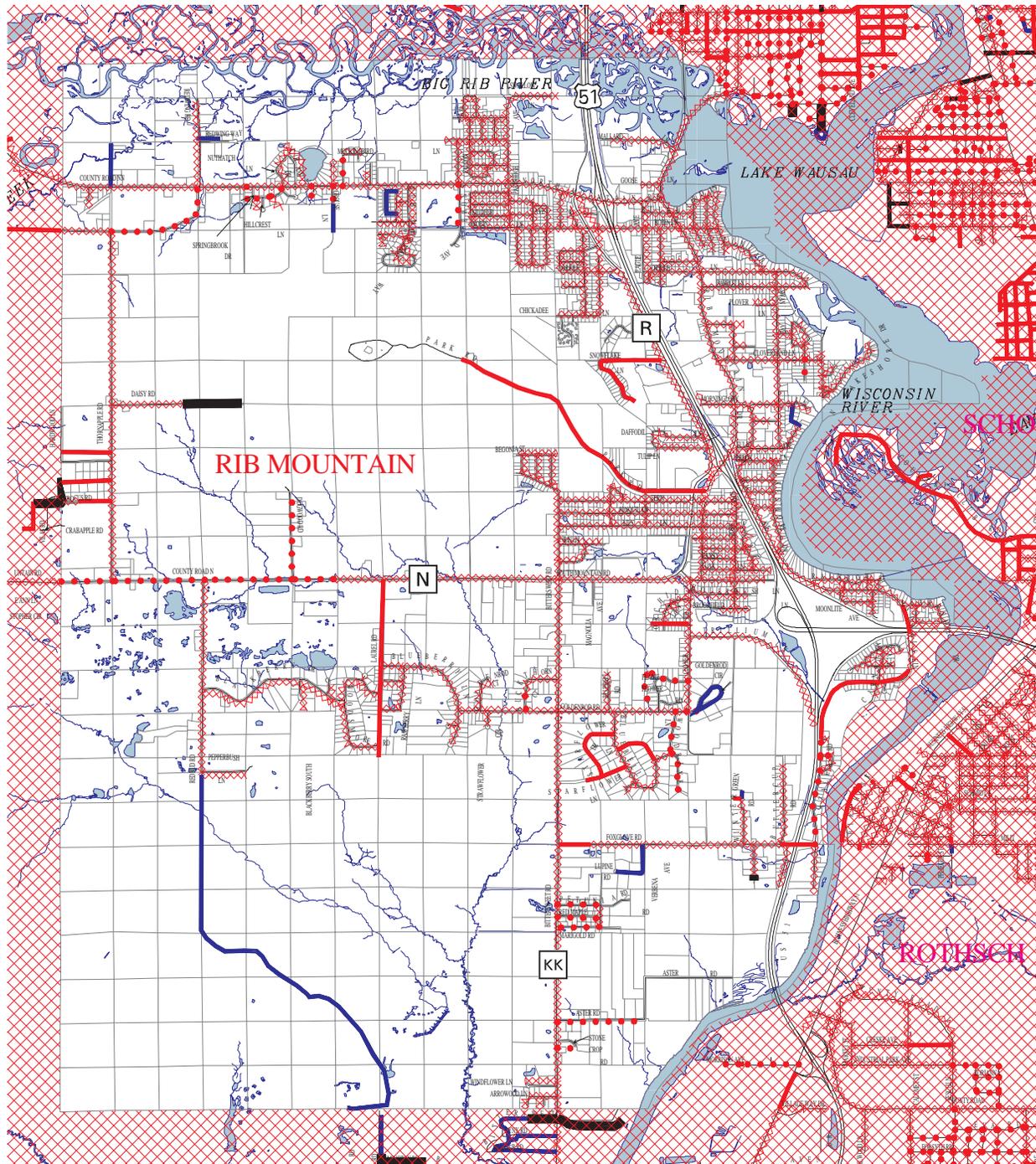
Figure 5-1
Functional Classification of Roads
RIBMTN



- No Data
- Fair
- Failed
- Very Poor
- Poor
- Good
- Very Good
- Excellent

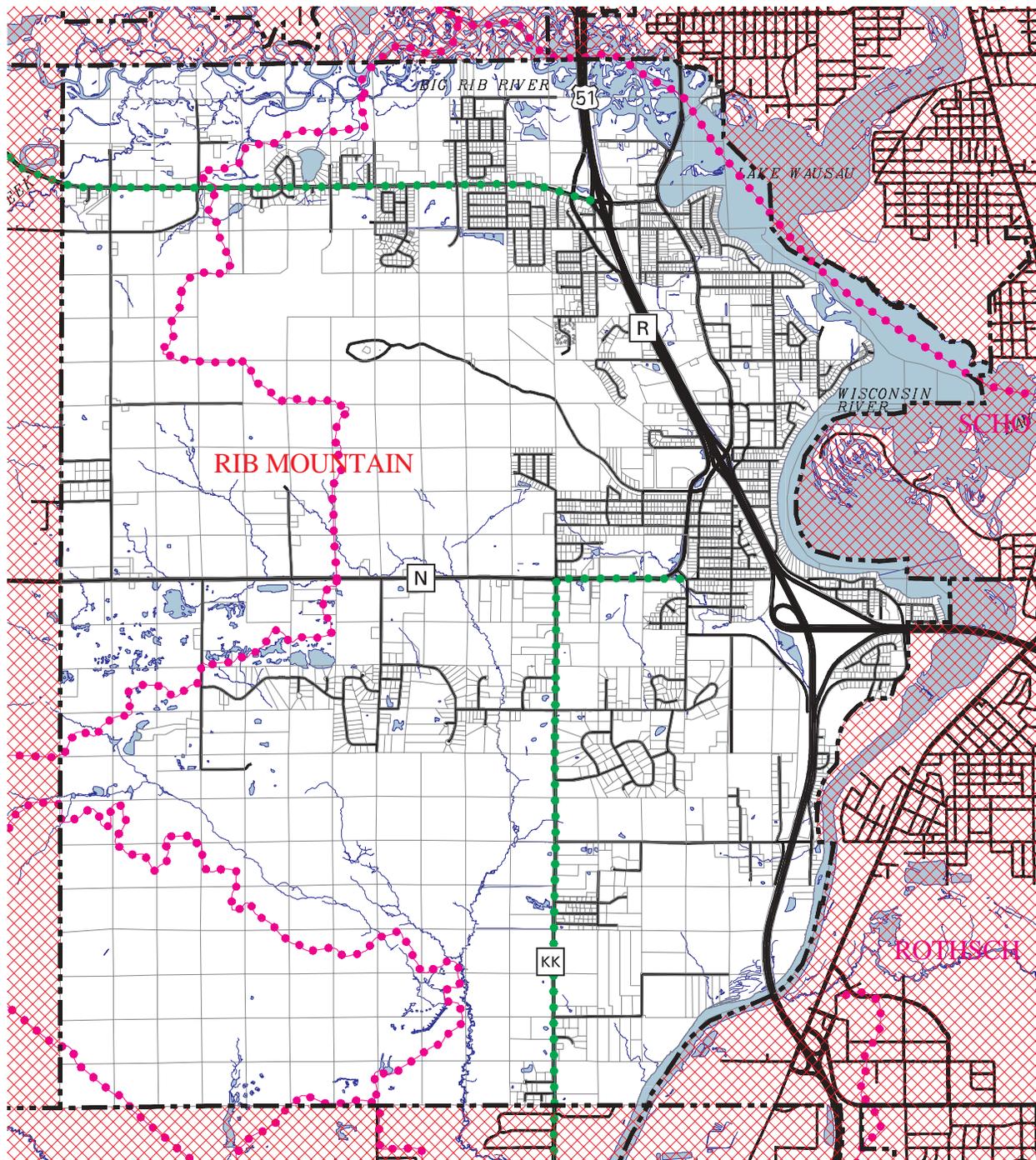
Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 5-2
 Road Surface Rating
 RIBMTN



- No Data
 - Concrete Pavement
 - <1" Wearing Surface
 - Asphalt Pavement
 - Asphalt Pavement on Concrete
 - Asphalt Pavement with Base >7"
 - Asphalt Pavement With Base <7"
 - Unimproved Road
 - Brick or Block Pavement
 - Indicates other Municipality
- Map Developed by Marathon County CPZ & GIS 2005

Figure 5-3
 Road Surface Types
 RIBMTN

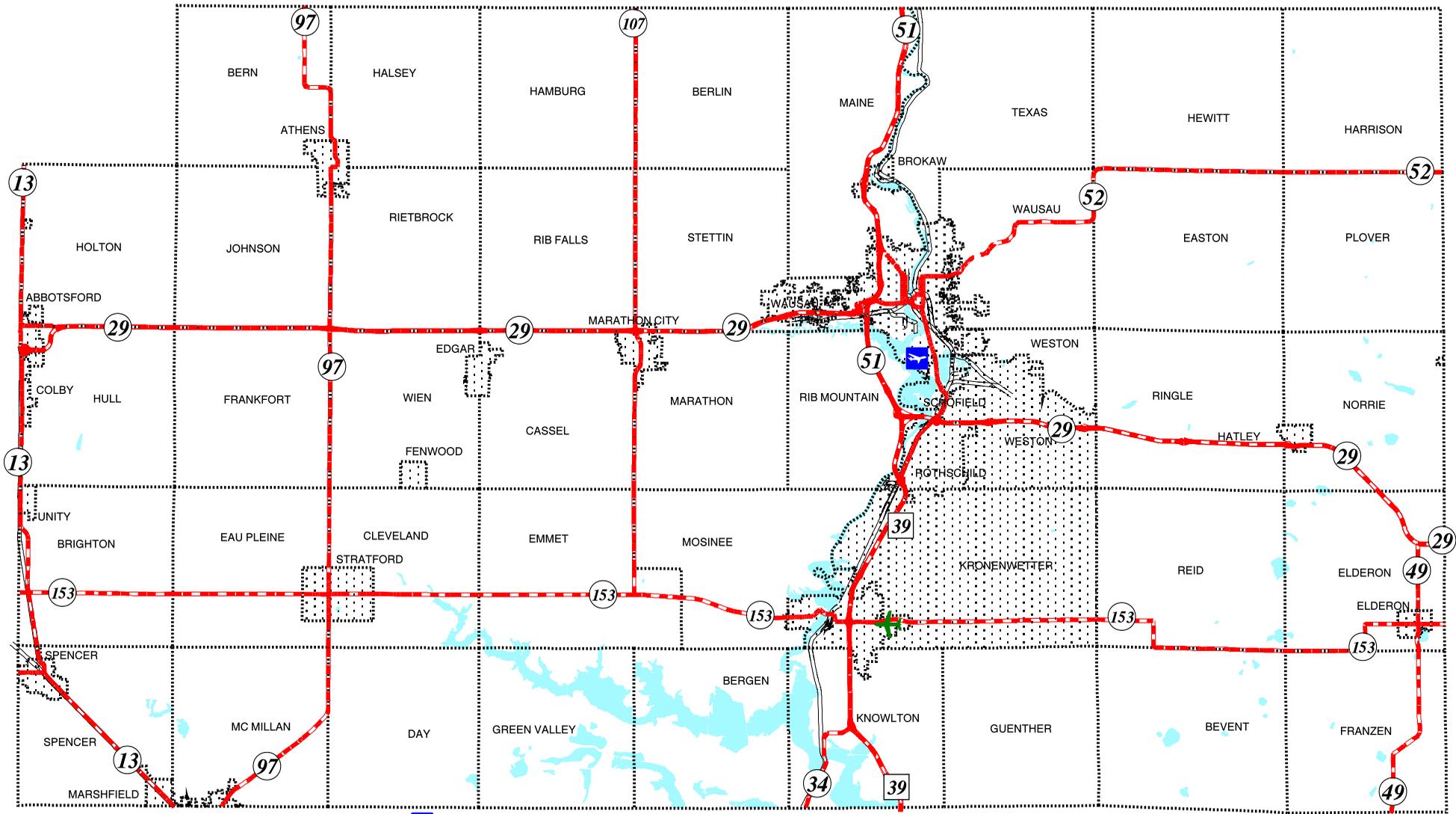


- 2001 Snowmobile Trails
- Mountain Bay Trail
- Ice Age Trail
- Suggested Bike Routes

 Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 5-4
Trails
RIBMTN

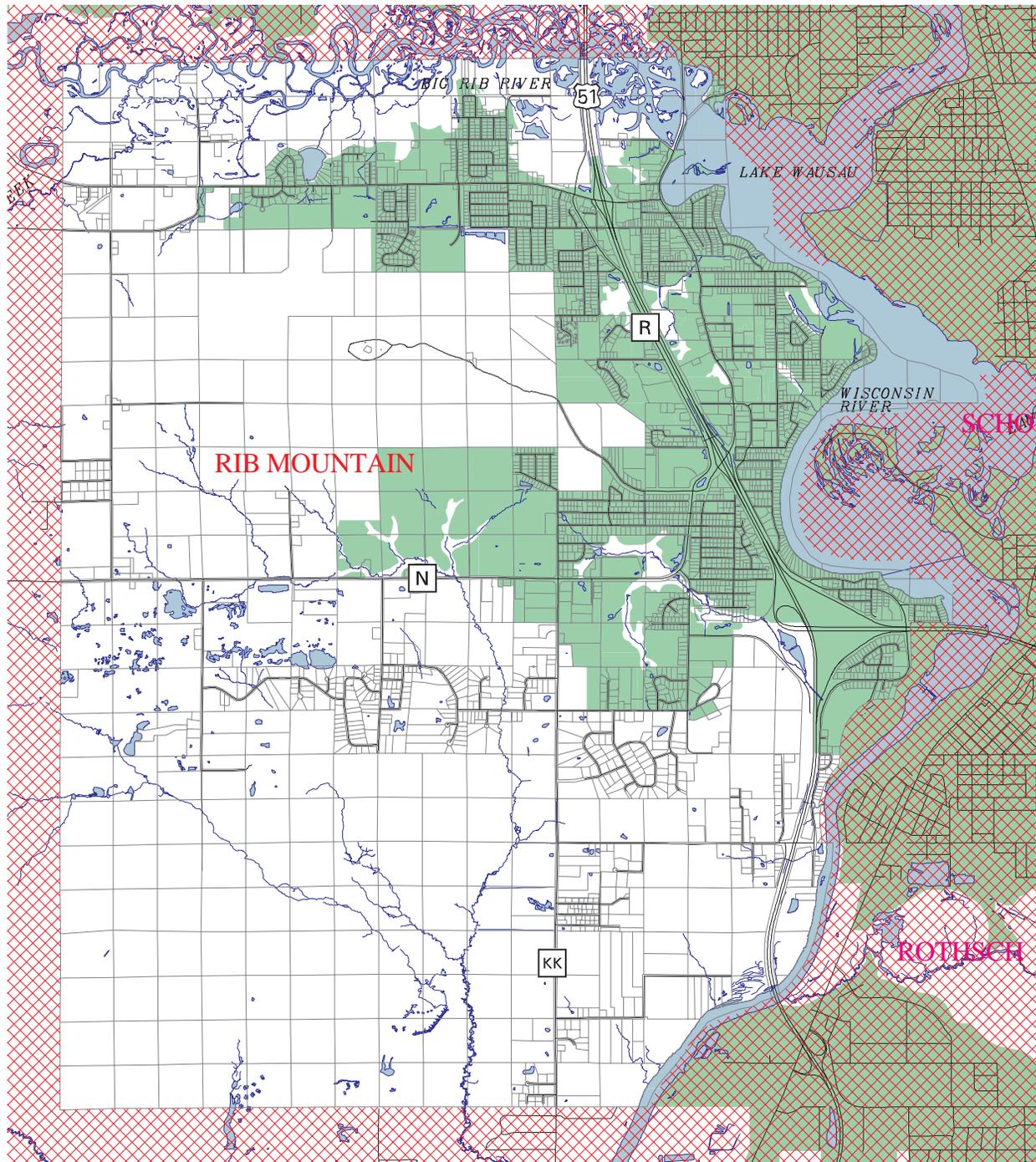
MARATHON COUNTY REGIONAL TRANSPORTATION



-  Wausau City Airport
-  Central Wisconsin Airport (Mosinee)
-  State & Us Highways
-  Railroads (Active)
-  Municipal Boundary
-  Water Features
-  Incorporated Municipality



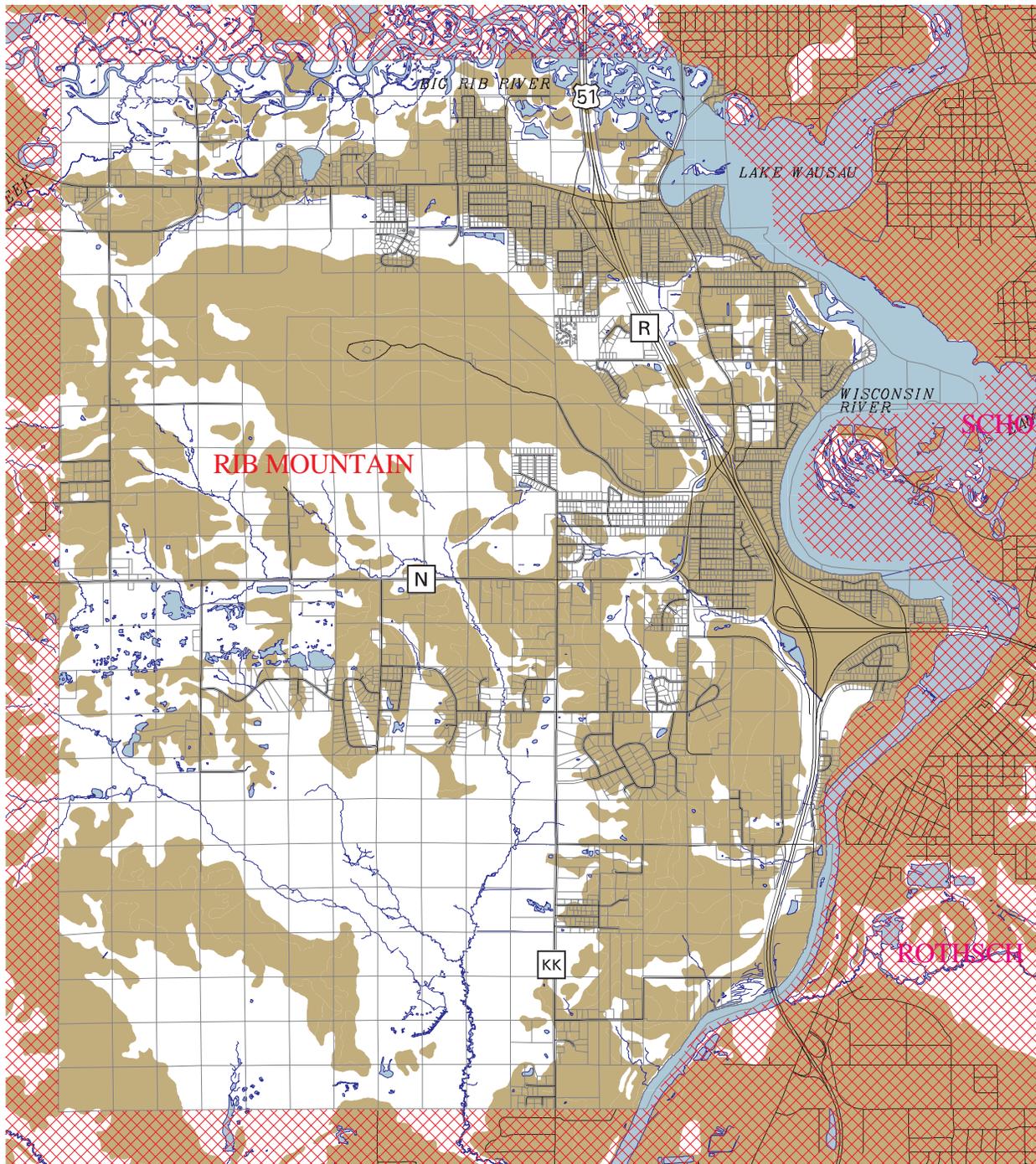
Figure 5-5



■ Sewer Service Areas

▨ Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 6-1
 Sewer Service Areas
 RIBMTN

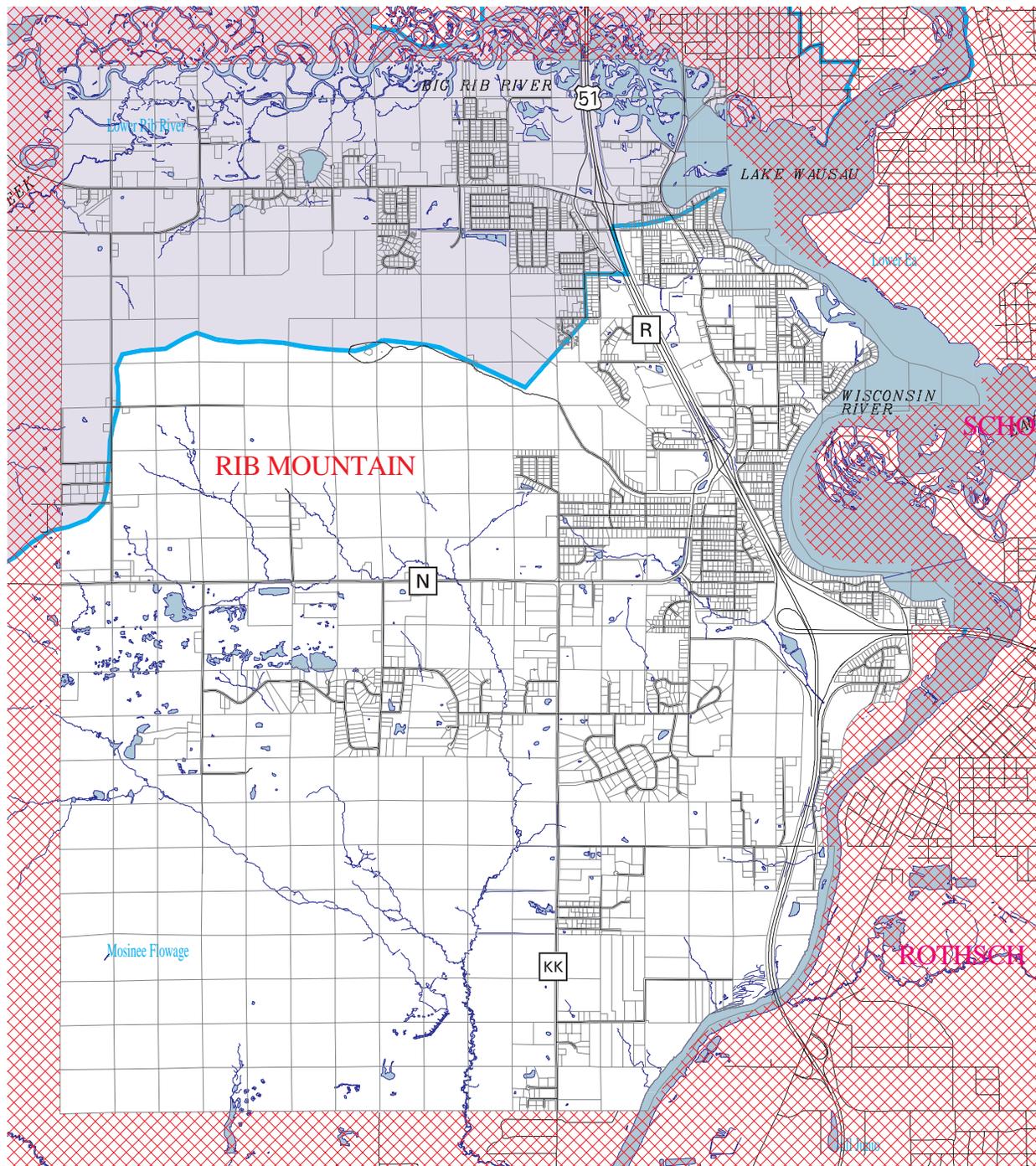


■ Soils suitable for septic systems w/soil absorption component

⊠ Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Suitable Soils-Septic Tank Absorption
 RIBMTN

Figure 6-2



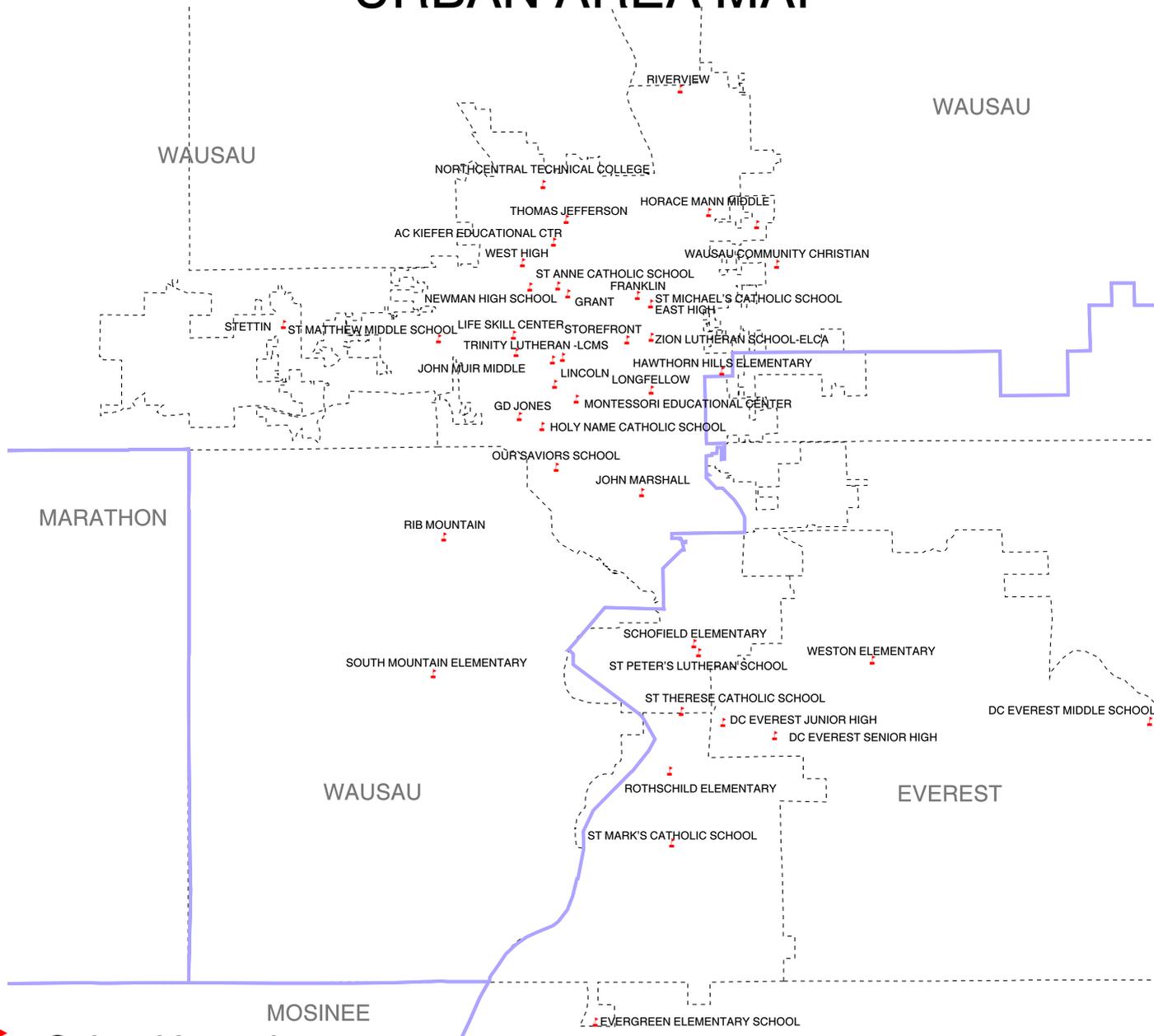
Priority Watersheds
 as identified in the Marathon County
 Land & Water Resource Management Plan

Watershed boundaries

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

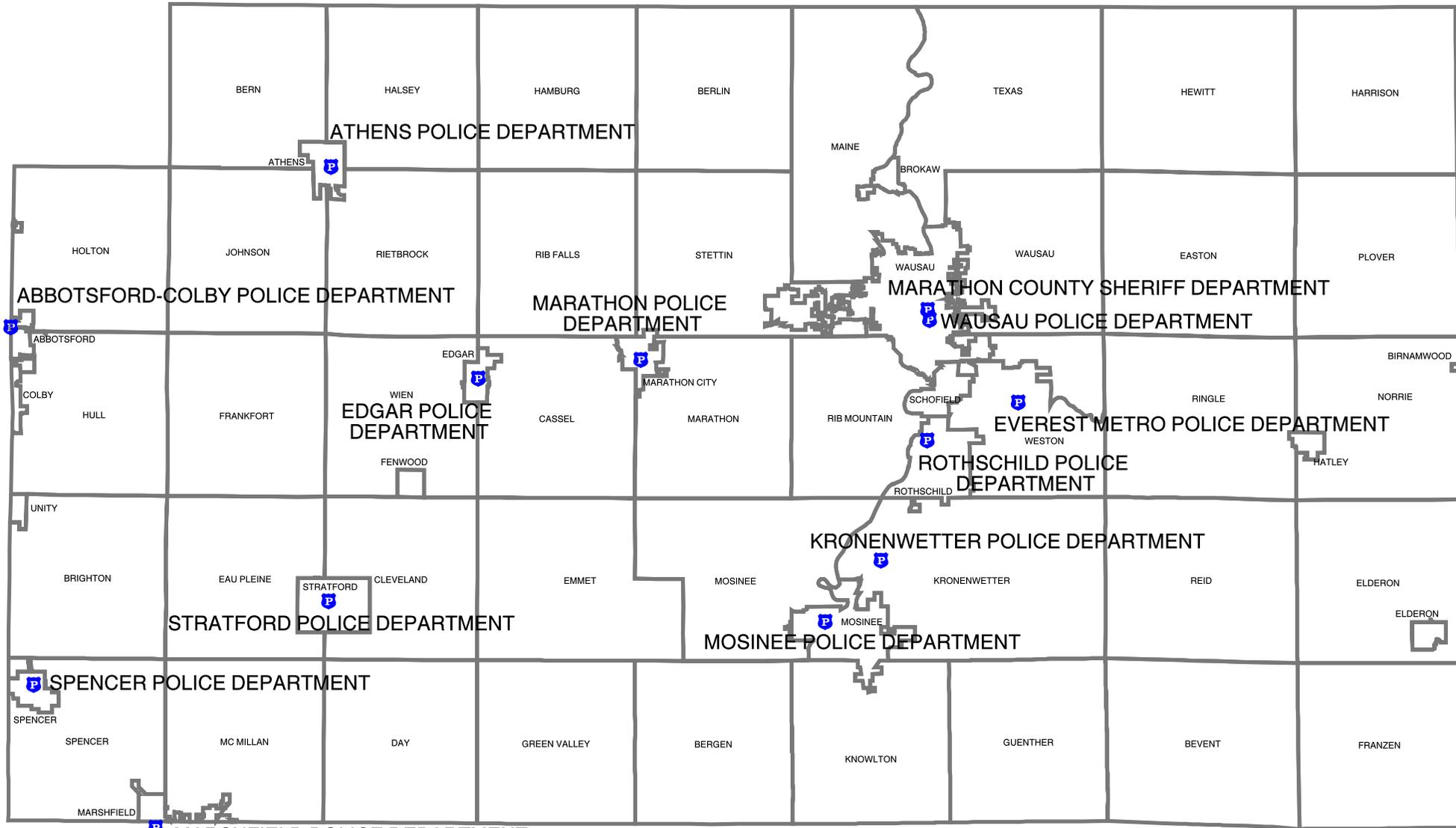
Figure 6-3
Major Watersheds
RIBMTN

MARATHON COUNTY SCHOOL DISTRICTS AND SCHOOLS URBAN AREA MAP



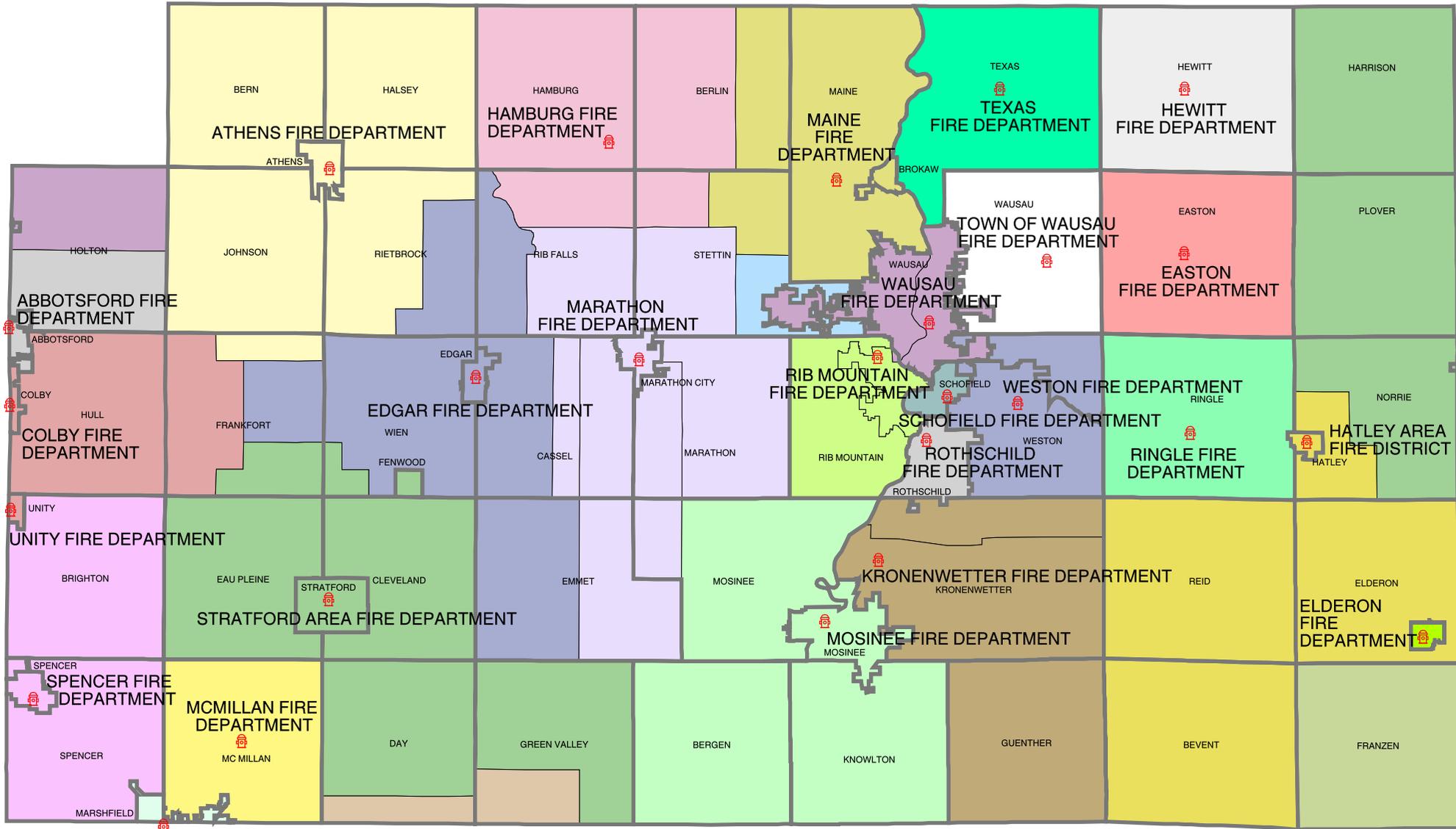
-  School Locations
-  School District Boundary
-  Municipal Boundary

MARATHON COUNTY LAW ENFORCEMENT



 Police Department
 Municipal Boundary

FIRE DEPARTMENTS & SERVICE AREAS



Fire Department
 Municipal Boundary

Fire Service Districts

	ABBOTSFORD		MARATHON
	ATHENS		MARSHFIELD
	AUBURNDALE		MOSINEE
	BIRNAMWOOD		MOSINEE
	COLBY		RIB MOUNTAIN
	DORCHESTER		RINGLE
	EASTON		ROTHSCHILD
	ELDERON		SCHOFIELD
	FAMILY		SPENCER
	HAMBURG		STRATFORD
	HEWITT		WAUSAU
	KRONENWETTER		WAUSAU (town)
	MAINE		WESTON
	MAINE/RIB MTN		WITTENBERG

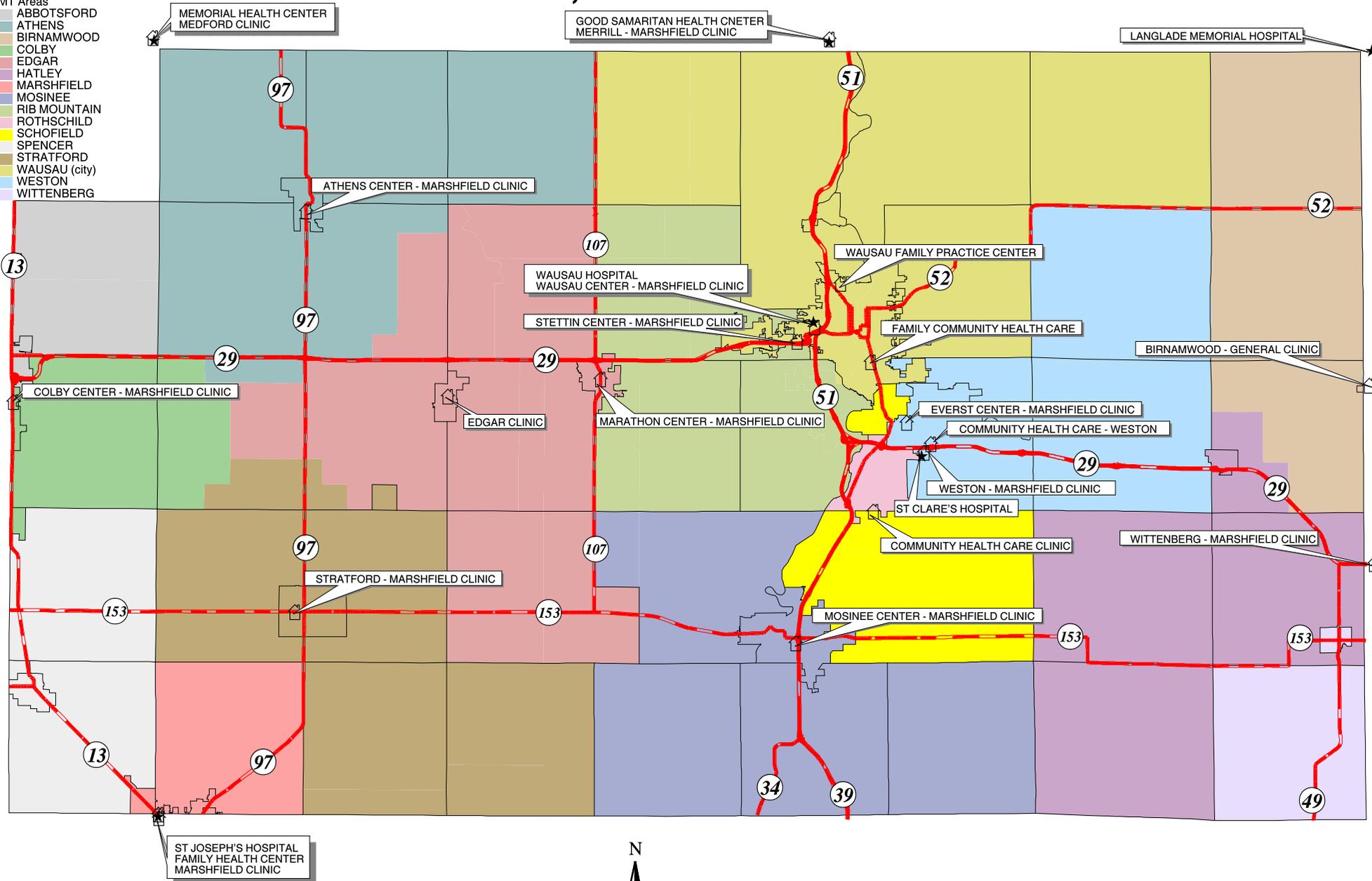


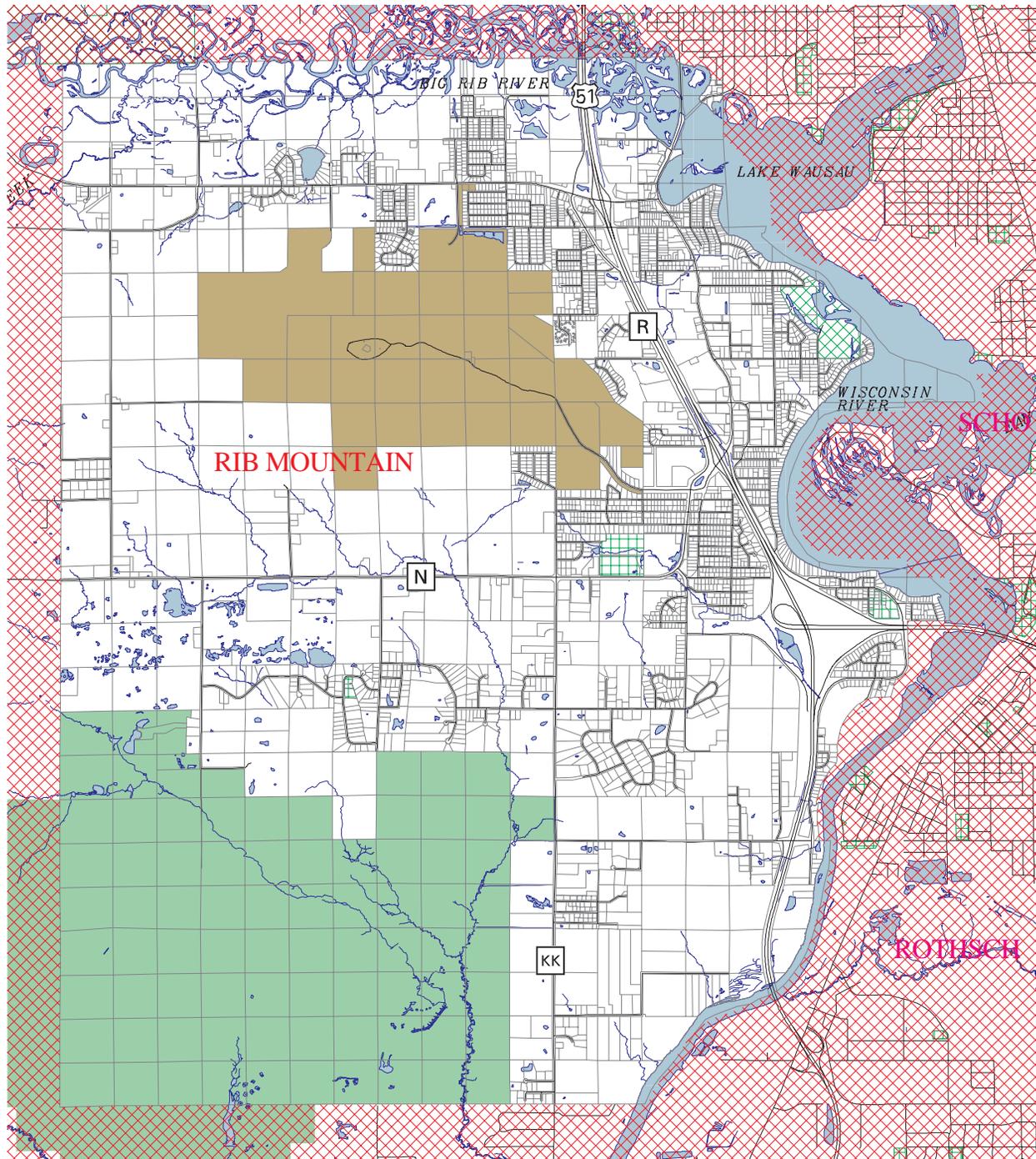
Map Developed by Marathon County CPZ & GIS 2005

Figure 9-3

MARATHON COUNTY AREA HOSPITALS, CLINICS & EMS ZONES

- Healthcare Facilities
- CLINIC
 - HOSPITAL
 - State & US Highways
 - Municipal Boundary
- EMT Areas
- ABBOTSFORD
 - ATHENS
 - BIRNAMWOOD
 - COLBY
 - EDGAR
 - HATLEY
 - MARSHFIELD
 - MOSINEE
 - RIB MOUNTAIN
 - ROTHSCHILD
 - SCHOFIELD
 - SPENCER
 - STRATFORD
 - WAUSAU (city)
 - WESTON
 - WITTENBERG





- Municipal Parks
- State Parks
- County Forest Units
- County Parks

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 10-1
Recreation Facilities
RIBMTN

Town of Rib Mountain

Comprehensive Plan

Goals, Objectives, Policies & Implementation

November 2005

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- B. Marathon County Guiding Principles
- C. Ordinance of Adoption
- D. Public Participation Plan
- E. Bibliography of Related Plans and Studies
- F. Guidelines for Paving Gravel Roads
- G. Economic Development Programs

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- Figure 4-3: WISLR Ratings
- Figure 4-4: WISLR Road Surface Type
- Figure 5-1: Wausau Metro Urban Service Area

List of Acronyms

303 (d) list—waters designated as “impaired” under section 303 (d) of the U.S. Clean Water Act.

AADT—Annual Average Daily Traffic

AHI—Architecture & History Inventory (a database of the Wisconsin Historical Society).

BMPs—Best Management Practices

CCR&R—Child Care Resource and Referral Network

CDBG—Community Development Block Grant

CES—Cropland Evaluation System (Marathon County)

CIP—Capital Improvement Program

Comm 83—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems.

CRP—Conservation Reserve Program

CTH—County Trunk Highway

CWA—Central Wisconsin Airport

DWD—Department of Workforce Development

EMS—Emergency Medical Services

EMT—Emergency Medical Technician

ERW—Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources.

FEMA—Federal Emergency Management Agency

FIRM—Flood Insurance Rate Maps

HOME—Home Investment Partnerships Program

HUD—U.S. Department of Housing and Urban Development

LHOG—Local Housing Organization Grant

LRTP—Long Range Transportation Plan (Prepared by the Wausau Metro Planning Organization for the Metro area).

LWRMP—Land and Water Resource Management Plan (Marathon County)

MPO—Wausau Area Metropolitan Planning Organization

NCHC—North Central Health Care

NCWRPC—North Central Wisconsin Regional Planning Commission

NRHP—National Register of Historic Places

NTC—Northcentral Technical College

ORW—Outstanding Resource Waters, a designation under the U.S. Clean Water Act.

Town of Rib Mountain

PASER—Pavement Surface Evaluation Rating

PMP—Pavement Management Plan

SHPO—State Historic Preservation Office

STF Data—Summary Tape File, referring to data files of the 2000 U.S. Census.

STH—State Trunk Highway

TDP—Transit Development Plan (Wausau Area Transit System)

TIP—Transportation Improvement Program (Marathon County)

USDA—United States Department of Agriculture

USH—U.S. Highway

UW-MC—University of Wisconsin—Marathon County

WATS—Wausau Area Transit System

WDA—Wisconsin Department of Agriculture

WDNR—Wisconsin Department of Natural Resources

WDOA—Wisconsin Department of Administration

WDOT—Wisconsin Department of Transportation

WHEDA—Wisconsin Housing and Economic Development Authority

WISLR—Wisconsin Information System for Local Roads

WPD—Wetland Protection District

WPS—Wisconsin Public Service Corporation

1. Introduction

This document represents the core of the Town of Rib Mountain Comprehensive Plan. It outlines the community's goals and objectives to address the issues and opportunities identified in the *Conditions and Issues Report* and guide future growth. Goals and objectives have been developed relative to each of the required nine plan elements. For each of the goals and objectives, specific policies, strategies and/or actions are recommended to enable the community to achieve them. The Implementation Element at the end of this document compiles and prioritizes all the recommended action steps and identifies who is responsible for implementation.

Coordinating planning efforts with other jurisdictions was integral to the local comprehensive planning process. By working in sub-area groups, participating in county-wide planning workshops, and directly communicating with neighboring communities, all participating local municipalities have taken steps to foster intergovernmental cooperation and land use coordination. To achieve a level of broad consistency, all participating municipalities worked together to identify common likes, dislikes and concerns impacting their respective sub-areas. These were distilled into ten countywide guiding principles that describe a broad, shared vision of the future of Marathon County.

Local plans must also address the State's fourteen planning goals outlined in Wisconsin Statutes 66.1001, to the extent applicable. The sub-area concerns are summarized below and the State planning goals and countywide guiding principles are summarized in Appendix A and B, respectively.

Sub-Area Concerns

Follow is a list of concerns shared by the municipalities in the Highway 51 planning sub-area. These were developed through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise to identify aspects of the sub-area that participants liked, disliked, or had concerns about.

Land Use and Development:

Development regulation

- Maintain local control of development regulations
- Private property rights important
- Managed development preferred

Urban fringe development

- Annexation – lack of control over where, when and what might develop
- Cooperative boundary agreements – option to manage growth at urban edge
- Planned development preferred
- Land use conflicts are a concern
- Concentrate commercial and industrial development in cities or villages

Identity and appearance

- Lack of design/aesthetics controls
- Cluttered appearance on major road corridors (signs, power lines, no landscaping, etc.)
- Housing maintenance problems in some areas
- Land use conflicts – i.e., old industrial adjacent to residential

Infrastructure:

Traffic management

- Driveway access control needed (e.g., frontage roads)
- Street parking can be a problem in some areas
- One way streets (primarily Wausau)
- Limited river crossings
- Interchange locations – desire for new interchanges

Water supply

- Depletion or degradation due to high volume users (e.g., new high school, industry)
- Limited access in certain areas (bedrock, etc.)

Sewer and septic systems

- Interest in alternatives to centralized wastewater treatment
- “Comm83” opens more areas for septic systems
- High bedrock, steep slopes, and poor soils influence and/or limit sewer extensions and septic systems

Community services

- Shared services generally good – fragmentation an issue in some areas
- Maintain and improve services w/o increasing taxes
- Cost to provide increased level of services
- Transit services (lack of and/or desire for) in fringe communities

Fiscal/Economic:

Tax base

- Redevelopment of under-utilized lands, particularly along Wisconsin River recognized as priority

- Maintain and foster diverse mix of land uses
- Competition for development between communities not always productive
- Loss of taxable land due to public purchase

Community Vision Statement

The Town of Rib Mountain envisions itself as a community, where intersecting major highways provide a corridor for commercial development, and the natural attributes of the area provide for a unique environment to foster a single family community that enjoys a higher quality of life.

Rib Mountain is the predominant feature of the local landscape. While the mountain itself is a unique attribute to the community, the Town is further bordered on the north by the Big Rib River, on the east by the Wisconsin River and Lake Wausau, and on the southwest by Nine-Mile Forestry Unit. State, county, and local parks enhance the rural nature of the Town, while the modern highway system and adjacent commercial development secure the urbanization of the Town.

Through strict development control, the Town seeks to maintain its unique character and quality of life.

Goals, Objectives, Policies, Strategies & Actions

This document describes a variety of goals, objective, policies, strategies and actions the Town has identified to help the respond to the issues and opportunities identified in the *Conditions and Issues* report. Definitions are provided below to clarify the purpose and intent of each of these.

Definitions:

- **Goal:** A goal is a statement that describes a desired future condition. The statement is broad in scope and describes general concepts or things the community hopes to accomplish.
- **Objective:** An objective is a statement that describes a specific course of action to achieve a goal or address an issue.
- **Policy:** A policy is a general course of action or rule of conduct to be followed to achieve community goals and objectives.
- **Strategies:** As the name implies, strategies are strategic approaches that may involve a series of individual actions to achieve a specific goal or objective.
- **Actions:** An action describes a specific effort that will be undertaken to achieve a specific goal or objective.

2. Natural Resources Element

The Town of Rib Mountain is characterized by its abundance of natural resources. The Town contains two of the most significant natural areas in Marathon County - Rib Mountain State Park and Nine-Mile Forest Unit. The natural character is highly valued by Town residents and protection and enhancement of these resources is a continuing priority. Because Rib Mountain has little regulatory authority over natural resources, the Town will continue to work with Marathon County and WDNR to protect and enhance natural resources, including threatened and endangered species within the Town.

Goal 1: Protect and enhance natural resource areas in the Town.

- **Objective: To continue working with the WDNR and Marathon County to ensure appropriate preservation of wetlands and shorelines.**
- **Objective: To encourage restoration of native vegetation along the Big Rib River to minimize the potential for bank erosion.**
- **Objective: To consider restricting development and land disturbance on steep slopes (i.e., via establishing maximum allowable grades for private driveways).**
- **Objective: To provide leadership in disseminating information about resource preservation and management to Rib Mountain residents.**

- **Objective: To the extent possible, limit uncontrolled runoff, overuse of fertilizers, and other contaminants that could negatively affect water quality.**

Policies:

1. The Town of Rib Mountain will strive to protect the natural environment from the negative impacts of development and other activities.

Strategies/Actions:

1. Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands and shorelands.
2. Establish a routine method of distributing information to property owners in the Town regarding natural resources. This might include periodic newsletters, inserts in mailings to property owners, or creating a permanent display of information at the Municipal Center. Information topics might include:
 - Restrictions on activities that might impact natural resources imposed by the Town, County, and/or State.
 - Reducing use of fertilizers.
 - Natural landscaping techniques.
 - Natural storm water management techniques.
3. Work with UW-Extension, Marathon County, and others to provide information regarding natural landscaping to owners of property along the Big Rib River.

Goal 2: Preserve the natural character and scenic quality of Rib Mountain.

- **Objective: To minimize intensive development in areas that could affect views of, or the natural character of Rib Mountain.**

Policies:

1. The Town of Rib Mountain recognizes and values Rib Mountain as a prominent feature contributing to the Town's aesthetic and natural character.

Strategies/Actions:

1. Continue to work cooperatively with Granite Peak Ski Resort and the State to manage and coordinate development to minimize impacts on the natural character or appearance of Rib Mountain.

Goal 3: Protect and enhance the woodlands in the Town.

- **Objective: To minimize clear-cutting of mature trees and woodlands.**

Policies:

1. The Town of Rib Mountain recognizes the importance of its woodland resources to the Town's environmental and aesthetic quality and places a high value on preservation of these resources.

Strategies/Actions:

1. Actively enforce the Town's ordinances regarding clear-cutting on private property and revise, as necessary to maintain consistency with County's clear-cutting regulations for Nine-Mile Forestry Unit.
2. Consider establishing buffer requirements between areas disturbed (e.g., graded) for new development and woodlands to minimize destruction or encroachment into the woodland edge. The buffer should be maintained in a natural condition.
3. Continue to serve as the liaison to foster communication between private property owners in the Town and the County, WDNR, and others regarding the Managed Forest Law (MFL), Forest Crop Law (FCL), and other programs aimed at protection and preservation of woodlands.

3. Land Use Element

Located on the western edge of the Wausau urban area, Rib Mountain has experienced steady growth over the past few decades. The Town offers a variety of housing opportunities, ranging from suburban densities to low density, large lot residential development. Rib Mountain Drive contains a concentration of commercial development that draws customers from around the region. The Town values its quality of life and has made strides to ensure that development occurs in a high quality and environmentally sensitive manner.

Goal 1: Enhance the quality of Rib Mountain’s residential living environment.

- **Objective: To identify areas where specific types of residential development, such as small lots, large lots, or subdivisions should be encouraged.**
- **Objective: To identify and designate areas for small-lot suburban housing that provide a healthy, safe, convenient, efficient, and attractive environment.**
- **Objective: To manage the location and density of residential development in order to minimize the Town’s development-related costs (e.g., public safety services, paved roads, etc.).**
- **Objective: To provide adequate roadways, parks and other amenities in new subdivisions.**

Policies:

1. The Town of Rib Mountain encourages high-quality, attractive development.

Strategies/Actions:

1. Concentrate small lot residential development within the boundaries of the Sanitary District.
2. Maintain and consistently enforce strict standards for subdivision design. Continue to require developers to pay for all necessary public improvements (e.g., roads, parks, etc.).

Goal 2: Provide tools for managing growth.

- **Objective: To base land use decisions on Rib Mountain’s adopted comprehensive plan.**
- **Objective: To update the zoning and subdivision regulations on a regular basis to ensure they support the community vision expressed by the adopted future land use map.**
- **Objective: To direct more intensive future growth to areas that are contiguous to existing developed areas.**
- **Objective: To identify areas to target for redevelopment.**
- **Objective: To ensure sensitive resources such as wetlands, rivers, and wooded slopes are adequately buffered from more intensive development.**

Policies:

1. The Town of Rib Mountain will strive to maintain comprehensive, continuous, and coordinated community planning.
2. The Town of Rib Mountain will adopt, consistently enforce, and update its various codes and ordinances needed to achieve the plan goals.
3. The Town of Rib Mountain encourages new development to locate in close proximity to existing developed areas.

Strategies/Actions:

1. Identify areas/parcels where redevelopment is desired and zone accordingly to foster desired future development.
2. Identify and zone areas near existing commercial and industrial development to accommodate new commercial development.
3. Continue to enforce and update, as needed, buffer requirements between adjacent uses of different intensities.
4. Continue to identify areas where insufficient access management is creating safety and traffic flow problems and work with property owners to encourage improvements (i.e., driveway consolidations) where possible.
5. Continue to routinely update subdivision ordinance and building code to ensure they remain up-to-date.

Goal 3: Proactively plan for commercial uses.

- **Objective: To direct heavy commercial uses to locations that will not degrade the Town’s natural or residential living environment.**
- **Objective: To establish commercial areas that provide goods and services in a convenient, safe and attractive environment.**
- **Objective: To explore opportunities for redevelopment around major intersections, including along US 51/STH 29 at Rib Mountain Drive (CTH N) and North Mountain Road (CTH NN).**
- **Objective: To continue to encourage office development along North Hummingbird.**

Policies:

1. The Town of Rib Mountain encourages the concentration of commercial development in areas with good transportation access.
2. The Town of Rib Mountain will strive to ensure commercial development occurs in an environmentally sensitive manner with minimal impacts on surrounding properties.

Strategies/Actions:

1. Identify and zone areas near existing commercial to accommodate new commercial/industrial development.

Town of Rib Mountain

2. Amend zoning ordinance as necessary to ensure intensive commercial uses are not allowed in areas desired for residential use or where the natural character should be preserved.
3. Continue to enforce zoning regulations related to signage, site lighting, landscaping, parking lot design, and building design.
4. Compile a map or list of parcels with potential for redevelopment. Continue to maintain communication with affected property owners regarding their plans, and whether they intend to sell the property.

Future Land Use – The Town of Rib Mountain Future Land Use map, shown in Figure 3-1 illustrates the anticipated future pattern of land uses. The map includes fourteen land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each land use category and the number of acres within each category are provided in Table 3-1. Figure 3-2 shows areas with development constraints due to environmental conditions such as wetlands and floodplains, or policy constraints such as restrictive zoning or other programs (i.e., Exclusive Agriculture, Forest Crop Law).

As shown by the acreage breakdown of land uses, much of the Town consists of land devoted to natural resource and park uses. Park and Recreation land uses occupy the largest land area in the Town (over 25%). This is due to the presence of Rib Mountain State Park, Granite Peak Ski Resort, and Nine-Mile Forest Unit. Forestland also constitutes a fairly large

Table 3-1: Future Land Use, 2005

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	3,819	23.11
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	43	0.26
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	386	2.34
Office	Office	69	0.42
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	1	0
Quarries/ Gravel Pits	Mining operations	422	2.55
Cropland	Tilled agriculture, prime farmland	746	4.51
Other Agriculture	Fallow, pasture and undetermined agriculture.	228	1.38
Public/ Quasi-Public	Schools, churches, cemeteries, libraries, government buildings, National Guard, utility facilities (e.g., power lines and towers, water towers, municipal wells).	254	1.54
Park and Recreation	Public and private parks, trails, ball fields, golf courses, playgrounds, camp grounds, shooting ranges, etc.	4,200	25.42
Forest land	Privately-owned forested land, including nurseries, paper mill forests, etc.	3,667	22.19
Water and Wetlands	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	901	5.45
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	1,101	6.66
Barren Land	Unused open land in wooded areas, along streams, along roadsides	687	4.16
Total Land Area		16,523	100%

Source: Future Land Use map, 2005

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amount of acreage (22%). Single family residential land uses comprise the largest category of developed land, occupying over 23% of the total land area. Much of the residential area in the northeast part of the Town is served by public sewer and is suburban in density. Residential areas in the south and west parts of the Town are generally low density and are not served by public utilities.

Commercial and Office land uses only comprise about 4% of the Town and are concentrated along Rib Mountain Drive and the west side of I-39/51. A quarry/gravel pit occupies about 422 acres in the west part of the Town.

Land Needs – Projections of future population and employment growth in Rib Mountain are provided in the *Conditions and Issues* report and are based on projections compiled by the North Central Wisconsin Regional Planning Commission and Marathon County. These were used to estimate the amount of land needed to accommodate future residential and non-residential development over the next 25 years. Acreage projections were based on assumptions about density of houses per acre and employees per acre.

It is estimated over the next 25 years, 532 acres will be needed to accommodate future residential development and 162 acres are needed for future non-residential development. Data provided in the *Conditions and Issues* report estimate that there are currently about 6,900 acres of land that could be developed within the existing Town borders. However some of this acreage could have environmental or other constraints that limit development potential.

Table 3-2 indicates estimated acreage in land use categories with land considered “developable”. For purposes of this acreage breakdown, the 2000 acreage was taken from the Existing Land Use Map (Figure 4-1) in the *Conditions and Issues* report. “Residential” includes land designated for Single Family and Multiple Family Residential land uses, “Commercial” includes land designated for Commercial and Office, and “Industrial” include land designated for Industrial and Quarry land uses, and “Agricultural” includes land designated a Cropland, Specialty Crops, Other Agriculture, Barren, or Woodlands. The increase in acreage is assumed to occur evenly, with Residential acreage increasing by about 87 acres every 5 years, Commercial acreage increasing by about 19 acres every 5 years, and Industrial acreage increasing by about 8 acres every 5 years. It is also assumed that Agricultural acreage will decrease proportionate to the increase in Residential, Commercial and Industrial acreage, as land is developed and converted from Agricultural land uses. Thus, the amount of land in Agricultural land use will decrease by 114 acres every 5 years.

Table 3-2: Acreage Projections, 2000-2030

	Estimated Total Acreage						
	2000	2005	2010	2015	2020	2025	2030
Agricultural	7,623	7,509	7,395	7,281	7,167	7,053	6,939
Residential	1,959	2,046	2,133	2,220	2,307	2,394	2,481
Commercial	315	334	353	372	391	410	429
Industrial	140	148	156	164	172	180	188

Source: Acreage based on estimates compiled by NCWRPC 2003 and Marathon County.

Comparing the estimated acreage needed shown in Table 3-2 and the acreage allotted on the Figure 3-1, Future Land Use Map, it appears sufficient acreage to meet estimated demand for new development has been provided in the appropriate land use categories.

Consistency between Land Use and Zoning – Land use and zoning designations are related, but not necessarily identical. Land use categories tend to be fairly general whereas zoning districts regulate specific land uses and development requirements. Because the land use categories are general it is common for more than one zoning district to correspond to each land use category. It is also possible that some zoning districts might be consistent with more than one land use designation.

Achieving consistency between land use and zoning is required by State Statutes. This generally occurs when a community is considering a proposed zoning change. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map. Generally, if the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicate the rezoning would negatively impact surrounding properties or the community. If a rezoning request is not consistent with the land use designation, the community should consider denying the rezoning request.

In situations where a rezoning request is not consistent with the land use designation - but the community believes the requested zoning is appropriate in the specific location and would benefit the community - the zoning change can be approved, however, the land use map should be amended accordingly to establish land use and zoning consistency. The process for amending the land use map is discussed in greater detail in the Implementation Element.

4. Transportation Element

Rib Mountain contains a good network of local and county roads with direct access to I-39/51, the primary north-south regional transportation route through the Wausau urban area and a major route to northern Wisconsin. Two of the major roads - Rib Mountain Drive and North Mountain Road - also provide access to the McCleary bridge; a key entrance to the City of Wausau. Figure 4-1 illustrates the road system in the Town.

Goal 1: Provide a safe and efficient transportation network that will facilitate the movement of people and goods.

- **Objective: To work with Marathon County to investigate safety issues such as road geometry, speed limits, driveway access and other factors along heavily used county roads such as CTH N and CTH KK.**
- **Objective: To develop a “toolbox” of traffic-calming methods or devices that could be implemented to better manage traffic flow and speed limits in the Town.**
- **Objective: To continue to work with WDOT to address safety and congestion issues at the CTH N and US 51/STH 29 interchange.**

Policies:

1. The Town of Rib Mountain places a high priority on maintaining a safe and efficient transportation system.

Strategies/Actions:

1. Continue to work with Marathon County Sheriff's Department and the State Patrol to enforce speed limits within the Town. Serve as the “eyes on the street”.
2. Work with Marathon County to identify “problem” intersections and plan for design improvements.
3. Routinely review, and revise road design and access standards in the Town's subdivision ordinance.
4. Encourage through-street connections when possible to enhance accessibility and traffic flow through implementation of the Town's official map.
5. Establish regular meetings (or correspondence) with adjacent municipalities to discuss issues regarding road safety and maintenance and coordinate action to address the problems.
6. Work with Marathon County and the State to control access along arterial and major collector roadways to maintain the traffic volume capacity and reduce the potential for traffic accidents.

Goal 2: Maintain and improve Town roads.

- **Objective: To continue to use the annual budgeting process to prioritize and allocate funding for road maintenance and improvements.**
- **Objective: To conduct an annual road analysis, using Pavement Surface Evaluation Ratings (PASER) to rate local road conditions and prioritize maintenance scheduling.**

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- **Objective: To continue to seek adequate and consistent sources of revenue to fund needed road improvements.**

Policies:

1. The Town of Rib Mountain will strive to ensure that roads are well maintained and designed to accommodate current and anticipated traffic volumes.

Strategies/Actions:

1. Continue to utilize PASER evaluation ratings to prioritize road improvement projects.
2. Work cooperatively with Marathon County and WDOT to seek and obtain funding for road improvements.
3. Continue to implement and update the Town's Street Plan.
4. Consider adopting guidelines that require developers to finance some of the road improvements necessary for new development.

Goal 3: Ensure that new development will not have negative impacts on the local road network or create traffic issues within the Town.

- **Objective: To ensure subdivision and road ordinances provide adequate road design and access management requirements.**
- **Objective: To require roads in new subdivisions to be designed to accommodate future expansion where appropriate.**

- **Objective: To establish and require developer contributions for road improvements that serve new developments.**

- **Objective: To encourage new development to incorporate bicycle and pedestrians facilities where feasible.**

Policies:

1. The Town of Rib Mountain will strive to minimize the impacts of new development on existing development and infrastructure.

Strategies/Actions:

1. Routinely review, and revise as necessary, road design and access standards in the Town's subdivision ordinance. Incorporate design standards for trails to be required in conjunction with construction of new roads and/or subdivisions.
2. Require that roads in new subdivisions be designed to allow extensions and connections to roads (existing and potential) on adjacent properties where possible.
3. Establish and adopt requirements regarding developer contributions for road improvements in new subdivisions.
4. Coordinate review of major developments/subdivisions with Marathon County and adjacent municipalities to ensure local and area traffic concerns are adequately addressed.

Road Improvements

Planned improvements to the Wausau metropolitan area road system are identified in the *Long Range Transportation Plan for the Wausau Metropolitan Area*. An update to this plan is currently underway and should be completed in spring 2006. Figure 4-2 illustrates planned roadway improvements in the Wausau area.

The WDOT requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. The Pavement Surface Evaluation Rating (PASER) system is the system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in the new Wisconsin Information System for Local Roads (WISLR), the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP.

Figures 4-3 and 4-4 and Table 4-1 below illustrate the WISLR road assessment done in 2004 by surface type and condition rating. As shown, the majority of roads in the Town are paved

with either asphalt or concrete. Roads exhibiting a surface condition rating at or below “Fair” should be examined to determine what type of reconstruction or strengthening is necessary. Roads with a failing rating (2.88 miles reported) should be examined immediately so that reconstruction efforts occur as soon as possible. Roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to maintain safe travel conditions. Those roads without data should be examined to ensure safe travel conditions exist along these routes.

Over half of the roads in the Town are rated in “Good” or better condition and will require only preventative maintenance. However, roughly 30-miles of roadways will require some sort of reconstruction.

Table 4-1: Summary of Pavement Conditions (miles)

Surface Type Code						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
		4.39	0.50			
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
7.01	66.12			6.68		
Surface Condition Rating						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
0.79	2.88	2.32	24.6	43.78	9.45	0.88

Source: WDOT (WISLR), 8/10/04

Paving Gravel Roads – Most roads in the Town are paved, however about four miles remain gravel. When deciding to pave gravel roads, several factors should be taken into

consideration. Appendix F outlines some general guidelines to help the Town decide if or when to pave gravel roads.

Traffic Calming - In areas where traffic levels have the potential to create safety concerns, consideration should be given to installing traffic calming measures. The purpose of traffic calming is to slow traffic to increase safety for non-motorized street users, particularly for the most vulnerable (i.e., children, seniors, and the disabled) and increase neighborhood livability. While traffic calming is generally targeted toward local residential streets, traffic calming strategies are also appropriate for busier streets in residential areas, high pedestrian activity areas, and older commercial areas where buildings and sidewalks are close to the street.

Narrowing streets can serve a valuable traffic calming function. However, this is usually done in conjunction with street reconstruction. In existing neighborhoods where it will be some time before streets are reconstructed, other traffic calming strategies may be useful; particularly where a special need is identified, such as near schools, parks and other high pedestrian use area.

Stop signs are often used in neighborhoods as a traffic calming strategy. While stop signs are easy to install and remove and are relatively inexpensive, some communities have found that placing stop signs where they are not warranted by traffic demand, results in an increased disregard for all stop signs. Traffic control devices, such as stop signs and speed limit signs, differ from traffic calming measures in that they are regulatory and require active enforcement. Traffic calming measures are intended to be self-enforcing.

Traffic calming strategies vary dramatically in type, design, and function. Generally, strategies should focus on slowing traffic to appropriate speeds and not divert traffic from one neighborhood street to another. Traffic calming devices are not appropriate in all situations and must be selected in light of local conditions and circumstances. In general, traffic calming devices that alter street width, or the perception of street width, are more comfortable to drivers than strategies that alter the physical road environment, such as speed humps. Whether to install traffic calming devices, and which to use should be thoroughly discussed with affected residents, businesses and property owners prior to installation to ensure that the device serves the appropriate function and is accepted by the neighborhood and affected road users.

5. Utilities Element

Rib Mountain is partially located within the Wausau Urban Service Area, which defines existing and proposed areas where public utilities may be provided (see Figure 5-1). An update to the *Wausau Urban Area Sewer Service Plan* is currently in progress and is expected to be completed in early 2006. The last plan update, completed in 1998, identified 1,340 acres of potentially developable land in Rib Mountain.

Portions of north and east Rib Mountain are served with public sewer and water. There is ample acreage in the urban service area to accommodate projected need for future connections to the public sewer system. Connections to the sewer system will continue to be evaluated on a case specific basis. It is noted that sewer will not be provided to areas with slopes greater than 20 percent.

Much of the south and west areas of the Town use private, on-site septic systems and wells. In some areas, natural conditions – particularly high bedrock and wetlands - limit the use of conventional septic systems and may pose constraints on drilling wells.

Rib Mountain has storm water guidelines that are typically included in development agreements. A wellhead recharge ordinance is also in place to ensure protection of its water supply.

Goal 1: Maintain high quality sewer and water services within the Town.

- **Objective: To continue to work with the Rib Mountain Metropolitan Sewerage District (RMMSD) to maintain and upgrade the wastewater collection and treatment system.**
- **Objective: To continue to work with the RMMSD to maintain the water supply and storage facilities to keep pace with anticipated growth.**
- **Objective: To monitor growth and development trends to anticipate areas where new development is most likely to occur that will require public utilities.**

Policies:

1. The Town of Rib Mountain will continue to cooperate with the RMMSD to ensure high quality sewer and water services.

Strategies/Actions:

1. Identify areas where public utilities will likely be provided in the future.
2. Continue to work cooperatively with the RMMSD to identify and address issues regarding the maintenance and improvements to sewer treatment and collection facilities.

Goal 2: Protect the Town's water resources, including groundwater sources of potable water.

- **Objective: To continue to enforce the Town's wellhead recharge ordinance.**
- **Objective: To implement and enforce storm water management guidelines.**

Policies:

1. The Town of Rib Mountain will continue to strive to protect its drinking water supply.

Strategies/Actions:

1. Continue to cooperate with the RMMSD to enforce water quality controls in the well recharge area.
2. Coordinate with the RMMSD to provide information to Town residents requesting they routinely test their private wells for potential contamination.
3. Routinely report instances of potential groundwater contamination to the WDNR, Marathon County, or the RMMSD.
4. Work with UW-Extension to provide information to Town residents regarding alternatives to chemical fertilizers and weed controls.
5. Adopt and enforce erosion control and stormwater management standards.

Goal 3: Provide environmentally sensitive on-site sanitary waste disposal.

- **Objective: To ensure that lot sizes are adequate in areas where private waste disposal systems are required.**
- **Objective: To limit intensive residential development with on-site waste disposal systems in areas with high bedrock and wetlands.**

Policies:

1. The Town of Rib Mountain will strive to minimize environmental impacts related to on-site sanitary waste disposal.

Strategies/Actions:

1. Identify and map areas where environmental constraints restrict installation of on-site waste disposal systems.
2. Continue to coordinate with Marathon County to address failing septic systems.

6. Housing Element

The majority of the housing in Rib Mountain consists of single-family owner-occupied dwellings, although some rental housing is available. The housing stock is in very good condition overall and most is less than 40 years old. High-quality housing and residential neighborhoods are a hallmark of Rib Mountain and maintaining this quality is a priority.

Goal 1: Improve the condition of housing stock in the Town.

- **Objective: To continue to ensure timely and consistent code enforcement.**
- **Objective: To routinely review building codes to ensure that they are adequate for anticipated new construction.**
- **Objective: To encourage redevelopment to provide new housing.**

Policies:

1. The Town of Rib Mountain will strive to maintain and improve its housing stock.

Strategies/Actions:

1. Identify residential properties suitable for redevelopment and initiate discussions with property owners regarding their intentions to improve, redevelop, or sell the property.

2. Continue to compile information on residential property available for redevelopment and work with area realtors to market these properties to area housing developers.
3. Continue to enforce building code to address housing maintenance compliance.

Goal 2: Provide information to residents on the variety of housing options in Marathon County.

- **Objective: To work with Marathon County to provide information to residents regarding area housing agencies that serve special housing needs (i.e., seniors, low-income).**

Policies:

1. The Town of Rib Mountain will strive to provide access to information and opportunities to meet the housing needs of Town residents.

Strategies/Actions:

1. Collect and display at the Municipal Center, information on the various housing agencies and programs available to Town residents.

7. Cultural Resources Element

Rib Mountain does not have any properties listed on the National Register of Historic Places and does not have a local historic preservation commission. Efforts to preserve and enhance its historic resources and cultural history will continue to be made through cooperation with the County Historical Society.

Goal 1: Preserve historically significant buildings and sites.

- **Objective: To work with the County Historical Society to identify historic resources so they may be considered in future planning.**
- **Objective: To ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or any development activities.**

Policies:

1. The Town of Rib Mountain supports the preservation of historically significant buildings and sites.

Strategies/Actions:

1. Identify and map potential historic buildings, cemeteries/burials, and archaeological sites in the Town.
2. Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places.

8. Community Facilities Element

Rib Mountain provides a variety of community services and facilities. Providing high-quality and cost-effective community services is a continuing goal of the Town. Existing facilities and services meet current and anticipated demands. Rib Mountain will continue to work with Marathon County, school districts, and other service providers to address needed service or facility expansion or improvements as needs arise.

Goal 1: Support and maintain existing community facilities.

- **Objective: To maintain the Municipal Center as a seat of local government and expand as needed.**

Policies:

1. The Town of Rib Mountain recognizes the importance of the Municipal Center as a community gathering place and as the center of Town government.

Strategies/Actions:

Identify necessary repairs and allocate funds to maintain and/or improve the Municipal Center on a regular basis.

Goal 2: Maintain current provision of community services.

- **Objective: To continue to perform annual budget allocations to fund public services.**

- **Objective: To continue to explore methods of cost sharing, such as equipment sharing, with surrounding municipalities to increase the efficiency by which services are provided.**
- **Objective: To analyze future developments for their impact on the Town's tax base in relation to the cost of additional services the development would require.**

Policies:

1. The Town of Rib Mountain will strive to maintain current levels of community services.

Strategies/Actions:

1. Perform annual reviews and budget allocations to fund public services. Evaluate cost-effectiveness of current agreements with adjacent municipalities regarding provision of fire and emergency response services.
2. Consider the fiscal impact of new development as part of the development review process.

Goal 3: Provide cost-effective public safety services.

- **Objective: To continue to work with the Marathon County Sheriffs Department to provide law enforcement services.**

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- **Objective: To continue to support the Town's fire department and maintain and improve fire equipment.**
- **Objective: To continue to work with surrounding metro-area communities to investigate whether fire, EMS and ambulance services could be shared for more efficient and cost-effective service.**

Policies:

1. The Town of Rib Mountain supports the continued provision of cost-effective community services.

Strategies/Actions:

1. Conduct an annual evaluation of the Town's fire department and equipment. Use the annual reviews to identify, prioritize, and budget for needed improvements.
2. Work with Marathon County Sheriffs Department as needed to improve communications or other efforts to enhance the efficiency and effectiveness of police protection services.
3. Maintain regular communication with municipalities the Town has service agreements with to discuss opportunities to enhance the efficiency and effectiveness of services.
4. Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of public services to enhance cost-effectiveness.

9. Parks and Recreation Element

Rib Mountain offers a range of park and recreation opportunities to local and regional residents and visitors. Rib Mountain State Park, Granite Peak Ski Resort, and Nine-Mile Forest Unit serve the larger Wausau area and beyond. The Town also has several local park and recreation facilities to serve local residents and neighborhoods.

The Rib Mountain Outdoor Recreation Plan Update makes specific recommendations for improvements to specific parks and/or neighborhoods. To accommodate new residential growth, the Town is also interested in evaluating if its dedication fees should be raised to provide a source of dedicated funding for new park and recreation facilities.

Goal 1: Maintain and improve existing parks in Rib Mountain.

- **Objective: To ensure that maintenance and upkeep costs for parks are included in annual budgeting.**
- **Objective: To upgrade park facilities and equipment as needed to ensure safety and accommodate residents recreational needs.**
- **Objective: To continue to work with the Wausau School District and Rib Mountain Sanitary District to maintain and program parks that serve Town residents.**
- **Objective: To develop a community center/facility.**

Policies:

1. The Town of Rib Mountain will strive to provide timely and sufficient maintenance of park facilities.

Strategies/Actions:

1. Conduct an annual review of park system maintenance and improvement needs to review and prioritize during the annual budgeting process.
2. Consider establishing an annual park clean up event/picnic and solicit community volunteers to participate.
3. Consider establishing an Adopt-a-Park program.

Goal 2: Provide adequate parkland and recreational facilities to serve existing and new residents.

- **Objective: To routinely review and update the Town's park dedication requirements to ensure they are reasonable and sufficient to address needs.**
- **Objective: To continue to enforce park dedication requirements to encourage new residential developments to include parks, green space and trails as appropriate.**

Policies:

1. The Town of Rib Mountain will strive to provide adequate park and recreation facilities to meet the needs of current and future residents.

Strategies/Actions:

1. Conduct a study of park dedication requirements and fees in similar communities to determine whether the Town’s requirements should be amended.
2. Identify opportunities to purchase property for future park or trail development. Map these properties as “future park” to encourage preservation for future park development.
3. Consider conducting a survey to evaluate the need for additional parks or recreation facilities in the Town.

Goal 3: Support development of a regional multi-use trail system.

- **Objective: To work with appropriate agencies, such as the WDNR, WDOT, Marathon County, and others, to identify possible trail routes in Rib Mountain to connect to a regional system.**
- **Objective: To work with area municipalities and other governmental agencies to identify and acquire funds to construct and maintain regional multi-use trails.**

Policies:

1. The Town of Rib Mountain will cooperate in efforts to develop a regional, multi-use trail system.

Strategies/Actions:

1. Work with the Marathon County and surrounding municipalities to identify and map potential trail routes in the Town to become part of a regional trail system. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction.
2. Work in conjunction with Marathon County and surrounding municipalities to obtain funding to establish a regional trail system.
3. Establish requirements for provision of trail easements in conjunction with new development.

Goal 4: Use the Mountain-Bay Trail to encourage development of other recreational facilities.

- **Objective: To ensure park and recreational development is coordinated with, and takes advantage of the Mountain-Bay Trail.**

Policies:

1. The Town of Rib Mountain supports development of an interconnected system of parks and trails.

Strategies/Actions:

1. Work with the Village of Rothschild to identify opportunities to create new trails that will connect to the Mountain-Bay Trail.

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2. Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail.

2. Maintain regular communication with Granite Peak Ski Resort to keep them abreast of applicable Town ordinances and regulations pertaining to development on and around their property.

Goal 5: Support public and private regional park facilities located in Rib Mountain.

- **Objective: To encourage adequate funding for maintenance and improvements of Marathon County parks and forests, particularly Nine Mile Forest Unit.**
- **Objective: To continue to work cooperatively with the WDNR on efforts to improve Rib Mountain State Park.**
- **Objective: To continue to work cooperatively with Granite Peak Ski Resort to ensure that development and expansion is done in an environmentally sensitive manner.**

Policies:

1. The Town of Rib Mountain recognizes and supports the various public and private park and recreational facilities located in the Town as important assets to the community.

Strategies/Actions:

1. Maintain regular communication with WDNR regarding changes to and implementation of the Rib Mountain State Park master plan.

10. Economic Development Element

Rib Mountain contains a variety of businesses that provide local and regional employment. It is home to several national retailers and two major car dealerships and serves as a regional commercial center.

Goal 1: Revitalize older industrial and commercial areas in the Town.

- **Objective: To identify commercial and/or industrial properties that should be targeted for redevelopment.**
- **Objective: To proactively explore opportunities to provide support and assistance to help established businesses remain and expand in Rib Mountain.**
- **Objective: To ensure that public infrastructure (e.g., water, sewer, roads/access) is adequate to support redevelopment of existing commercial and industrial properties.**

Policies:

1. The Town of Rib Mountain encourages and supports redevelopment to foster high-quality and well planned commercial development.

Strategies/Actions:

1. Compile a map or list of parcels with potential for redevelopment. Continue to maintain communication with affected property owners regarding their plans, and whether they intend to sell the property. Zone these properties for commercial use.
2. Identify and prioritize public infrastructure improvements needed to foster new commercial development. Work with Marathon County (through MPO) to initiate improvements.
3. Consider establishing TIF district to finance public infrastructure improvements, property acquisition, etc. to foster redevelopment.

Goal 2: Encourage new commercial development in appropriate locations.

- **Objective: To identify locations where new commercial development should be directed and encouraged.**
- **Objective: To proactively identify the type and amount of commercial development needed in Rib Mountain to serve local needs.**

Policies:

1. The Town of Rib Mountain will strive to maintain and encourage new, high-quality commercial development that enhances the Town's tax base.

Strategies/Actions:

1. Identify and zone areas where new commercial development is desired.
2. Conduct a community market survey to obtain input on the types of commercial development that should be encouraged to locate in Rib Mountain.
3. Establish access management requirements for new development, redevelopment, and road reconstruction projects.

Goal 3: Maintain a diverse mix of goods and services that serve the Town and the surrounding region.

- **Objective: To continue to maintain and support regional-oriented commercial development along Rib Mountain Drive.**
- **Objective: To identify locations to encourage neighborhood-oriented commercial nodes.**

Policies:

1. The Town of Rib Mountain will strive to maintain a diverse economic base.

Strategies/Actions:

1. Continue to maintain appropriate zoning along Rib Mountain Drive to encourage regional commercial development.

2. Continue to work with Marathon County and the State to implement adequate access management improvements along Rib Mountain Drive to support current and anticipated regional traffic.
3. Identify and zone parcels to encourage new neighborhood-oriented commercial nodes. Priority should be given to areas with sufficient residential densities to support this type of development.

New Business and Industry

Rib Mountain would like to preserve its “bedroom community” character and continue to concentrate new commercial and industrial development to areas adjacent to I-39/US 51, particularly along Rib Mountain Drive. The Town has a strong commercial/retail base concentrated along Rib Mountain Drive. This area will continue to build out and some older commercial and residential properties in this area will likely redevelop with retail/commercial uses. The Town is interested in conducting a market survey to help define specific types of businesses the community needs and can support.

With construction of the new CTH R and improvements to Hummingbird Lane the area just south and west of I-39/US 51 is anticipated to draw new development. The Town has identified much of this area for new office development on its future land use map.

Redevelopment Opportunities

There is limited land available to accommodate new commercial and industrial development in Rib Mountain. As such, it is anticipated that some older commercial and

industrial properties will redevelop with new commercial and industrial uses. In particular, the segment of CTH NN (North Mountain Road) between I-39/US 51 and the new McCleary Bridge (CTH N) includes several older commercial properties that may be candidates for redevelopment.

One of the primary challenges to redevelopment is obtaining funding to assist the Town in making infrastructure and other improvements to encourage private investment in redevelopment.

Strengths and Weaknesses

Good access from I-39/US 51 has helped to make the commercial area along Rib Mountain Drive a regional retail destination. As a result, Rib Mountain is home to a concentration of national commercial and retail businesses that draw customers from throughout the region.

The Town also has a strong residential base. Close proximity to employment opportunities in the City of Wausau, high quality housing and neighborhoods, and proximity to significant natural areas have contributed to Rib Mountain's desirability as a "bedroom" community. As noted above, the Town is interested in maintaining this character.

The primary factors limiting the potential for new development in Rib Mountain are its natural features. Steep slopes and abundant wetlands limit the amount and intensity of development in much of the western half of the Town. As a result, there is little vacant land remaining that is suitable for new development, except very low density residential development. Most new commercial and industrial development is anticipated – and planned – to locate in and around existing commercial areas.

Economic Development Programs

Appendix G provides a listing of local, regional, state and federal programs relating to economic development.

11. Intergovernmental Cooperation Element

Rib Mountain cooperates with neighboring municipalities, the County, and the State on a variety of matters ranging from delivery of services to coordination of planning along common boundaries. The Town recognizes that cooperation with its neighbors can improve the quality and cost-effectiveness of services, foster coordinated development, and enhance its overall quality of life.

Goal 1: Coordinate development and planning activities with surrounding communities.

- **Objective: To communicate with surrounding communities when proposed development is on a boundary or where development in the Town could have impacts on the adjacent community.**
- **Objective: To work with surrounding communities in preservation of natural resources.**
- **Objective: To communicate with adjacent communities when planning locations for public facilities that may serve more than one community.**
- **Objective: To continue to participate with the Metropolitan Planning Organization (MPO) to coordinate timing of road maintenance and improvements with surrounding communities.**

Policies:

1. The Town of Rib Mountain will strive to cooperate and coordinate with its neighbors and the region to manage growth and development.

Strategies/Actions:

Work cooperatively with adjacent municipalities to review and coordinate development along common boundaries.

Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending development proposals.

Goal 2: Cooperate in providing cost-effective public safety services.

- **Objective: To continue to provide mutual-aid agreements with surrounding municipalities.**
- **Objective: To continue to routinely maintain and improve fire equipment.**
- **Objective: To maintain current contracts with adjacent communities for fire and ambulance service, but review if community needs change.**
- **Objective: To continue to work with surrounding communities to investigate whether fire, EMS and ambulance services could be shared for more efficient and cost-effective service.**

Policies:

1. The Town of Rib Mountain supports the continued provision of cost-effective public safety services.

Strategies/Actions:

1. Establish regular meeting dates with surrounding municipalities to review service agreements and identify opportunities to improve efficiency and cost-effectiveness.
2. Continue to participate in discussions with neighboring municipalities and the Wausau metropolitan area regarding service consolidation and opportunities to share services and/or public facilities.

Goal 3: Encourage participation by Town officials and residents in all levels of government.

- **Objective: To encourage local officials to participate in county and state government activities and organizations.**
- **Objective: To encourage regular participation and feedback from residents and businesses through surveys, informational public meetings, newsletters or other activities.**

Policies:

1. The Town of Rib Mountain encourages local officials and residents to actively participate in government, planning, and policy related activities and organizations.

Strategies/Actions:

1. Maintain and post at the Municipal Center, a calendar of monthly meetings of the various governmental agencies.
2. Maintain Town membership in the Wausau Area Metropolitan Planning Organization.
3. Conduct regular community surveys to solicit public input on various issues and concerns affecting the Town.

Goal 4: Continue to communicate with Marathon County officials on issues for which they are responsible.

- **Objective: To continue to work with the Marathon County Sheriffs Department to obtain law enforcement service.**
- **Objective: To continue to work with Marathon County on county road and bridge maintenance and improvements.**
- **Objective: To continue to work with Marathon County on permitting oversight regarding shoreland, wetland and floodplain regulations, and private sewage system regulation.**

Policies:

1. The Town of Rib Mountain will continue to cooperate with Marathon County on issues for which the County is responsible.

Strategies/Actions:

1. Maintain regular contact and timely feedback to Marathon County staff regarding concerns with road maintenance and code enforcement.
2. Work with Marathon County Sheriffs Department as needed to improve communications or other efforts to enhance the efficiency and effectiveness of police protection services.

12. Implementation Element

The primary reason a community prepares a comprehensive plan is to establish a framework to influence decisions regarding management of growth and regulation of development to maintain the desired community character, and to set priorities for public expenditures. To be effective, this plan should be actively used as a tool to guide decisions concerning:

- The implementation and enforcement of regulatory ordinances based on the goals and objectives identified in this plan.
- The development of programs and support systems that further the goals and objectives set forth in this plan.
- The implementation of specific community improvements as identified in the comprehensive plan.
- The establishment and support of a continued planning process providing for periodic review and updates to this plan and other land use control measures.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the Town's official controls or regulatory codes. In particular, the zoning ordinance and subdivision (or land division) regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. There are also non-regulatory approaches to implementing the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements and staffing.

The State planning law requires that by January 1, 2010 certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan. To meet this deadline, the Town should update related ordinances on or before the year 2010. The Town Board officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances).

Zoning Ordinance and Map: Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, and the height and bulk of building and other structures. The general purpose of zoning is to minimize undesirable side effects resulting from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the property should eventually be zoned. Therefore, indiscriminate zoning changes may result in weakening of the comprehensive plan. In fact, changes to zoning district boundaries should only be made if they are consistent with the adopted land use map.

However, there may be situations where changing the zoning district boundary makes sense and is in the best interest of the community. If changing the zoning would result in a conflict

with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between zoning and land use designation is also discussed in the Land Use Element.

As discussed below, the comprehensive plan (and future land use map) should be periodically reviewed and updated to adjust for unforeseen changes or events that were not considered at the time the initial plan and land use map were developed.

The Town Board makes the final decisions regarding changes to the content of the zoning ordinance and the district map. These decisions are preceded by public hearings and recommendations of the plan commission.

Subdivision (Land Division) Ordinance: Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for lot sizes, road access, street design, public utilities, storm water drainage, parks and open space, and other improvements necessary to ensure that new development will be an asset. The Town Board makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the Plan Commission.

Capital Improvement Plan (CIP): This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a

four-to-six year period. It identifies needed public improvements, estimates their costs, and identifies financing methods and sources. Public improvements or expenditures typically considered in a CIP include:

- Public buildings (i.e., fire and police stations)
- Park and trail acquisition and development
- Roads and highways (maintenance and new construction/paving)
- Utility system construction/expansion, treatment plants, water towers, wells, etc.
- Joint school and other community development projects
- Fire and police protection equipment

A CIP is simply a method of planning for and scheduling expenditures for public improvements over a period of several years in order to maximize the use of limited public funds. Each year the CIP should be reviewed and extended one year to compensate for the previous year that was completed. This keeps the improvement program current and allows for modifications to meet the community's changing needs.

The preparation of a CIP is normally a joint responsibility between the Town Board, Plan Commission, staff, and citizen commissions. The preparation of a capital improvement program may vary from community to community depending on local preferences, the local form of government and available staff. The proposed capital improvement plan should be reviewed in light of the priorities outlined in the comprehensive plan.

Plan Adoption, Monitoring, and Amendments

While this comprehensive plan is intended to provide a long-term framework to guide development and public spending decisions, it must also respond to the continuous stream of changes that occur in the community and/or region that may not have been foreseen when the plan was initially adopted. It is appropriate that some elements of the plan are rarely amended while others are subject to updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current.

Plan Adoption: The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission recommendation is forwarded to the Town Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Use, Monitoring and Evaluation: The adopted plan should be used as a tool by Rib Mountain when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the

goals, objectives, policies, and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition of Rib Mountain. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

This plan should be evaluated at least every 5 years, and updated at least every 10 years. Members of the Town Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires. Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate. The evaluation should also include an updated timetable of actions to clarify priorities.

Plan Amendments: The Town of Rib Mountain Comprehensive Plan may be amended at any time by the Town Board following the same process described above for initial Plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity. A list of criteria to determine the merits of proposed amendments is included in Table 12-1.

Table 12-1: Criteria to Consider When Reviewing Plan Changes

1. The change is consistent with the overall goals and objectives of the Town of Rib Mountain Comprehensive Plan.
2. The change does not create an adverse impact on public facilities and services that cannot be mitigated.
3. Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
4. The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
5. The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
6. There is a change in Town actions or neighborhood characteristics that would justify a change.
7. The change corrects an error made in the original plan.
8. There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
9. The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration or dedication.

As noted above, proposed amendments must be reviewed by the Plan Commission prior to final action and adoption by the Town Board. The public should be notified of proposed Plan

changes and allowed an opportunity for review and comment. For major amendments, the Town might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates: According to the State comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community’s goals and objectives based on an analysis of current growth trends and major changes that have occurred since the plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

Consistency Among Plan Elements

The State of Wisconsin planning legislation requires that the Implementation Element describe how each of the required elements will be integrated and made consistent with the other elements of the plan. Since Rib Mountain completed all planning elements simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan elements. Where deemed appropriate, goals, objectives, and actions have been repeated under all applicable elements to ensure they do not get “lost”.

This Comprehensive Plan also references previous and concurrent related planning efforts (e.g., LRTP, Groundwater Study) to ensure they are considered in planning decisions in

conjunction with the recommendations of this Plan. Summary descriptions of recent and concurrent planning efforts are provided in the *Conditions and Issues Report*.

Recommendations from other plans have been summarized and incorporated in this plan as deemed appropriate, to foster coordination and consistency between plans. Some related plans, such as the *Marathon County Hazard Mitigation Plan*, are incorporated by reference in this plan and are essentially considered appendices of this plan even though they are separate documents. Appendix E provides a bibliography of other plans and studies relevant to comprehensive planning.

Action Plan

The table below provides a detailed list of major actions to complete in order to implement this comprehensive plan. It compiles the major short, mid, and long-term priorities described in each of the nine plan elements.

Table 12-2 is intended to be used by local officials in setting priorities for capital budgeting and staff allocation. It is expected that this table will be reviewed annually and revised, as necessary, to respond to changing priorities, financial limitations, and other unforeseen events. It should be noted that many of the actions require considerable cooperation with others, including the citizens of Rib Mountain, staff, and other local/county/state agencies.

Priority ranking is defined as follows:

- Immediate = ASAP
- Short-term = 1-4 years

- Mid-term = 5-9 years
- Long-term = 10+ years
- On-going = Current activities that should continue indefinitely

Table 12-2: Implementation Action Plan

Action	Priority
Natural Resources	
Actively enforce the Town’s ordinances regarding clear-cutting on private property.	ASAP
Work with UW-Extension, Marathon County, and others to provide information regarding natural landscaping to owners of property along the Big Rib River.	Short-term
Establish a routine method of distributing information to property owners in the Town regarding natural resources. This might include periodic newsletters, inserts in mailings to property owners, or creating a permanent display of information at the Municipal Center.	Short-term
Consider establishing buffer requirements between areas disturbed (e.g., graded) for new development and woodlands to minimize destruction or encroachment into the woodland edge. The buffer should be maintained in a natural condition.	Mid-term
Continue to work cooperatively with Granite Peak Ski Resort and the State to manage and coordinate development to minimize impacts on the natural character or appearance of Rib Mountain.	On-going
Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands and shorelands.	On-going
Continue to serve as the liaison to foster communication between private property owners in the Town and the County, WDNR, and others regarding the Managed Forest Law (MFL), Forest Crop Law (FCL), and other programs aimed at protection and preservation of woodlands.	On-going
Land Use	
Update subdivision ordinance and building code to ensure they remain up-to-date.	ASAP
Amend zoning ordinance as necessary to ensure intensive commercial uses are not allowed in areas desired for residential use or where the natural character should be preserved.	Short-term
Compile a map or list of parcels with potential for redevelopment. Continue to maintain communication with affected property owners regarding their plans, and whether they intend to sell the property.	Short-term
Identify areas/parcels where redevelopment is desired and zone accordingly to foster desired future development.	Mid-term
Identify and zone areas near existing commercial development to accommodate new commercial development	Mid-term
Continue to enforce and update, as needed, buffer requirements between adjacent uses of different intensities.	On-going
Continue to identify areas where insufficient access management is creating safety and traffic flow problems and work with property owners to encourage improvements (i.e., driveway consolidations) where possible.	On-going
Maintain and consistently enforce strict standards for subdivision design. Continue to require developers to pay for all necessary public improvements (e.g., roads, parks, etc.).	On-going
Concentrate small lot residential development within the boundaries of the Sanitary District.	On-going

Town of Rib Mountain

Continue to enforce zoning regulations related to signage, site lighting, landscaping, parking lot design, and building design.	On-going
Transportation	
Incorporate design standards for trails to be required in conjunction with construction of new roads and/or subdivisions.	ASAP
Establish and adopt requirements regarding developer contributions for road improvements in new subdivisions.	Short-term
Continue to work with Marathon County Sheriff’s Department and the State Patrol to enforce speed limits within the Town. Serve as the “eyes on the street”.	On-going
Continue to work with Marathon County to identify “problem” intersections and plan for design improvements.	On-going
Routinely review, and revise road design and access standards in the Town’s subdivision ordinance.	On-going
Continue to encourage through-street connections when possible to enhance accessibility and traffic flow through implementation of the Town’s official map.	On-going
Continue to meet regularly with the MPO, County, and other governmental entities to discuss issues regarding road safety and maintenance and coordinate action to address the problems.	On-going
Work with Marathon County and the State to control access along arterial and major collector roadways to maintain the traffic volume capacity and reduce the potential for traffic accidents.	On-going
Continue to utilize PASER evaluation ratings to prioritize road improvement projects.	On-going
Work cooperatively with Marathon County and WDOT to seek and obtain funding for road improvements.	On-going
Continue to implement and update the Town’s Street Plan.	On-going
Require that roads in new subdivisions be designed to allow extensions and connections to roads (existing and potential) on adjacent properties where possible.	On-going
Continue to coordinate review of major developments/subdivisions with Marathon County and adjacent municipalities to ensure local and area traffic concerns are adequately addressed.	On-going
Utilities	
Adopt and enforce erosion control and stormwater management standards.	ASAP
Work with UW-Extension to provide information to Town residents regarding alternatives to chemical fertilizers and weed controls.	Short-term
Continue to work cooperatively with the RMMSD to identify and address issues regarding the maintenance and improvements to sewer treatment and collection facilities.	Short-term
Identify areas where public utilities will likely be provided in the future.	Mid-term
Identify and map areas where environmental constraints restrict installation of on-site waste disposal systems.	Mid-term

Town of Rib Mountain

Coordinate with the RMMSD to provide information to Town residents requesting they routinely test their private wells for potential contamination.	On-going
Routinely report instances of potential groundwater contamination to the WDNR, Marathon County, or the RMMSD.	On-going
Continue to cooperate with the RMMSD to enforce water quality controls in the well recharge area.	On-going
Continue to coordinate with Marathon County to address failing septic systems.	On-going
Housing	
Collect and display at the Municipal Center, information on the various housing agencies and programs available to Town residents.	Mid-term
Identify residential properties suitable for redevelopment and initiate discussions with property owners regarding their intentions to improve, redevelop, or sell the property.	Mid-term
Continue to compile information on residential property available for redevelopment and work with area realtors to market these properties to area housing developers.	On-going
Continue to enforce building code to address housing maintenance compliance.	On-going
Cultural Resources	
Identify and map potential historic buildings, cemeteries/burials, and archaeological sites in the Town	Mid-term
Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places.	Mid-term
Community Facilities	
Identify necessary repairs and allocate funds to maintain and/or improve the Municipal Center on a regular basis, particularly in regard to disaster preparedness.	Short-term
Work with Marathon County Sheriffs Department as needed to improve communications or other efforts to enhance the efficiency and effectiveness of police protection services.	Short-term
Perform annual reviews and budget allocations to fund public services. Evaluate cost-effectiveness of current agreements with adjacent municipalities regarding provision of fire and emergency response services.	Mid-term
Consider the fiscal impact of new development as part of the development review process.	Mid-term
Conduct an annual evaluation of the Town’s fire department and equipment. Use the annual reviews to identify, prioritize, and budget for needed improvements.	On-going
Maintain regular communication with municipalities the Town has service agreements with to discuss opportunities to enhance the efficiency and effectiveness of services.	On-going
Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of public services to enhance cost-effectiveness.	On-going

Town of Rib Mountain

Parks and Recreation	
Maintain regular communication with WDNR regarding changes to and implementation of the Rib Mountain State Park master plan.	ASAP
Work with the Marathon County and surrounding municipalities to identify and map potential trail routes in the Town to become part of a regional trail system. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction.	ASAP/Short-term
Maintain regular communication with Granite Peak Ski Resort to keep them abreast of applicable Town ordinances and regulations pertaining to development on and around their property.	Short-term
Identify opportunities to purchase property for future park or trail development. Map these properties as “future park” to encourage preservation for future park development.	Short-term
Establish requirements for provision of trail easements in conjunction with new development.	Short-term
Work with the Village of Rothschild to identify opportunities to create new trails that will connect to the Mountain-Bay Trail.	Short-term
Work in conjunction with Marathon County and surrounding municipalities to obtain funding to establish a regional trail system.	Short-term
Consider establishing an annual park clean up event/picnic and solicit community volunteers to participate.	Short/Mid-term
Consider establishing an Adopt-a-Park program.	Mid-term
Consider conducting a survey to evaluate the need for additional parks or recreation facilities in the Town.	Mid-term
Conduct a study of park dedication requirements and fees in similar communities to determine whether the Town’s requirements should be amended.	Mid-term
Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail.	On-going
Conduct an annual review of park system maintenance and improvement needs to review and prioritize during the annual budgeting process.	On-going
Economic Development	
Establish access management requirements for new development, redevelopment, and road reconstruction projects.	Short-term
Compile a map or list of parcels with potential for redevelopment. Continue to maintain communication with affected property owners regarding their plans, and whether they intend to sell the property. Zone these properties for commercial use.	Short/Mid-term
Identify and zone areas where new commercial development is desired.	Short/Mid-term
Identify and prioritize public infrastructure improvements needed to foster new commercial development. Work with Marathon County (through MPO) to initiate improvements.	Mid-term

Town of Rib Mountain

Conduct a community market survey to obtain input on the types of commercial development that should be encouraged to locate in Rib Mountain.	Mid-term
Identify and zone parcels to encourage new neighborhood-oriented commercial nodes. Priority should be given to areas with sufficient residential densities to support this type of development.	Long-term
Consider establishing TIF district to finance public infrastructure improvements, property acquisition, etc. to foster redevelopment.	Long-term
Continue to maintain appropriate zoning along Rib Mountain Drive to encourage regional commercial development.	On-going
Continue to work with Marathon County and the State to implement adequate access management improvements along Rib Mountain Drive to support current and anticipated regional traffic.	On-going
Intergovernmental Cooperation	
Work with Marathon County Sheriffs Department as needed to improve communications or other efforts to enhance the efficiency and effectiveness of police protection services.	Short-term
Work cooperatively with adjacent municipalities to review and coordinate development along common boundaries.	Mid-term
Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending development proposals.	Mid-term
Conduct regular community surveys to solicit public input on various issues and concerns affecting the Town.	Mid-term
Continue to participate in discussions with neighboring municipalities and the Wausau metropolitan area regarding service consolidation and opportunities to share services and/or public facilities.	On-going
Maintain and post at the Municipal Center, a calendar of monthly meetings of the various governmental agencies.	On-going
Maintain Town membership in the Wausau Area Metropolitan Planning Organization.	On-going
Maintain regular contact and timely feedback to Marathon County staff regarding concerns with road maintenance and code enforcement.	On-going
Establish regular meeting dates with surrounding municipalities to review service agreements and identify opportunities to improve efficiency and cost-effectiveness.	On-going

Appendix A: State Comprehensive Planning Goals

Wisconsin Statutes 66.1001 requires that the goals, objectives, policies, and programs of local governmental units be consistent with the fourteen planning goals in the State planning legislation, which include:

1. Promote the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
2. Encourage neighborhood designs that support a range of transportation choices.
3. Protect natural areas, including wetlands, wildlife habitats, lakes and woodlands, open spaces, and groundwater resources.
4. Protect economically productive areas, including farmland and forests.
5. Encourage land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, state government, and utility costs.
6. Preserve cultural, historic, and archaeological sites.
7. Encourage coordination and cooperation among nearby units of government.
8. Build community identity by revitalizing main streets and enforcing design standards.
9. Provide an adequate supply of affordable housing for all income levels throughout each community.
10. Provide adequate infrastructure and public services and a supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
11. Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balance individual property rights with community interests and goals.
13. Plan and develop land uses that create or preserve varied and unique urban and rural communities.
14. Provide an integrated, efficient, and economical transportation system that provides mobility, convenience, and safety, which meets the needs of all citizens including transit-dependent and disabled.

Appendix B: Marathon County Guiding Principles

Participants in the Marathon County comprehensive planning process worked cooperatively, through several meetings with sub-area groups, to develop a set of guiding principles that describe broad characteristics of a desired future for their communities and Marathon County. The guiding principles consist of a series of statements that reflect shared values and priorities regarding future growth and development. These principles were used to provide a general frame of reference for developing local goals and objectives. The ten guiding principles include:

Respect Local Governance - Planning in Marathon County should build on local town, village and city government as a system that is unique, has served residents well, and is a strong component of local identity.

Preserve Working Agriculture - Agriculture has been central to the culture and economy of Marathon County for over 100 years. Farming has been a way of life for generations of county residents and is fundamental to both community and individual identity. Efforts such as protecting prime farmland from development, exploring niche markets, and supporting cooperative practices can be implemented at the local level to help maintain and preserve working agriculture.

Maintain a Sense of Place - As Marathon County's population grows and changes, communities will need to ensure that important physical features, buildings, and landscapes that exemplify their local identity are retained.

These features provide a sense of heritage and continuity that contribute to a community's identity and sense of place.

Preserve Rural Character - Shifts in the farm economy and urban expansion are altering the County's rural landscape characterized by working farms, woodlands, rolling hills, marsh areas, and plentiful water bodies. As open spaces, farms, and woodlands are being lost or fragmented by development, Marathon County communities will need to make some important choices in order to preserve the qualities and character of the rural landscape.

Safeguard Natural Resources - Marathon County is graced with abundant natural resources including numerous rivers, wetlands, forests, and wildlife. Careful stewardship of natural resources is essential to protect against fragmentation and degradation and ensure these resources continue to contribute to the ecology, character, quality of life, and economy of Marathon County into the future.

Foster Managed Growth and Coordinated Development - Managing growth is important to ensure that no area is overwhelmed by development, land use conflicts are minimized, and development occurs in a quality manner that minimizes impacts on natural resources. Managing growth requires coordination of land uses and infrastructure, within and between communities, and recognizes that high quality growth in any one community will benefit surrounding communities as well.

Cost-Effective and Efficient Provision of Public Services - Marathon County residents are clear in their desire to keep local taxes reasonable. One of the most effective means to

keep taxes under control is to ensure that public services are efficiently organized to provide the best service possible for the taxpayer dollar. Communities have a responsibility to provide the highest level of services possible given limited resources. To ensure cost-effective public services, local communities may want to consider options such as greater coordination, cost-sharing and consolidation if such efforts improve access to services and service delivery.

Build Social and Civic Capacity - Marathon County residents take pride in their long tradition of local government. Ideally, participation in community affairs embraces and builds upon the diversity of cultures and values present in the community. Providing opportunities to share ideas and participate in community decision-making is essential to building and maintaining a strong sense of local community.

Support Rural Service Centers - Rural centers are part of a web of services that support residents, give local identity and are part of the rural way of life that residents want to preserve. Most villages in the County grew as centers to provide goods and services for nearby farmers, but have evolved as rural activity centers including the local school, churches, and some goods and services. Just as city neighborhoods are stronger with nearby commercial services, rural areas are stronger with nearby villages that provide a central meeting place to connect with other rural residents. As more people move to rural areas, it makes sense to concentrate new development in areas that can efficiently provide utilities and other services.

Preserve and Enhance Local Tax Base - A strong tax base allows a community to deliver needed services to residents while helping to keep taxes low. Erosion of local tax base is a

concern for many communities, often as a result of annexation, increases in public land ownership, and shifting economic markets. Efforts to attract additional revenue generators and coordinate with adjacent municipalities can help communities protect and preserve their local tax base.

TOWN OF RIB MOUNTAIN
ORDINANCE NO. 05-04

RE: Adoption of Comprehensive Plan

The Town Board of the Town of Rib Mountain, Marathon County, Wisconsin, do ordain as follows:

Section 1: Section 2.10 of the Rib Mountain Municipal Code is hereby created to provide as follows:

2.10 ADOPTION OF COMPREHENSIVE PLAN.

(1) **AUTHORITY.** Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the Town of Rib Mountain 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.

(2) **POLICY.** The Town Board of the Town of Rib Mountain, Marathon County 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.

(3) **PLAN COMMISSION RECOMMENDATION.** The plan commission of the Town of Rib Mountain, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to Town Board the adoption of the document entitled "Comprehensive Plan of the Town of Rib Mountain," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

(4) **HEARING.** 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.

(5) **PLAN ADOPTION.** The Town Board of the Town of Rib Mountain, Marathon County Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan of the Town of Rib Mountain," pursuant to section 66.1001(4) of the Wisconsin Statutes.

Section 3: All ordinances or parts of ordinances explicitly in conflict herewith are hereby repealed.

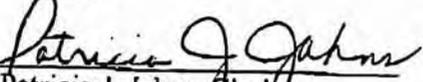
Section 4: If any part of this ordinance is for any reason found to be invalid or unconstitutional by reason of any decision by any court of competent jurisdiction, such decision shall not affect the validity of any other part of this ordinance.

Section 5: This ordinance shall be in full force and effect upon passage and publication.

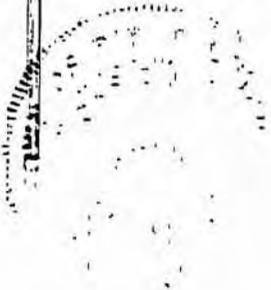
APPROVED:


Allen Opall, Chairman

ATTEST:


Patricia J. Jahns, Clerk

Adopted: November 15, 2005
Approved: November 15, 2005
Published: November 21, 2005



TOWN OF RIB MOUNTAIN
PUBLIC PARTICIPATION PLAN

May, 2003

Public Information Dissemination:

- A.) The Town began publication of a quarterly news letter over ten years ago, and continues the "TOWN BEAT" publication today. This newsletter was subsequently augmented by surveys that have been conducted twice, regarding Planning and zoning issues. The Town plans on continuing the news letter and survey process, soliciting the people's opinions on a variety of planning and land use topics.
- B.) The Town has historically published all "public notices" in the local newspaper, as well as posting notices in three commonly attended public places within the Town (People's State Bank, Mountview Mobil Station, and the Town Hall).
- C.) The Town may also publish special newspaper articles or advertisements regarding significant events of public interest.
- D.) The Town has developed and maintained a web page, where all of the upcoming committee meetings are posted, as well as minutes of past meetings. This normally includes meeting dates, times, location, and topics to be discussed.
- E.) Every meeting notification includes a request for citizens with special needs to contact the Town in advance of a meeting, so that we might be able to develop a strategy for serving their needs.
- F.) For those citizens who cannot attend a public meeting, a packet or handout of the information available at the meeting could be mailed to anyone requesting it. Written comments mailed in are usually presented at the meetings as well.

Actual Meeting Schedules:

- A.) The Plan Commission has scheduled special meeting dates (the third Wednesday of the month) for the exclusive discussion of Smart Growth and Comprehensive Planning. This is in addition to their normally meeting on the second and fourth Wednesdays of the month. There is always a public comment or questions session on the agenda.
- B.) The Town is amicable to meeting with surrounding communities to discuss mutual and bordering land use issues.
- C.) The Town has met with County Extension consultants, and will continue to meet with the County Planning Department' agents to refine goals and objectives. These meetings have been publicly noticed and are frequently attended by the public, in an attempt to refine the values, goals, and objectives of the community.
- D.) While the town developed an official map, a land use map, and a recommended long term land use map, some time ago, we continue to refine them, through the Plan Commission public hearings.

Appendix E – Bibliography of Planning Related Studies, Regulations and Resources

Natural Resources

- **Marathon County Land and Water Resource Management Plan (LWRMP)** - In 2005, Marathon County adopted the LWRMP in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County, to outline strategies to protect the quality and quantity of soil and water resources and to ensure compliance of state agricultural performance standards and local ordinances.
- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the *Marathon County Groundwater Plan* in 1988. It is intended to guide local and County officials in setting policy to safeguard groundwater resources. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection.
- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 2006 - 2015**
This plan includes recommendations to manage and protect the county forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and information regarding the roles of the various agencies and regulatory framework related to forest management. The Marathon County Board of Supervisors will consider approval of the plan in September 2005 and the DNR will do so in December 2005.
- **Soil Survey for Marathon County**, published in 1990 by the U.S. Soil Conservation Service and updated in 2003.
- **Marathon County Cropland Evaluation System (CES)** - This system rates soils on their ability to produce food, feed, forage, and fiber crops. The system is non-biased, defensible, and can be consistently applied.
- **Farm Preservation Program** is an income tax credit program administered by the Wisconsin Department of Agriculture (WDA), Trade & Consumer Protection. The goals of the program are twofold: to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and to provide property tax relief to farmland owners. Landowners keeping land in agricultural use can claim a credit on their state income tax by obtaining a zoning certificate (if the land is zoned “exclusive agriculture”) or by signing a contract with the State.
- **Marathon County Farmland Preservation Plan**, adopted in 1982, eight towns have adopted Exclusive Agriculture Zoning. These include: Stettin, Marathon, Mosinee, Hull, Brighton, Eau Pleine, McMillan, and Day. The intent of this zoning classification is to minimize fragmentation of farmland by imposing a minimum lot size of 35 acres. In order to adopt Exclusive Agriculture zoning, a municipality must be enrolled in the Farmland Preservation Program.

- ***Marathon County Non-metallic Mining Ordinance***, adopted in 1989 requires reclamation of these sites to a purposeful and acceptable landscape appearance and use. The program is administered by the County DCPZ and includes incentives to reclaim abandoned excavations.
- ***Natural Heritage Inventory (NHI) maps*** provided by the State of Wisconsin include general information on endangered resources are appropriate for general planning and assessment purposes only. The locations of endangered resources that are not considered vulnerable to collection are identified at the town level in Marathon County. Locations of more vulnerable species are generalized to minimize the potential for collection or disruption.

Land Use

- ***General Code of Ordinances for Marathon County*** includes several sections that specifically address land use and various development activities. Some of these include:
 - **Chapter 11 (Animal Waste and Manure Management)** includes regulations to prevent animal waste material from entering water bodies through issuance of construction permits for new and modified manure storage facilities. The ordinance also regulates the closure of abandoned manure storage facilities, mismanaged manure storage facilities and the application of manure onto cropland.
 - **Chapter 17 (Zoning Code)** includes development restrictions in shoreland and wetland areas and a wellhead protection overlay district that encompasses recharge areas for municipal water supply wells. Local communities in Marathon County may adopt their own zoning code, adopt the County zoning code, or choose to have no zoning.
 - **Chapter 16 (County Forests)** prescribes rules and regulations for the administration of County forests in cooperation with the Department of Natural Resources. Provides for the establishment, protection, development and management of County forests to provide sustained yield of forest products for commercial use and the associated benefits of soil and water conservation, scenic and recreational values, fish and game resources, multiple-use purposes and related uses.
 - **Chapter 18 (Land Division)** The County's land division regulations apply in all unincorporated areas of the County. However, where a town has land division regulations that are more restrictive than the County's, the local regulations apply. Chapter 18 includes regulations for minimum lot sizes, street design and access requirements, land dedication, surface drainage and erosion control.
 - **Chapter 19 (Parks and Recreation)** includes regulations regarding use and management of all lands and water previously and subsequently acquired by the County for park or recreational purposes or placed under the jurisdiction of the Park Commission and including without limitation, parks, beaches, swimming pools and privately owned lands, the use of which has been granted or leased to the County for park, recreational or like public purposes.
 - **Chapter 21 (Non-metallic Mining)** includes requirements for reclamation that minimize impacts on groundwater quantity and quality.

- ***Marathon County Hazard Mitigation Plan (2005)*** – This plan, prepared in accordance with Federal Emergency Management Administration (FEMA) directives of the Disaster Mitigation Act of 2000, outlines strategies for pre-disaster planning and hazard mitigation. The intent is to minimize the effects of potential disasters and help streamline the administration of disaster relief.
- ***Forest Crop Law (FCL) and Managed Forest Law (MFL)*** - the FCL and the MFL programs were developed to encourage better forest management and provide tax relief to woodland owners. Land set aside under the FCL (which was combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. The MFL was enacted in 1985 and requires at least 10 acres of contiguous forest land. Landowners may close to the public up to 80 acres of their forest lands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sight-seeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes.

Transportation

Studies related to transportation are listed below under the jurisdiction who prepared the plan.

1. Marathon County (Conservation, Planning, and Zoning Department (CPZ) and/or Highway Department) is responsible for completing/updating/assisting with several plans/policies/studies relating to transportation including:

- ***State Trunk Highway 29 Corridor Land Use Review (1997)***
 - Recommends actions or measures local communities can make to protect areas within the STH 29 corridor from the negative impacts related to unplanned growth.
- ***Marathon County Functional / Jurisdictional Highway Classification Study (1988)***
 - Identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway's function would carry out the operation, maintenance, and improvement of the classified roadways.
- ***Marathon County Program Evaluation Team (P.E.T.) Transportation Services Recommendations (2002)***
 - These recommendations, under direction of the Marathon County Human Services Committee, are intended to address issues related to specialized transportation services provided by various Marathon County Departments, including issues related to overlapping services.
- ***Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin (1996)***
 - Identifies suggested bicycle routes in Marathon County outside the Wausau area. Routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as officially designated bicycle routes.
- ***Marathon County Paratransit Study (2001)***
 - Studied paratransit services within the Wausau area provided primarily by Wausau Area Transit System Plus (WATS+). Identified issues with regard to

providing demand responsive services for persons in the Greater Wausau Area and Marathon County. Provides a plan for enhancing paratransit services over a five-year period primarily geared toward controlling costs and increasing efficiency and trip sharing on the WATS+ system.

- **County Trunk Highway Access-Driveway Policy**
 - Available through the Marathon County Highway Department, addresses the requirements regarding culverts, access width, slope, visibility and spacing. Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered county road.

2. Wausau Metropolitan Area Planning Commission (MPO) - The MPO is responsible for completing/updating/assisting with several plans relating to transportation in the metropolitan area including:

- **Long Range Transportation Plan (LRTP) for the Wausau Metropolitan Area (1996)**
 - The LRTP addresses needed improvements to the transportation system serving the Wausau urbanized area. LRTP recommendations are based on the relationship between land use policy and transportation facilities and services, including roadways, transit, bikeways, pedestrian ways, air, inter-city bus, and the movement of goods by air, rail, and truck. The 1996 plan was reaffirmed in 2001 and will be updated by 2005.
- **Local Arterial Circulation Plan (2000)**
 - The purpose of this plan was to guide public and private sector decisions concerning the infrastructure, right-of-way, Level of Service (LOS), land use compatibility, and safety needs of the local arterial transportation system over the next 20 to 30 years.
- **Transportation Improvement Program (TIP)**
 - The TIP includes all programmed transportation projects receiving federal and/or state funds. The TIP for 2005 – 2007 was adopted in 2005 and is updated every two years.
- **Wausau Area Transit System (WATS) Transit Development Plan (TDP) (1999)**
 - The TDP is updated every five years and provides a five-year capital improvement program and service recommendation plan. This plan is being updated in 2005.

3. Wisconsin Department of Transportation (WDOT) – WDOT has completed several statewide plans relating to most modes of transportation, including:

- **Wisconsin State Highway Plan 2020**
 - Considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement, and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin.
- **Wisconsin Pedestrian Policy Plan 2020**
 - Outlines statewide and local measures to increase walking and promote pedestrian safety. The plan also clarifies the WDOT role in addressing

pedestrian issues and meeting pedestrian needs by establishing policies for better integrating pedestrian travel into the transportation system.

- **Wisconsin Bicycle Transportation Plan 2020**
 - Presents a blueprint for improving bicycling conditions and encouraging bicycling in the state and calls for the implementation of metropolitan area bicycle plans that have been prepared by Metropolitan Planning Organizations (MPOs).
- **Wisconsin State Airport System Plan 2020**
 - Developed by WDOT, identifies information related to the state's aviation system. The plan is used by WDOT's Bureau of Aeronautics to pre-qualify airport improvement projects submitted by airport sponsors for funding consideration.
- **Wisconsin Rail Issues and Opportunities Report (2004)**
 - Developed by WDOT, summarizes critical rail transportation issues, suggests opportunities for public sector involvement, and points out areas where additional research is needed. This report reflects input and guidance from a variety of sources including a State Rail Advisory Committee and a Rail Industry and Shippers' Advisory Group. The information in this report was originally intended for a State Rail Plan 2020. WDOT decided to incorporate the rail planning efforts into *Connections 2030*, WDOT's long-range all-mode transportation plan, and release the Issues and Opportunities Report in the interim. *Connections 2030* is currently being developed by WDOT, and is scheduled to be completed by Spring 2006.

4. Federal Highway Administration:

- **Federal Highway Administration's Highway Functional Classification: Concepts, Criteria and Procedures**
 - Outlines Federal regulations that States must follow to classify roadways.

Utilities

- **Sewer Service Area "208" Plans** - Section 208 of the Clean Water Act passed in 1972 required the preparation of area-wide water quality management plans. This was translated at the State level through NR 121 of the Wisconsin Administrative Code, which requires that water quality management plans also address sanitary sewer service needs for 20 years into the future. These requirements form the basis of Sewer Service Area "208" Plans. The Wisconsin Department of Natural Resources (WDNR) has review and approval authority over Sewer Service Area plans; however, the technical work to prepare the plan is typically done by local government staff.
 - Wausau Urban Area Sewer Service Plan for the Year 2000 (1981) – initial "208" Plan
 - Major Amendment to the Wausau Sewer Service Area Boundary completed in 1992 (City of Wausau) and 1998 (Towns of Kronenwetter and Rib Mountain, Villages of Weston and Rothschild).
 - Current amendment in progress; with all communities in the sewer service area participating. It is anticipated that the plan will be approved by the DNR in December, 2005.

- **Chapter 15 - General Code of Ordinances for Marathon County** incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems.
- **Wellhead Protection Plans** - The State of Wisconsin mandates that **wellhead protection plans** be developed for any municipal well proposed after May 1, 1992. These plans must be approved by the WDNR before a community can use the new well. Section NR 811.16(5) of the Wisconsin Administrative Code defines specific requirements for required wellhead protection plans.

Parks and Recreation

- **Marathon County Comprehensive Outdoor Recreation Plan for 1999-2004**, completed in May 1999, this plan identifies several needs related to parks and recreation and outlines several actions to address those needs.
 - The plan has received a one-year extension from the State of Wisconsin, and is in the process of being updated with a completion date in spring of 2006.
- **The Rivers Edge Master Plan**, adopted in June 1995, outlines a long-range (20-30 year) framework for improving access to the riverfront and enhancing the riverfront environment and provides a master plan to establish a bicycle/pedestrian trail along the banks of the Wisconsin River through the City of Wausau.

Economic Development

- **Marathon County Workforce Profile**, Wisconsin Department of Workforce Development (DWD), annually in October.
- **Final Report**, Marathon County Task Force on the Rural Economy, April 2003.
- **Agricultural Impacts in Marathon County**, University of Wisconsin – Extension (UWEX), Ken Barnett and Steve Deller, February 2003.
- **Status of Wisconsin Agriculture**, 2003, UWEX, Mike Wildeck and Ed Jesse, April 2003.
- **Comprehensive Economic Development Strategy 2002-2003**, North Central Wisconsin Regional Planning Commission (NCWRPC), June 2002.

Appendix F: Guidelines for Paving Gravel Roads¹

When a local government considers paving a road, it is usually with a view toward reducing road maintenance costs and providing a smooth riding surface. But paving may not be the right answer. After all, paving is expensive. Municipalities should consider the following factors to help them make the most cost-effective decision. Taken together, these factors provide a framework for careful decision-making.

Traffic Demand

The number and weight of vehicles affects a road's lifespan. Generally speaking, the more vehicles using a road, the faster it will deteriorate. The average daily traffic volumes (ADT) used to justify paving generally range from a low of 50 vehicles per day (vpd) to 400 or 500 vpd. When traffic volumes reach this range, serious consideration should be given to some kind of paving. However, traffic volumes alone are merely guides.

Types of traffic should also be considered. Different types of traffic (and drivers) make different demands on roads. Will the road be used primarily by standard passenger cars or will it be a connecting road with considerable truck traffic or heavy farm equipment? Overloaded trucks are most damaging to paved roads. The functional importance of the road should also be considered. Generally speaking, a major road should probably be paved before residential or side roads are paved. On the other hand, a residential street may be economically sealed or paved while a road with heavy truck or farm equipment usage may best be surfaced with gravel and left unpaved until sufficient funds are available to place a thick load-bearing pavement on the road.

Maintenance Considerations

The following questions should be considered when assessing costs associated with maintaining existing gravel roads:

- How often must new gravel be applied to the gravel road? (Some roads require more than others do.)
- How many times per year must the gravel road be graded?
- How often and in what locations should calcium chloride or other road stabilizers be applied?
- What is the plan for ditching and shouldering?

Base and Drainage Needs

"Build up the road base and improve drainage before paving." This cardinal rule cannot be stressed enough. If the foundation fails, the pavement fails. If water is not drained away from the road, the pavement fails. Paving a road with a poor base or inadequate drainage is a waste of money. It is far more important to ask, "Does this road need strengthening and drainage work?" than it is to ask, "Should we pave this gravel road?"

¹ "When to Pave a Gravel Road" Gravel Roads Maintenance and Design Manual (2001); Kentucky Transportation Center, University of Kentucky at Lexington, KY, adapted from an article from the Vermont Local Roads Program, Saint Michael's College; posted by Local Technical Assistance Program and the National Local Technical Assistance Program Association and sponsored by the US Department of Transportation's Federal Highway Administration.

Safety and Design Considerations

Paving a road tempts drivers to drive faster. As speed increases, the road must be straighter, wider, and as free as possible from obstructions for it to be safe. Paving low volume roads before correcting safety and design inadequacies encourages speeds that are unsafe, especially when the inadequacies "surprise" the driver. In areas with a large number of miles of low volume roads, it is difficult to reduce speeds by enforcement.

Poorly designed and hazardous roads – Roads must be designed to provide safe travel for the expected traffic volume at the design speed. To do this a number of physical features must be considered:

- Sight Distance
- Design Speed
- Alignment and Curves
- Surface Friction
- Lane Width
- Superelevation

Some engineers insist that no road should be paved that is less than 22 feet wide. If this standard is accepted, gravel roads may need to be widened prior to paving. Likewise, bridges along these roads may need widening. It may also be necessary to remove trees or other obstructions such as boulders from the road edge. Considering these and other safety and design factors in the early stages of decision-making can help to achieve the most cost-effective road design that meets desired transportation needs.

Geometric Guidelines for Very Low-Volume Local Roads (< 400 ADT): The American Association of State Highway and Transportation Officials (AASHTO) publishes road design guidelines, including Geometric Guidelines for Very Low-Volume Local Roads (those with <400 ADT). Less stringent design criteria are generally acceptable on these low volume roads because:

- Lower traffic volumes present substantially reduced opportunities for multiple vehicle collisions, and
- Most drivers are familiar with the roadway design characteristics.

The guidelines offer more flexibility for road designers to maintain existing geometric features, which have not been shown to be a safety problem. Allowing less stringent design standards for very low volume roads provides an opportunity to reduce improvement costs, which may be better utilized elsewhere.

Costs

The decision to pave a gravel road involves determining when it becomes economical to pave; and ultimately when the benefits of paving exceed the costs.

Road Preparation Costs – Road preparation costs related to road bed construction activities that occur before paving actually takes place. Costs will vary greatly from project to project depending on topography, types of soils, and availability of good crushed stone or gravel, traffic demands and other factors. Road design should comply with standards in the municipality's road policy; which is one reason to carefully consider, and routinely update, what is contained in the road policy. For larger projects it may be desirable to hire an engineering consulting firm (another cost) to design the road and make cost estimations. For smaller projects construction costs can be fairly closely calculated by adding the estimated costs of materials, equipment and labor required to complete the job.

Maintenance Costs – Another financial consideration is to compare maintenance costs of a paved road to maintenance costs of a gravel road. To make a realistic comparison, estimate the years of pavement life (how long the pavement will be of service before it requires treatment or overlay) and the actual cost of paving. Then compare those costs with those associated with gravel roads as noted above.

User Costs – Not all road costs are directly reflected in a road budget. There is a significant difference in the cost to the user between driving on a gravel surface and on a paved surface. It costs more to operate vehicles on gravel surfaces than on paved surfaces, often 2 or 3 times greater than for bituminous or concrete roads in the same locations. There is greater rolling resistance and less traction, which increase fuel consumption. The roughness of the surface contributes to additional tire wear and influences maintenance and repair expenses. Dust causes extra engine wear, oil consumption and maintenance costs.

By including vehicle-operating costs with construction and maintenance costs, a more comprehensive total cost can be derived.

Public Opinion

Public opinion as to whether to pave a road can be revealing, but it should not be relied upon to the exclusion of any one of the factors already discussed. If a decision to pave is not based on facts, it can be very costly. Public opinion should not be ignored, of course, but there is an obligation by government leaders to inform the public about other important factors before making the decision to pave.

Staged Construction

Local government may consider using "stage construction design" as an approach to improving roads. This is how it works: A design is prepared for the completed road, from base and drainage to completed paving. Rather than accomplishing all the work in one season, the construction is spread out over three to five years. Paving occurs only after the base and drainage have been proven sufficient over approximately one year. Crushed gravel treated with calcium chloride serves as the wearing course for the interim period. Once all weak spots have been repaired, the road can be shaped for paving.

Following are some advantages to keeping a road open to traffic for one or more seasons before paving:

1. Weak spots that show up in the sub-grade or base can be corrected before the hard surface is applied, eliminating later expensive repair;
2. Risky late season paving is eliminated;
3. More mileage is improved sooner;
4. The cost of construction is spread over several years.

Note: Advantages may disappear if timely maintenance is not performed. In addition, the surface may deteriorate more rapidly because it is thinner than a designed pavement.

Summary

Some existing local roads are not engineered to accommodate the traffic they receive. Larger volumes of heavy trucks and other vehicles are weakening these roads at a fast rate. Paving roads as a sole means of improving them without considering other factors can be a costly mistake. Careful consideration of the factors described above will help to assure local government officials that they are making the right decision before paving a gravel road.

Appendix G: Economic Development Programs

The following list provides a summary of the major programs and resources available to assist with economic development efforts. This is not an exhaustive list and local officials are encouraged to contact Marathon County and MCDEVCO for more complete and current information.

Federal Programs

U.S. Department of Agriculture, Rural, Development: Provides a wide range of programs aimed at farming and rural areas, including:

- **Business and Industry (B&I) Guaranteed Loan Program:** Provides financial backing for rural businesses to create and maintain employment. Assistance includes loans for working capital, machinery and equipment, buildings and real estate, and certain types of debt refinancing.
- **Rural Business Enterprise Grants (RBEG) Program:** Provides grants to public entities, private nonprofit corporations, and Federally-recognized Indian Tribal groups to finance and facilitate small and emerging private businesses located outside a city or urbanizing area.
- **Rural Business Opportunity Grant (RBOG) Program:** Provides grants to promote sustainable economic development in rural communities with exceptional needs.

Economic Development Administration (EDA): Provides a variety of assistance programs focusing on long-term economic growth targeted to areas with demonstrated need or economic distress, including:

- **Public Works Program:** Investments aimed at revitalization, expansion, and upgrades to physical infrastructure specifically to attract new businesses and generate private sector jobs. Examples: water and sewer facilities, rail spurs, port improvements, access improvements.
- **Economic Adjustment Program:** Assistance to mitigate local economic changes resulting from corporate restructuring, natural disasters, depletion of natural resources, or new federal laws or requirements.
- **Technical Assistance Program (Local):** Assistance to help fill knowledge and information gaps to help local leaders in distressed areas make informed decisions regarding economic development.

U.S. Small Business Administration (SBA): The SBA provides financial, technical, and management assistance generally aimed at business startup and growth. Some programs include:

- **Certified Development Company (504 non-profit corporation) Loan Program:** Long-term, fixed-rate financing for major fixed assets, such as land and building improvements.

Wisconsin State Programs

Most State programs are provided through the Wisconsin Department of Commerce, although other departments also offer limited programs. Primary State programs include:

- **Community Development Block Grants (CDBG):** There are several CDBG programs focusing on different aspects of economic development.
 - **Economic Development Program** – grants to establish loans for business start-up, retention, and expansion.
 - **Public Facilities for Economic Development Program:** Helps underwrite the costs of necessary public infrastructure to retain or create employment opportunities.
 - **Public Facilities Program:** Helps finance infrastructure and facilities to serve low and moderate income persons.
 - **Emergency Grant Program:** Helps restore or replace critical infrastructure damaged or destroyed as a result of natural or manmade catastrophes.

- **Community Based Economic Development Program (CBED):** Provides funding assistance to local governments and community-based organizations that undertake planning, development, and technical assistance projects supporting business development.

- **Main Street Program:** Supports efforts to help communities organize to revitalize their downtowns.

- **Wisconsin Technology Zone Program:** Offers tax-credits to high-tech firms that meet certain criteria.

- **Wisconsin Development Zone Program:** Tax benefit initiative to encourage private investment and improve both the quality and quantity of employment opportunities.

- **Enterprise Zone Program:** Provides tax incentives to new or expanding businesses whose projects will enhance distressed areas.

- **Industrial Revenue Bond (IRB) Program:** Allocation of Federal tax-exempt status on bonds that will be issued by a business to finance an expansion project. Program is limited to small and mid-size manufacturers with strong financial statements.

Wisconsin Department of Workforce Development (DWD): This department offers several programs aimed at investing in the workforce, including programs in apprenticeship, vocational rehabilitation, employee training, child care, etc.

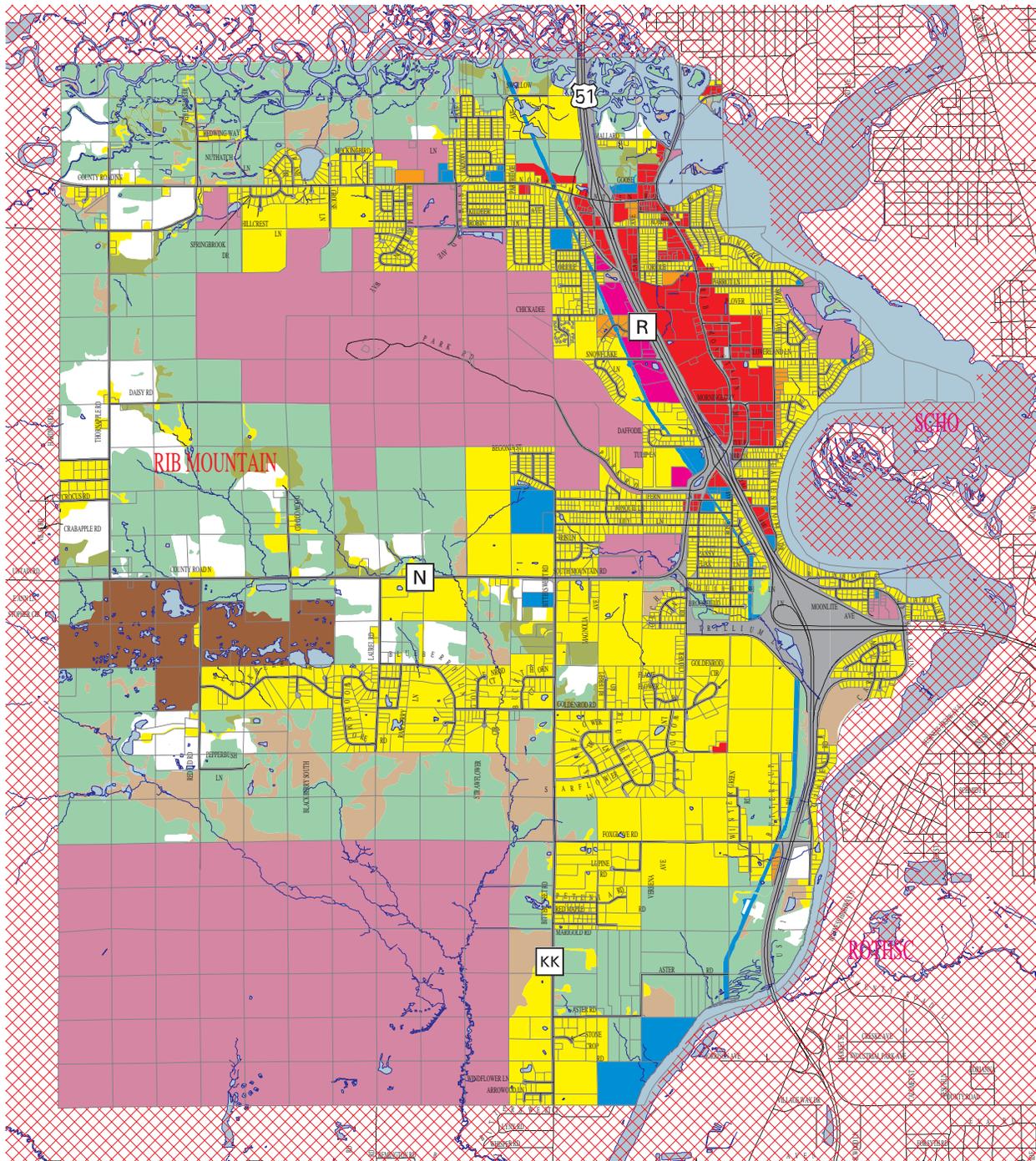
Wisconsin Department of Natural Resources (DNR): The Bureau of Remediation and Redevelopment consolidates state and federal clean up programs and provides assistance to help businesses clean up and re-use existing brownfield sites.

Forward Wisconsin, Inc.: This is a State public-private marketing and business recruitment organization that focuses on marketing outside Wisconsin to attract new economic development to the State.

County, Regional, and Local Programs

The primary financial assistance available at the County and local level are revolving loan funds. The primary entities in Marathon County that participate in economic development related efforts include:

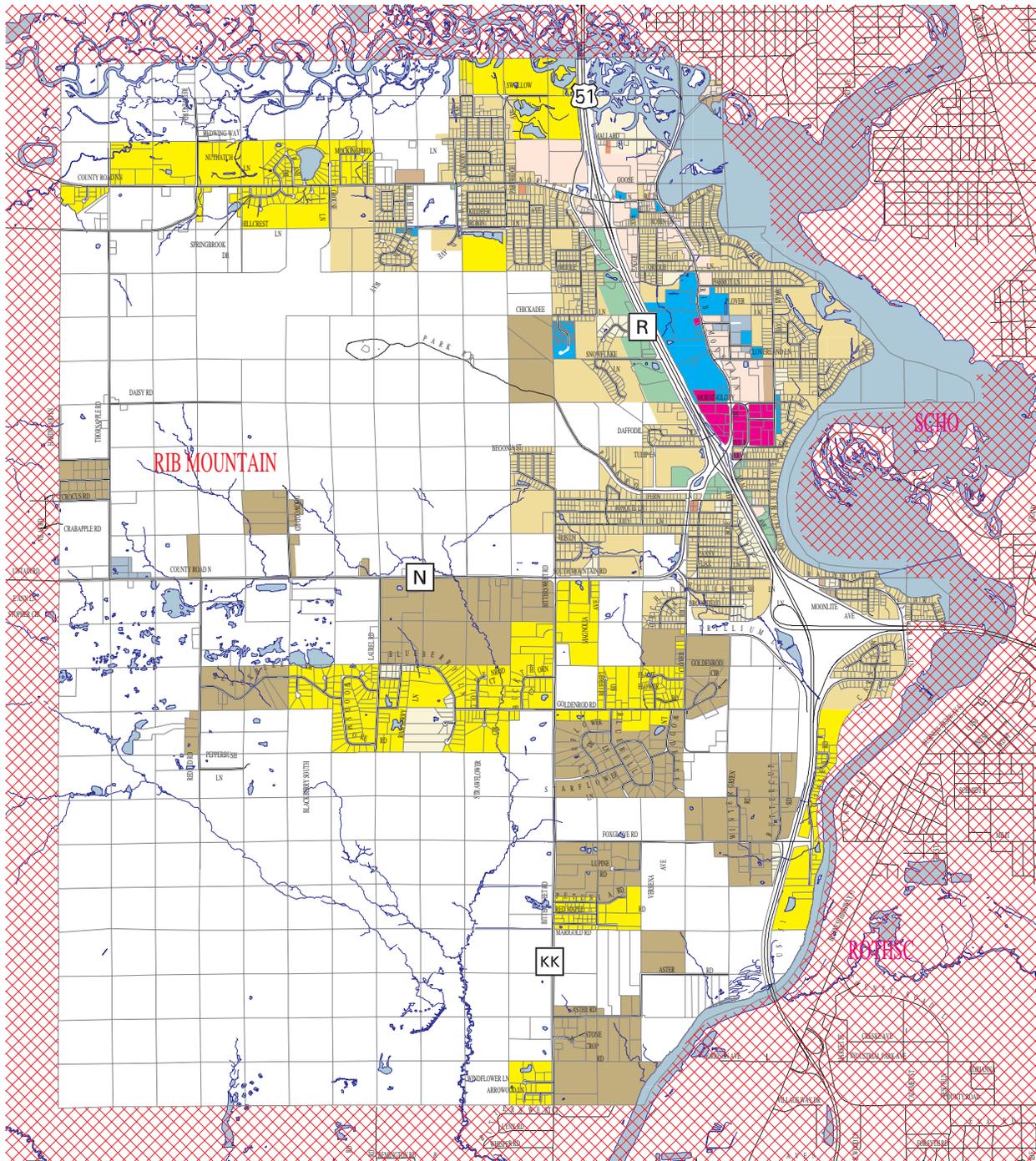
- **North Central Wisconsin Regional Planning Commission (NCWRPC):** The NCWRPC is a designated Economic Development District and provides services such as economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development activity. The NCWRPC also works with local units of government to maintain eligibility for certain grants.
- **North Central Wisconsin Development Corporation (NCWDC):** A regional organization created for the purpose of managing a regional revolving loan fund. The NCWDC is staffed by the NCWRPC.
- **Wausau Region/Marathon County Chamber of Commerce:** The Chamber provides leadership and support for economic development efforts in the region, including a variety of networking programs, mentoring services, workshops and business counseling services.
- **Marathon County Development Corporation (MCDEVCO):** This is the economic development arm of the Wausau Area Chamber of Commerce. MCDEVCO serves all businesses and communities in Marathon County. MCDEVCO works with individual business, municipalities, and the banking community to facilitate investment in the region. Specific programs administered by MCDEVCO include a revolving loan fund, a small business incubator, and job training funds.
- **Wausau/Central Wisconsin Convention and Visitors Bureau (CVB):** The CVB promotes the area to the business and leisure traveler and provides information on the area to visitors and residents.



- | | | | |
|---------------------------|------------|---------------------|----------------|
| Single Family Residential | Industrial | Other Agriculture | Transportation |
| Multi-Family Residential | Quarry | Forest Land | Water |
| Commercial | Barren | Public/Quasi-Public | |
| Office | Crop Land | Recreational | |

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

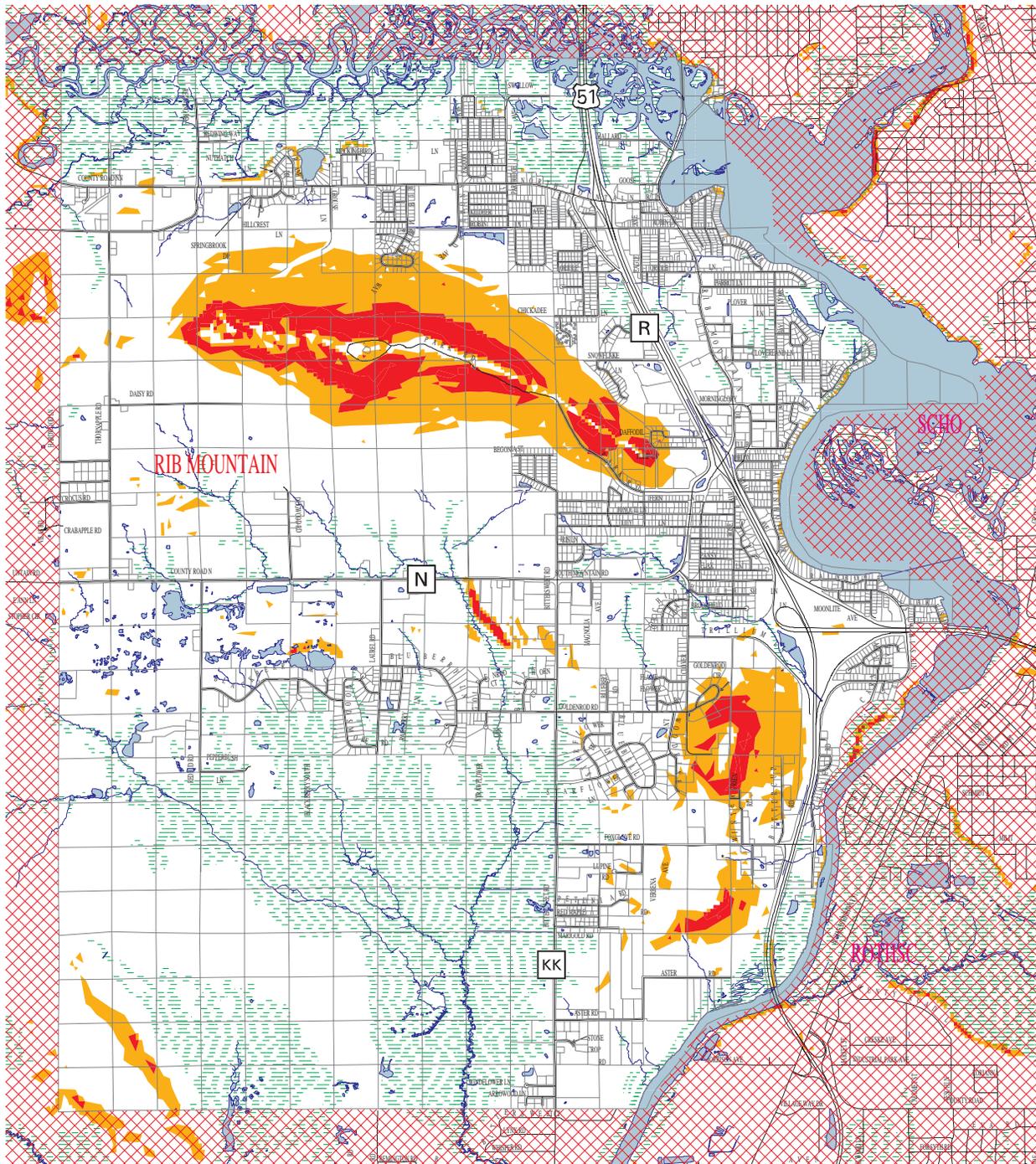
Figure 3-1
 Future Land Use
 RIBMTN



- | | | | | |
|--------|----------|-------|------|------|
| □ RA | ■ ER-1 | ■ NC | □ EO | □ UI |
| ■ SR-2 | ■ CR-5ac | ■ CC | ■ SO | |
| ■ SR-3 | ■ MR-4 | ■ UC | ■ HI | |
| ■ UR-8 | ■ SC | ■ UDD | ■ SI | |

 Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

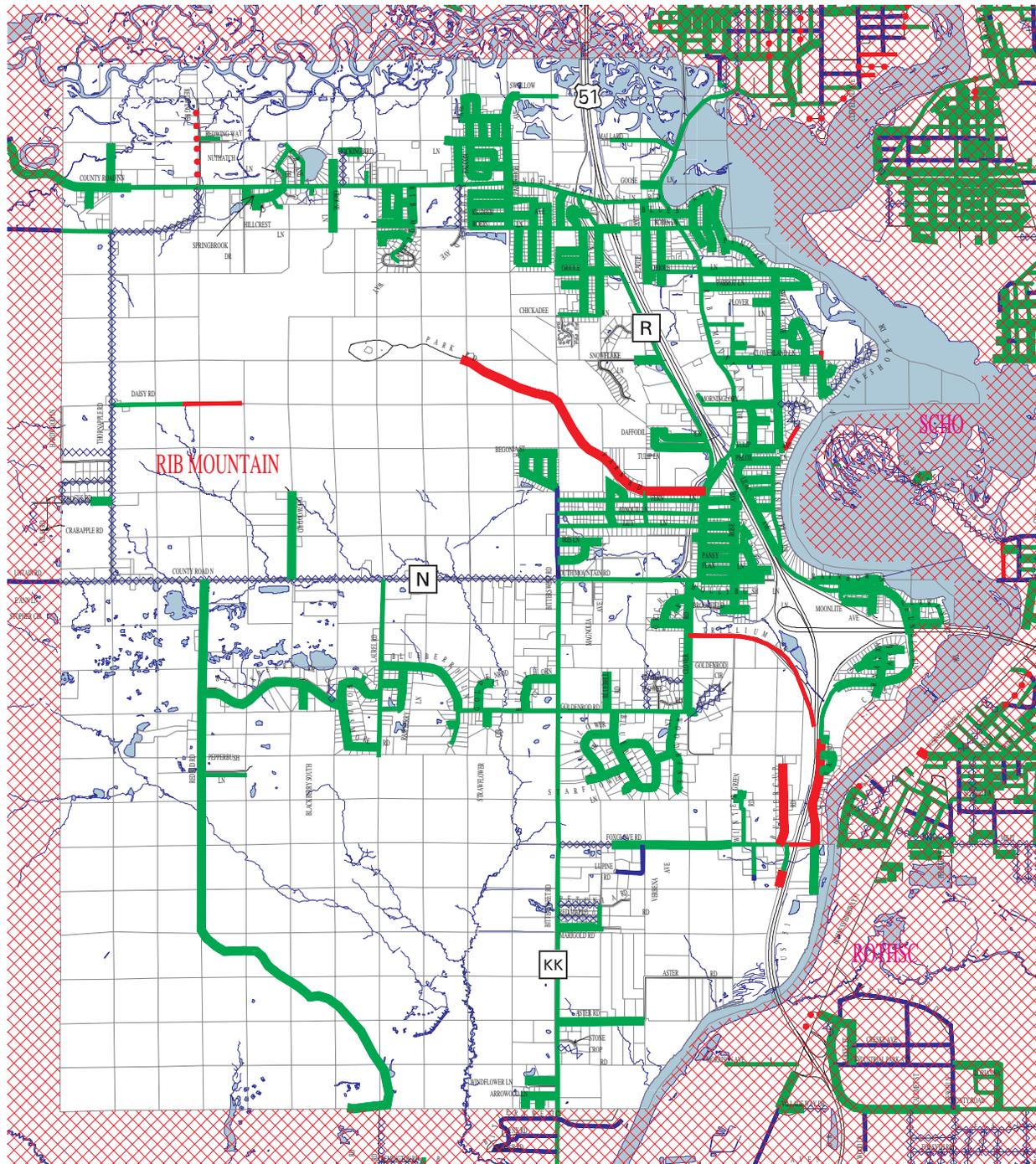
Figure 3-2
Local Zoning
RIBMTN



-  Environmental Constraints
-  Slopes Generally 12-20%
-  Slopes generally greater than 20%

 Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

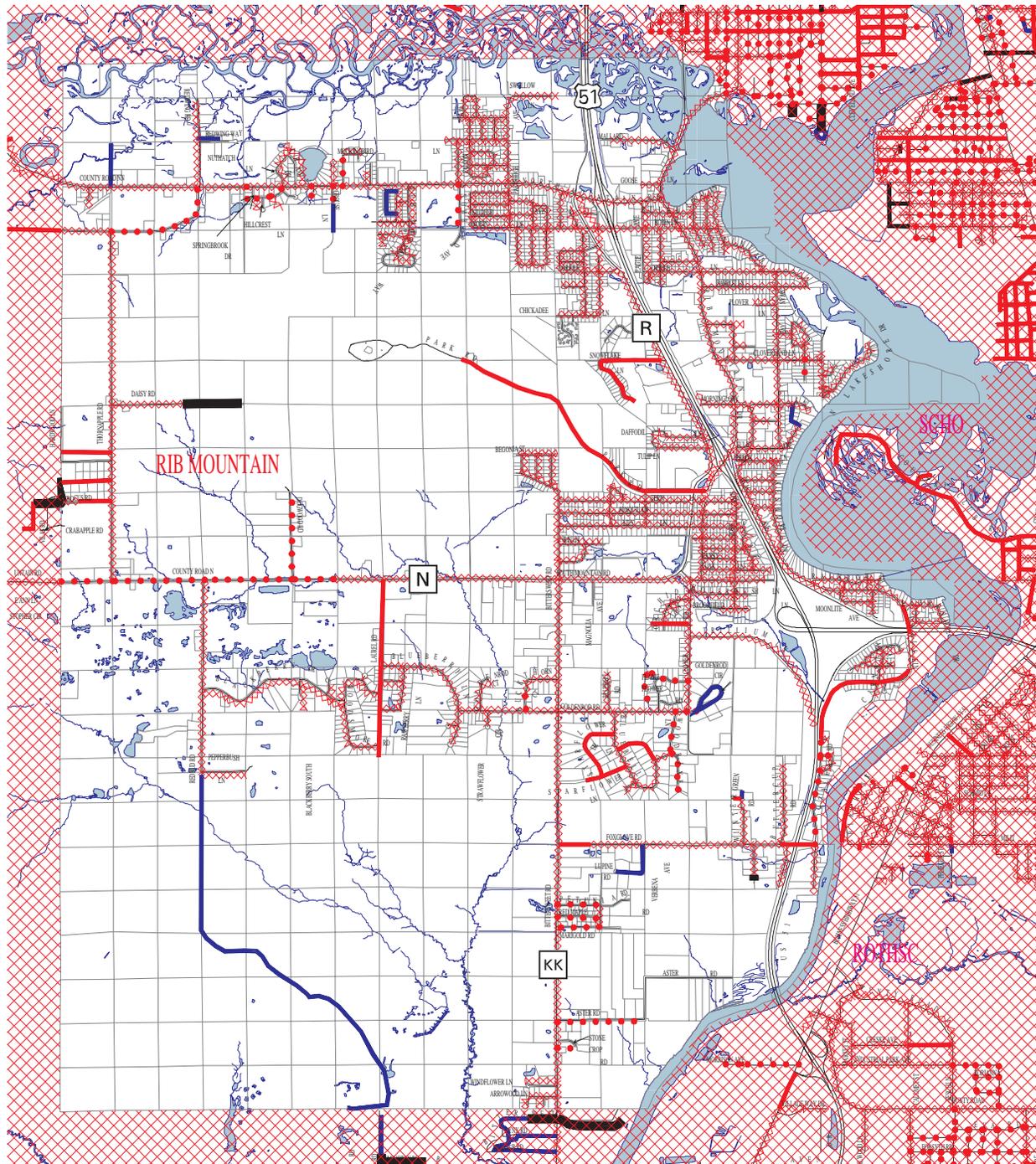
Figure 3-3
 Development Constraints
 RIBMTN



- No Data
- Fair
- Failed
- Very Poor
- Poor
- Good
- Very Good
- Excellent

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

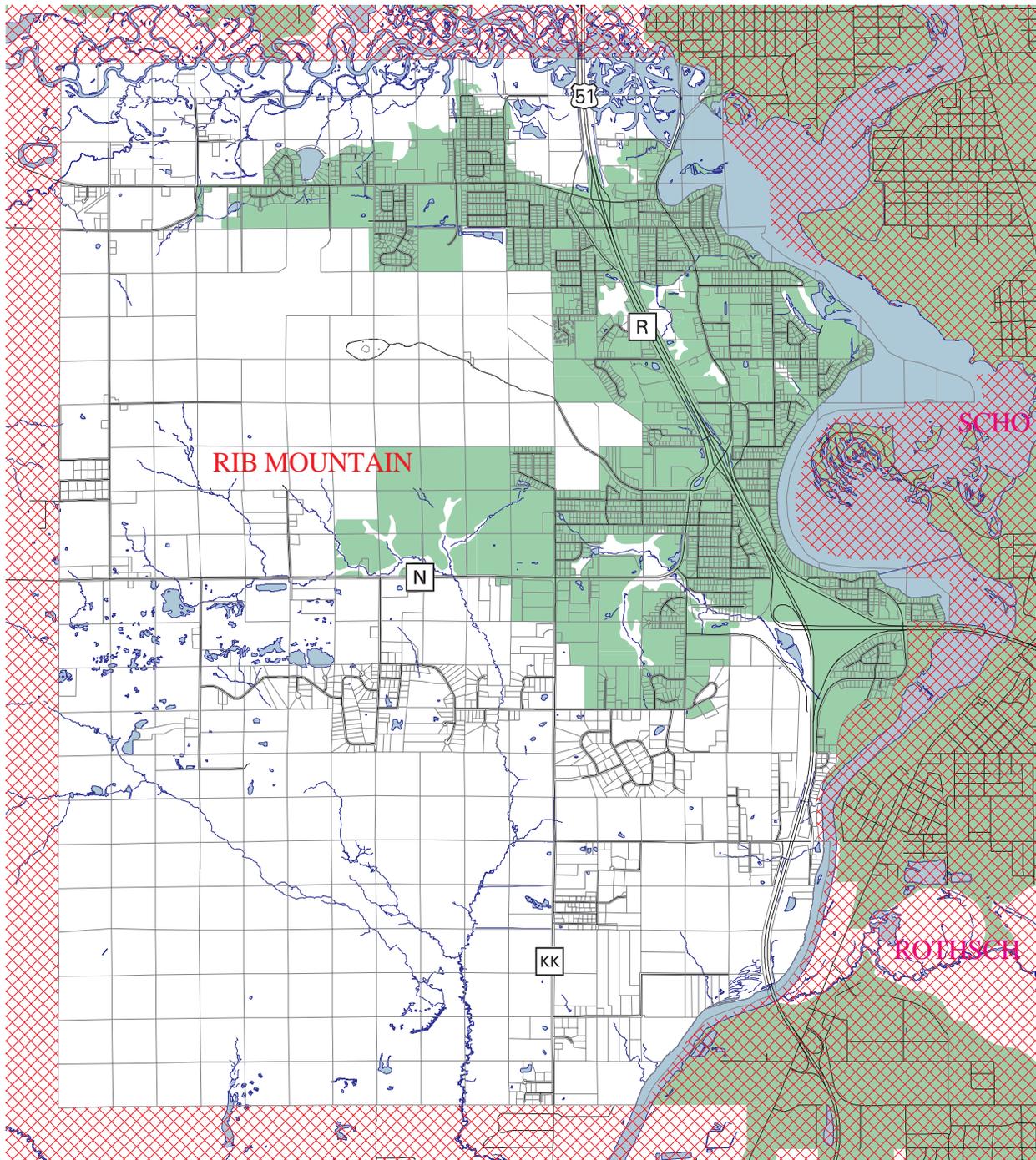
Figure 4-3
 Road Surface Rating
 RIBMTN



- No Data
- Concrete Pavement
- <1" Wearing Surface
- Asphalt Pavement
- Asphalt Pavement on Concrete
- Asphalt Pavement with Base >7"
- Asphalt Pavement With Base <7"
- Unimproved Road
- Brick or Block Pavement

Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-4
Road Surface Types
 RIBMTN



■ Sewer Service Areas

⊠ Indicates other Municipality
 Map Developed by Marathon County CPZ & GIS 2005

Figure 5-1
 Sewer Service Areas
 RIBMTN