



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

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PLAN COMMISSION

OFFICIAL NOTICE & AGENDA

A meeting of the Town of Rib Mountain Plan Commission will be held on **Wednesday, October 23rd, 2019; 6:00 P.M. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road.** 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 10-9-2019 Plan Commission meeting.**
- 4.) Public Hearing:
 - a. **Discussion and recommendation on potential amendments to RMMC Section 17.214(3) - Electronic Message Sign Requirements. Docket #2019-23.**
- 5.) Old Business:
 - a. **Discussion and recommendation on potential amendments to RMMC Section 17.056(8)(d) – Detached Private Residential Garage, Carport, or Utility Shed. Docket #2019-40.**
 - b. **Discussion and recommendation on updates to the Rib Mountain Comprehensive Plan.**
- 6.) Correspondence/ Questions/ Town Board Update:
- 7.) Public Comment
- 8.) Adjourn

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
October 9, 2019

Chairperson Harlan Hebbe called the meeting of the Plan Commission to order at 6:00 pm. Other Plan Commission members present included Ryan Burnett, Jim Hampton, Jay Wittman, and Steve Plunkett. Also present were Building Inspector / Assistant Zoning Administrator, Paul Kufahl and Community Development Director, Steve Kunst. Tom Steele and Tonia Westphal were excused.

MINUTES:

Motion by Jim Hampton, second by Jay Wittman to approve the minutes of the September 25, 2019 Plan Commission meeting, as presented. Motion carried 4-0 with Steve Plunkett abstaining.

OLD BUSINESS:

- a. *Discussion and recommendation on potential amendments to RMMC Section 17.056(8)(d) – Detached Private Residential Garage, Carport, or Utility Shed. Docket #2019-40*

Community Development Director, Steve Kunst, presented the proposed amendments highlighting the incorporation of the previous meetings input. In addition to that feedback, he also indicated a change in code language that would allow for structures larger than 2000 square feet via conditional use for properties with an approved agricultural use. The Plan Commission was accepting of the proposed changes and suggested additional amendments that would allow for detached buildings on properties without a principle structure.

Kunst noted the Zoning Board of Appeals suggested allowing smaller temporary structures on “recreational” properties to allow property owners a way to safely and securely store ATVs, small tractors and other property maintenance type equipment. The Plan Commission felt it a reasonable request and discussed parameters that could apply to these structures. They suggested allowing structures as large as 1000 square feet via special use request on parcels equal to or larger than five (5) acres in size outside of platted subdivisions and limiting utilities to electrical service only and increasing setback requirements to those of a principle structure.

- b. *Discussion and recommendation on potential amendments to RMMC Section 17.214(3) – Electronic Message Sign Requirements. Docket #2019-23*

Kunst noted the Plan Commission, at its August 9th meeting, recommended an amendment to the Town’s Zoning Ordinance allowing properties zoned SO to apply for a conditional use permit for an electronic message sign. He indicated the recommendation was presented to the Town Board; however, the Board referred the item back to the Plan Commission to consider increasing the required setback from

residential properties for proposals in the SO district. Kunst suggested increasing the setback to 150 feet in the SO zoning district, which would give most SO zoned properties the ability to apply.

The Plan Commission accepted the increased setback and requested the addition of the Suburban Residential – 2 (SR-2) zoning district for future church or school properties.

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

Town Board – Kunst noted the Town Board approved all recommended items from the previous Plan Commission meeting and staff has been working with the applicants to complete the necessary Developer’s Agreements.

Development – Kufahl indicated he anticipates 30 or more housing units for the 2019 building year, with an estimated five (5) to eight (8) more foundations going in the ground yet this year.

PUBLIC COMMENT: None Received

ADJOURN:

Motion by Jay Wittmann, second by Jim Hampton to adjourn the Plan Commission Meeting. Motion carried 5-0. Meeting adjourned at 6:45 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

REPORT TO PLAN COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: October 17, 2019
SUBJECT: Amendment to the Town’s Electronic Message Sign Standards

NARRATIVE:

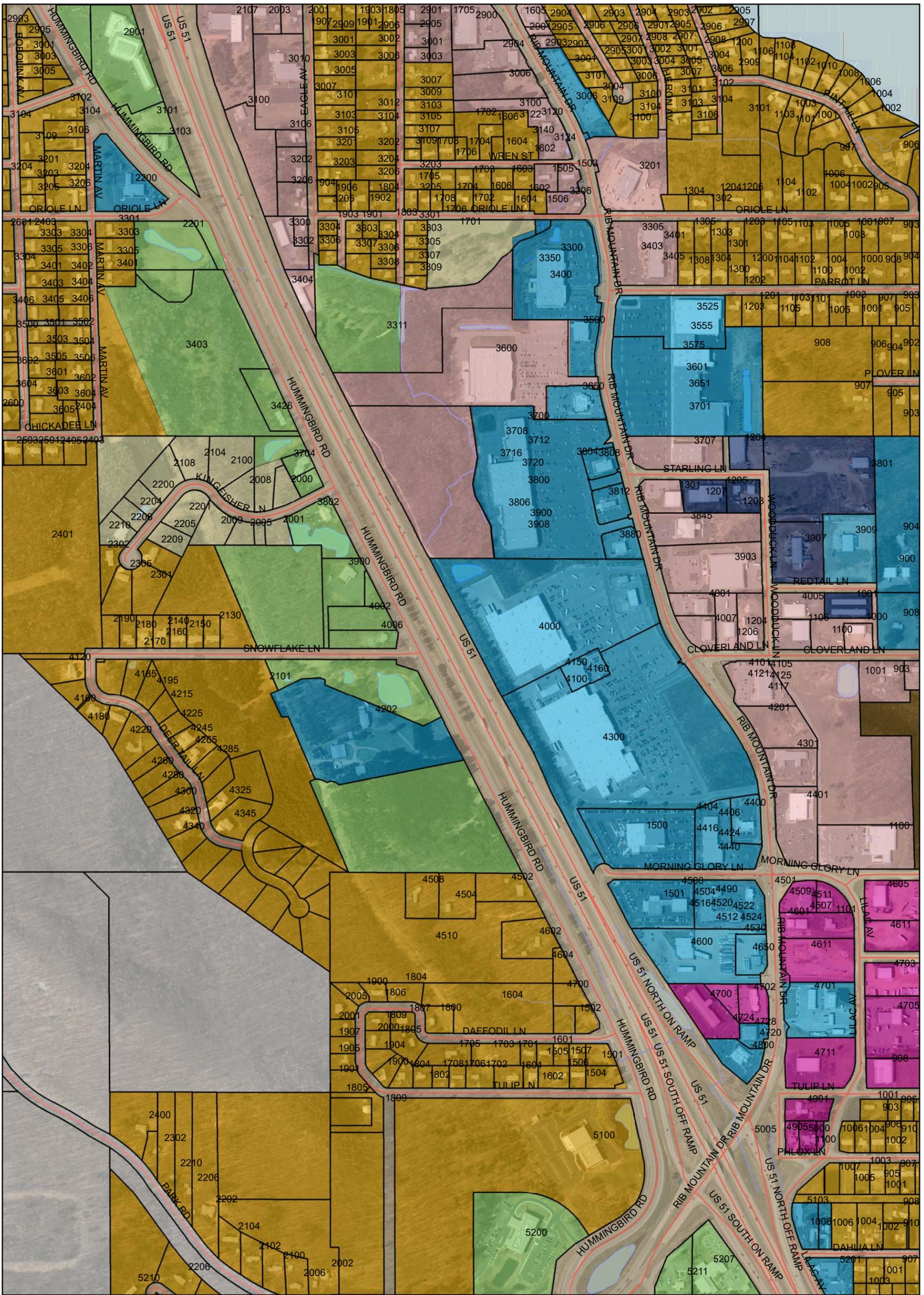
At their August 9th meeting, the Plan Commission recommended an amendment to the Town’s Zoning Ordinance as it relates to electronic message sign regulations. The proposed amendment simply allowed properties zoned SO to apply for a conditional use permit for an electronic message sign, subject to the specific conditions outlined below. This recommendation was presented to the Town Board; however, the Board referred the item back to the Plan Commission to consider increasing the required setback from residential properties for proposals in the SO district. The proposed amendment increases the setback for electronic message signs within the SO district to 150 feet, consistent with the draft language reviewed by the Commission on October 9th.

ELECTRONIC MESSAGE SIGN REQUIREMENTS: (CR. #2016-10)

- (a) Electronic message signs are only permitted through issuance of a conditional use permit per Section 17.225 and may only be installed as an integral and subordinate portion of a monument or pylon sign configurations (and not a wall, projecting, window or any other sign configuration).
- (b) Electronic message signs may be permitted as a conditional use, per Section 17.225, within the UC, SC, SO, and SR-3 zoning districts, or part of an approved UDD project.
- (c) No electronic message signs shall be permitted within 100 feet of a neighboring residential zoning district within the UC, SC, SR-3 and UDD zoning districts or 150 feet within the SO district.
- (d) Electronic message signs shall only display static messages. Messages shall not contain animation, effects simulating animation, or video. Messages shall not contain text or images that dissolve, fade, scroll, travel, flash, spin, revolve, shake, or include any other form of movement or motion during the message interval.
- (e) The message interval, or the minimum amount of time a message is required to be displayed, shall not be less than the following:
 - 1. 10 seconds for properties within the USH 51 and STH 29 Overlay District (per Section 17.039).
 - 2. 30 seconds for properties outside of the USH 51 and STH 29 Overlay District.
- (f) The electronic message sign area or display face shall be included in the calculation of sign measurement and shall not exceed 50 percent of total sign area (per Section 17.213(3)(b)(l) - Sign Measurement).
- (g) Electronic message signs shall be equipped with a sensor or other device programmed to automatically determine the ambient light level and adjust or dim the message board light level to not exceed a maximum brightness level of 0.3 foot-candles above ambient light conditions during both daylight hours (i.e., sunrise to sunset) and night time hours (i.e., sunset to sunrise).
- (h) The electronic message sign shall be programmed or set in such a manner that the display face will turn dark and emit no light in case of a malfunction.

POSSIBLE ACTION:

- 1. Recommend approval of the amended RMMC Section 17.214(3) - Electronic Message Sign Requirements, as presented.
- 2. Recommend approval of the amended RMMC Section 17.214(3) - Electronic Message Sign Requirements, with conditions/modifications.
- 3. Refer item back to staff for additional consideration.



<ul style="list-style-type: none"> Parcel Outline Parcel Unzoned Countryside Residential EO Estate Office ER-1 Estate Residential 	<ul style="list-style-type: none"> MR-4 Mixed Residential NC Neighborhood Commercial OR Outdoor Recreation RA-1 Rural Agricultural 	<ul style="list-style-type: none"> RA-2 Rural Agricultural ROW RR Rural Residential SC Suburban Commercial SI Suburban Industrial 	<ul style="list-style-type: none"> SO Suburban Office SR-2 Suburban Residential SR-3 Suburban Residential UC Urban Commercial UDD Unified Development 	<ul style="list-style-type: none"> UR-8 Urban Residential Building Outline Road Centerline Road Label (2017) Water Feature Water Feature Red: Band_1 	<ul style="list-style-type: none"> Green: Band_2 Blue: Band_3
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Prepared by: **mi-TECH**
www.mi-tech.us

Map Printed: 7/16/2019

0 250 500 Feet

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REPORT TO PLAN COMMISSION

FROM: Steve Kunst, Director of Community Development
DATE: October 9, 2019
SUBJECT: Detached Accessory Building Standards

APPLICANT: Town of Rib Mountain

REQUEST: Discussion on potential amendments to the Town’s Accessory Land Use standards related to Detached Garages, Utility Sheds and Carports.

NARRATIVE:

This is a continuation of the discussion the Plan Commission is having related to potential amendments to the Town’s zoning ordinance in regulating detached accessory buildings. The primary discussion point of the last meeting was to consider allowing smaller accessory structures on “recreational lots” without a principal structure, provided they meet the following conditions:

- Parcel shall not be located within in a platted subdivision.
- Minimum parcel size of 5 acres.
- Minimum setback requirements for said structure shall be equal to that of a principle structure within the given zoning district.
- Utilities shall be limited to electrical only (no plumbing permitted).

DETACHED PRIVATE RESIDENTIAL GARAGE, CARPORT, OR UTILITY SHED STANDARDS:

Description: A private residential garage, carport or utility shed is a structure which primarily accommodates the sheltered parking of motorized and non-motorized passenger and recreation vehicles, the storage of recreation equipment, the storage of residential maintenance equipment and the storage of other household items. It shall be located on the same lot as a residential unit or units and the general requirements for all accessory uses as described in Section 17.056(8) shall be met.

1. Permitted by Right in All Districts provided:
 - a. Only one of each type of the 3 structures listed above (garage, carport and utility shed) is constructed;
 - b. The total floor area of the garage, carport and utility shed, when added together, does not exceed 1,000 square feet of gross floor area; and
 - c. The sidewall of any detached garage, carport or utility shed shall not exceed 12 feet in height nor shall any door opening exceed 10 feet in height.
 - d. Maximum height of a detached garage, carport or utility shed shall not exceed that of the principal structure.
 - e. Interior plumbing fixtures shall be limited to one sink/wash basin.
 - f. Any permanent detached garage, carport, or utility shed shall be required to adhere to the Wisconsin Uniform Dwelling Code (formal definition required).
2. Special Use Regulations: {OR, RR, RA-1, RA-2, ER-1}
 - a. Construction of one of the structures listed above (garage, carport, utility shed) on a parcel without an existing principle structure.
 1. The total floor area of the garage, carport, or utility shed shall not exceed 1,000 square feet.
 2. Parcel shall not be located within in a platted subdivision.
 3. Minimum parcel size of 5 acres.

4. Minimum setback requirements for said structure shall be equal to that of a principle structure within the given zoning district.

5. Utilities shall be limited to electrical only (no plumbing permitted).

3. Conditional Use Regulations {All Districts}:

- a. Construction of more than one of each type of the 3 structures listed above (garage, carport and utility shed) may be approved as a conditional use;
- b. Construction of garages, carports and utility sheds on parcels less than 5 acres when the total floor area of all of the structures will exceed 1,000 square feet of gross floor area may be approved as a conditional use; but said structure shall not exceed 1,500 square feet unless for an approved agricultural use. (Am. #08-11).
 1. Minimum setback requirements for said structures shall increase to that of a principle structure within the given zoning district.
- c. Construction of garages, carports and utility sheds on parcels equal to or greater than 5 acres when the total floor area of all of the structures will exceed 1,000 square feet of gross floor area may be approved as a conditional use; but said structure shall not exceed 2,000 square feet unless for an approved agricultural use.
 1. Minimum setback requirements for said structures shall increase to that of a principle structure within the given zoning district.
- d. Detached residential garages, carports or utility sheds with a sidewall height in excess of 12 feet and/or a door opening exceeding 10 feet in height may be approved as a conditional use;
- e. Detached residential garages, carports or utility sheds exceeding the height of the principle structure.
- f. The request shall comply with [Section 17.225](#), standards and procedures applicable to all conditional uses.

POSSIBLE ACTION: No formal action required. If the Plan Commission is comfortable with the proposed amendments, staff can prepare to hold a hearing at the November meeting.

REPORT TO PLAN COMMISSION & TOWN BOARD

FROM: Steve Kunst, Community Development Director
DATE: October 18, 2019
SUBJECT: Rib Mountain Comprehensive Plan Update Project

NARRATIVE:

Included in this packet is an updated Land Use Chapter 7 of the Town’s Comprehensive Plan. This represents the final chapter for Plan Commission blessing prior to assembling the entire updated plan. Within the Chapter, staff included two statements for Commission consideration. The first looks for recommendation on removing the ‘Land Demand’ section as staff feels the calculation methodology is oversimplified and results in unrealistically low recommended land demands. Secondly, as the Town is still putting the finishing touches on a Town-wide revaluation, the information in Table 7.3 will be updated after Board of Review in November to identify new valuations. Meeting minutes from the last discussion of the Land Use chapter are also included for reference. Staff is currently working with Regional Planning Commission staff to update the Future Land Use map to address the Commission’s previous comments.

POSSIBLE ACTION: No formal action to be taken, staff is simply looking for direction to assemble the complete draft for review prior to scheduling a public hearing.

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
October 24, 2018

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

MINUTES:

Paul Kufahl noted the approval of minutes from the previous meeting needed to be amended to reflect Chairperson Hebbe's abstention.

Motion by Tom Steele, second by Jay Wittman to approve the minutes of the October 10, 2018 Plan Commission meeting, as amended. Motion carried 6-0.

NEW BUSINESS:

- a. Discussion and possible action on changing the Plan Commission meeting time.*

Community Development Director, Steve Kunst, noted an earlier meeting start time was brought up informally at the last meeting and he wanted to add it as a formal agenda item for consideration. A few Commissioners initially noted they support an earlier start time.

Jim Hampton asked the Commission if they thought an earlier start time would affect community participation in the meetings. Chairperson Hebbe noted the Town Board changed their start time to 6:00 pm as well and it has not appeared to affect participation.

Motion by Laura McGucken, second by Ryan Burnett to change the Plan Commission meeting start time to 6:00 pm. Motion Carried 6-0.

OLD BUSINESS:

- a. Discussion on updates to the Town of Rib Mountain Comprehensive Plan. Docket #2017-05.*

Kunst noted the discussion is intended to solidify the Land Use Chapter of the Comprehensive Plan and make any necessary changes to the Future Land Use Map, with the intention of having the maps and goals & objectives ready to present to residents at the upcoming election.

Commissioners discussed and/or changed the following items within the Land Use Chapter and Future Land Use Map.

- In the Ski Hill Development portion of the Land Use Issues, Commissioners felt the impact of expansion reached further than solely Town residents and wanted the statement to reflect a greater impact.
- Trillium Lane and possible County loop connection to Military Road in Rothschild prompted future land use discussions about the properties located on Trillium Lane. Commissioners decided to change those properties to Residential and leave the Commercial option available for future discussions should a County Loop ever be created.
- Jansen Sand Pit and adjacent 40 acres on Bittersweet Rd which was recently rezoned to an Agricultural District to allow for the mining operation was changed to Residential on the Future Land Use Map to keep it consistent with the Town's direction.
- Additional lands along Bittersweet Rd were discussed for a potential change to Residential as well; however, it was noted the majority of those lands were not able to be developed due to wetlands and should remain woodland. Kunst noted the woodland designation is a good way to identify those areas and to create buffers to manage overall density of development.
- Two large parcels between South Mountain Road and Blueberry Lane adjacent to Black Creek were changed to Residential from Agriculture because they are no longer used for agricultural purposes. The northernmost parcel is included in the sewer service area and its location offers an opportunity to connect the two roads and is consistent with previous discussions about large estate residential lots along South Mountain Road outside of the sanitary district boundaries.
- Commissioners discussed the areas of active agricultural uses and agreed to not change their map designations, but asked staff to review other non-active areas identified as agriculture on the Future Land Use Map and change them to Residential.
- Properties to the East and West of the approved Stone Horizon subdivision were changed to Residential as well to facilitate future development and the necessary road extension to South Mountain or Thornapple Rd.
- Current Jehovah's Witness property changed to Commercial to be consistent with others along Hummingbird Rd.
- The Dog Park and Town owned property on Martin Ave were changed to represent their current use and zoning.
- Wellington Place was changed from Multifamily to Institutional
- Current driving range was identified as a logical expansion of residential uses along North Mountain Road and thus changed to Residential on the Future Land Use Map.
- Numerous properties along North Mountain Road were changed to Residential so that expansion of those uses remained consistent between both North and South Mountain Roads.
- State Park Speedway was identified as an undesirable long-term use in a residential area, but was kept Commercial on the Future Land Use Map.
- There was some additional discussion about the expansion of sewer and water west of Rib Mountain Way and what impact that may have on existing residents and future development.
- Commercial lake access discussions identified no place for expansion
- Commissioners asked staff to review Objective 2 of Land Use Goal 1 to change the term small-lot to a density-based term.
- Commissioners asked staff to change the public parking considerations in Action 3, of Objective 3, Goal 1 to include all entrances to the State Park.

- Commissioners also asked staff to consider a change to Action 1 of Objective 2 of Goal 3 to require screening of storage containers based on the changing nature of retail.

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

- Town Board Update – Kunst noted that all recommendations from the Plan Commission were approved at the last Town Board meeting.

PUBLIC COMMENT: None

ADJOURN:

Motion by Tom Steele, second by Jim Hampton to adjourn the Plan Commission Meeting. Motion carried 6-0. Meeting adjourned at 8:03 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

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 2005

In 2005, the Town adopted its first comprehensive plan, establishing a new set of goals and objectives. The 2005 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 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, single family housing.

For purposes of this plan, 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 portions of the Town are already developed; however, adequate land area remains for future development under reasonable projection scenarios. The commercial corridor to the east of Interstate-39 is nearly built out, but continues to see redevelopment, and the construction of County 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.

Land west of Interstate-39 primarily consists of residential development. Land is generally more 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 generating additional traffic within existing neighborhoods.

OPPORTUNITIES FOR REDEVELOPMENT

RIB MOUNTAIN DRIVE COMMERCIAL CORRIDOR

As indicated above, the commercial corridor along Rib Mountain Drive continues to see redevelopment. Older commercial buildings are being converted or demolished for new retail and restaurant uses throughout the corridor. As the corridor nears complete build out, redevelopment projects become vital to continued success.

EAGLE AVENUE / ORIOLE LANE NEIGHBORHOOD

One of the Town’s longest standing residential neighborhoods can be found near the north end of the Rib Mountain Drive commercial corridor. Generally, this area is bound to the north by Bluebird Lane, west by Eagle Avenue, east by Rib Mountain Drive, and to the south by Oriole Lane. The neighborhood is entirely surrounded by commercial development and in close proximity to the North Mountain Road / Interstate 39 interchange. As a result, the Town often sees land use conflicts with proposed commercial redevelopment projects. When considering the existing residential uses along with strong commercial interests, this neighborhood appears to lend itself well to a mixed-use district. Future commercial encroachment on existing residential lands should occur from the outer edges of the neighborhood, rather than the center.

FORMER QUARRY SITES

The Town is also looking at the desired future re-use of former quarry sites. These sites are most prevalent along the west end of South Mountain Road and along Red Bud Road, just north of the County’s Nine Mile Recreation Area. Active mining operations are being phased out, and the Town is interested in identifying viable future uses of these sites. A combination of recreation and residential development are encouraged.

LAND DEMAND – Consider Removing Section due to Accuracy Concerns

An estimate of land needed for future development was based on the most recent 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. No agricultural land is expected to be added within the Town, and conversion of at least some of the existing agricultural 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
<i>Source: NCWRPC.</i>				

LAND VALUES

Table 7-3 displays the assessed land values in the Town of Rib Mountain. In 2017, the assessed value of land and improvements was \$734,726,800.

Table 7.3 Assessed Land Value, 2017 (Update after Board of Review with 2019 Figures)

Classification	Acres	Total Value – Land
Residential	2,621	\$126,970,500
Commercial	720	\$60,861,700
Manufacturing	1	\$90,900
Agriculture	1,250	\$177,300
Undeveloped	449	\$232,300
Forest	2,059	\$5,800,400
Ag-Forest	4556	\$688,200
Other	39	\$225,400
Total	7,594	\$195,046,700

Source: Wisconsin Department of Revenue, Final Statement of Assessments 2017

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 water with traditional suburban style density. Residential areas in the south and west parts of the Town are generally low density and are not served by public sewer and water. Commercial land uses comprise about 5% of the Town and are concentrated along Rib Mountain Drive and the west side of I-39/51. Quarry and/or gravel pits occupy over 400 acres in the west part of the Town. Mining operations are slowly winding down in this area, and the Town needs to carefully consider how this land is to be re-used after the reclamation process is complete.

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

Single-family structures and farm residences.

Residential / Park

Combination of single-family residences and parkland creatively utilizing previous quarry lands.

Transportation

Transportation corridors and areas including road ways, right-of-way, 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 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 Interstate 39/51, the suburban office area along County 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 with elevated traffic levels.
- **Ski Hill 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 major attraction, but is often at odds with local residents, State Park visitors and environmentalists. Granite Peak is in the process of developing plans to expand its facilities. However, concerns exist regarding the impact of such development on the surrounding community and natural environment, including the Rib River and Lake Wausau. These concerns should be the primary considerations communicated to the State through the State Park Master Plan update process.

- **Rib Mountain Drive Development** – Town officials identify the need to maintain the viability of Rib Mountain Drive as a strong commercial corridor. A concerted effort to plan for the future of the corridor is needed in light of the ever-changing retail market to ensure an ability to adapt. 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.
- **Floodplain Concerns** – The Federal Emergency Management Agency's recent adoption of updated floodplain maps for the Wausau area created new challenges for existing neighborhoods (e.g. North Lakeshore Drive, Mallard Lane) by changing floodplain designations. Existing homes, accessory buildings and public roads once considered to be outside of the floodplain are now designated as being within the floodplain.

LAND USE CONFLICTS

Any plan should seek to avoid or minimize potential future land use conflicts through controlled development, planned use-buffers, public information and education components. In order to attain the desired outcome, it is important to identify the existing or potential conflicts between land uses in the Town. Some degree of undesirability may exist between certain land use combinations, such as a residential development in close proximity to a particular industrial or commercial development. Potential conflicts could include, but are not limited to, sight, sound, odor, or traffic.

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 conservation style subdivisions that provide a healthy, safe, convenient, efficient, environmentally conscious 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 4: Provide adequate roadways, parks and other amenities in new and existing subdivisions.

Action 1: Concentrate higher density 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.).

Action 3: Consider development of a public parking lots near all entrances of Rib Mountain State Park.

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.

Action 1: Update the Town Zoning Ordinance to regulate locations and require screening of storage containers commonly used in retail operations.

Action 2: Consider adopting a design overlay district along the Rib Mountain Drive commercial corridor.

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.