



# **TOWN OF RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

[www.townofribmountain.org](http://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, October 25<sup>th</sup>, 2017; 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 10-11-2017 Plan Commission meetings.**
- 4.) Public Hearing(s):
  - a. **Rib Mountain Metropolitan Sewerage District, owner, requests conditional use approval to construct a new operations building at the property addressed 2001 Aster Road. Parcel 34.342807.0GL.004.00.00. Docket #2017-38.**
- 5.) New Business:
  - a. **Preapplication discussion regarding a potential Unified Development District project at the property addressed 1701 Oriole Lane. Docket #2017-39.**
- 6.) Old Business:
  - a. **Robert Alexejun, applicant, requests conditional use modification for the outdoor display of product for sale at the property addressed 3404 Eagle Avenue. Per RMMC Section 17.056(4)(d) – Outdoor Display. Parcel 34.102807.008.002.00.00. Docket #2017-30.**
  - b. **Discussion on the Rib Mountain Comprehensive Plan project, including transportation, economic development, and intergovernmental cooperation. Docket #2017-05.**
- 7.) Correspondence/ Questions/Town Board Update:
- 8.) Public Comment
- 9.) Adjourn

TOWN OF RIB MOUNTAIN  
PLANNING COMMISSION MEETING  
October 11, 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, Jim Hampton, Jay Wittman, Tom Steele, and Laura McGucken. Also present were Community Development Director, Steve Kunst and Building Inspector / Assistant Zoning Administrator, Paul Kufahl.

MINUTES:

**Motion by Tom Steele, second by Jim Hampton to approve the minutes of the September 27, 2017 Plan Commission meeting, as presented. Motion carried 6-0.**

NEW BUSINESS:

- a. *Tyler Vogt, applicant, requests a minor Precise Implementation Plan modification for additional parking at the property addressed 2501 North Mountain Road. Parcel 34.032807.011.025.00.00. Docket #2017-35.*

Community Development Director, Steve Kunst noted the owners of Rib Mountain Taphouse seek to modify their parking lot by adding additional pavement to the west along with additional site grading alongside the west end of their building to accommodate a potential outdoor entertainment space and a place to store and/or use the current pavers found onsite.

Tyler Vogt, applicant, stated based on feedback he received from the pre-application conference related to his potential outdoor entertainment space and current demand for parking, he felt the parking lot addition was needed prior to moving forward with other plans. He indicated he would like to have this project completed before winter, but is at the mercy of the paving company's schedule.

Commissioner Steele wanted verification on pavement setbacks from Hummingbird Road and vision clearances at the intersection with North Mountain Road. Kunst indicated the proposal meets the Town's required 10' setback and there should be no issues with traffic vision.

Commissioners discussed potential issues with leaving an area alongside the building graded and unfinished over the winter and the long term storage of the current pavers. Vogt indicated if the area alongside the building gets graded this fall the pavers would be set in place to avoid having to move them again. Kunst noted Commissioners could condition the request with a timeline for the placement of the pavers and/or the approval of the outdoor entertainment space.

Commissioners agreed the parking lot expansion was a good idea and a timeline for the paver placement was a necessary step. Commissioner Wittman noted, from personal experience, if a paving company provides a quote for work this year, they will have it completed before winter. Wittman also

noted he was in favor of approving the parking lot and grading of the paver area with the condition the pavers would be in place before May 31, 2018, which would allow the applicant some additional time in spring to complete the project, if in fact they are not able to get the project completed this year.

**Motion by Jay Wittman, second by Tom Steele to approve the minor PIP amendment for the property addressed 2501 North Mountain Road, with the condition that the pavers must be laid in place or removed by May 31, 2018.**

**Motion carried 6-0**

- b. Discussion on potential amendments to the Rib Mountain Zoning Ordinance related to small-scale, nonmetallic mining operations. Docket #2017-36.*

Kunst noted the Plan Commission recently reviewed two (2) nonmetallic mine applications under the current 'Extraction' standards of the Zoning Ordinance. As part of these reviews it became evident the code was drafted with the intent to cover large scale, commercialized quarries. The recent applications were of much smaller scale than any existing operation within the Town and the Commission recommended the Zoning Ordinance be looked at for potential amendments to address smaller scale operations.

Commissioners' identified the following items for clarification or modification.

- Clarify the types of materials allowed under this new code language
  - Review how new State legislation may impact our ability to regulate non-metallic mines
  - Clarify the process for a pond application versus a non-metallic mine which results in a pond once reclaimed.
  - Address potential concerns for adjacent residential property owners
  - Consider additional bufferyard requirements if applicants would like to reduce the activity area setback.
  - Potentially allow for a minimum of 200' adjacent to residentially zoned properties with additional considerations of bufferyard, elevation changes, site lines, etc.
- c. Discussion on potential amendments to the Rib Mountain Zoning Ordinance related to detached accessory buildings. Docket #2017-37.*

Kunst indicated staff seeks feedback from the Plan Commission related to detached accessory building standards. Since 2015, the Town has reviewed approximately one dozen conditional use applications for detached accessory buildings between 1,000 and 1,500 square feet in area. All but two of these applications were recommended for approval. As such, staff seeks Commission feedback on codifying the primary regulatory concerns related to accessory buildings and potentially easing the review process for standard applications (e.g. site plan review vs conditional use).

Plan Commission Members identified the following areas of concern.

- Do not want to see a detached building larger in footprint or taller in height than the principle structure without a conditional use
- Potentially change the ordinance to make accessory buildings in front of the principle structure a conditional use
- Consider different regulations for platted subdivisions versus rural areas
- Keep neighborhood fit in mind
- Clarify shipping containers or similar structures are not allowed
- Lot size should be a key factor in the overall size of the accessory building

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

Bittersweet Repaving – Jay Wittman questioned whether the excavated right-of-way on Bittersweet Road associated with the Royal View Estates development will be repaved before winter. Staff noted they would look into it and get an answer for him.

Next Meeting – Kunst noted the next meeting will include a public hearing for a proposed operations building at Rib Mountain Metropolitan Sanitary District and some comprehensive plan information.

Culvers – Commissioners asked about the status of the Culvers development. Kunst noted they are still working to become part of a bigger overall redevelopment of the area, but want to be in the new location next year.

Town Board – Kunst noted the items from the previous Plan Commission meeting were approved.

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 8:15 pm.**

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

**REPORT TO PLANNING COMMISSION**

**FROM:** Steve Kunst, Community Development Director  
**DATE:** October 20, 2017  
**SUBJECT:** Conditional Use Application – Public Service and Utilities

**REQUEST:** Conditional Use approval for a new Operations Building at the Rib Mountain Metropolitan Sewerage District

**PROPERTY OWNER:** Rib Mountain Metropolitan Sewerage District  
**PROPERTY ADDRESS(S):** 2001 Aster Road  
**PARCEL #(S):** 34.342807.0GL.004.00.00  
**CURRENT ZONING:** Rural Agricultural  
**ADJACENT ZONING:** Estate Residential - 1 (North, West); Wisconsin River (East), Town of Mosinee (South)

**NARRATIVE:**

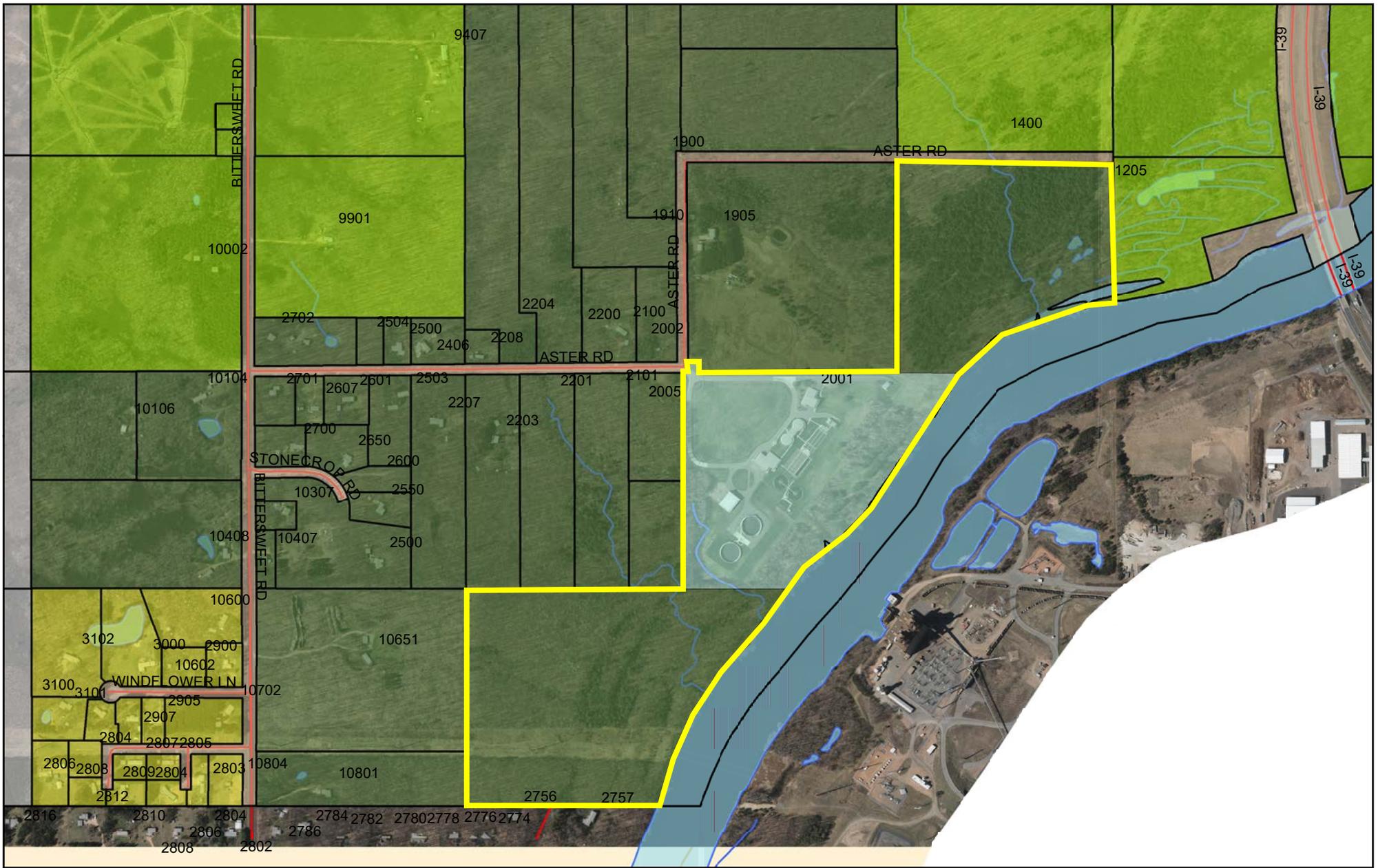
Rib Mountain Metropolitan Sewerage District is planning to make a number of upgrades to the existing waste water treatment plant at the end of Aster Road. Upgrades are scheduled for the Influent Pumping Station (Building 10) and Solids Processing Building (Building 50), along with a new Operations Building. The item for Plan Commission review is the new Operations Building. The proposal calls for a 3,547-square foot building with a brick exterior and standing seam metal roof. The new structure would house additional laboratories, offices, restrooms, and a break room.

**PUBLIC SERVICE AND UTILITIES STANDARDS:**

- a. All outdoor storage areas shall be located a minimum of 50 feet from any lot line in a residential zoning district.  
**Not applicable, no outdoor storage as defined within the Zoning Ordinance is proposed.**
- b. All outdoor storage areas adjoining a lot line in a residential zoning district shall install and continually maintain a bufferyard with a minimum opacity of .60 (see Section 17.150). Said bufferyard shall be located along the lot line adjacent to said residentially zoned property. **Not applicable, per above**
- c. All structures shall be located a minimum of 20 feet from a lot line in a residential zoning district.  
**The proposal meets this provision as the new structure is set back over 120 feet from the nearest residentially zoned property (north).**
- d. The exterior of all buildings shall be compatible with the exteriors of surrounding buildings or buildings that are likely to be located in the general area of the proposed use.  
**The proposal calls for a brick façade with a standing seam metal roof consistent with other buildings within the development.**
- e. The proposed utility use shall not be located on a lot smaller than the minimum lot size required in the district for a conventional residential development option unless the use is proposed as part of a group development. For example, in an SR-2 District the minimum lot size for a public service and utility use would be 20,000 square feet.  
**Not applicable, the subject property is zoned agricultural and exceeds the minimum lot size for the RA-1 district.**
- f. Parking Regulations: Parking shall be provided as determined by the Plan Commission.  
**The proposal calls for seven (7) new parking stalls, including one handicap stall.**

**POSSIBLE ACTION:**

1. Recommend approval of the conditional use application for a new Operations Building at the property addressed 2001 Aster Road, as presented
2. Recommend approval of the conditional use application for a new Operations Building at the property addressed 2001 Aster Road, with conditions/modifications.
3. Recommend denial of the conditional use application for a new Operations Building at the property addressed 2001 Aster Road.

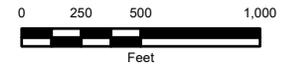


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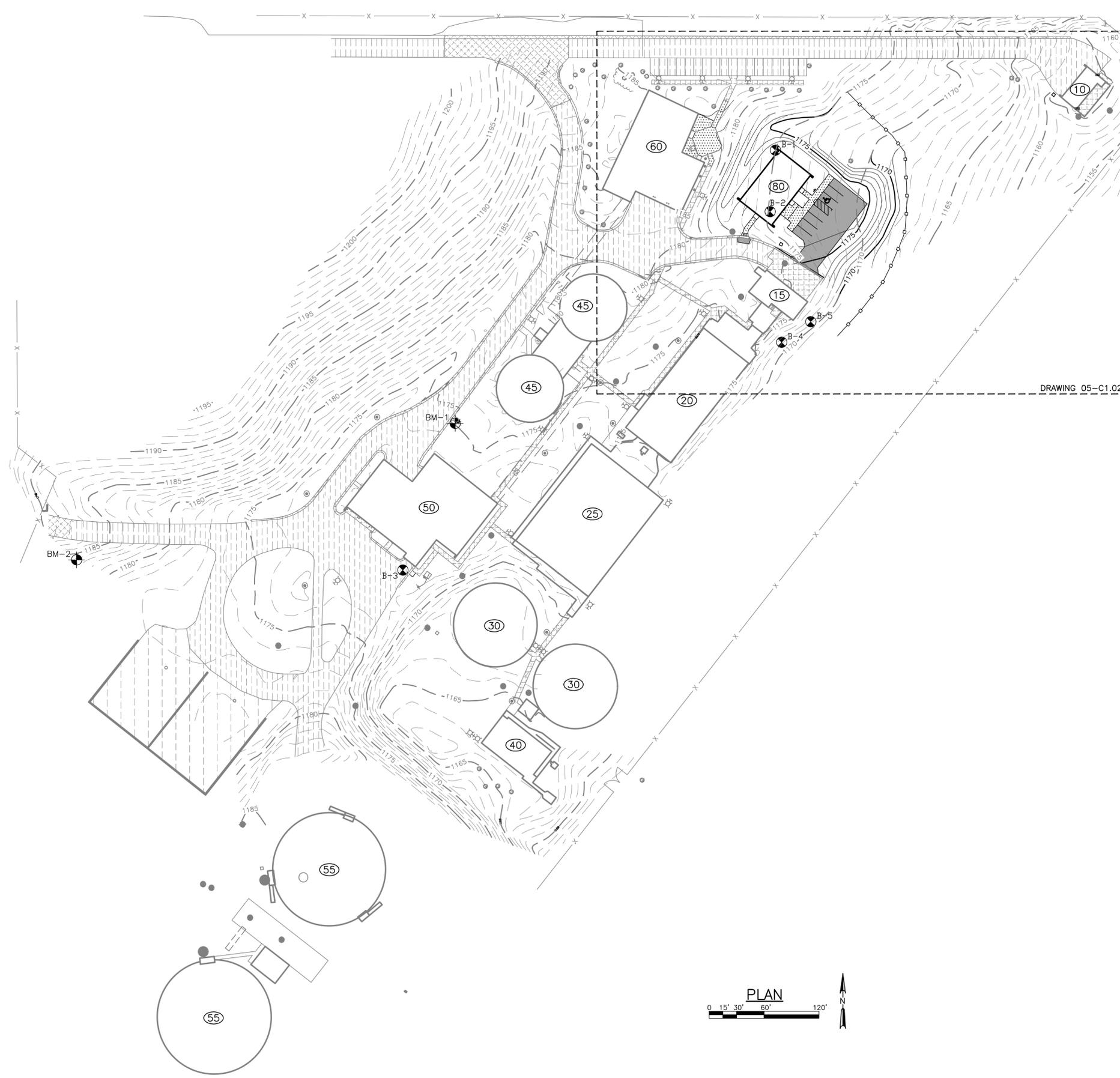
Prepared by:  
**mi-TECH**  
www.mi-tech.us

Map Printed: 10/20/2017

- |                                |                                |                         |                        |                           |                        |
|--------------------------------|--------------------------------|-------------------------|------------------------|---------------------------|------------------------|
| Parcel Outline                 | EO Estate Office               | OR Outdoor Recreation   | RR Rural Residential   | SR-2 Suburban Residential | UR-8 Urban Residential |
| Parcel Address                 | ER-1 Estate Residential        | RA-1 Rural Agricultural | SC Suburban Commercial | SR-3 Suburban Residential | Building Outline       |
| <b>Zoning Districts</b>        | MR-4 Mixed Residential         | RA-2 Rural Agricultural | SI Suburban Industrial | UC Urban Commercial       | Road Centerline        |
| Unzoned                        | CR-5ac Countryside Residential | ROW                     | SO Suburban Office     | UDD Unified Development   | Water Feature          |
| CR-5ac Countryside Residential | NC Neighborhood Commercial     |                         |                        |                           |                        |



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DRAWING 05-C1.02

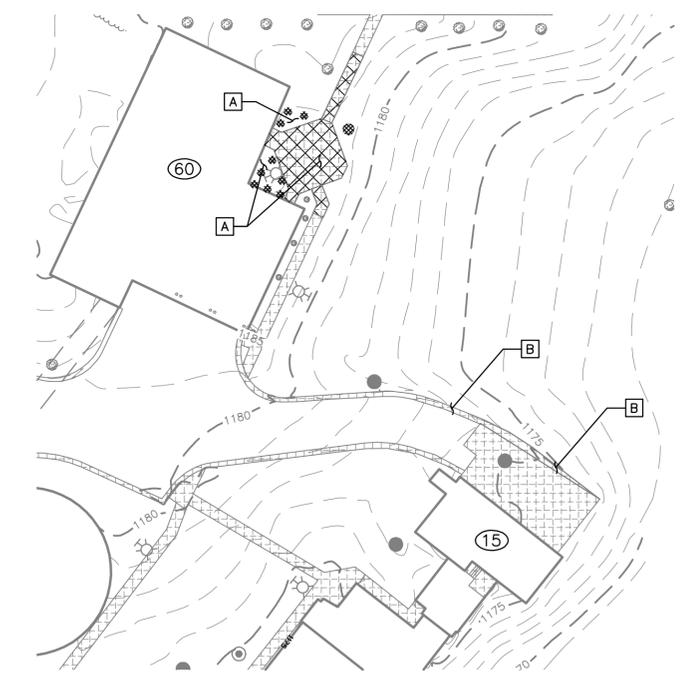
**STRUCTURE IDENTIFICATION**

- 00 - General
- 05 - Site
- 10 - Influent Pumping Station
- 15 - Screening and Grit Removal Building
- 20 - Primary Sedimentation Tanks
- 25 - Aeration Tanks
- 30 - Final Clarifier
- 35 - Future Structure
- 40 - UV Disinfection and Post Aeration
- 45 - Anaerobic Digestion Facility
- 50 - Solids Processing Building
- 55 - Sludge Storage Tanks and Pumping Station
- 60 - Main Building
- 70 - Pipe Tunnels A and B
- 80 - Operations Building

**BENCH MARKS:**  
 BM-1 TOP NUT ON HYDRANT. EL 1177.02  
 BM-2 EAST CORNER OF BOX CULVERT. EL 1183.70

**GENERAL NOTES:**  
 1. REFER TO SECTION 01010 OF THE SPECIFICATIONS FOR CONSTRUCTION SEQUENCING.

**DEMOLITION NOTES:**  
 [A] REMOVE CONCRETE SIDEWALK, STOOPS, BENCHES, FLAG POLE, AND BUSHES.  
 [B] SAWCUT AND REMOVE PAVEMENT AND CURB TO INSTALL NEW CURB AND PAVEMENT AS SHOWN ON 05-C1.02.



**DEMOLITION PLAN**



**PLAN**  
 0 15' 30' 60' 120'

**LEGEND:**

- [Pattern] EXISTING ASPHALT PAVEMENT
- [Pattern] EXISTING SIDEWALK/CONCRETE PAVEMENT
- [Pattern] EXISTING GRAVEL
- [Pattern] NEW ASPHALT PAVEMENT
- [Pattern] NEW SIDEWALK/CONCRETE PAVEMENT
- [Pattern] EROSION CONTROL MAT
- [Pattern] STONE MULCH
- [Pattern] NEW GRAVEL

NO.	ISSUED FOR	REVISIONS	DATE
0			08/01/2017

**SITE OVERALL GRADING PLAN**

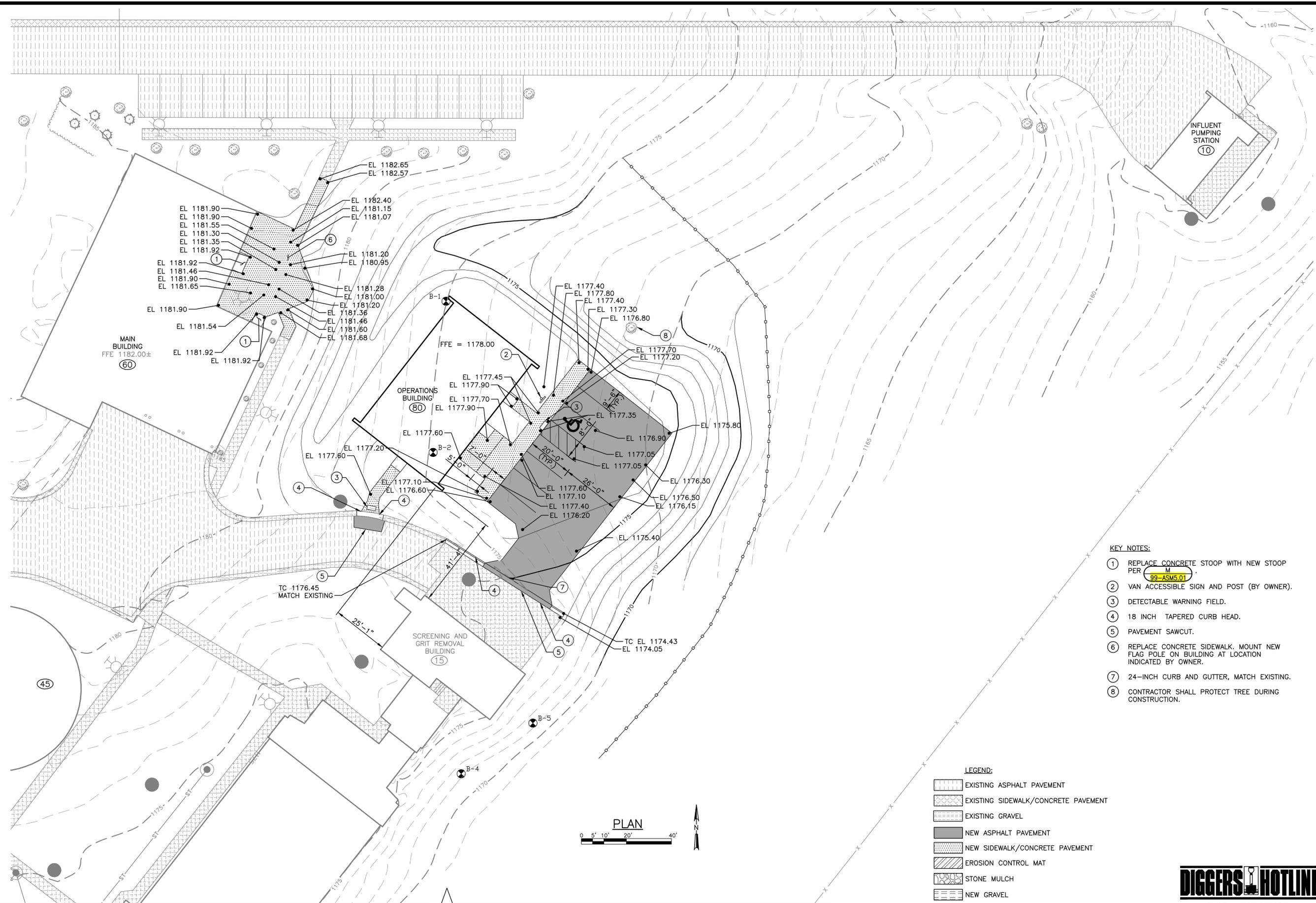
PHASE I WWTP UPGRADES  
 RIB MOUNTAIN METROPOLITAN SEWERAGE DISTRICT  
 WAUSAU, WISCONSIN

JOB NO.  
1165.012  
 PROJECT MGR.  
KEVIN HOPKINS



SHEET  
7  
05-C1.01

**DIGGERS HOTLINE**  
 Toll Free (800) 242-8511  
 Milwaukee Area (414) 259-1181  
 Hearing Impaired TDD (800) 542-2289  
 www.DiggersHotline.com

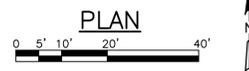


**KEY NOTES:**

- ① REPLACE CONCRETE STOOP WITH NEW STOOP PER 89-ASM5.01.
- ② VAN ACCESSIBLE SIGN AND POST (BY OWNER).
- ③ DETECTABLE WARNING FIELD.
- ④ 18 INCH TAPERED CURB HEAD.
- ⑤ PAVEMENT SAWCUT.
- ⑥ REPLACE CONCRETE SIDEWALK. MOUNT NEW FLAG POLE ON BUILDING AT LOCATION INDICATED BY OWNER.
- ⑦ 24-INCH CURB AND GUTTER, MATCH EXISTING.
- ⑧ CONTRACTOR SHALL PROTECT TREE DURING CONSTRUCTION.

**LEGEND:**

- EXISTING ASPHALT PAVEMENT
  - EXISTING SIDEWALK/CONCRETE PAVEMENT
  - EXISTING GRAVEL
  - NEW ASPHALT PAVEMENT
  - NEW SIDEWALK/CONCRETE PAVEMENT
  - EROSION CONTROL MAT
  - STONE MULCH
  - NEW GRAVEL
- EDR = END OF RADIUS  
TC = TOP OF CURB



NO.	ISSUED FOR	REVISIONS	DATE
0			08/01/2017

**SITE**  
**DETAILED GRADING AND EROSION CONTROL PLAN**

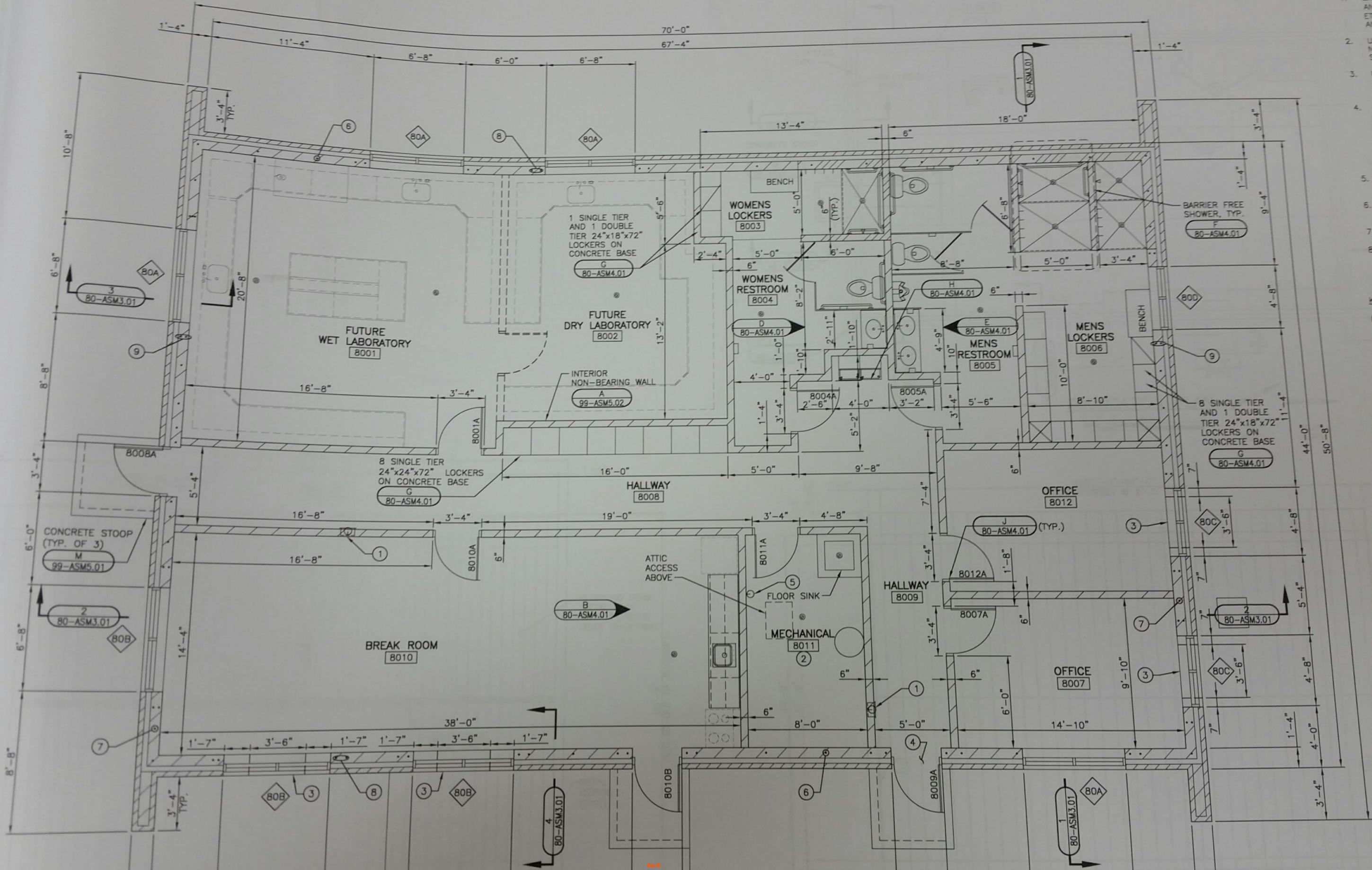
PHASE I WWTP UPGRADES  
RIB MOUNTAIN METROPOLITAN SEWERAGE DISTRICT  
WAUSAU, WISCONSIN

JOB NO.  
1165.012  
PROJECT MGR.  
KEVIN HOPKINS



SHEET  
8  
05-C1.02

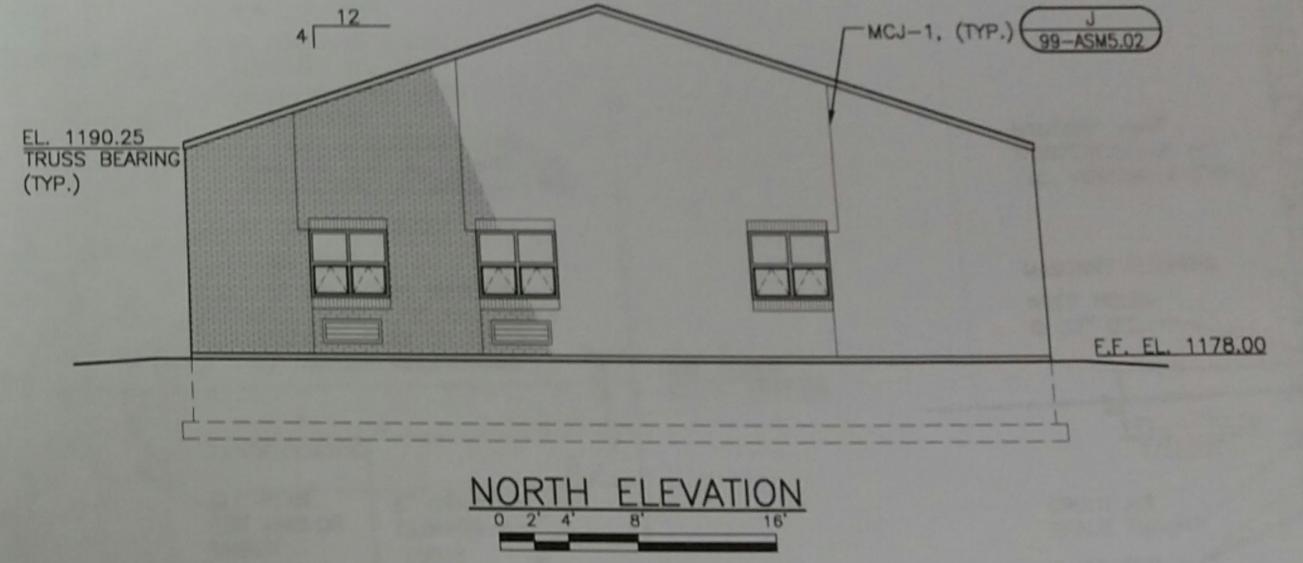
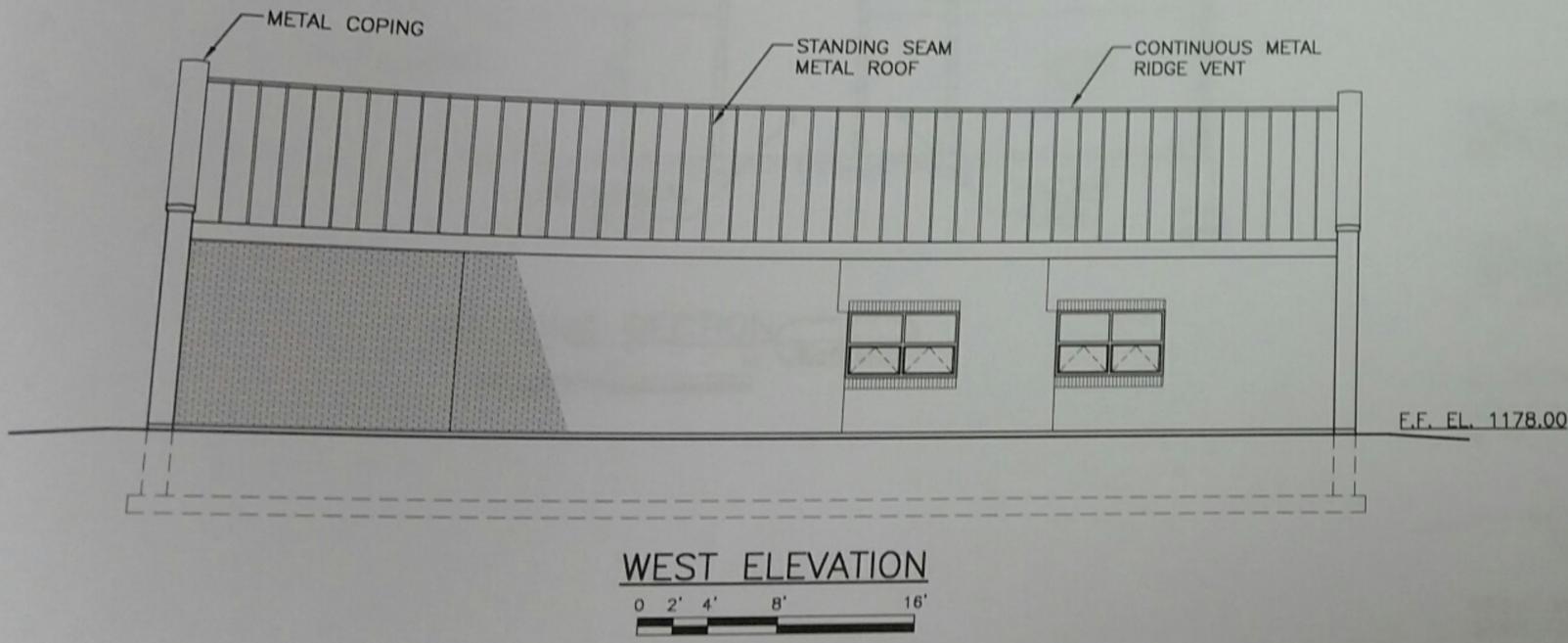
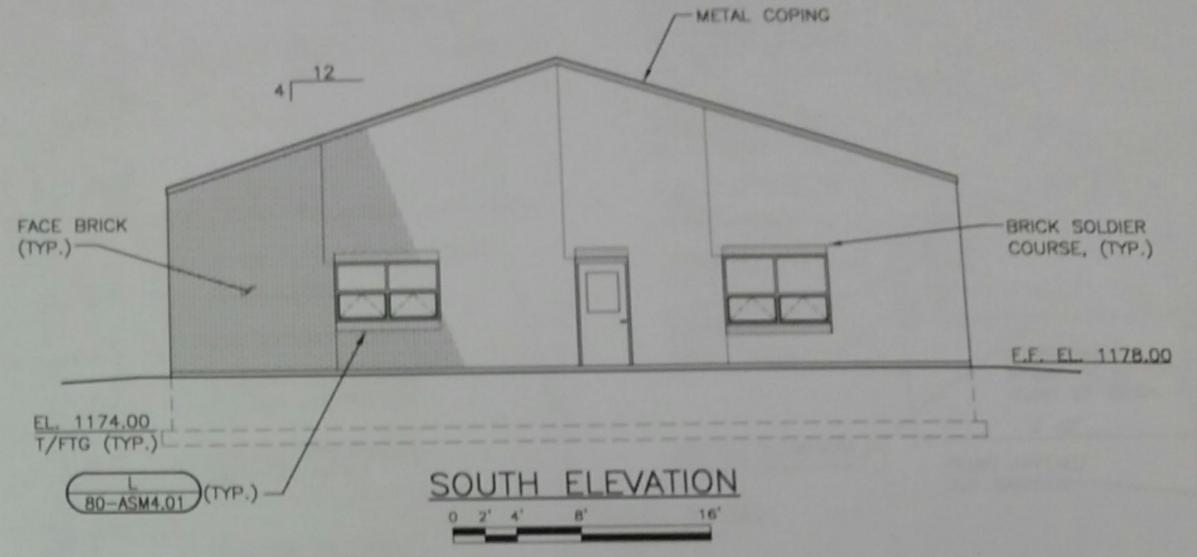
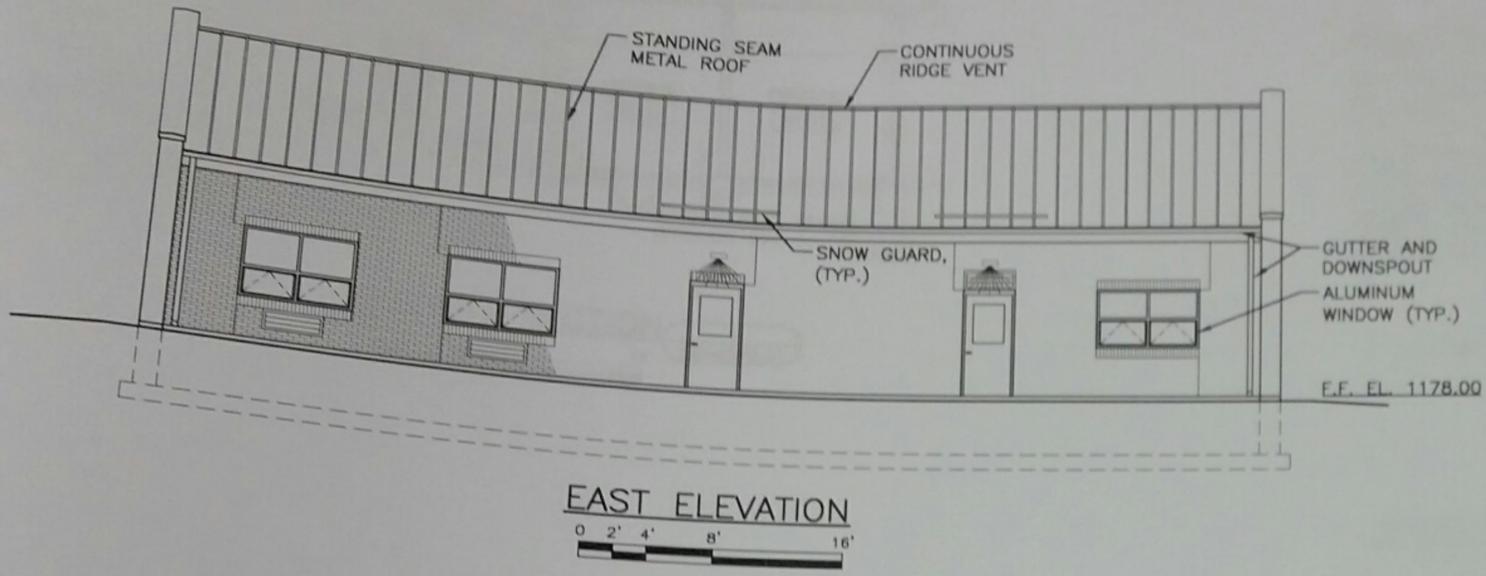
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Milwaukee Area (414) 259-1181  
Hearing Impaired TDD (800) 542-2289  
www.DiggersHotline.com



1. EXCEPT WHERE SHOWN OTHERWISE AND ARCHITECTURAL CASEWORK ETC.) SHALL BE PROVIDED AND SPECIFIED.
2. UNLESS SHOWN OR NOTED NEW INTERIOR MASONRY SURFACE.
3. PROVIDE LINTELS OVER ALL DOOR, WINDOW, AND LINTEL.
4. ALL INTERIOR DOORS TO EXTERIOR DOORS SHALL CLEARANCE FROM LATCH OBSTRUCTION ON THE OPPOSITE THE DOOR. 1'-0" CLEARANCE TO END OF DOOR.
5. SEE ROOM FINISH SCHEDULE TREATMENTS OF WALLS.
6. UNLESS NOTED OTHERWISE SHALL BE CONTINUOUS.
7. SEE FOUNDATION PLAN.
8. SEE 99-ASM6.02 FOR

**KEY NOTES:**

- 1 FIRE EXTINGUISHER
- 2 SEE REFLECTED CEILING ATTIC ACCESS DOOR
- 3 HVAC OPENING BEL LINTEL SCHEDULE.
- 4 HVAC OPENING ABOVE SEE DOOR SCHEDULE
- 5 FIRE EXTINGUISHER
- 6 #4@48" VERTICAL 2'-0" W/MASONRY AT BOND BEAM.
- 7 #6@32" VERTICAL 3'-0" W/MASONRY INTO BOND BEAM
- 8 1~#4 VERTICAL OF OPENINGS
- 9 2~#6 VERTICAL JAMBS AT OPEN PROVIDE A S LOCATIONS, C W/2~#6 VER



**REPORT TO PLAN COMMISSION**

**FROM:** Steve Kunst, Community Development Director  
**DATE:** October 20, 2017  
**SUBJECT:** Pre-Application Discussion for potential Unified Development District Project

**APPLICANT:** SC Swiderski, LLC  
**Property Owner:** Richard Austin

**PROPERTY ADDRESS:** 1701 Oriole Lane  
**PARCEL #:** 34.102807.003.012.00.00

**REQUEST:** Pre-Application Discussion regarding a potential Unified Development (UDD) Project for multi-family housing.

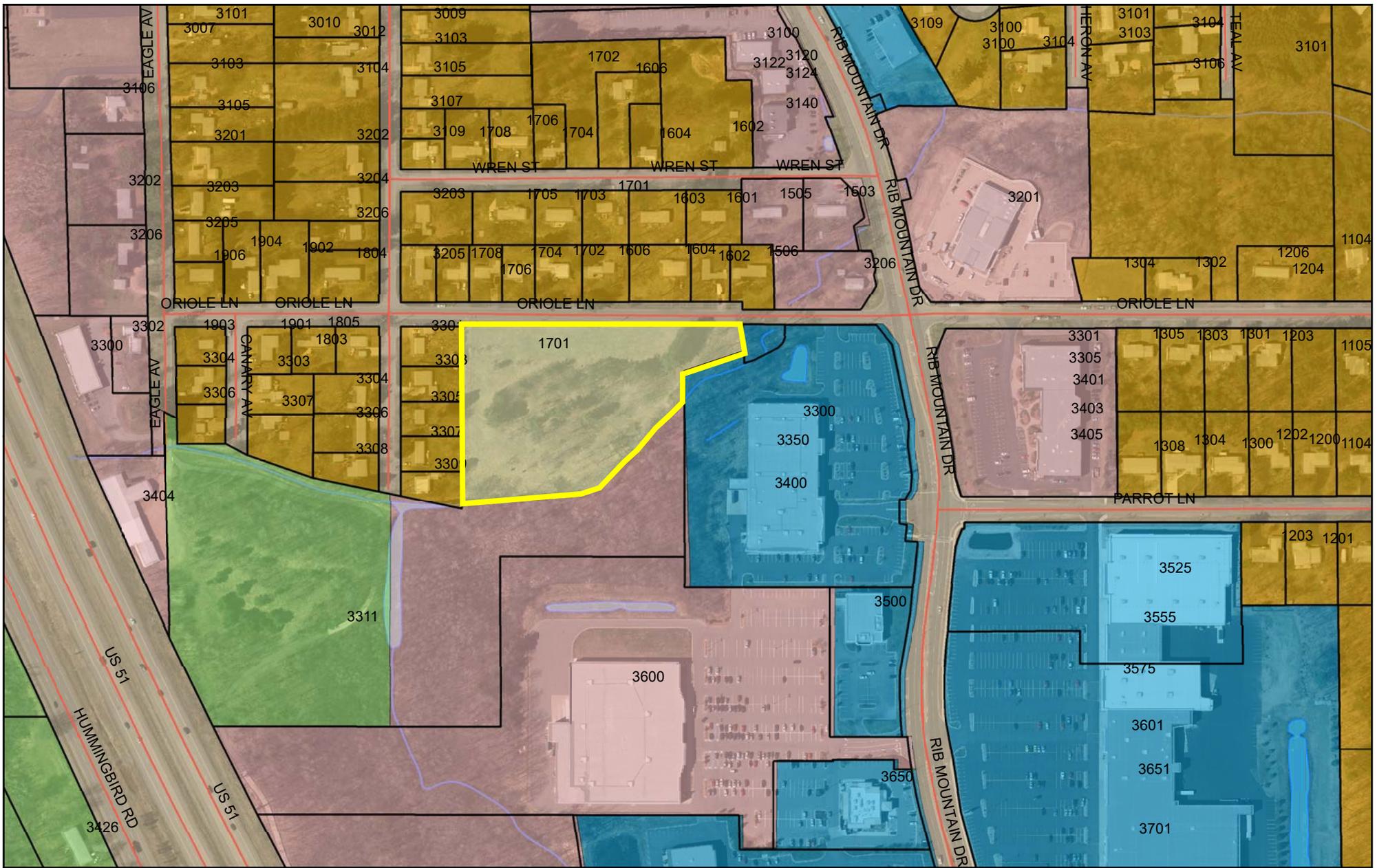
**CURRENT ZONING:** Mixed Residential – 4 (MR-4)  
**PROPOSED ZONING:** UDD  
**ADJACENT ZONING:** UDD (East), SR-3 (North, West), SC (South)

**FUTURE LAND USE DESIGNATION:** Multi-Family Residential

**NARRATIVE:**

The applicant seeks feedback from the Plan Commission on a potential UDD project for the development of six (6) four (4) unit buildings on 4.32 vacant acres of land off Oriole Lane behind the Barnes and Noble / JoAnn Fabrics site. The property is currently zoned MR-4 which allows for single family or duplex style development at a density of four (4) units per acre (17 total units rounded up). The combination of a navigable stream at the south of the property limiting the developable area and the applicants desire for increased density necessitates a UDD conversation.

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



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Prepared by: **mi-TECH**  
www.mi-tech.us

Map Printed: 10/20/2017

<ul style="list-style-type: none"> <li>▭ Parcel Outline</li> <li>▭ Parcel Address</li> <li><b>Zoning Districts</b></li> <li>▭ Unzoned</li> <li>▭ CR-5ac Countryside Residential</li> <li>▭ EO Estate Office Residential</li> <li>▭ ER-1 Estate Residential</li> <li>▭ MR-4 Mixed Residential</li> <li>▭ CR-5ac Countryside Residential</li> <li>▭ NC Neighborhood Commercial</li> </ul>	<ul style="list-style-type: none"> <li>▭ OR Outdoor Recreation</li> <li>▭ RA-1 Rural Agricultural</li> <li>▭ RA-2 Rural Agricultural</li> <li>▭ ROW</li> <li>▭ RR Rural Residential</li> <li>▭ SC Suburban Commercial</li> <li>▭ SI Suburban Industrial</li> <li>▭ SO Suburban Office Residential</li> </ul>	<ul style="list-style-type: none"> <li>▭ SR-2 Suburban Residential</li> <li>▭ SR-3 Suburban Residential</li> <li>▭ UC Urban Commercial</li> <li>▭ UDD Unified Development</li> <li>▭ UR-8 Urban Residential</li> <li>▭ Building Outline</li> <li>▭ Road Centerline</li> <li>▭ Water Feature</li> </ul>	<p>0 200 400 Feet</p> <p>N</p> <p>DISCLAIMER: The information and depictions contained herein are for informational purposes only; Mi-Tech specifically disclaims accuracy in this reproduction and advises that if specific and precise accuracy is required that certified maps, surveys, plats, or other official means be obtained. There is no Statement of Accuracy for any parcel data; the parcel layer is considered an Index Parcel Layer not a Cadastral Parcel Layer. For planning purposes only.</p>
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STAMP

REVISIONS

PROJECT  
**RIB MOUNTAIN - CV04**  
 #####  
 18.8 ACRES APPROX.  
 #####

SHEET TITLE  
**SITE DEVELOPMENT**

SHEET NUMBER  
**B SIZE**  
 5/18/2016  
 DATE  
 1/64" = 1'-0"  
 SCALE

ORIOLE LANE



RIB MOUNTAIN SITE - 4.32 ACRES  
 (6) 4 UNIT BLDGS= 24 UNITS

# 4 Unit Building Elevations

Conceptual Color & Design Scheme\*



\* Printed elevations included

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I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A FULLY LICENSED ARCHITECT UNDER THE STATE OF WISCONSIN.

PALL J. CARDENA #0951-009

DATE: \_\_\_\_\_

PROJECT  
**RIB MOUNTAIN  
4 UNITS APARTMENT COMPLEX**  
ORIOLE LANE  
RIB MOUNTAIN, WI

SHEET TITLE  
**BUILDING ELEVATIONS**

REVISIONS

NO.	DATE	BY
1	XX/XX/2017	

PROJECT NO. XXX  
DRAWN BY: XXX

SHEET NUMBER

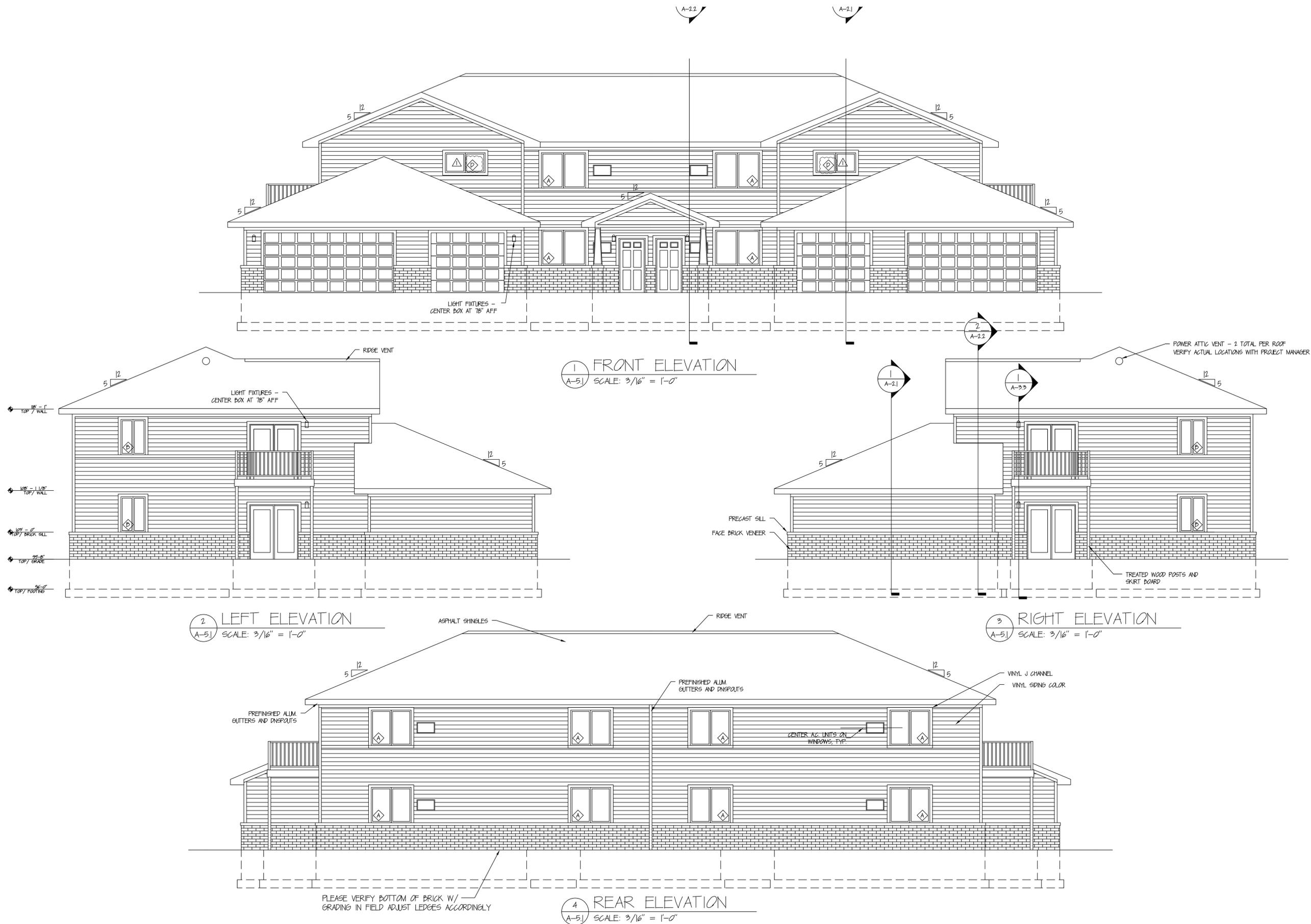
**A-5.1**

XX/XX/2017

DATE

SEE SHEET

SCALE



**REPORT TO PLANNING COMMISSION**

**FROM:** Steve Kunst, Community Development Director  
**DATE:** October 20, 2017  
**SUBJECT:** Outdoor Display – Hunting Blind

**REQUEST:** Conditional Use modification for an Outdoor Display Use at the property addressed 3404 Eagle Avenue.

**PROPERTY OWNER:** Richard Austin  
**APPLICANT:** Robert Alexejun

**PROPERTY ADDRESS(S):** 3404 Eagle Avenue  
**PARCEL #(S):** 34.102807.008.002.00.00

**CURRENT ZONING:** Suburban Commercial (SC)  
**ADJACENT ZONING:** Suburban Office (East); SC (North); DOT Right-of-Way (South & West)

**NARRATIVE:**

The applicant seeks Plan Commission approval for a modification of a conditional use. The Commission recommended approval of the display of a hunting blind for sale along with a sign displaying only a phone number with a list of conditions (see below) at the September 27<sup>th</sup> meeting. The modification request is focused on the method of installation. The Plan Commission conditioned the approval on having the blind “ground mounted” and the applicant wishes to have the blind elevated on 4” x 4” posts (see attached).

**PREVIOUSLY APPROVED:**

- The product must be ground mounted
- Signage can be a maximum of 1’ x 6’
- Signage can only display a phone number
- Signage can be located no more than 1’ above the height of product
- Signage cannot be lighted
- Product can only be displayed in the area north of the current buildings
- Product is limited to 1 hunting blind, as presented

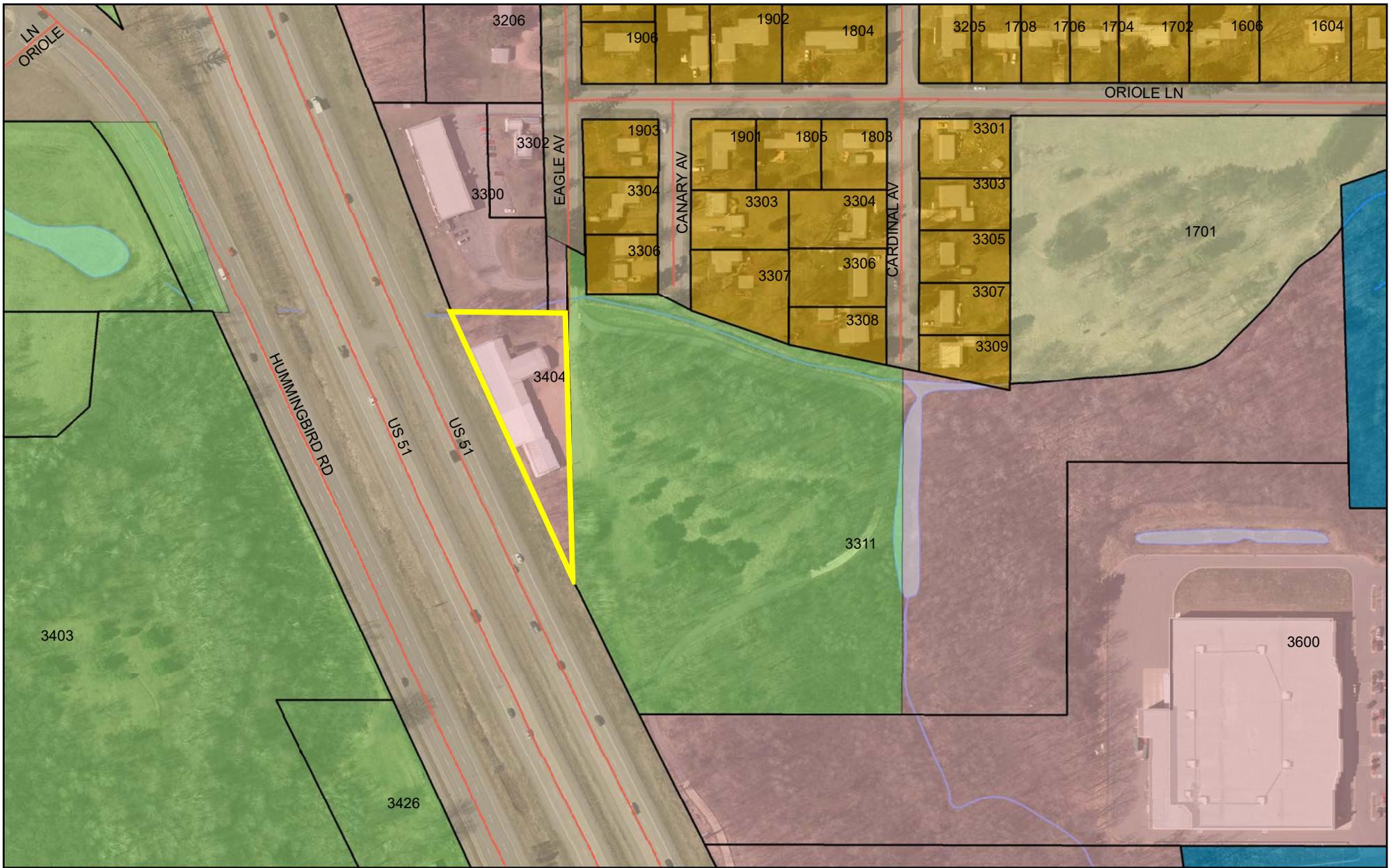


**PROPOSED:**



**POSSIBLE ACTION:**

1. Recommend approval of the conditional use modification at the property addressed 3404 Eagle Avenue, as presented
2. Recommend approval of the conditional use modification at the property addressed 3404 Eagle Avenue, with conditions/modifications.
3. Recommend denial of the conditional use modification for Outdoor Display at the property addressed 3404 Eagle Avenue.



*Rib Mountain: "Where Nature, Family, and Sport Come Together"*

Prepared by: **MI-TECH**  
www.mi-tech.us

Map Printed: 9/22/2017

<ul style="list-style-type: none"> <li>Parcel Outline</li> <li>Parcel Address</li> <li><b>Zoning Districts</b></li> <li>Unzoned</li> <li>CR-5ac Countryside Residential</li> </ul>	<ul style="list-style-type: none"> <li>EO Estate Office Residential</li> <li>ER-1 Estate Residential</li> <li>MR-4 Mixed Residential</li> <li>NC Neighborhood Commercial</li> </ul>	<ul style="list-style-type: none"> <li>OR Outdoor Recreation</li> <li>RA-1 Rural Agricultural</li> <li>RA-2 Rural Agricultural</li> <li>ROW</li> </ul>	<ul style="list-style-type: none"> <li>RR Rural Residential</li> <li>SC Suburban Commercial</li> <li>SI Suburban Industrial</li> <li>SO Suburban Office Residential</li> </ul>	<ul style="list-style-type: none"> <li>SR-2 Suburban Residential</li> <li>SR-3 Suburban Residential</li> <li>UC Urban Commercial</li> <li>UDD Unified Development</li> </ul>	<ul style="list-style-type: none"> <li>UR-8 Urban Residential</li> <li>Building Outline</li> <li>Road Centerline</li> <li>Water Feature</li> </ul>
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0 135 270  
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## **REPORT TO PLAN COMMISSION & TOWN BOARD**

**FROM:** Steve Kunst, Community Development Director  
**DATE:** August 4, 2017  
**SUBJECT:** Rib Mountain Comprehensive Plan Update Project

### **ITEMS TO BE DISCUSSED:**

1. Transportation Chapter
2. Economic Development Chapter
3. Intergovernmental Cooperation Chapter

### **NARRATIVE:**

The Commission held initial discussions on the transportation, economic development, and intergovernmental cooperation elements of the Comprehensive Plan at the September 13<sup>th</sup> meeting (summary below). Attached are draft chapters generated by the Regional Planning Commission staff based on those initial discussions for review and comment. From a scheduling standpoint, the Regional Planning Commission intends to hold initial land use discussions at the November 8<sup>th</sup> meeting.

### **TRANSPORTATION COMMENTS FROM 9/13**

- Make a statement about local bus service and the resident survey indicating the lack of interest
- Concerns about transportation funding
- Consider a southern connection to Rothschild or Kronenwetter, potentially at Foxglove and Military
- Consider the possibility to provide Park & Ride facilities near the County Rd N and NN exits from Hwy 39/51.
- Maximize parking opportunities for users of local recreational facilities
- Address concerns about traffic and pedestrian safety on County Road KK
- Highlight the desire for increased bike transportation opportunities throughout Town
- Address trail connection and traffic interactions with future commercial development near Rib Mountain Drive
- Work on trail connectivity to provide additional safety and functionality
- Continue working with Marathon County and other local agencies to provide for local law enforcement
- Consider maximizing current Town equipment and land for road projects (plow trucks for hauling base/gravel for road projects, or a Town non-metallic mine)

### **ECONOMIC DEVELOPMENT COMMENTS FROM 9/13**

- Promote redevelopment of properties east of Kwik Trip
- Consider increased aesthetic requirements for buildings which have multiple road frontages (Improvements to the rear of such buildings)
- Remove statement related to proactively zoning properties for commercial use.
- Bring vitality to lakeshore areas by providing boat access to commercial uses
- Specify the appropriate use of TIF districts
- Consider long term retail trends and potential uses for larger commercial spaces when reviewing the land use chapters.

- Identify areas for commercial development to maintain a balance between residential, recreational and commercial activities

#### **INTERGOVERNMENTAL COOPERATION COMMENTS FROM 9/13**

- Continue to work with Marathon County and adjacent municipalities to provide and improve law enforcement services
- Work with Marathon County and other agencies to help resolve N. Lakeshore Drive floodplain concerns
- Address Economic Development agreement with adjacent communities

## **CHAPTER FIVE**

### **TRANSPORTATION**

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

Rib Mountain is 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. The major road, Rib Mountain Drive, also provides a key connection to the rest of the urban area, crossing the Big Rib River / Lake Wausau.

#### **PREVIOUS PLANS AND STUDIES**

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Transportation planning in Marathon County is coordinated between the Marathon County Department of Conservation, Planning and Zoning (CPZ) and the Wausau Area Metropolitan Planning Organization (MPO); the body designated by the U.S. Department of Transportation to be responsible for transportation planning in the Wausau urban area. Marathon County provides staff for the Wausau Area MPO.

#### **TRANSPORTATION IMPROVEMENT PROGRAM (TIP)**

The TIP is updated by the Wausau MPO, annually. The TIP is developed by the MPO in cooperation with the State, affected transit operators, and local communities within the MPO boundary. The plan identifies transit and highway projects to be funded over the next four year period.

#### **LONG RANGE TRANSPORTATION PLAN FOR THE WAUSAU METROPOLITAN AREA (LRTP)**

The LRTP is prepared every five years by the MPO, the County, and WisDOT. The current LRTP was adopted in 2016 and identifies the current conditions in the area to recommend solutions to the issues regarding the deficiencies of the roadways in the area.

#### **LOCAL ARTERIAL CIRCULATION PLAN**

This 2000 vintage plan was produced by the Wausau MPO in conjunction with the Marathon County Department of Conservation, Planning, and Development and the Highway Department.

The purpose of this plan is to guide public and private sector decisions concerning the infrastructure, right-of-way, land use compatibility, and safety needs of the local arterial transportation system over the next 20 to 30 years.

### **COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN**

This 2014 plan analyzes service gaps and needs in public transit and human services transportation then propose strategies to address the gaps and needs. A five-year work plan was written to cover 2014 through 2018.

### **RIB MOUNTAIN AREA BIKE AND PEDESTRIAN LONG RANGE PLAN**

The Town of Rib Mountain mapped a number of short and long-term trail (off-street) and route on-street) bikeway improvements in 2013, including: existing off road facilities, existing road shoulder inventory, suggested bike routes on low-volume roads, planned off road facilities, and other proposed bike/pedestrian facilities.

### **WAUSAU MPO BICYCLE AND PEDESTRIAN PLAN**

The Wausau Metropolitan Planning Organization (MPO) prepared this 20-year Bicycle and Pedestrian Plan and Implementation Guide in 2015. The plan developed strategies for improving bicycle and pedestrian transportation throughout the Wausau area. Potential trails and routes are identified and a suggested implementation schedule was developed. One improvement identified was a connection of the Mountain-Bay Trail in eastern Marathon County to Rib Mountain and central Wausau via shared-use paths and regional bikeways.

The plan identifies areas where additional connections are needed. The plan shows both existing and proposed facilities. One of these segments is a route on Mountain Road with the addition of an off-road bike path that would connect down to Foxglove Road. Another proposed segment would provide a connection between the school and the County Highway R Trail, which would allow safe access to the school. The plan illustrates recent improvements, including the State Park off-road pedestrian paths and the bike shoulders added to Park Road in 2010.

### **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. The RLP identifies three major transportation issues.

- **Modes of Transportation to Work** – The region’s workforce is extremely dependent on the automobile. In 2012, over 80 percent of the region’s workforce drove alone to work on a daily basis. Another 10 percent carpooled, leaving less than 10 percent for the non-automobile methods such as walking, biking, and using transit. The average commute time in the central sub-region, which includes Marathon County, was 18.7 minutes.

- **Age of Drivers** in the Region – The region is seeing a change in the number of licensed drivers by age groups. Between 2004 and 2013, the region saw a 20 percent decrease in the number of drivers aged 17 through 19. During the same years, the region also had a 20 percent increase in drivers over age 65. These changes mean communities will have a need for multimodal options for the younger ages and options to increase safety as drivers age.
- **Transportation Maintenance Cost** – It is expensive to maintain the transportation infrastructure in the region. The current reliance on fuel tax and registration fees is inadequate, unstable, and may soon be outmoded. The inability to fund improvements and maintenance on transportation infrastructure will impact the ability to transport goods and provide safe, reliable, and efficient roads.

## **CONNECTIONS 2030**

This is Wisconsin's latest long-range, statewide, multimodal transportation plan. It identifies a series of system-level priority corridors that are critical to Wisconsin's travel patterns and the state economy.

## **ROAD NETWORK**

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### **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, 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**

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.

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. There were 59.74 miles of roadways in the Town in 2016 under both the jurisdiction of Rib Mountain and the County.

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.

## **MAJOR ROAD FACILITIES**

Roadway facilities, including Annual Average Daily Traffic (AADT) where the data is available, within the Town of Rib Mountain are shown on the Transportation Map. The following is a brief description, including functional classification, of the major road facilities located in the Town.

- **US 51/STH 29** is 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. 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
- **CTH N (Rib Mountain Drive/S. Mountain Road)** is 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.

- **CTH NN (N. Mountain Road)** is 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.
- **CTH KK** is a major collector running north/south through Rib Mountain terminating at CTH N. This road 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. 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**

The Town of Rib Mountain’s Streets and Parks Department maintains the local roadways within the Town. The Town has a road improvement/maintenance plan in place. The Town also completes a Pavement Surface Evaluation Rating (PASER) analysis of roadway conditions, which is used in conjunction with the Capital Improvement Program (CIP) to budget for road maintenance.

The Wisconsin Department of Transportation (WDOT) requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. 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 enables communities and the State 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. PASER rates road surfaces on a scale of 1 to 10. 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.

Table 5-1 illustrates the WISLR road assessment done in 2015 for paved roads in the Town. The Town also has 0.15 miles of gravel road which was in good condition in 2015. Roads exhibiting a surface condition rating at or below “Fair” must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of “Good” or better will only require preventative maintenance to promote safe travel conditions. This data collection effort will help ensure safe travel conditions along those routes.

<b>Table 5-1: Rib Mountain Road Surface Condition Ratings, 2015</b>			
<b>Rating</b>	<b>Condition</b>	<b>Miles</b>	<b>Description</b>
1	Failed	0.0	Needs total reconstruction.
2	Very Poor	0.9	Severe deterioration. Needs reconstruction with extensive base repair.
3	Poor	2.2	Needs patching & major overlay or complete recycling.
4	Fair	8.2	Significant aging and first signs of need for strengthening. Would benefit from recycling or overlay.
5	Fair	15.4	Surface aging, sound structural condition. Needs sealcoat or nonstructural overlay.
6	Good	14.6	Shows sign of aging. Sound structural condition. Could extend with sealcoat.
7	Good	21.2	First signs of aging. Maintain with routine crack filling.
8	Very Good	8.0	Recent sealcoat or new road mix. Little or no maintenance required.
9	Excellent	6.6	Recent overlay, like new.
10	Excellent	7.4	New construction.
<i>Source: WDOT (WISLR), 2015</i>			

The major road project in the Town over the last couple of years has been the improvement of Rib Mountain Drive between Robin Lane and Morning Glory Lane. The project included pavement resurfacing, curb and gutter replacement, medians, lengthening turn lanes, traffic signals, improved street lighting, burying overhead utilities and installation of sidewalk. The project will improve the image of the corridor as well as safety for motorists and pedestrians and provide some easing of traffic congestion

Upcoming major road projects include reconstruction of Lilac Avenue from Rib Mountain Drive to Phlox Lane and reconstruct Red Bud Road from County N to Pepperbush Lane.

Future regional projects related to Rib Mountain within the metro area long range transportation plan include:

- Investigate the need for new bridge crossings of the Rib, Wisconsin and Eau Claire Rivers in the metro area.
- Full buildout of the Bicycle and Pedestrian Plan for the metro area.

With the direct alignment of Foxglove Road with Military Road across the river in the Village of Rothschild, and interest from both communities, this would be a good candidate location for a new river crossing. Between the Grand Avenue (Business 51) crossing in Schofield and the Highway 153 crossing in Mosinee, there is an extended

stretch along the Wisconsin River with no street crossing. Communities along the river have periodically identified the need for another crossing. The river creates a significant barrier between communities and heavily influences traffic patterns. Compounding the problem is the I-39/US 51 corridor paralleling the river, essentially creating a second barrier. Foxglove Road has an overpass of I-39/US 51 already in place, although the existing structure may be narrow. The presence of overhead power lines and the railroad crossing between Business 51 and the River will also have to be addressed.

## **OTHER TRANSPORTATION MODES**

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The Town of Rib Mountain has committed itself to improving transportation conditions for pedestrians and bicyclists to improve the quality of life for its residents. In the 2014 Community Survey, participation responses indicated that walking/hiking and bicycling were the top two recreational pursuits.

### **PEDESTRIAN**

In the Town, sidewalks exist along Rib Mountain Drive and Robin Lane. However, there are few sidewalks in the residential areas and due to low traffic in these areas, the 2015-2019 Rib Mountain Outdoor Recreation Plan, which addressed pedestrian issues, did not recommend installation of sidewalks. However, there was a recommendation to add at least 5-foot (6-foot or off-street path is preferred) asphalt paved shoulders to all arterial and collector roads within the Town of Rib Mountain, due to the high levels of traffic on these roads. Additionally, the plan made a number of recommendations for possible pedestrian improvements to Rib Mountain Drive to better connect Rib Mountain Drive sidewalks.

### **BICYCLE**

A number of on-road and off-road bicycle facilities exist in the Town. The 2009 Bicycle and Pedestrian Plan for the Wausau Urban Area identified three bicycle routes through the Town, including one along County KK, connecting the City of Wausau to the City of Mosinee and a route on North Mountain Road which connects the Town to the City of Wausau as well as Marathon City. The third route is off-road along Hummingbird Road connecting both of the other routes as it goes south to Rothschild, Kronenwetter, and Mosinee. In 2010, an off-road pedestrian path and the bike shoulders were added from Park Road to Rib Mountain State Park.

County Highway KK has 5-foot asphalt paved shoulders on both sides and is well used by bicyclists. However, after two bicyclist deaths along this road, the community wants a safer way to ride their bikes generally in the CTH KK area. A short term recommendation from the Parks and Recreation Plan to make CTH KK safer was to add bicycle friendly rumble strip (approved by WisDOT & WI Bike Fed.) to both white lines and the centerline.

In 2016, the Town of Rib Mountain received a \$492,000 grant from Wisconsin's Transportation Alternatives Program for construction of the Trillium Trail. The proposed trail will connect the south end of Trillium Lane with Foxglove Road. The existing gravel trail along Trillium Lane will also be paved as part of the project. The trail project is a vital connection to the existing metropolitan bike route system. The Trillium Trail will connect existing routes providing safe bicycle and pedestrian access over USH 51/I39 via Foxglove Road to the Wisconsin River pedestrian bridge and surrounding communities. Construction is scheduled for 2020.

Another Plan for multi-use paths is the connection of Doepke Park with South Mountain Elementary. Paths and sidewalks on school property may be adequate to connect the potential trail along Bittersweet Road to the tennis courts and playgrounds at South Mountain Elementary.

The ultimate plan is to connect the various town destinations (e.g. state park, lake, Nine Mile, etc.) to provide better access to residents while providing alternatives to dangerous routes like Highway KK and addressing barriers like crossing Rib Mountain Drive. As town roads, integral to the system, such as the upcoming Lilac Avenue, are redeveloped, the Town works with land owners/developers to install appropriate accommodations according to the plan for these areas and connection with adjacent facilities. For example: long term plans propose a trail connection through the Town from the City of Wausau to Nine Mile Recreation Area. This would include the Highway R Trail to Bittersuite; continuing to South Mountain Elementary via Royal View subdivision; down South Mountain Road, to Red Bud, to Nine Mile. Off-street accommodations are indicated for South Mountain Road due to traffic speeds.

Additionally, the Rib Mountain Bicycle and Pedestrian Committee continues to promote safe biking and walking in the Town including sponsoring an annual bike rodeo and encouraging local Rib Mountain businesses to install bicycle racks.

## **TRANSIT**

Maintaining public transit in the surrounding area has been difficult in the current budget climate, and there is currently no regular fix route transit service within the Town. However, there are a number of private taxi and specialized service providers in the area. A number of town surveys have indicated that residents do not want public transit service. Based on these results, Town officials feel that transit service is not realistic without a Regional Transit Authority (RTA) or other funding source.

Transit service for the elderly and disabled is provided by Marathon County through North Central Health Care (NCHC). The services include flexible demand and volunteer driver services available with a 48-hour notice (requests less than 48 hours are fulfilled as resources allow).

The nearest intercity bus access is available at the MetroRide transit center in downtown Wausau. Service is provided by Jefferson Lines and Lamers Bus Lines to Minneapolis, Greenbay, Madison and Milwaukee with connections to points beyond.

## **RAIL**

There are no rail lines within the Town of Rib Mountain. However, limited freight rail service is available in the urban area from the Canadian National Railroad (CN). The rail line connects with the cities of Wausau and Tomahawk to the north and Mosinee, Stevens Point and Wisconsin Rapids to the south.

## **AIRPORTS**

The Town is served by two airports; the Central Wisconsin Airport (CWA) and the Wausau Municipal Airport:

### **Central Wisconsin Airport**

The Central Wisconsin Airport (CWA) is a regional non-hub airport, located east of Mosinee and accessible via I-39. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The airport is owned by Marathon and Portage Counties and is governed by the Central Wisconsin Joint Airport Board. It is currently served by three airlines; Delta, American, and United Airlines; and operates ten daily departures.

### **Wausau Municipal Airport**

The Wausau Municipal Airport, located in 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, are some of the services available.

## **LAND USE AND TRANSPORTATION**

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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 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 Noble 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 the U.S. Census Bureau:

- Rib Mountain                    7.8%
- Rothschild/Schofield       7.7%
- Weston                            6.8%
- Wausau                            43.0%
- Other                                34.7%

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. There is another commercial development node surrounding the US 51/STH 29 and NN interchange that includes several motels, restaurants and miscellaneous development. 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.

### **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.

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 for 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.

## TRANSPORTATION ISSUES

- **General Funding** – Given limited budgets, identifying, prioritizing and funding road maintenance needs and road improvements and ensuring the provision of a transportation network that is fiscally sustainable in the long-term is a continual challenge.
- **Trail Coordination** – The Town is interested in implementing its trail plan and coordinating development of the trail/bikeway system with neighboring communities to create a connected regional trail system.
- **Rib Mountain Drive Development** – 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. In 2013, average daily traffic was 13,900 and was projected to be 16,100 by 2036. With a concentration of commercial development that draws customers from around the region, Rib Mountain Drive is one of the highest traveled corridors in the metro area. What can be done to maintain the vitality of Rib Mountain Drive as a core commercial area in light of a changing retail market?
- **Limited River Crossings** - Between the Grand Avenue (Business 51) crossing in Schofield and the Highway 153 crossing in Mosinee, there is an extended stretch along the Wisconsin River with no street crossing. The river creates a significant

barrier between communities and heavily influences traffic patterns. An additional crossing on the south end of the Town would enhance traffic circulation in the urban area and relieve some congestion on the freeway.

## **TRANSPORTATION GOALS, OBJECTIVES AND ACTIONS**

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

**GOAL 1:** A high quality transportation network that facilitates the safe and efficient movement of people and goods.

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

**Objective 1:** 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 2:** 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 3:** To continue to work with WDOT to address safety and congestion issues at the CTH N and US 51/STH 29 interchange.

**Action 1:** Continue to work with Marathon County Sheriff’s Department and the State Patrol to enforce speed limits within the Town.

**Action 2:** Work with Marathon County to identify “problem” intersections and plan for design improvements.

**Action 3:** Routinely review, and revise road design and access standards in the Town’s subdivision ordinance.

**Action 4:** Encourage through-street connections when possible to enhance accessibility and traffic flow through implementation of the Town’s official map.

**Action 5:** Establish regular meetings (or correspondence) with adjacent municipalities to discuss issues regarding road safety and maintenance and coordinate action to address the problems.

**Action 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.

Action 7: Work with Marathon County and Village of Rothschild to explore the feasibility of a new Wisconsin River Crossing at Fox Glove Road.

Action 8: Prepare a corridor study for the long range development of Rib Mountain Drive.

Action 9: Work with Marathon County and Wisconsin DOT to evaluate, fund and develop safe bicycle and pedestrian crossing(s) of Rib Mountain Drive.

Action 10: Continue to implement the Town of Rib Mountain and Wausau Area MPO bicycle and pedestrian plans to provide town residents and visitors with safe access to all areas of the Town.

**GOAL 2**: Maintain and improve Town roads.

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

**Objective 1**: To continue to use the annual budgeting process to prioritize and allocate funding for road maintenance and improvements.

**Objective 2**: To conduct an bi-annual road analysis, using Pavement Surface Evaluation Ratings (PASER) to rate local road conditions and prioritize maintenance scheduling.

**Objective 3**: To continue to seek adequate and consistent sources of revenue to fund needed road improvements.

Action 1: Continue to utilize PASER evaluation ratings to prioritize road improvement projects.

Action 2: Work cooperatively with Marathon County and WDOT to seek and obtain funding for road improvements.

Action 3: Continue to implement and update the Town's Street Plan.

Action 4: Consider adopting guidelines that require developers to finance some of the road improvements necessary for new development.

**GOAL 3**: New development does not have negative impacts on the local road network or create traffic issues within the Town.

*The Town of Rib Mountain strives to minimize the impacts of new development on existing development and infrastructure.*

**Objective 1:** To ensure subdivision and road ordinances provide adequate road design and access management requirements.

**Objective 2:** To require roads in new subdivisions to be designed to accommodate future expansion where appropriate.

**Objective 3:** To establish and require developer contributions for road improvements that serve new developments.

**Objective 4:** To encourage new development to incorporate bicycle and pedestrians facilities where feasible.

**Action 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.

**Action 2:** Require that roads in new subdivisions be designed to allow extensions and connections to roads (existing and potential) on adjacent properties where possible.

**Action 3:** Establish and adopt requirements regarding developer contributions for road improvements in new subdivisions.

**Action 4:** Coordinate review of major developments/subdivisions with Marathon County and adjacent municipalities to ensure local and area traffic concerns are adequately addressed.

## CHAPTER SIX

### 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.

#### PREVIOUS PLANS AND STUDIES

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##### COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

Marathon County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). The North Central Wisconsin Regional Planning Commission is the agency that is responsible for maintaining that federal designation. As part of maintaining that designation, the NCWRPC annually prepares a Comprehensive Economic Development Strategy (CEDS) report. The report serves to summarize and assess economic development activities of the past year and present new and modified program strategies for the upcoming year.

Key components from this regional level plan include an inventory of the physical geography of the Region and its resident population. Labor, income, and employment data are reviewed as well as an in-depth analysis of the economic status of the Region.

##### 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. The RLP identifies three economic development issues:

- **Available Labor Force and Employment** - Businesses need a workforce with the proper education to meet the demands of the changing job market. High labor needs combined with an older workforce preparing for retirement will result in a labor force shortage and inability to meet the workforce needs of area businesses. The future availability of a quality labor force is a major concern for the business community.
- **Living Wage** - Over the past 10 years, the region's cost of living (i.e. home prices and rent) have increased faster than per capita and household incomes. Consequently, many working adults must seek public assistance and/or hold

multiple jobs in order to meet the basic needs of their families. Occupations paying a living wage provide families resources for savings, investments, education, and the purchasing of goods which improves the local economy and increases the quality of life of the region's population.

- **Broadband** - High-speed broadband connections are crucial for government services, healthcare, education, library systems, private businesses, and residents. Improving the region's telecommunication network can assist existing businesses, attract new businesses, and allow residents to access education opportunities.

## **METRO AREA ECONOMIC ASSESSMENT**

In 2017, the discussion of a regional economic strategy started when Wausau metro region community leaders came together to discuss economic development issues at the invitation of the Marathon County Economic Development Corporation (MCDEVCO). Slow population growth, labor shortages, low wages, and other issues were discussed. None of the local communities or the County has a formal economic development strategy beyond the existing economic development sections from their individual comprehensive plans and other similar plans. The conclusion was that dealing with these challenges as individual communities was difficult and collaboration might be the best approach.

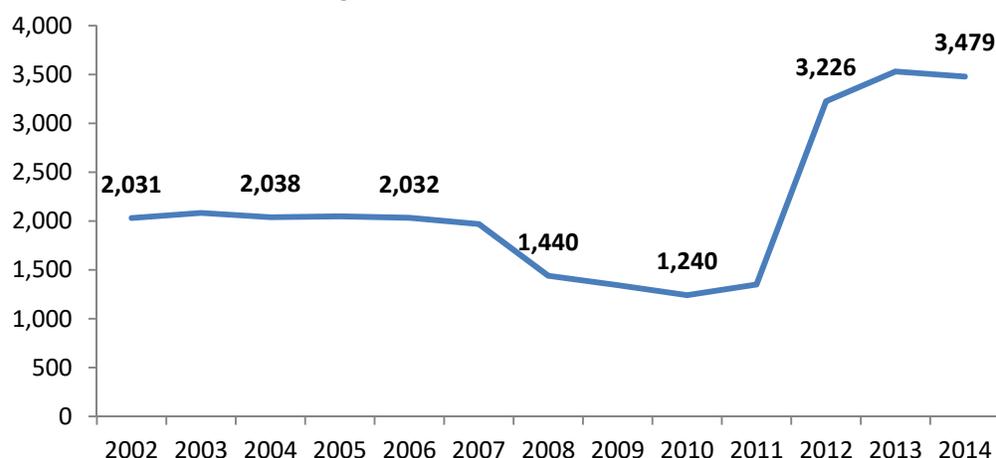
The Metro Region Economic Development Assessment is the first step in creating a formal regional economic development strategy for the communities of Kronenwetter, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Wausau and Weston. Combined, these communities are the urbanized core of Marathon County. The purpose of this assessment is to provide a background for a future regional economic strategy. This assessment combines community demographic, labor force, and local economy data to provide an illustration of the larger area trends within the metro region.

Facing the issues of a low-growth population, transitioning industries, labor shortages, and low wages will be difficult. Together, the metro region municipalities are much better equipped to solve these issues by pooling resources and cooperating with each other, rather than competing against each other.

## **LOCAL ECONOMIC ENVIRONMENT**

The Town of Rib Mountain has a progressive attitude toward economic development and retention of local businesses. 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.

**Figure 6.1 Jobs in Rib Mountain, 2002-2014**



As shown in Figure 6.1, in 2010 there were 1,240 people employed at jobs located in the Town, with 37.1 percent of jobs in the Retail Trade Industry. At the height of the economic recession, this was a low for the Town with most of the job losses seen in Retail Trade, Construction, Wholesale Trade, as well as Transportation and Warehousing.

By 2014, there were 3,479 jobs in the Town which is a 71.2 percent increase over 2006, before the recession. Most of these jobs are concentrated in the commercial area around Rib Mountain Drive (CTH N) and North Mountain Road (CTH NN). Since 2006, the retail trade industry has grown just under 50 percent, adding 525 jobs. Accommodation and Food Services was second largest growing industry in terms of net growth, adding 449 jobs. The Arts, Entertainment, and Recreation industry added 234 jobs while Health Care and Social Assistance industry provided 223 more jobs than in 2006. More detail in jobs growth can be seen in **Table 6.1**.

<b>Table 6-1: Employment in Rib Mountain by Industry</b>						
<b>Industry Group</b>	<b>2006</b>		<b>2014</b>		<b>Change</b>	
	<b>Count</b>	<b>Share</b>	<b>Count</b>	<b>Share</b>	<b>%</b>	<b>Net</b>
Ag., Forestry, Fishing & Hunting	0	0.00%	0	0.00%	0%	0
Mining, Quarrying, & Oil/Gas Extraction	0	0.00%	0	0.00%	0%	0
Utilities	6	0.30%	9	0.30%	50%	3
Construction	80	3.90%	67	1.90%	-16%	-13
Manufacturing	0	0.00%	33	0.90%	3300%	33
Wholesale Trade	45	2.20%	53	1.50%	18%	8
Retail Trade	1,059	52.10%	1,584	45.50%	49.6%	525
Transportation and Warehousing	47	2.30%	42	1.20%	-11%	-5
Information	7	0.30%	0	0.00%	-100%	-7
Finance and Insurance	117	5.80%	100	2.90%	-15%	-17
Real Estate and Rental and Leasing	18	0.90%	21	0.60%	17%	3
Professional, Scientific, & Tech. Services	22	1.10%	76	2.20%	245%	54

Management of Companies & Enterprises	46	2.30%	0	0.00%	-100%	-46
Waste Management & Remediation	8	0.40%	45	1.30%	463%	37
Educational Services	44	2.20%	62	1.80%	41%	18
Health Care and Social Assistance	131	6.40%	354	10.20%	170%	223
Arts, Entertainment, and Recreation	0	0.00%	234	6.70%	1400%	234
Accommodation and Food Services	194	9.50%	643	18.50%	231%	449
Other Services (excluding Public Admin.)	24	1.20%	124	3.60%	417%	100
Public Administration	184	9.10%	32	0.90%	-83%	-152
<i>Source: Longitudinal Employer-Household Dynamics Data, 2016</i>						

## **EMPLOYMENT PROJECTIONS**

Job projections were taken from the Economic Modeling Specialists International (EMSI) which uses a shift share analysis to create projections. However, data is not available at the municipal level, but rather by zip code. In the 54401 zip code, which includes Rib Mountain as well as Wausau, there were 27,332 jobs in this zip code in 2014. In Rib Mountain there were 3,479 jobs, or 12.7 percent of the jobs in the zip code.

EMSI predicted that there would be 29,049 jobs in this zip code by 2024. Assuming that Rib Mountain will have 12.7 percent of these jobs, which is a substantial assumption, 3,698 of those jobs would be in Rib Mountain. This would be an increase of 219 jobs, or a 6.2 percent increase.

## **ECONOMIC DEVELOPMENT AREAS WITHIN TOWN OF RIB MOUNTAIN**

There are several unique economic areas with the Town.

- **Rib Mountain Drive:** Rib Mountain Drive is heavy commercial area. The traffic counts on Rib Mountain Drive (and I39 which parallels and feeds this area) are the engine that drives the economy in Rib Mountain. The intension is to keep the high-intensity commercial on the east side of I39 to maintain the unique character of other parts of the Town.

This is a maturing commercial corridor, and the Town is concerned about the effects of current commercial/retail trends on the area. Addressing these concerns and determining what can be done to maintain the vitality of this corridor as a core commercial area is the Town's principle economic development effort moving forward.

- **Highway R:** County Highway R or Hummingbird Road parallels I39 on the west side and is the Town's secondary commercial area developing with a less-intensive "suburban office" style of development. The intent is to provide an alternative commercial environment to Rib Mountain Drive, while providing a

buffer zone between the high-intensity uses on Rib Mountain Drive and other low intensity areas of the Town.

- **North Mountain Road:** The area along North Mountain Road (County NN) between Rib Mountain Drive and Hummingbird Road is primarily a high-way oriented commercial node focused on the I39 Interchange.
- **Other Areas:** The remainder of the Town is comprised of primarily residential development around the various recreational amenities of the Town with some sporadic commercial sites and the occasional church or school. The intent is to maintain the character of these areas. Only neighborhood commercial appropriate to the area should be allowed. Such developments should not be regional draws that would be likely to pull in traffic from a wider area.

## COUNTY ECONOMIC ENVIRONMENT

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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.

In 2016, there were 70,780 jobs in Marathon County and had a Gross Regional Production of \$6.97 billion in 2014. **Table 6.2** shows a select number industries by employment in Marathon County in 2011 and 2016. In 2016, the Manufacturing Industry (NAICS 31) was the largest employment sector with 16,505 workers. Health Care and Social Assistance (NAICS 62) and Retail Trade (NAICS 44) were second and third with 9,707 and 9,050 workers respectively.

In terms of job growth, Mining, Quarrying, and Oil and Gas Extraction (NAICS 21) was the fastest growing industry from 2011 with a growth rate 304 percent, adding 76 jobs. The Management of Companies and Enterprises industry (NAICS 55) was second, employing an additional 609 workers, an 85 percent increase. The third fastest industry was Real Estate and Rental and Leasing (NAICS 53) increasing 43 percent, or 142 workers. The Manufacturing (1,741 jobs), Health Care and Social Assistance (1,618 jobs), and Retail Trade (796 jobs) Industries added the most jobs overall. Construction came in fourth, adding 716 jobs.

It should be noted that the number of employees in certain sectors, particularly those workers engaged in Crop and Animal production, which includes forestry, may be understated because this information utilizes the Wisconsin Department of Workforce Development data; those who are self-employed or work in family businesses are not reflected in this data.

**Table 6-2: Jobs by Industry-Marathon County**

NAICS	Description	2011 Jobs	2016 Jobs	2011-2016 Change	2011-2016 % Change
31	Manufacturing	14,764	16,505	1,741	12%
62	Health Care and Social Assistance	8,089	9,707	1,618	20%
44	Retail Trade	8,254	9,050	796	10%
90	Government	7,257	7,316	59	1%
72	Accommodation and Food Services	4,582	4,448	-134	-3%
52	Finance and Insurance	4,726	4,379	-347	-7%
42	Wholesale Trade	4,155	4,379	208	5%
23	Construction	1,980	2,696	716	36%
48	Transportation and Warehousing	2,171	2,142	-29	-1%
56	Professional, Scientific, & Tech. Services	1,877	1,953	76	4%
	Totals	64,940	70,780	5,840	9%

Source: Economic Modeling Specialists International, 2016

Six industries lost jobs from 2011 to 2016. The Finance and Insurance (NAICS 52) lost 346 jobs, decreasing 7 percent. Other Services (NAICS 81) decreased its employment by 14 percent, or 269 jobs. Accommodation and Food Services (NAICS 72) shrank by 134 jobs while Information (NAICS 51) lost 85 jobs. Transportation and Warehousing (NAICS 48) and Educational Services (NAICS 61) lost 29 and 23 jobs respectively.

In 2014, Marathon County generated 10.8 billion dollars in export revenue. Export revenue is money received in the region through foreign and external domestic sources. Manufacturing was the highest export industry accounting for over five billion dollars, or 47 percent of total export revenue. Finance and Insurance was the second highest export industry accounting for over 1.2 billion dollars, or 11 percent of total export revenue. Health Care and Social Assistance was the third highest export accounting for over \$834 million. The ability to export goods and services is essential to the county's economy as it introduces new money to the economy, rather than simply circulating

money that is already in the region. This influx of new revenue is redistributed throughout the economy at local restaurants, suppliers, and retailers.

## **JOB GROWTH**

Between 2011 and 2016, Marathon County added 5,840 jobs, an increase of 9 percent. The State of Wisconsin experienced a job growth of 8.8 percent and the nation which increased 10.3 percent. Based on National Growth Effect (7,264), an Industry Mix Effect (-1,413), and the Competitive Effect (158) the region would expect to add 5,851 jobs in this industry over the next ten year time period based on a shift share analysis.

While a location quotient analysis provides a snapshot of the economy at a given time, shift-share analysis introduces trend analysis (change over a period of time). This is an analysis technique that examines economic change and incorporates a “what-if” component. The theory behind shift-share is that local economic trends can be determined to be “up “or “down” relative to national trends, called the National Growth Component. It also identifies if the growth is in fast or slow growing industries or sectors, call Industrial Mix; and finally, it identifies how competitive an area is for attracting different economic sectors, called the Competitive Share. Both models use the same employment data.

The industrial mix effect represents the share of regional industry growth explained by the growth of the specific industry at the national level. The national growth effect explains how much the regional industry’s growth is explained by the overall growth in the national economy. The regional competitiveness effect explains how much of the change in a given industry is due to some unique competitive advantage that the region possesses, because the growth cannot be explained by national trends in that industry or the economy as a whole. As a result of the regions unique competitiveness, the county should continue to grow.

## **ECONOMIC DEVELOPMENT 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.
- **Limited Development** - 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.
- **Rib Mountain Drive Development** – 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. In 2013, average daily traffic was 13,900 and was projected to be 16,100 by 2036. With a concentration of commercial development that draws customers from around the region, Rib Mountain Drive is one of the highest traveled corridors in the metro area. What can be done to maintain the vitality of Rib Mountain Drive as a core commercial area in light of a changing retail market?

- **Lake Wausau** - Essentially an untapped resource, the lake shore has the potential to be promoted as an amenity/attraction for the Town. Developing/improving the shoreline including access and destinations in appropriate areas will encourage boat traffic.

## **ECONOMIC DEVELOPMENT GOALS, OBJECTIVES AND ACTIONS**

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

**GOAL1:** Revitalize older industrial and commercial areas in the Town.

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

**Objective 1:** To identify commercial and/or industrial properties that should be targeted for redevelopment.

**Objective 2:** To proactively explore opportunities to provide support and assistance to help established businesses remain and expand in Rib Mountain.

**Objective 3:** To ensure that public infrastructure (e.g., water, sewer, roads/access) is adequate to support redevelopment of existing commercial and industrial properties.

**Action 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.

**Action 2:** Identify and prioritize public infrastructure improvements needed to foster new commercial development. Work with Marathon County (through MPO) to initiate improvements.

**Action 3:** Consider establishing TIF district(s) to finance public infrastructure improvements, property acquisition, etc. to foster redevelopment.

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

**Action 5:** Encourage redevelopment / improvement efforts along lake shore.

**GOAL 2:** Encourage new commercial development in appropriate locations.

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

**Objective 1:** To identify locations where new commercial development should be directed and encouraged.

**Objective 2:** To proactively identify the type and amount of commercial development needed in Rib Mountain to serve local needs.

**Action 1:** Identify and pre-plan areas where new commercial development is desired.

**Action 2:** Conduct a community market survey to obtain input on the types of commercial development that should be encouraged to locate in Rib Mountain.

**Action 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.

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

**Objective 1:** To continue to maintain and support regional-oriented commercial development along Rib Mountain Drive.

**Objective 2:** To identify locations to encourage neighborhood-oriented commercial nodes.

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

**Action 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.

Action 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.

Action 4: Continue to work with the other communities in the metro area on the regional economic develop strategy.

## **CHAPTER EIGHT**

### **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**

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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.

#### **SHARED SERVICES**

##### **Fire and Emergency Response**

The Town cooperates with the Villages of Kronenwetter and Weston as well as the Towns of Weston, Easton, Ringle, Guenther, Stettin and Marathon in membership in the South Area Fire District, SAFER. The District originated in 2014 and operates stations in both Rib Mountain and the Village of Weston.

##### **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 (RMMSD), which also serves the villages of Weston,

Rothschild, and Kronenwetter. Sewage collection is provided by Rib Mountain Sanitary District (RMSD).

## **COOPERATIVE PRACTICES**

### **School District**

The Town is served by the Wausau School District, which operates two elementary schools located in Rib Mountain; 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 currently receives law enforcement services from the County Sheriff's Office. 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.

### **Regional Agencies**

The Town is a member of the Wausau Area Metropolitan Planning Organization (MPO), whose primary function relates to coordination of regional transportation planning.

The Town is also a member, with all of Marathon County, in the ***North Central Wisconsin Regional Planning Commission (NCWRPC)***. The NCWRPC provides land use planning, economic development, mapping, and other planning services to member municipalities in the Region.

The Town is also a member of the North Central Wisconsin Stormwater Coalition (NCWSC) with 12 other municipalities and Marathon County to coordinate compliance with mandated stormwater quality requirements.

### **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.

## INTERGOVERNMENTAL COOPERATION 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:** Coordinate development and planning activities with surrounding communities.

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

**Objective 1:** 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 2:** To work with surrounding communities in preservation of natural resources.

**Objective 3:** To communicate with adjacent communities when planning locations for public facilities that may serve more than one community.

**Objective 4:** To continue to participate with the Metropolitan Planning Organization (MPO) to coordinate timing of road maintenance and improvements with surrounding communities.

**Action 1:** Work cooperatively with adjacent municipalities to review and coordinate development along common boundaries.

**Action 2:** 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.

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

**Objective 1:** To continue to provide mutual-aid agreements with surrounding municipalities.

**Objective 2:** To continue to cooperate with the Villages of Kronenwetter and Weston as well as the Towns of Weston, Easton, Ringle, Guenther, Stettin and Marathon in the South Area Fire District, SAFER, for more efficient and cost-effective fire, EMS/ambulance services.

**Objective 3:** To evaluate whether law enforcement services could be provided in a more efficient and cost-effective manner.

Action 1: Establish regular discussions with surrounding municipalities to review service agreements and identify opportunities to improve efficiency and cost-effectiveness.

Action 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.

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

**Objective 1:** To encourage local officials to participate in county and state government activities and organizations.

**Objective 2:** To encourage regular participation and feedback from residents and businesses through surveys, informational public meetings, newsletters or other activities.

Action 1: Maintain Town membership in the Wausau Area Metropolitan Planning Organization.

Action 2: 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.

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

**Objective 1:** To maintain current contracts with the Marathon County Sheriff's Office for law enforcement services, but review as community needs change.

**Objective 2:** To continue to work with Marathon County on county road and bridge maintenance and improvements.

**Objective 3:** To continue to work with Marathon County on permitting oversight regarding shoreland, wetland and floodplain regulations, and private sewage system regulation.

Action 1: Maintain regular contact and timely feedback to Marathon County staff regarding concerns with road maintenance and code enforcement.

Action 2: Work with Marathon County Sheriff's Department as needed to improve communications or other efforts to enhance the efficiency and effectiveness of police protection services.

Action 3: Work with Marathon County to address floodplain issues affecting North Lake Shore Drive and Mallard Lane.