



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

3700 North Mountain Road
Wausau, Wisconsin 54401

(715) 842-0983

Fax(715) 848-0186

PLAN COMMISSION

OFFICIAL NOTICE & AGENDA

A meeting of the Town of Rib Mountain Plan Commission will be held on **Wednesday, January 10th, 2018; 6:30 P.M. at 3700 North Mountain Road, Town of Rib Mountain Municipal Center.** The Town Board may attend for purposes of gathering information. Subject matter for consideration and possible action follows:

- 1.) Call to Order
- 2.) Roll Call
- 3.) Minutes
 - a. **Approval of minutes from the 12-13-2017 Plan Commission meeting.**
- 4.) Old Business:
 - a. **Discussion on the Rib Mountain Comprehensive Plan project; specifically, land use. Docket #2017-05.**
- 5.) Correspondence/ Questions/Town Board Update:
- 6.) Public Comment
- 7.) Adjourn

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
December 13, 2017

Chairperson Harlan Hebbe, called the meeting of the Plan Commission to order at 6:30 pm. Other Plan Commission members present included Ryan Burnett, Laura McGucken, Tom Steele and Jay Wittman. Jim Hampton was excused. Also present were Community Development Director, Steve Kunst, and Building Inspector / Assistant Zoning Administrator, Paul Kufahl.

MINUTES:

Motion by Tom Steele, second by Ryan Burnett to approve the minutes of the November 8, 2017 Plan Commission meeting, as presented. Motion carried 5-0.

PUBLIC HEARINGS:

- a. *Jeanne Laliberte, agent, requests conditional use modification of Plan Commission Docket #2004-01 for a second-floor bathroom in a detached accessory building at the property addressed 2700 Fern Lane. Parcel #34.25.001.001.01.00. Docket #2017-42.*

Community Development Director, Steve Kunst, noted the applicant is seeking a modification of a conditional use granted in 2004 for a two-story detached garage. The original approval was conditioned upon the garage being limited to uses of a residential storage or a workshop, no second-floor plumbing, and a second-floor exit consisting of a four-foot staircase. The applicant would like to modify this approval to allow for a second-floor bathroom. The application identifies the intent of using the second-floor as a place for the applicant (grandmother) to stay when visiting. The original plans for the garage call for a bathroom on the main level, but has not been finished to-date.

Melissa Zunker, property owner, noted they would like to use the garage as a workout room and rec room for their children and a private place for her mother to stay when she is visiting.

Commissioner Jay Wittman, noted he is a neighbor of the property owner, recused himself from the Plan Commission discussion and joined the public in attendance.

Ryan Burnett asked if the Town has taken an official stance on the idea of Mother-in-law Suites/Grannie Flats. Kunst noted there is no specific reference in code; however, the zoning district is for a single-family residence which would only allow one dwelling unit per lot. Commissioner Steele asked if there were restrictions on what can be included in an accessory building. Kunst stated plumbing and electrical components are allowed, but there are building size and use limitations that would require different approval processes. Kunst also reviewed the events leading to the original conditional use process.

Commission members questioned the area and height of the building and whether staff and the 2004 Plan Commission were aware of the main floor plumbing installation. Kunst noted the building plans

indicate 900 plus square feet in area and a height greater than 20 feet. He also indicated they were aware of the plumbing request at the time of its original approval. Additionally, Kunst reiterated the modification of use request and Plan Commission's recommendation options.

Commissioner Hebbe opened the discussion to Public Comment at 6:42pm.

Jay Wittman, 2704 Fern Lane, indicated he was representing three families within the neighborhood with his comments and noted written correspondence of their opinions was also provided to the Commission. He then discussed the history of the project from 2004, noting the original conditional use request was unanimously recommended for denial at Plan Commission; however, Town Board returned the item to them for further discussion, resulting in a 3-1 approval recommendation with the applied conditions. The main concerns of the represented neighbors are the neighborhood fit due to the size of the building, its potential multi-family use in a single family zoned area, and the Town's limited ability to enforce or monitor the use of the structure.

The Public Comment period was closed at 6:46pm with no additional comments

McGucken noted she was accepting of the rec room and fitness room use, however allowing a second-floor bathroom may result in a more multifamily use in a single family zoned neighborhood. She added if a new proposal like this was presented to the Commission it would likely be denied.

Kunst reviewed the Findings of Fact as present in the agenda packet. Plan Commissioners noted while the current intended use is not multifamily in nature, approving a modification of the original conditions may create problems in the future.

Motion by Tom Steele, second by Ryan Burnett to recommend denial of the conditional use modification for a second floor bathroom in a detached accessory building at the property addressed 2700 Fern Lane.

Motion carried 4-0

- b. REI Engineering, agent, requests General Development Plan approval for a new distribution and retail building at the property addressed 908 Cloverland Lane. Parcel #34.112807.010.020.00.00. Docket #2017-43.*

Kunst indicated the applicant requests GDP approval for a new retail / light industrial building. Gustave A Larson currently operates in Town at 1301 Starling Lane, at the intersection with Rib Mountain Drive. The subject property is currently zoned UDD with a single-family residence on site. The proposal calls for an approximately 24,500 square foot, two tenant building to house Gustave A Larson and an unidentified end user. Gustave A Larson represents a mix of retail and distribution uses for heating, ventilation, and air conditioning units.

A GDP approval represents a rezoning of the property to reflect the attached site plan uses, but does not approve construction activities. Kunst reviewed the process by which the current parcel become zoned UDD and identified the surrounding parcel zoning as well.

Wittman asked if staff had received any feedback from neighbors regarding the development. Kunst noted he had not. Tom Radenz, agent, presented the preliminary site plan, highlighting traffic patterns, building size and siting, stormwater features, and the wetland buffer to residential uses to the east.

Commissioners questioned the buildings anticipated setback from Cloverland, business use, noises created by daily operations and anticipated traffic counts on the site.

Mary Volz, Gustave A Larson property manager, noted they are a wholesaler/distributor primarily serving contractors and there is not manufacturing involved. A forklift would likely be the loudest operating equipment. She also noted traffic is typically limited to one semi-trailer, up to three contractor vehicles, and six employees per day.

McGucken asked if there was a plan for leasing the second tenant space, to which Volz noted they are looking to pre-lease the space prior to construction, however they are looking for a tenant who would need similar warehousing space with some office use. McGucken asked staff how we would classify those uses. Kunst noted the proposal would be compared to the Suburban Industrial zoning standards.

Chairman Hebbe opened the discussion to Public Comment at 7:12pm

Alex Gordon, 1001 Cloverland Lane, noted he would like to know more about the building's appearance, there may be potential concerns with Road Limits in spring for the truck traffic based on his own experiences, and he was generally accepting of the preliminary stormwater plan noting it didn't appear to affect his own property.

Tim Murphy, 900 Redtail Lane, indicated that he was ok with the proposed traffic movement, but he would like to keep or establish as much buffer as possible between the new development and his property.

Tom Radenz and Mary Volz indicated it would likely be a steel framed building similar to what they currently occupy, but are willing to make some façade improvement to the elevations facing Cloverland Lane. They suggested circulating some conceptual elevations prior to the PIP approval meeting. Radenz also indicated he would work with Scott Turner, Streets and Parks Superintendent to address the Spring Road Limit concerns and impact on the roadways.

The Public Comment period was closed at 7:24pm

Commissioners indicated the primary concern is the interaction of residential and commercial uses. They believed the site layout and adjacent wetlands will buffer the residents along Swan Ave. The low traffic use and traffic patterns presented are a good low impact commercial use near residential neighborhoods. It was also noted that UDD process is ideal in this instance, because it allows some

additional oversight related to the buildings construction, façade, landscaping and other concerns as noted by the public.

Kunst reviewed the Findings of Fact as presented in the Plan Commission packet. Commissioners asked Volz about the typical hours of operation for Gustave A Larson. She noted they operation 7am to 5pm Monday through Friday, with occasional overnight deliveries. That discussion was followed by clarification of the typical bufferyard standards and the 44" picket fence requirement noted in the staff report.

Motion by Jay Wittman, second by Tom Steele to recommend approval of the GDP for the property addressed 908 Cloverland Lane, as presented.

Motion Carried 5-0

Chairman Hebbe was excused from the meeting at 7:36pm.

NEW BUSINESS:

- a. REI Engineering, agent, requests site plan approval for a new multi-tenant retail building at the property addressed 1301 Starling Lane. Parcel #34.45.002.001.00.00. Docket #2017-44.*

Kunst indicated the applicant seeks site plan approval to develop a new, three tenant retail building at the corner of Rib Mountain Drive and Starling Lane. The property is currently leased by Gustave A Larson. The proposal calls for a 6,300 square foot building and identifies two end users as Five Guy's restaurant and Kay Jewelers. As part of the proposal, an existing non-conforming building is scheduled to be demolished. Kunst then reviewed the zoning requirements for the proposed use, noting the estimated volume of daily employees and customers, hours of operation, and highlighting the realignment of the ingress and egress points, as well as, the addition of sidewalk along Starling Lane.

Commissioners discussed potential access to adjacent properties, parking volume and onsite traffic flow. Tom Radenz, agent, noted they approached the Wisconsin DNR about piping an adjoining wetland to allow for adjacent parcel access, increased parking area and two-way traffic flow on the south side of the property; however, the DNR stated that would not be permitted.

Kunst indicated the proposed landscape plan meets the zoning requirements. It was also noted the signage as displayed on the elevation drawings meets the signage regulations and there have been discussions about placement of a monument sign to ensure it does not affect traffic visibility.

Commissioners asked if staff had any concerns about the proposed Site Plan. Staff indicated there were no concerns at this time.

Motion by Ryan Burnett, second by Tom Steele to approve the Site Plan application for the new retail building at the property addressed 1301 Starling, as presented

Motion Carried 4-0

- b. Pre-application discussion regarding a potential Unified Development District project at the property addressed 1501 Bluebird Lane. Parcel #34.412.003.001.01.00. Docket #2017-45.*

Community Development Director Kunst noted the applicant seeks Plan Commission feedback on the concept of a duplex development on the properties immediately east of the 'Lift Athletics' fitness facility. The property is currently zoned Suburban Commercial, which does not permit residential development. As a result, the property would need to be rezoned in order to be considered for this style development.

The Mixed Residential-4 (MR-4) district allows for duplex style development by right at a density of four (4) dwelling units per acre. The Urban Residential-8 district allows for up to eight (8) dwelling units per acre; however, it requires conditional use approval on top of the rezoning for duplexes. The applicant desires to construct four (4) duplexes on the 1.48-acre property (or 5.4 units per acre), making the UDD process is likely the most realistic option. The Plan Commission discussed this concept for a different applicant earlier this year, and those comments were shared with the applicant.

Nathan Wincentsen, agent, Riverside Land Surveying, stated based on prior meeting feedback, they reduced the number of access points on Dove from 8 to 6. He also noted the building layout on each lot would meet all of the traditional setback requirements, and would provide a nice transition from the existing neighborhood to the commercial uses along Rib Mountain Drive. Additionally, Wincentsen stated there is a need in the market for duplex style developments and that the single-story design, as presented, would also suit the aging population.

Commissioners noted the residential use is a positive and that it is a good transitional development. They discussed the proposed density versus what is typically allowed and what is already present in the adjacent neighborhoods. It was noted typical duplex development would only allow for 5.4 dwelling units in the area provided, however, the nearby neighborhoods currently have narrower lots and increased density.

The overall direction was acceptance of the concept. Commissioners noted interest in seeing the final floor plan, stated that the buildings should remain similar in appearance to adjacent properties with the reduced number of driveways.

OLD BUSINESS:

- a. Discussion and possible action on a draft 2018 Plan Commission Schedule

Plan Commissioners were generally accepting of the 2018 Schedule. Jay Wittman indicated he may miss the meeting dates in March.

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

- Countywide Addressing injunction was granted. The Town now waits for the Appellate Courts process.
- January Meeting may include the next steps in the Gustave A Larson approval process and development of the MR-4 zoned land on Oriole and discussion on the large southern parcel of the Hall Farm Development.
- Kunst updated the Plan Commission on the upcoming Comprehensive Plan review process
- Commissioner Burnett indicated increased noise and light concerns from the snow making operations of Granite Peak. He was also concerned about the impact of water runoff in spring due to the increased snow making capabilities.

PUBLIC COMMENT: None Received

ADJOURN:

Motion by Tom Steele, second by Jay Wittman to adjourn the Plan Commission Meeting.

Motion carried 4-0. Meeting adjourned at 8:23 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

REPORT TO PLAN COMMISSION & TOWN BOARD

FROM: Steve Kunst, Community Development Director
DATE: January 5, 2018
SUBJECT: Rib Mountain Comprehensive Plan Update Project

ITEMS OF DISCUSSION:

- Future Land Use Map
 - Updated from previous discussion with Regional Planning Commission
- Land Use Chapter Text
 - Review Goals and Objectives
 - Continue identifying guiding statements for various land use types, densities, and conflicts

NARRATIVE:

This is a continuation of the discussion on the Land Use element of the Town's Comprehensive Plan. A revised future land use map is included in this packet for review. Revisions were based on the Plan Commission discussion in November. Additional input is needed for residential area surrounded by commercial uses (south of Robin Lane and north of Oriole Lane) as well as the existing quarry area.

Further, primary goal of staff is for the Land Use chapter to contain more specific goals, objectives, and/or statements pertaining to regular and potential future development patterns. The original plan lacks this specificity; and thus, it is difficult to use the Comprehensive Plan as justification in many land use decisions. This is the time for the Plan Commission to identify important topics and take stances to guide decision makers moving forward. This discussion began at the November meeting and staff hopes to continue this approach.

A great example of the type of statement that can enhance the usability of the Comprehensive Plan is identified below. This statement came from various Plan Commission discussions related to nonmetallic mining and ponds.

"The Town recognizes a difference in large-scale, commercial nonmetallic mining operations and small, residential ponds where the excavated materials are sold; and thus, should be regulated differently."

This statement, or something similar, is perfect for inclusion in the Plan. It identifies an issue and provides general direction for Town staff and decision makers. Statements related to specific land uses, densities, and conflicts don't need to identify a detailed solution. Rather, they guide the Town in making decisions on specific zoning ordinance language as well as site specific development proposals. Statements of this nature related to other land use items (subdivisions, light industrial uses, detached garages, etc.) will go a long way to making the Comprehensive Plan a more usable document moving forward.

POSSIBLE ACTION: No formal action to be taken. Item is for discussion only.

CHAPTER SEVEN

LAND USE

The Town of Rib Mountain anchors the southwest corner of the Wausau metropolitan area which generally extends between Brokaw on the north and Mosinee on the south. 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.

Land Use is a crucial component of livability and provides a basis for the formulation of policy to coordinate a sustainable pattern of development. The existing natural landscape and land use patterns influence future land use and development. Much of the Region has population and housing densities well below the state average, which in turn places more reliance on automobiles to get to and from work, shopping and other activities. Balancing the needs of the community with land use issues requires that each situation be considered individually and that the community seeks the solution which fits the unique challenges that it faces.

PREVIOUS PLANS AND STUDIES

RIB MOUNTAIN COMMUNITY DEVELOPMENT PLAN

The Town adopted this plan in 1989, replacing 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

This 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.

COMPREHENSIVE PLAN 2006

In 2006, the Town adopted its first comprehensive plan, establishing a new set of goals and objectives. The 2006 plan was completed as part of a massive planning effort coordinated by Marathon County that resulted in individual comprehensive plans for Marathon County and most of its 62 local units of government including the Town of Rib Mountain. That comprehensive plan serves as a base for preparation of this comprehensive plan which is essentially an update.

REGIONAL LIVABILITY PLAN

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. Land use strategies are developed for promoting efficient development patterns and keeping governmental costs (and taxes) down, such as multi-modal transportation connections, traditional neighborhood designs as an alternative to subdivisions, new urbanism concepts with mixed-uses, services within walking distance, transit-oriented development, and clustered housing concepts which allow opportunities for trails or open space.

INVENTORY AND TRENDS

EXISTING 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.

For purposes of this report, tax assessment land use categories were used to represent existing land use. Table 7-1 describes the various land use cover categories and the *Existing Land Use Map* illustrates the existing land cover.

Table 7.1: Existing Land Use, 2015		
Land Use Type	Acres	Percent
Agriculture	674.98	4.10%
Commercial	339.50	2.06%
Governmental	121.67	0.74%
Industrial	331.87	2.02%
Multi-family Residential	1,041.76	6.33%
Outdoor Recreation	4,859.41	29.54%
Residential	2,075.62	12.62%
Transportation	1,096.92	6.67%
Water	990.10	6.02%
Woodlands	4,919.36	29.90%
Total Acres	16,451.00	100.00%
<i>Source: NCWRPC GIS</i>		

LAND SUPPLY

Significant area of the Town is already developed, however, adequate land area remains for future (residential) development under reasonable projection scenarios. The commercial core to the east of Highway 39 is nearly built out, but continues to see redevelopment over time, and the construction of Highway R has opened some new opportunities for commercial development. Some parcels have been slow to reach their development potential due to owners that have been holding out for prices above market value.

West of the Highway is primarily residential development pushing into various rural type land uses. More land is generally open and potentially available in these areas subject to market factors. However, extensive areas are affected by environmental constraints such as steep slope, floodplain and / or wetland. The Town is interested in possible development of neighborhood type commercial in certain locations on the west side that could serve needs of residents living in a local area, but not be a regional draw that would generate lots of additional traffic.

OPPORTUNITIES FOR REDEVELOPMENT

As indicated above, the commercial core, along Rib Mountain Drive, has continued to see redevelopment over time, and the potential to redevelop areas of older residential areas off of Rib Mountain Drive has been discussed.

The Town also has to start looking at the desired future re-use of the quarry site on the west side of the town. This is a large land area just north of the County's Nine Mile Recreation Area. Active mining operations are being phased out, and the Town needs to consider the best use(s) of the site as reclamation process moves forward.

LAND DEMAND

An estimate of land needed for future development was based on the new sewer service area plan developed for the Wausau Urban Area. The methodology utilizes Wisconsin DOA population projections, average residential development density, employment projections from a local economic development study and average employment per acre. Although the Town seeks to conserve farm land, no agricultural land is expected to be added within the Town, and conversion of at least some of the existing ag-land to other uses is inevitable. See Table 7-2 for estimated land demands.

Table 7.2 Estimated Land Demand in Acres				
Category	Projected Additional Acreage			
	2025	2030	2035	2040
Agricultural	0	0	0	0
Residential	10	10	10	10
Commercial	26	26	26	26
Industrial	0.1	0.1	0.1	0.1

Source: NCWRPC.

LAND VALUES

Table 7-3 displays the assessed land values in the Town of Rib Mountain. In 2015, the assessed value of land and improvements was \$192,263,500.

Table 7.3 Assessed Land Value (per Acre), 2015		
Classification	Acres	Total Value - Land & Improvements
Residential	2,503	\$126,460,800
Commercial	719	\$58,726,800
Manufacturing	1	\$96,900
Agriculture	1,289	\$188,900
Undeveloped	419	\$217,300
Forest	2,113	\$5,647,500
Ag-Forest	456	\$689,900
Other	41	\$235,400
Total	7,541	\$192,263,500

Source: Wisconsin Department of Revenue, Final Statement of Assessments 2015

FUTURE LAND USE

The Town of Rib Mountain Future Land Use Map represents the anticipated future pattern of land uses. The map includes distinct land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. See the *Land Use Descriptions, below*, for a general overview of each land use category on the plan map.

As shown on the Future Land Use Map, a large portion the Town consists of land devoted to outdoor recreation, park and open space, uses. Outdoor Recreation land uses occupy the largest proportion of land area in the Town. This is due to the presence of Rib Mountain State Park, Granite Peak Ski Resort, and Nine Mile Forest Unit / recreation area. Woodland also constitutes a fairly large amount of area.

Residential land uses comprise the largest category of developed land. 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 land uses only comprise about 5% of the Town and are concentrated along Rib Mountain Drive and the west side of I-39/51. A quarry/gravel pit occupies over 400 acres in the west part of the Town. Mining operations are winding down in this area, and the Town will have to carefully consider how this land is to be re-used through the reclamation process.

Land Use Descriptions

Agriculture

Tilled agriculture, prime farmland, fallow, pasture and undetermined agriculture.

Commercial

Retail and services oriented.

Business and Office

Moderate scaled commercial offices and low-traffic volume services in suburban landscaped setting.

Government & Institutional

Schools, churches, cemeteries, libraries, government buildings, utilities.

Industrial (Reclamation Transition Area)

Quarry/Gravel Pit, non-metallic mining operations transitioning to other uses via reclamation process.

Multi Family Residential

Multiple family structures with three or more households, condos, duplexes, apartments.

Outdoor Recreation

Park and open space areas.

Residential

One family structures, farm residences, mobile homes.

Transportation

Transportation corridors and areas including road ways, right-of-ways, etc.

Woodlands

Undeveloped areas with woodland cover.

LAND USE ISSUES

- **Development Constraints** - 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, much of the vacant land in this area is suitable only for very low density residential development.
- **Maintain Unique Areas of the Town** - The Town would like to protect and maintain the character of its principal use areas including the main commercial core east of Highway 39/51, the suburban office area along Highway R, and the residential area to the west of Highways 39/51 and R. The intent is to maintain the integrity of the commercial areas and to protect the character of the residential areas of the Town from encroachment of higher intensity commercial that would elevate traffic levels.
- **Granite Peak Development** - Rib Mountain is one of the most prominent natural features in the region and the scenic and natural character of the mountain itself enhances the Town's appeal as a place to live. Granite Peak Ski Resort on Rib Mountain is a big attraction for visitors, but can sometimes be at odds with area residents. Granite Peak has been developing plans to expand its facilities. However, there is some concern about the impact of such development on the surrounding community and the environment. These concerns should be communicated to the state through the State Park master plan update process. The Town has consistently turned down development proposals of similar intensity in the area west of Highways 39/51 and R.
- **Rib Mountain Drive Development** – Town officials have expressed concern about what might be done to maintain the viability of Rib Mountain Drive as a core commercial area in light of a changing retail market? As the face and economic heart of the Town, there is concern about how the corridor will evolve overtime. Since 1993, Rib Mountain Drive has undergone major land use changes and traffic volumes have burgeoned and are expected to continue to increase in the future.
- **Surplus Town Owned Lands** - The Town owns a number of unused or underutilized parcels of land. There has been some discussion that the Town should work to determine the best use of these parcels whether it be to retain for possible future use, to use to expand or enhance existing town services or amenities, to return to the tax rolls and encourage desirable private sector development, or some other purposes.

LAND USE CONFLICTS

Any plan should seek to avoid or minimize potential future land use conflicts through controlled development, planned use-buffers, and public information and education components. In order to attain that outcome, it is important to identify the existing or potential conflicts between land uses in the Town. There may be some degree of

undesirability between many land use combinations, such as a residential development in close proximity to a particular industrial or commercial development that might conflict with sight, sound, odor, or other undesirable characteristics.

LAND USE GOALS, OBJECTIVES AND ACTIONS

The following goals, objectives and actions are intended to provide a policy framework and guide for the future development of the Town.

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

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

Objective 1: Identify areas where specific types of residential development, such as small lots, large lots, or subdivisions should be encouraged.

Objective 2: Identify and designate areas for small-lot suburban housing that provide a healthy, safe, convenient, efficient, and attractive environment.

Objective 3: 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 3: Provide adequate roadways, parks and other amenities in new subdivisions.

Action 1: Concentrate small lot residential development within the boundaries of the Sanitary District.

Action 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.

The Town of Rib Mountain strives to maintain comprehensive, continuous and coordinated community planning, and encourage new development to locate in close proximity to existing developed areas by adopting, consistently enforcing and updating various codes and ordinances needed to achieve plan goals.

Objective 1: Base land use decisions on Rib Mountain’s adopted comprehensive plan.

Objective 2: 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 3: Direct more intensive future growth to areas that are contiguous to existing developed areas.

Objective 4: Identify areas to target for redevelopment.

Objective 5: Ensure sensitive resources such as wetlands, rivers, and wooded slopes are adequately buffered from more intensive development.

Action 1: Identify areas/parcels where redevelopment is desired and zone accordingly to foster desired future development.

Action 2: Identify and zone areas near existing commercial and industrial development to accommodate new commercial development.

Action 3: Continue to enforce and update, as needed, buffer requirements between adjacent uses of different intensities.

Action 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.

Action 5: Continue to routinely update subdivision ordinance and building code to ensure they remain up-to-date.

Action 6: Determine how to best utilize surplus Town owned lands and establish appropriate action plan / schedule to accomplish.

GOAL 3: Proactively plan for commercial uses.

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

Objective 1: Direct heavy commercial uses to locations that will not degrade the Town's natural or residential living environment.

Objective 2: Establish commercial areas that provide goods and services in a convenient, safe and attractive environment.

Objective 3: 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).

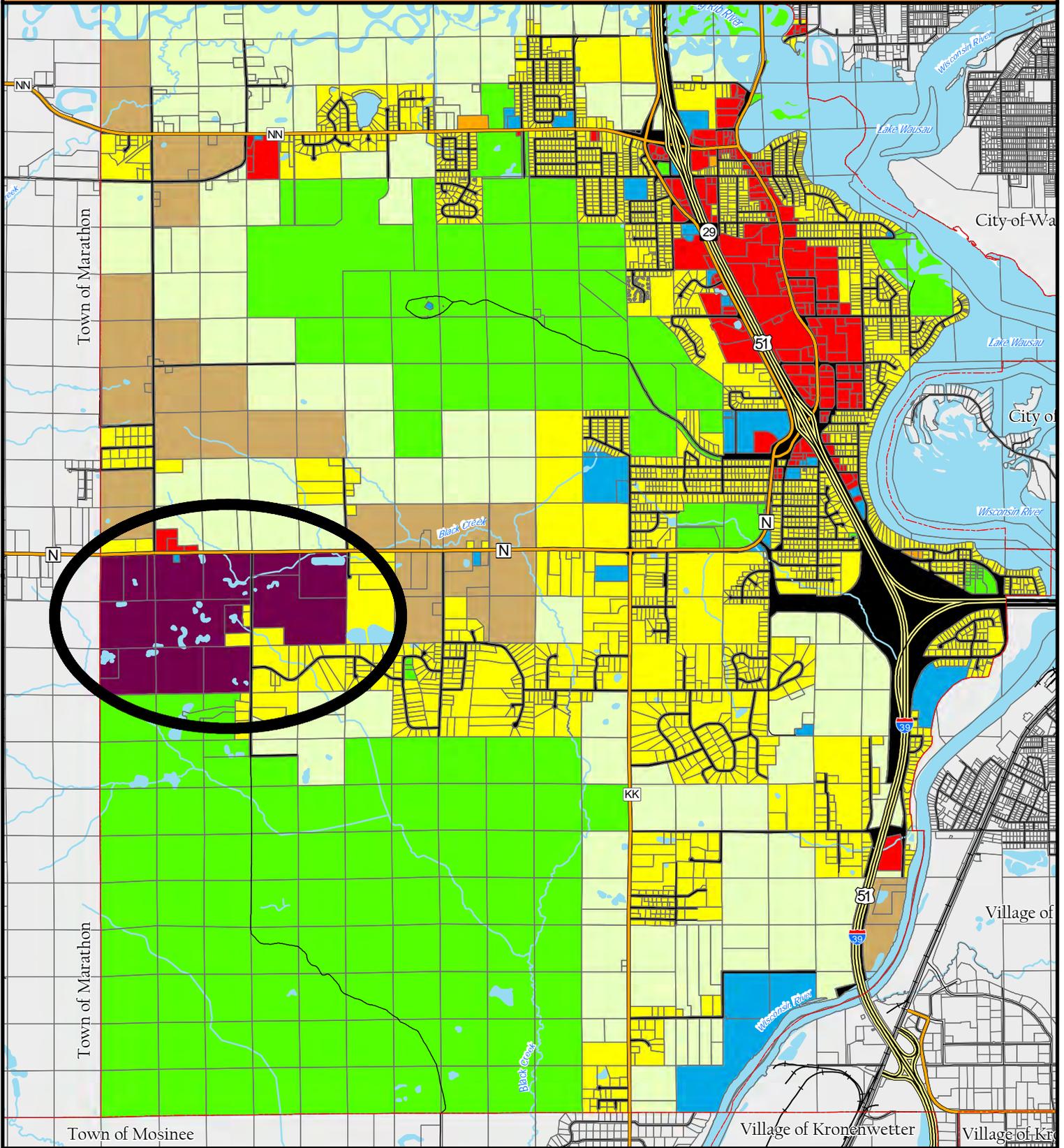
Objective 4: To continue to encourage office development along North Hummingbird.

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

Action 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.

Action 3: Continue to enforce zoning regulations related to signage, site lighting, landscaping, parking lot design, and building design.

Action 4: Prepare a corridor study for the long range development of Rib Mountain Drive.

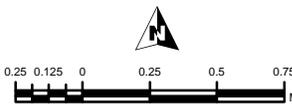


- Minor Civil Divisions
- US Highway
- State Highways
- County Highways
- Local Roads
- Railroad
- Agriculture
- Commercial
- Governmental / Institutional
- Industrial
- Multi-Family
- Outdoor Recreation
- Quarry
- Residential
- Transportation
- Water
- Woodlands

Future Reclamation Planning Area

Source: WI DNR, NCWRPC, 2015 Airphoto Interpretation

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



North Central Wisconsin Regional Planning Commission