



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

3700 North Mountain Road
Wausau, Wisconsin 54401
(715) 842-0983
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PLAN COMMISSION

OFFICIAL NOTICE & AGENDA

A meeting of the Town of Rib Mountain Plan Commission will be held on **Wednesday, September 12th, 2018; 6:30 P.M. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road.** The Town Board may attend for purposes of gathering information. Subject matter for consideration and possible action follows:

- 1.) Call to Order
- 2.) Roll Call
- 3.) Minutes
 - a. **Approval of minutes from the 8-22-2018 Plan Commission meeting.**
- 4.) Public Hearing:
 - a. **Ben and Alyssa Schneeberger, owners, request conditional use approval for a private residential garage in excess of 1,000 square feet of gross floor area and a second driveway at the property addressed 2608 Sage Lane. Parcel #34.970.000.012.01.00. Docket #2018-45.**
- 5.) Old Business:
 - a. **Discussion on updates to the Town of Rib Mountain Comprehensive Plan. Docket #2017-05.**
- 6.) Correspondence/ Questions/ Town Board Update:
- 7.) Public Comment
- 8.) Adjourn

TOWN OF RIB MOUNTAIN
PLANNING COMMISSION MEETING
August 22, 2018

Chairperson Harlan Hebbe called the meeting of the Plan Commission to order at 6:30 pm. Other Plan Commission members present included Jim Hampton, Laura McGucken, Tom Steele, Ryan Burnett and Jay Wittman. 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 August 8, 2018 Plan Commission meeting, as presented. Motion carried 5-0. Ryan Burnett abstained.

CERTIFIED SURVEY MAPS:

- a. *Paul Hackel, applicant, requests Certified Survey Map approval for the property addressed 6200 South Mountain Road. Parcel #34.182807.016.002.00.00. and #34.182807.013.000.00.00. Docket #2018-42.*

Community Development Director, Steve Kunst, indicated the CSM presented is intended to adjust lot lines for the two parcels identified in the proposed Stone Horizon subdivision, which the Town approved on July 17th. He noted the CSM request is intended to facilitate a land sale from the current owners to the developer of Stone Horizon.

Additionally, Kunst noted a lot line adjustment of this nature would not typically require Town review. However, the proposed layout results in the existing parcel with a residence to no longer have frontage on a public street, and that can only be done by approval of the Town's Planning Agency. He noted the intent is for this layout to be temporary, but considerations should be made for an easement agreement to continue access to the residence in the event the subdivision is never built.

Nathan Wincentsen, applicant representative, noted they intend to establish an easement with the current resident and it will be written to terminate after the public road is dedicated which gives the resident public road frontage. Wincentsen also noted they received approval of the preliminary plat from Marathon County and intend to submit the final plat for a Plan Commission meeting in September.

Commissioners asked for clarification on the platted areas of the CSM and process of establishing the easement. Wincentsen and Kunst indicated Lot 1 of the CSM will contain the new lots as part of the Stone Horizon subdivision plat and the easement to access Lot 2 can only be established at the time of the land sale, because an individual cannot grant an easement to itself.

Motion by Jay Wittman, second by Tom Steele to recommend approval of the Certified Survey Map for the property addressed 6200 South Mountain Road, conditioned upon receipt of an easement agreement to allow existing residence access to County Road N.

Motion Carried 6-0.

OLD BUSINESS:

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

Kunst noted this conversation is a continuation of the discussion on the Land Use chapter of the Town's Comprehensive Plan as part of the overall plan update. He indicated revisions to the general plan text were made based on the Plan Commission discussion in January, and he would like to focus this discussion primarily on the Issues, Goals and Objectives the Plan Commission would like to address more specifically. By making specific statements regarding these items, Kunst noted, this section can be a strong tool in guiding future land use decisions.

The following items were discussed and considered for addition in the Comprehensive Plan Update.

- Provide a statement related to development of lands along South Mountain Rd, west of the Hall Farm.
- What will Rib Mountain Drive look like in 10 years and how will it redevelop if there are changes in the retail market?
- Potentially require four-sided architecture for commercial properties with front and rear road frontage.
- Add a statement identifying Rib Mountain as a primarily single-family community with a strong commercial core.
- What is the probability of the Town incorporating and how does that impact the contents of the Comprehensive Plan?
- How important is the sustainability of the State Park?
- Will expansion of the ski hill reduce local usability of the State Park?
- Add statement related to the potential ski hill expansion and the impact may have on the Rib River, Lake Wausau, and associated ecosystems.
- Strengthen existing statement in the plan related to ski hill Development.
- Potentially provide parking enhancement on Park Rd.
- Provide a strong statement related to bicycle route enhancements.
- Protection of our natural resources and being good stewards of our land is very important and ties in with the Town's motto.
- Potentially strengthen ties with the Lake Wausau Association.
- Discussion about fish habitat issues on Lake Wausau.
- Turnover and business transitions on Rib Mountain Drive.
- Will changes in retail require more storage/warehouse space for delivery and distribution and how does that affect the aesthetic of Rib Mountain Drive.
- What is the taxation impact on residents if we lose businesses on Rib Mountain Drive?
- Discussed options or incentives for commercial building owners to maintain vacant properties/buildings
- Increase design standards and enforcement mechanisms

- What is the economic impact of increased transportation on or around Rib Mountain Drive?
- Address concerns related to floodplain areas of Town, specifically those on N. Lakeshore Dr.

b. Discussion and recommendation on SAFER proposed amendments to Rib Mountain Municipal Code Chapter 5 – Fire Protection. Docket #2018-43.

Kunst noted the Town of Rib Mountain’s contracted fire protection agency, the South Area Fire and Emergency Response District, is proposing updates to the Town’s Fire Prevention code. He indicated the proposed amendments were coordinated with the City of Wausau in an attempt to make regulations more uniform for individuals and businesses throughout the region as well as to conform with the latest national fire protection standards.

Commissioners briefly discusses the role of SAFER in regional response activities and Town related inspection requirements.

Paul Kufahl, Building Inspector, summarized some of the code items that may impact residents and internal operations. Those items are as follows:

- Permit requirements for all temporary and permanent L.P. installation of 250 gallons or more, this included residential and agricultural installation.
- Permit and inspection requirements for tents over 200 square feet on commercially zoned properties. This will add a layer of review for our typical commercial tent permits.
- Requirement for access boxes on the exterior of commercial buildings to allow the AHJ entrance to and floor plans of those buildings.
- The fire department must approve all hydrant, standpipe and sprinkler systems for private properties and a permit is required. This is something they have not done previous and may need to add or train staff to provide this service.
- Recreational fire pits and structures can be no larger than 36” in diameter and must be 25’ from combustible structures and 15’ from property lines. These dimensions are different than our current code.
- Fire department will have the ability to require the removal of waste, rubbish, weeds, accumulation of debris when it endangers the property or is liable to be fired. This may offer a layer of enforcement for some current troubled properties.
- Commercial changes in occupancy require a fire and safety inspection prior to the business opening. This is easily done for new commercial building or others with alterations requiring permits. However, if a permitted business type moves into a space without alteration, no notification is provided to know a new business has moved in. We may need to consider a business registration form to keep track of new business and establish contacts with business owners and managers.
- Changes to building floor areas may require entire buildings to be brought up to current fire protection standards.
- Yearly inspection requirements may be required for residential condominiums and garages used for storage only as prescribed in the new code. We aren’t sure how this will be enforced.

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

Upcoming Agenda Items – Kunst indicated a proposal for a new restaurant, the final plat of Stone Horizon Subdivision, and a detached garage and second driveway will be on future Plan Commission agendas.

Town Board – Kunst noted the Town Board is considering two new ordinances prohibiting camping in public spaces and feeding wildlife in Town Parks.

Dog Park – Kunst noted the Dog Park is slated to be completed by the middle to end of September.

PUBLIC COMMENT:

No comments received.

ADJOURN:

Motion by Tom Steele, second by Jay Wittman to adjourn the Plan Commission Meeting. Motion carried 6-0. Meeting adjourned at 8:40 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director

DATE: September 6, 2018

SUBJECT: Conditional Use Request – Detached Accessory Building

APPLICANT: Ben and Alyssa Schneeberger, owners

PROPERTY ADDRESS: 2608 Sage Lane

REQUEST: Conditional Use approval to allow construction of a 28 ft. by 40 ft. accessory building resulting in 1,120 ft.² of total accessory building area and a second driveway.

ZONING: Suburban Residential - 2 (SR-2)

ADJACENT ZONING: SR-2 (North, South, East, & West)

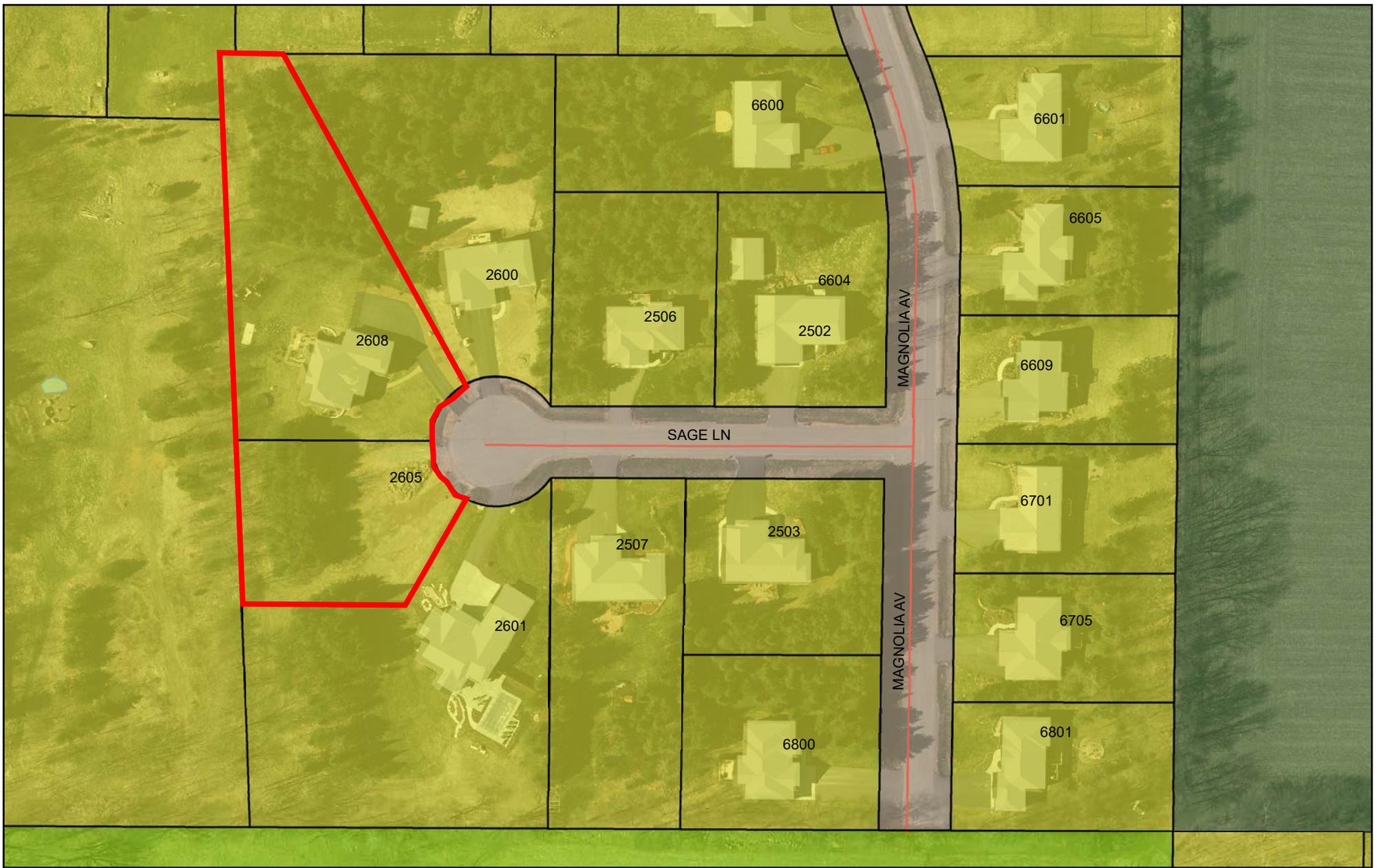
NARRATIVE:

The applicant seeks Plan Commission recommendation for construction of a 28 ft. x 40 ft. detached garage (1,162 ft² with front bump out) and second driveway at the west end of Sage Lane. Per RMMC Sec. 17.056 (8)(d), any one property may have greater than 1,000 square feet and up to a maximum of 1,500 square feet of accessory building area with conditional use approval. The subject property is the result of a recent parcel combination and is approximately 1.8 acres in area. The proposal calls for 10-foot side walls, a nine (9) foot tall overhead door, and exterior building materials to match the residence.

The proposal also calls for a second driveway onto Sage Lane to directly serve the new garage. Per RMMC Section 17.172(3)(d) “for residential uses, two access points serving the same street frontage may be approved as a conditional use.” Considering the proposed garage is located on what was once a separate parcel, the second driveway in this scenario does not increase the total number of typically approved access points. Staff does not see an issue with the second access point.

POSSIBLE ACTION:

1. Recommend approval of the conditional use to allow construction of a 1,162-square foot detached garage and second driveway at the property addressed 2608 Sage Lane, as presented.
2. Recommend approval of the conditional use to allow construction of a 1,162-square foot detached garage and second driveway at the property addressed 2608 Sage Lane, with conditions/modifications.
3. Recommend denial of the conditional use to allow construction of a 1,162-square foot detached garage and second driveway at the property addressed 2608 Sage Lane.



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

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

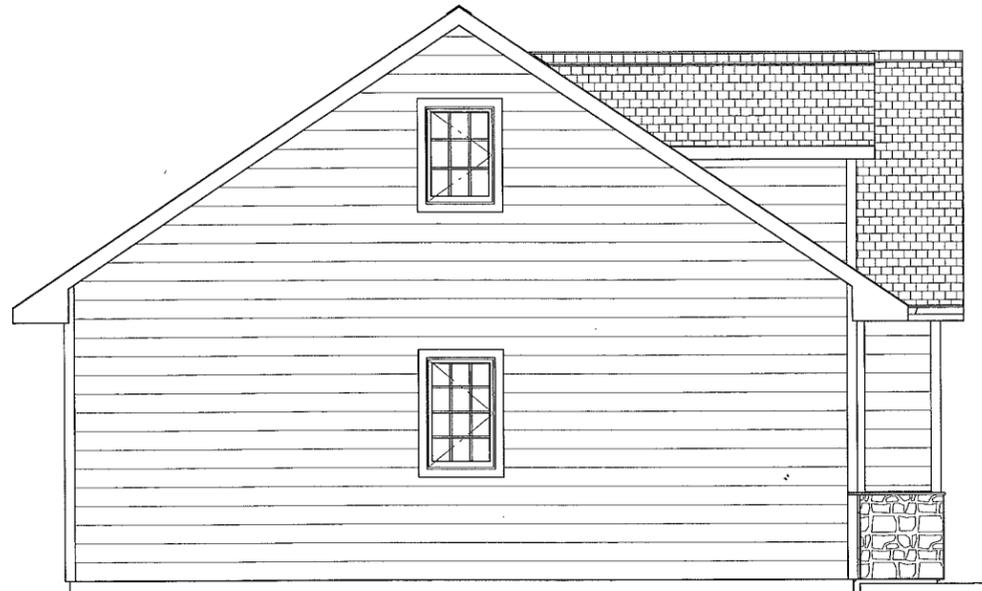
Map Printed: 9/6/2018

<ul style="list-style-type: none"> □ Parcel Outline □ Parcel Address Zoning Districts □ Unzoned CR-5ac Countryside Residential 	<ul style="list-style-type: none"> EO Estate Office Residential ER-1 Estate Residential MR-4 Mixed Residential NC Neighborhood Commercial 	<ul style="list-style-type: none"> OR Outdoor Recreation RA-1 Rural Agricultural RA-2 Rural Agricultural ROW 	<ul style="list-style-type: none"> RR Rural Residential SC Suburban Commercial SI Suburban Industrial SO Suburban Office 	<ul style="list-style-type: none"> SR-2 Suburban Residential SR-3 Suburban Residential UC Urban Commercial UDD Unified Development 	<ul style="list-style-type: none"> UR-8 Urban Residential Building Outline Road Centerline Water Feature
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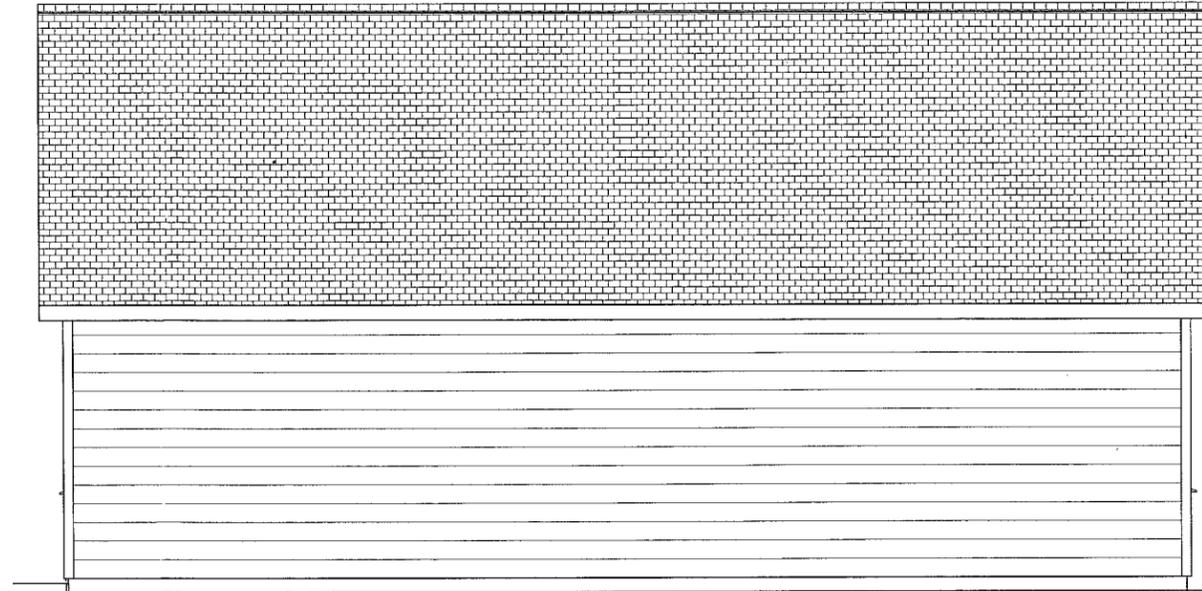
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Feet

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Exterior Elevation Left



Exterior Elevation Back



Exterior Elevation Front



Exterior Elevation Right

To the best of my knowledge these plans are drawn to comply with owner's and/or builder's specifications and any changes made on them after prints are made will be done at the owner's and/or builder's expense and responsibility. The contractor shall verify all dimensions and enclosed drawing. Modern Builders & Suppliers Inc. is not liable for errors once construction has begun. While every effort has been made in the preparation of this plan to avoid mistakes, the maker can not guarantee against human error. The contractor of the job must check all dimensions and other details prior to construction and be solely responsible thereafter.

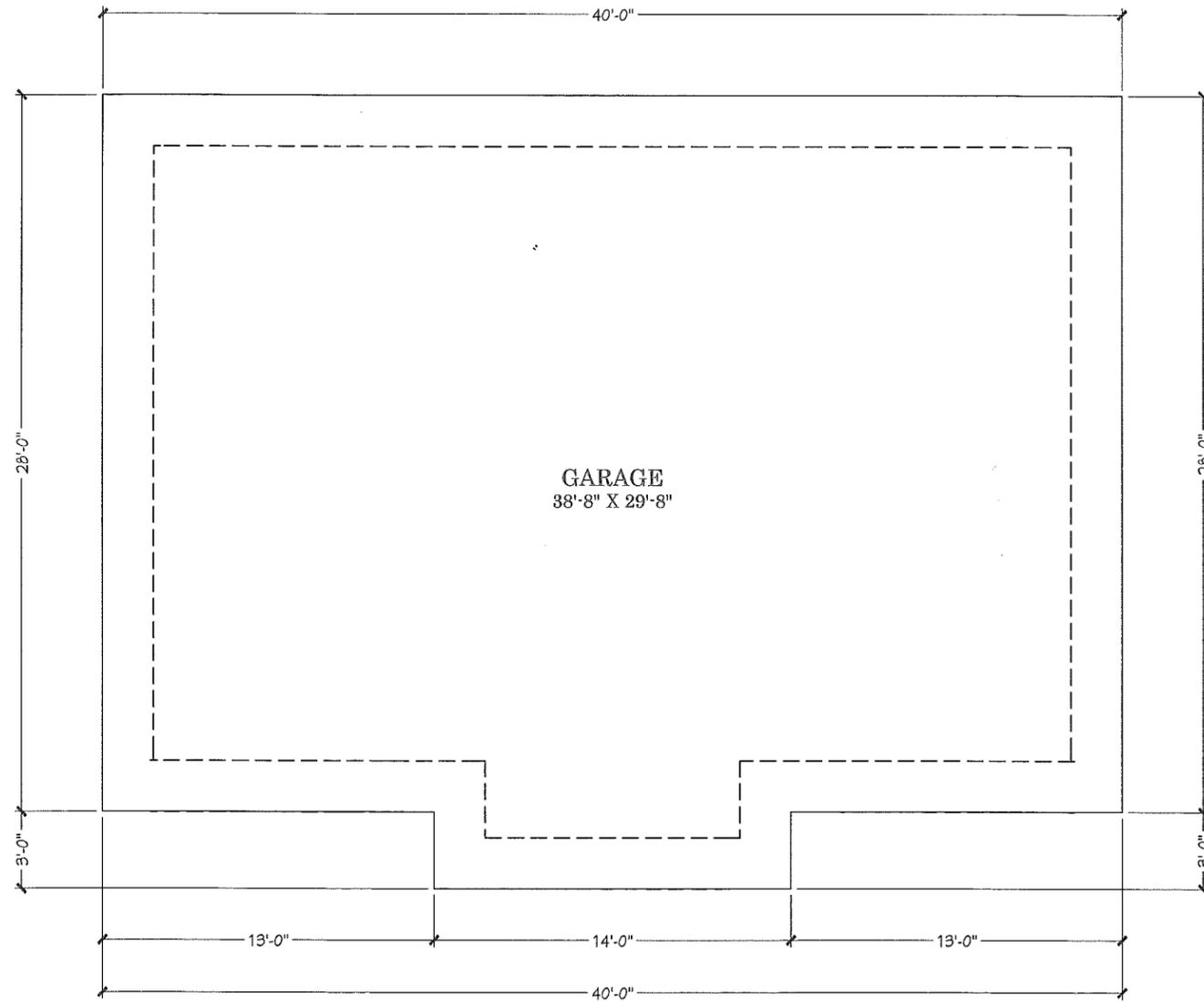
DATE: 7/16/2018
 SCALE: 1/4" = 1'-0" (18X24)
 NTS @ 1/4" = 1'-0"
 or As Noted

Builder: Trappe River Constr.
 Drawn for: Schneeberger Garage
 Designed by: Jess B.

Plan#: XXXXB
 Sheet: A1 of 4

10:06:45 AM 7/16/2018

10:06:45 AM 7/16/2018



Foundation

GARAGE
38'-8" X 29'-8"

4a-5

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PHONE 715-648-3261 OR 715-645-4258 FAX 715-642-3623

Builder:
Trappe River Constr.

Drawn for:
Schneeberger Garage

Designed by: *Jess B.*

Plan#:
XXXXB

Sheet:
A2 of 4

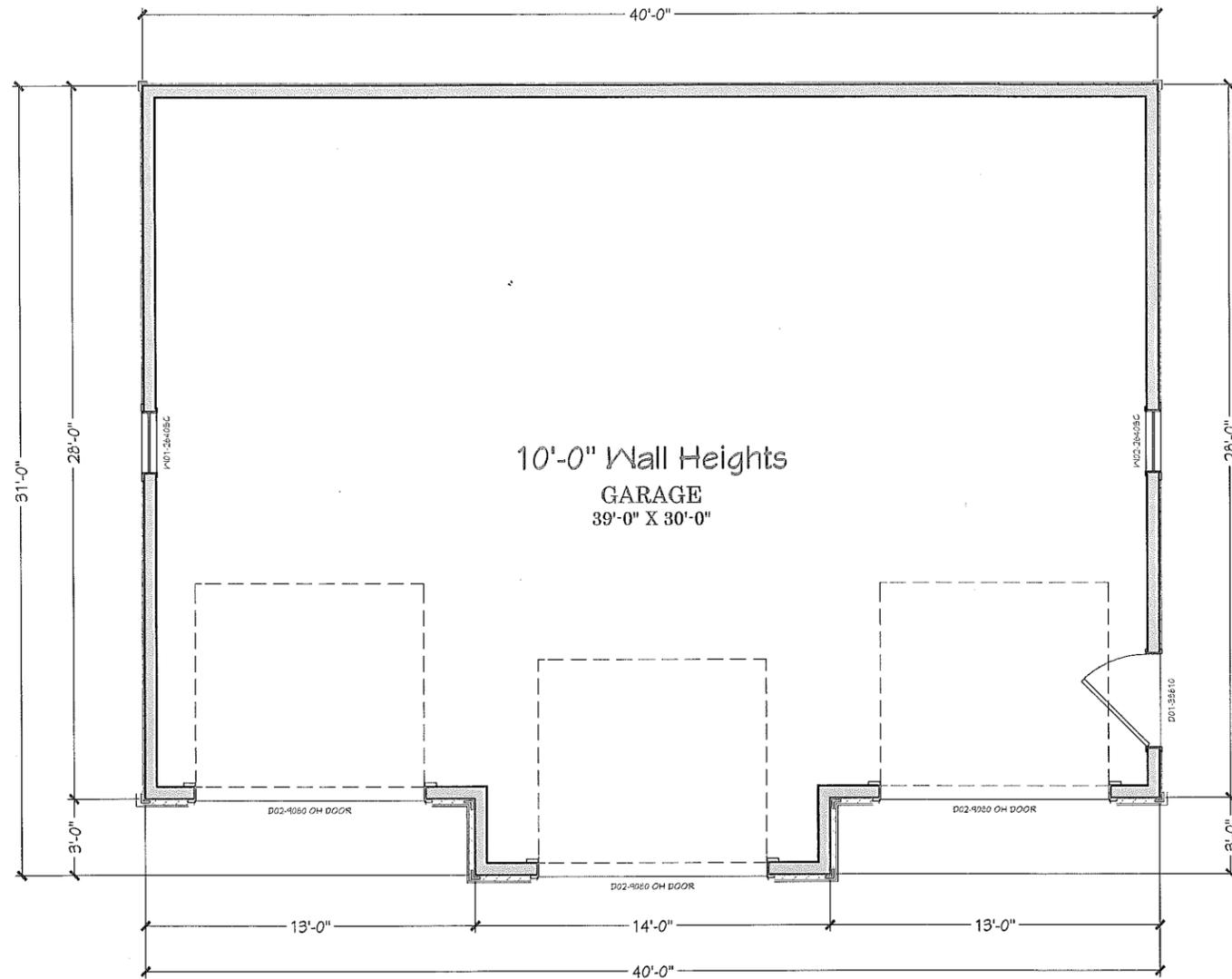
DATE:
7/16/2018

SCALE:
1/4" = 1'-0" (18X24)
NTS @ 11X17
or As Noted

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TRC-SCHNEEBEGER DET GARAGE

10:06:45 AM 7/16/2018



10'-0" Wall Heights
GARAGE
39'-0" X 30'-0"

1162 SQ FT

INTEGRITY OR MARVIN WINDOW SCHEDULE									
LABEL	QTY	WIDTH	HEIGHT	R/O	TOP	BOTTOM	DESCRIPTION	HEADER	HEADER TYPE
W01-2640SC	1	24 1/2"	47 1/2"	30 1/2"X48"	94 7/8"	47 3/8"	SNGL CASEMENT-HR	2X10X33 1/2" (2)	LUMBER
W02-2640SC	1	24 1/2"	47 1/2"	30 1/2"X48"	94 7/8"	47 3/8"	SNGL CASEMENT-HL	2X10X33 1/2" (2)	LUMBER

DOOR SCHEDULE							
LABEL	QTY	WIDTH	HEIGHT	R/O	DESCRIPTION	HEADER	HEADER TYPE
D01-38610	1	43 1/2"	81 3/4"	44 1/2"X82"	EXT. HINGED-SLAB	2X10X50 1/2" (2)	LUMBER
D02-4080 OH DOOR	3	108"	96"	111"X97 1/2"	GARAGE-ARCH WINDOW WITH GRILLE	1 3/4X11 7/8X120" (2)	LVL

1st Floor

4a-6

To the best of my knowledge these plans are drawn to comply with owner's and/or builder's specifications and any changes made on them after prints are made will be done at the owner's and/or builder's expense and responsibility. The contractor shall verify all dimensions and enclosed drawing. Modern Builders & Suppliers Inc. is not liable for errors once construction has begun. While every effort has been made in the preparation of this plan to avoid mistakes, the maker can not guarantee against human error. The contractor of the job must check all dimensions and other details prior to construction and be solely responsible thereafter.

DATE:	7/16/2018
SCALE:	1/4" = 1'-0" (18X24) NTS @ 11X17 or As Noted

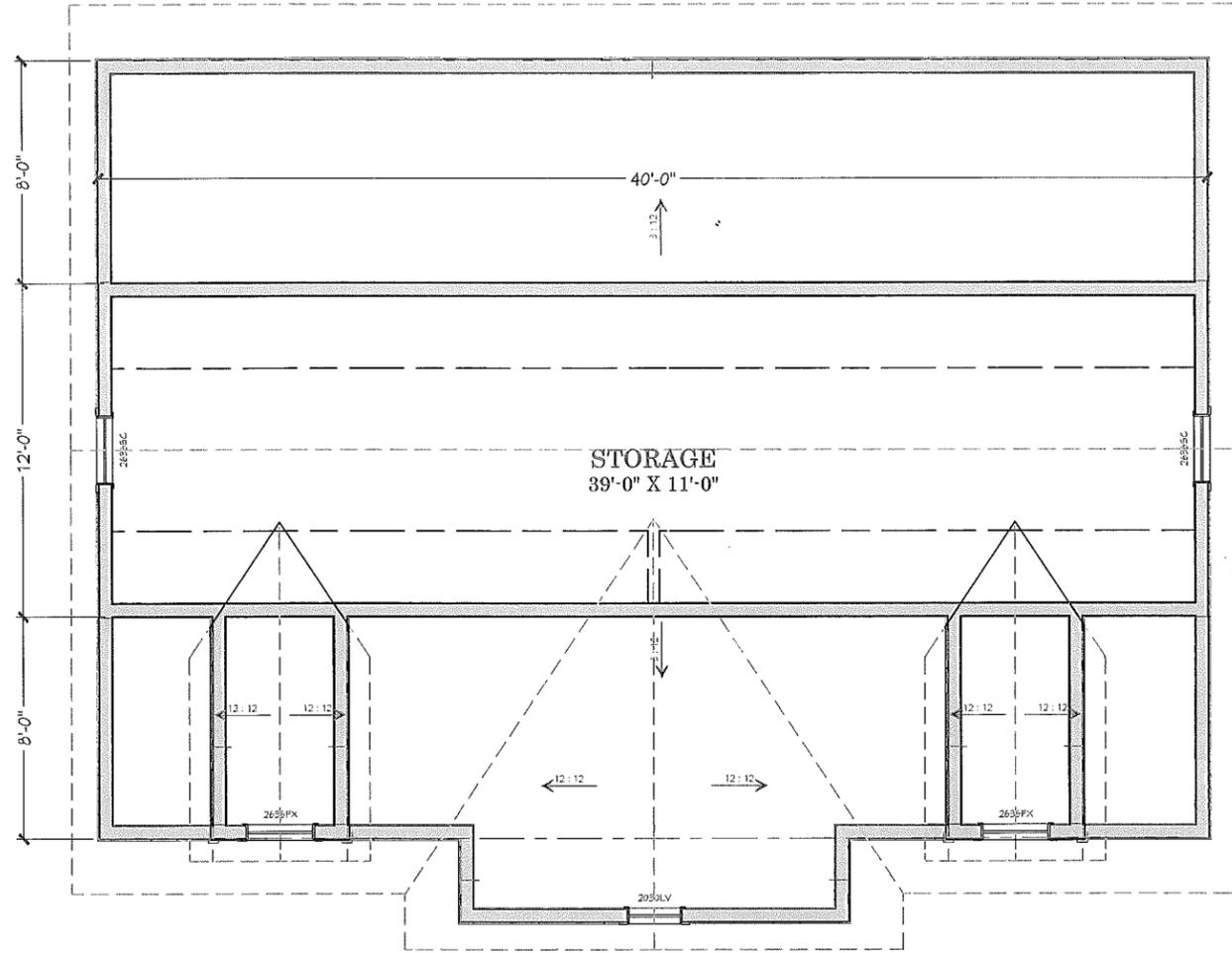
Builder:
Trappe River Constr.
Drawn for:
Schneeberger Garage
Designed by: *Jess B.*

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PHONE 715-848-3263 OR 715-845-4258 FAX 715-842-3623

Plan#:
XXXXB
Sheet:
A3 of 4

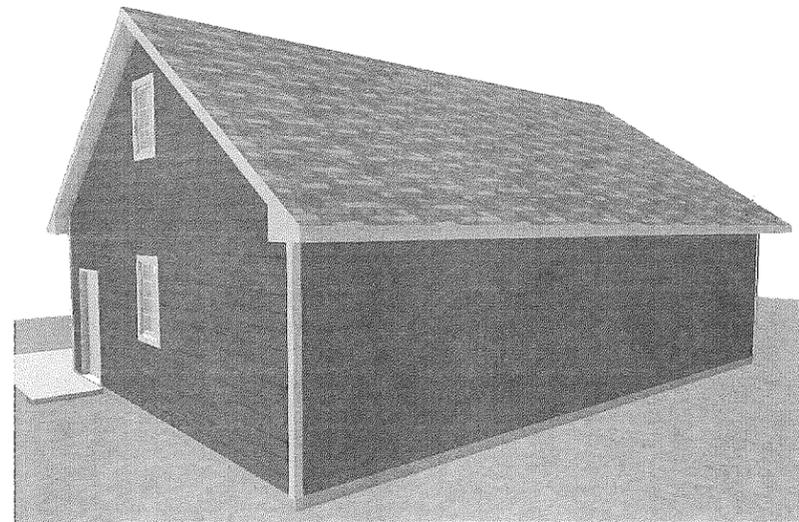
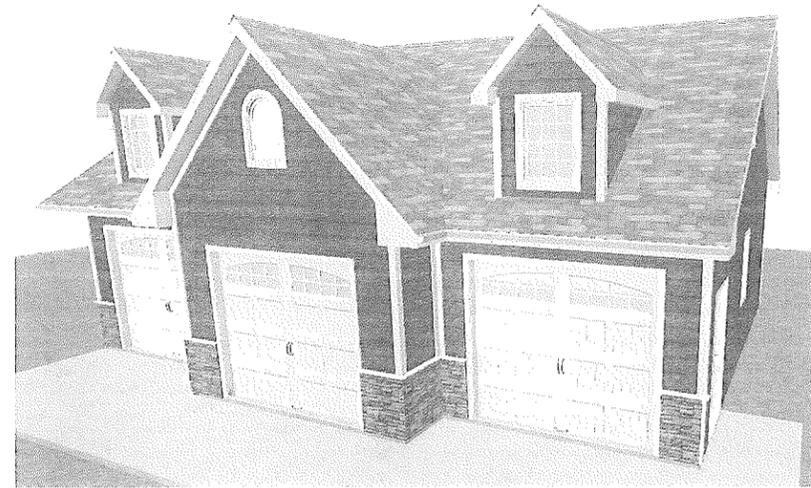
TRC-SCHNEEBEGER DET GARAGE

10:06:46 AM 7/16/2018



2nd Floor

4a-7



To the best of my knowledge these plans are drawn to comply with owner's and/or builder's specifications and any changes made on them after prints are made will be done at the owner's and/or builder's expense and responsibility. The contractor shall verify all dimensions and enclosed drawing. Modern Builders & Suppliers Inc. is not liable for errors once construction has begun. While every effort has been made in the preparation of this plan to avoid mistakes, the maker can not guarantee against human error. The contractor of the job must check all dimensions and other details prior to construction and be solely responsible thereafter.

SCALE:	1/4" = 1'-0" (18X24) NTS @ 11X17 or As Noted
DATE:	7/16/2018

Builder:
Trappe River Constr.
Drawn for:
Schneeberger Garage
Designed by: *Jess B.*

Plan#:
XXXXB
Sheet:
A4 of 4

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TRC-SCHNEEBEGER DET GARAGE

REPORT TO PLAN COMMISSION & TOWN BOARD

FROM: Steve Kunst, Community Development Director
DATE: September 7, 2018
SUBJECT: Rib Mountain Comprehensive Plan Update Project

NARRATIVE:

Attached is an updated draft Chapter 1 – Background and Demographics - of the comprehensive plan. The Plan Commission previously reviewed this chapter in 2017. Chapter 1 is intended to simply provide Town leaders with background information of both the Town’s geography and socioeconomic indicators. Information in this chapter is largely pulled from the US Census Bureau and the Wisconsin Department of Administration. Unlike other chapters of the Plan, Chapter 1 does not delve into specific goals and objectives for the future. It is intended to set the table for issues identified later in the Plan. Staff is hoping to begin finalizing draft plan chapters in the coming months, allowing them to be shared with the Town Board prior to compiling a final draft plan. The hope is to have a largely finalized plan to have available for residents to review at the November election.

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

CHAPTER ONE

BACKGROUND AND DEMOGRAPHICS

The Town of Rib Mountain Comprehensive Plan 2017 Update documents existing conditions in the Town as well as issues and concerns on a number of topics including future development, land use, transportation, housing, and economic development. Additionally, this plan presents policies and actions to address those **issues and concerns** and take future action. Public input was sought at all stages of the planning process **including public meetings, the Town Beat newsletter, and special engagement opportunities during elections**. This plan is intended to **help** guide Town decision makers **on a variety of issues** over the next twenty years.

BACKGROUND

The Town of Rib Mountain is located in eastern Marathon County along the STH 29/I-39 corridor, in the southwest portion of the Wausau Metropolitan area. This can be seen in the *Location Map*. The landscape of the Town **includes** both urban and suburban characteristics. The eastern third of the Town is more densely developed while the western portion of the Town remains contains low-density, single-family housing development. Rib Mountain is the prominent natural feature and occupies a large area in the north central part of the Town. Nine-Mile Forest Unit also occupies a large area in the **south west central** part of the Town.

The Town adopted its first comprehensive plan in 2005 as a part of a county-wide planning effort. Rib Mountain has its own zoning and subdivision regulations and requires development agreements as a means to ensure high development standards. Town roads are generally in good repair **and multi-use trails can be found throughout the Town**. Portions of Rib Mountain are in the Wausau Urban Service Area and receive public sanitary sewer service through the Rib Mountain Sanitary District. Outside the sewer service area, all development uses private on-site septic systems and wells.

The Town experienced fairly strong population growth over the past 30 years, with an increase in population of 45 percent between 1970 and 2000. Since 2000, the population growth has not been as robust and is projected to remain low to moderate at least into the near future.

The Town's economy is dominated by commercial and service type businesses, most of which are located in the eastern part of the Town, near Rib Mountain Drive. Some scattered agricultural activities are found in the central and western parts of the Town. In

2014, Rib Mountain included 3,479 jobs, mostly in the retail trade industry. The number of jobs in Town has varied between 1,240 and 3,479 over the past 12 years.

COMPREHENSIVE PLANNING PROCESS

In the Spring of 2017, the Town initiated a process to update its 2005 plan. The State planning law - 66.1001 - requires a comprehensive plan be updated every 10 years. A variety of Town Plan Commission meetings were held over the course of 2017 and 2018 to prepare the plan. A final Plan Commission meeting was held in {Insert Date} to review the final draft and recommend adoption of the plan to the Town Board. A public hearing was held prior to adoption.

COMMUNITY VISION STATEMENT

In 2005, during the creation of the first Rib Mountain Comprehensive Plan, the Town Plan Commission created a vision for the community. As part of the 2017 update process, the Plan Commission reaffirmed this vision:

Rib Mountain Community Vision Statement

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

PUBLIC PARTICIPATION

An important part of any planning process is public involvement. Public involvement provides the citizens of the Town an opportunity to express their views, ideas and opinions on issues, goals and objectives. Local officials use this input to guide policies and decisions with greater awareness of the public's desires and consensus. The adopted Public Participation Plan is found in Appendix A.

The Town of Rib Mountain posted all Plan Commission meetings inviting the public and held a public hearing to collect public input. **In addition, residents were informed of the process through the Town Beat quarterly newsletter and provided opportunities to provide input as part of special public engagement sessions during elections in 2017 and 2018.**

DEMOGRAPHICS

This section describes the existing demographics of the Town of Rib Mountain and identifies major socio-economic trends impacting the Town. A variety of demographic information is examined in this section, including total population, age distribution,

household composition, educational attainment, income levels, poverty, and resident employment data. The Towns of Marathon and Mosinee, the Village of Rothschild, the cities of Schofield and Wausau, as well as the County and the State are listed for comparison.

The data in this chapter, as well as the chapter on housing, mainly utilizes data from the U.S. Census and the American Community Survey (ACS), as well as the Wisconsin Department of Administration (WDOA). The U.S. Census and the ACS are both produced by the U.S. Census Bureau; however, the Census is a count of the American population conducted every 10 years, while the ACS is an estimate of the population released on a yearly basis. Data is analyzed for the years 2000 and 2010 from the U.S. Census Bureau for this plan, while 2014 data is provided to give a sense of current trends. This creates consistency with the 2005 plan data, which mainly analyzed Census data between 1990 and 2000, before the ACS was available on a yearly basis.

The ACS has evolved from the “long form” a random subset of the population used to receive with the Census. In 2010, the U.S. Census Bureau started releasing ACS data for all populations on a yearly basis, including the Town of Rib Mountain. However, small populations such as Rib Mountain, are often difficult to survey while the Census is a full count of the population. This can produce data that is not always completely accurate or consistent.

This was the case for the Town of Rib Mountain in the 2000 Census. Several subdivisions were included in the Rib Mountain data which were not actually a part of the Town, giving the appearance of a large population increase in the 1990s. This was not corrected in the 2000 data by the Bureau, but the issue appears to have been corrected for the 2010 Census. The Wisconsin DOA 2000 estimate was used as a substitute for a population count in the following population estimate tables and figures. The DOA 2000 estimate was 611 people fewer than the U.S. Census count. This would indicate that the population has slowed rather than seeing a large decline from 2000 to 2010.

Most of the 2000 Census demographic data for Rib Mountain was affected by this miscalculation; however, there is no substitute for several demographic markers including educational attainment, income, poverty, and employment which are essential information to the community planning process. As such, the aforementioned 2000 demographic markers from the 2000 Census were left unaltered in this section.

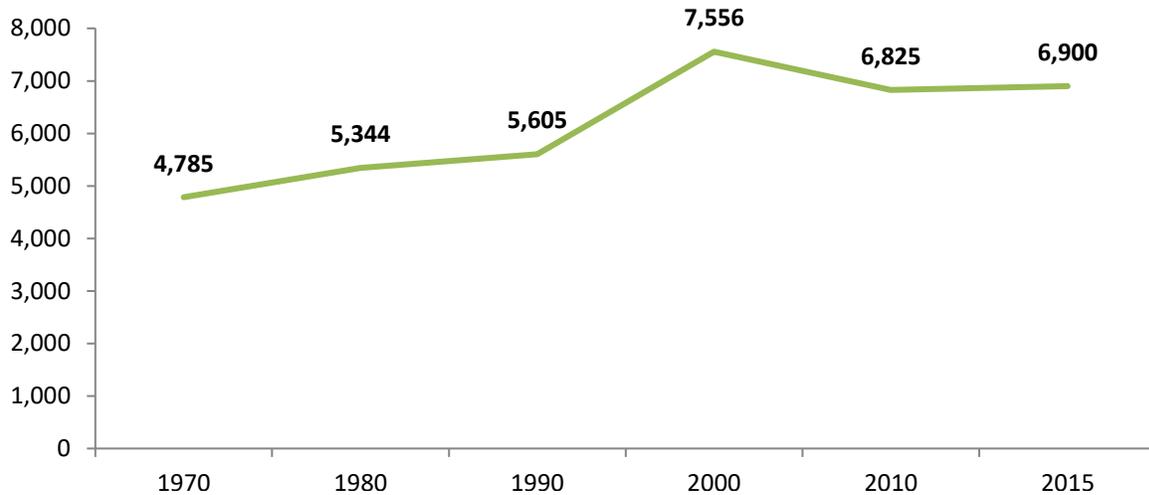
POPULATION AND HOUSEHOLDS

As shown in **Figure 1.1**, over the past 40 years the population of the Town of Rib Mountain increased by 42.6 percent from 1970 to 2010. This was lower than the percent increase experienced by Marathon County (57.4%), but higher than the State (28.7%).

The increase in total households over the past 40 years was substantially higher than the increase in population, increasing 99.4 percent from 1970 to 2010. This is likely due to a decrease in household size, reflecting the national trend toward more households

comprised of singles, couples without children, and widows or widowers. The rate of increase of households in Rib Mountain was higher than the County (78.6%) and the State (71.6%).

Figure 1.1 Rib Mountain Historical Population Change, 1970-2015



Source: WDOA Demographic Services Center. Note 2000 Census year error, see Table 1.1.

Table 1.1: Population, 2000-2015					
	2000	2010	2015	2000-2010 % Change	2000-2010 Net Change
Rib Mountain Town	6,945*	6,825	6,900	-1.7%	-120
Marathon Town	1,085	1,048	1,051	-3.4%	-37
Mosinee Town	2,146	2,174	2,189	1.3%	28
Rothschild Village	4,970	5,269	5,302	6.0%	299
Schofield City	2,117	2,169	2,212	2.5%	52
Wausau City	38,426	39,106	39,063	1.8%	680
Marathon County	125,834	134,063	135,341	6.5%	8,229
Wisconsin	5,363,675	5,686,986	5,724,692	6.0%	323,311
United States	281,421,906	308,745,538	314,107,084	10.0%	27,323,632

Source: US Census and WDOA Estimates 2015
 *2000 Department of Administration population estimate for Rib Mountain.

Population Trends from 2000 to 2015

As displayed in **Table 1.1**, during the last decade the population appears to have decreased by 1.7 percent in Rib Mountain from 6,945 persons to 6,825 persons when attempting to account for the 2000 Census error. Most of the surrounding municipalities saw growth during this decade. At the same time, the County grew 6.5 percent while the State increased 6.0 percent. Since 2010, the Town's population has rebounded; nearly returning to its 2000 level.

In 2010, the Town contained 2,650 households, with an average household size of 2.57. Marathon County saw an increase of 19.8 percent in households while the State experienced an increase of 9.4 percent.

In 2015, the WDOA estimated the population of Rib Mountain to be 6,900. This was an increase of 1.1 percent since 2010, which was similar to levels of growth experienced in the County and the State from 2000.

Rib Mountain’s median age was 45.0 years in 2010. The largest age group was individuals between the ages of 50 and 54 years, which was 9.6 percent of the population. ~~One of the concerns of the~~ It will be important for the community ~~is~~ to consider the aging population in decision making opportunities. In Marathon County over the next 10 years, the percent of the population aged 65 years and older is anticipated to increase from 16 percent to 20 percent of the population. This is a 39 percent increase based on the 2013 WDOA county age projections.

The WDOA does not provide these projections at the municipal level; however, in 2015, those aged 65 years and older in Rib Mountain comprised 18 percent of the population and the age cohort, ages 55 to 64 years, which will reach retirement age in the next ten years, comprised 14 percent of the population. As displayed in **Table 1.2**, this is similar to surrounding communities. However, due to migration, births, and deaths, the proportion of the population 65 years and older will not increase 14 percentage points. If the Town increases at the same rate as the County projections, the number should increase by 473 persons. This would be 24 percent of the Town population.

Table 1.2: Population At or Near Retirement Age, 2015												
	Marathon County		Mosinee Town		Rib Mountain Town		Rothschild Village		Schofield City		Wausau City	
	%	#	%	#	%	#	%	#	%	#	%	#
Total Pop.	-	135,177	-	2,228	-	6,867	-	5,287	-	2,104	-	39,210
55 - 64 yrs	14	18,249	16	365	14	968	12	619	15	322	13	4,940
65 yrs and Over	16	20,952	16	350	18	1,209	13	708	18	375	17	6,626
<i>Source: WDOA.</i>												

Population and Household Projections

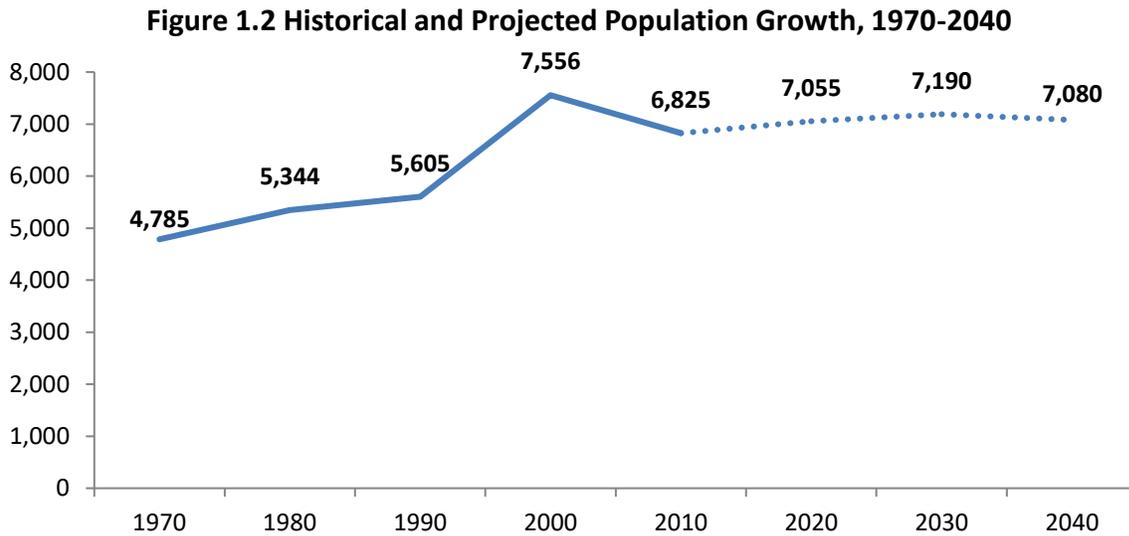
Table 1.3 shows population projections completed by the WDOA Demographic Services Center. The WDOA population projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statue 16.96. The WDOA projections are based on the historical population trends of individual communities, however, more recent years carry a greater weight in the WDOA’s projected populations.

The WDOA Demographic Services Center projected in 2040 the population of the Town of Rib Mountain would be 7,080. This would be an increase of 3.7 percent over the thirty-year period. During the previous thirty-year period (1980 to 2010) the Town experienced

a growth rate of 27.7 percent. As noted in the previous comprehensive plan, this was anticipated by the community, primarily due to limited land availability for new housing development. **Figure 1.2** shows historical population growth as well as WDOA projections for the Town from 1970 to 2040.

Table 1.3: Population Projections							
	2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
T Rib Mountain	6,825	6,895	7,055	7,145	7,190	7,165	7,080
T Marathon	1,048	1,055	1,075	1,085	1,090	1,085	1,070
T Mosinee	2,174	2,210	2,310	2,385	2,440	2,475	2,490
V Rothschild	5,269	5,340	5,525	5,655	5,755	5,795	5,790
C Schofield	2,169	2,170	2,205	2,210	2,205	2,180	2,135
C Wausau	39,106	39,440	40,460	41,100	41,490	41,450	41,070
County	134,063	136,510	142,200	146,595	150,130	152,120	152,790
State	5,686,986	5,783,015	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635

Source: US Census and WDOA Estimates 2015



Source: WDOA Demographic Services Center. Note 2000 Census year error, see Table 1.1.

Like the population projections, the WDOA household projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statue 16.96 and are based on the historical population trends of individual communities. Assuming a conservative rate of growth, the number of households is expected to increase by 266 within the Town, or 10.3 percent between 2010 and 2040 as shown in **Table 1.4**. This is slower than the expected growth rates in the County (19.8%) and in the State (22.3%).

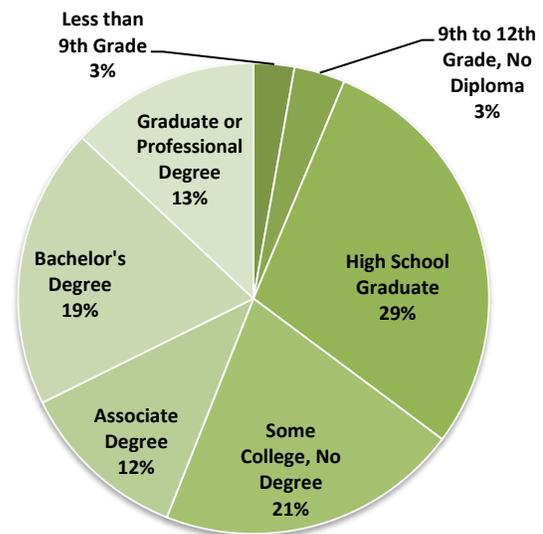
Table 1.4 Household Projections							
	2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
T Rib Mountain	2,650	2,704	2,791	2,852	2,897	2,922	2,916
T Marathon	396	403	414	421	428	431	429
T Mosinee	814	836	881	918	948	973	988
V Rothschild	2,199	2,251	2,349	2,425	2,489	2,535	2,555
C Schofield	994	1,004	1,030	1,041	1,049	1,050	1,039
C Wausau	16,487	16,790	17,371	17,774	18,064	18,198	18,143
County	53,176	54,657	57,394	59,611	61,524	62,958	63,730
State	2,279,768	2,371,815	2,491,982	2,600,538	2,697,884	2,764,498	2,790,322

Source: U.S. Census and WDOA Projections 2013

EDUCATIONAL ATTAINMENT

According to the U.S. Census Bureau, 93.7 percent of Rib Mountain residents, aged 25 and older, have a high school education or higher. This is a 2.0-point increase from 2000. This is also higher than the County at 88.4 percent, and the State at 89.4 percent. In the Town, 32.2 percent of residents, aged 25 and older, have a bachelor's degree or higher. This is also significantly higher than the number of persons with a bachelor's degree or higher in the County and State with 20.8 percent and 25.8 percent respectively. **Figure 1.3** shows the breakdown for educational attainment in the Town.

Figure 1.3 Educational Attainment, Rib Mountain, 2010



INCOME LEVELS

Median income and per capita income are two important indicators of community prosperity. The median income is the income halfway between the highest and lowest reported incomes. When looking at the national level, incomes have generally not matched pace with inflation, resulting in lower buying power across the nation from 2000 to 2010. The Town of Rib Mountain was not an exception. In 2010, the median income was \$67,985. When adjusted for inflation, this was a 12.4 percent drop in income from 2000. Median household income also fell in the County and the State as displayed in **Table 1.5**. The Bureau of Labor Statistics Inflation Calculator was used to adjust incomes, based on the Consumer Price Index (CPI).

Source: 2010 ACS Five Year Estimates

Table 1.5: Median Household Income, 2000-2014					
	2000 Inflation Adjusted (2010 \$)	2010 (2010 \$)	2014 (2014 \$)	2000-2010 Adj. % Change	2000-2010 Adj. Net Change
T Rib Mountain	\$ 77,616	\$ 67,985	\$ 70,750	-12.4%	-\$9,631
T Marathon	\$ 64,898	\$ 69,931	\$ 71,528	7.8%	\$5,033
T Mosinee	\$ 69,765	\$ 61,838	\$ 58,110	-11.4%	-\$7,927
V Rothschild	\$ 64,002	\$ 57,948	\$ 54,042	-9.5%	-\$6,054
C Schofield	\$ 48,319	\$ 38,450	\$ 45,236	-20.4%	-\$9,869
C Wausau	\$ 46,639	\$ 41,304	\$ 40,464	-11.4%	-\$5,335
County	\$ 57,192	\$ 53,471	\$ 53,779	-6.5%	-\$3,721
State	\$ 55,452	\$ 51,598	\$ 52,738	-7.0%	-\$3,854
<i>Source: U.S. Census Bureau</i>					

In 2014, the median household income was \$70,750 in the Town, representing a 4.1 percent decrease from 2010, when adjusted for inflation.

Per Capita Income

Per capita income is the average obtained by dividing aggregate income by the total population of an area. Over the 10-year period from 2000 to 2010, the Town per capita income decreased 3.5 percent, inflation adjusted, compared to a 1.2 percent decrease for both the County and the State.

Table1.6: Per Capita Income					
	2000 Inflation Adjusted (2010 \$)	2010 (2010 \$)	2014 (2014 \$)	2000-2010 Adj. % Change	2000-2010 Adj. Net Change
T Rib Mountain	\$ 35,162	\$ 33,935	\$ 40,449	-\$1,227	-3.5%
T Marathon	\$ 23,941	\$ 30,915	\$ 28,875	\$6,974	29.1%
T Mosinee	\$ 27,770	\$ 26,991	\$ 27,201	-\$779	-2.8%
V Rothschild	\$ 28,157	\$ 30,509	\$ 28,174	\$2,352	8.4%
C Schofield	\$ 25,689	\$ 23,884	\$ 28,334	-\$1,805	-7.0%
C Wausau	\$ 25,613	\$ 23,436	\$ 24,459	-\$2,177	-8.5%
County	\$ 26,216	\$ 25,893	\$ 28,555	-\$323	-1.2%
State	\$ 26,935	\$ 26,624	\$ 27,907	-\$311	-1.2%
<i>Source: U.S. Census, 2014 ACS Five Year Estimates, & NCWRPC.</i>					

In 2014, the per capita income was \$40,449 in the Town. This was significantly higher than the County (\$28,555) and the State (\$29,907). This was also a 9.8 percent increase over 2010, when adjusted for inflation.

Poverty

In 2010, 4.6 percent of the Town's population was under the Federal Poverty Line (FPL). This is lower than the County (8.7%), State (11.6%) and National (13.8%) levels. In 2014, the poverty rate had fallen 1.1 points to 3.5 percent of the population.

Table 1.7: Poverty Rate			
	2000	2010*	2014*
Rib Mountain Town	1.7%	4.6%	3.5%
Marathon Town	4.7%	6.9%	7.2%
Mosinee Town	4.0%	6.5%	9.4%
Rothschild Village	4.0%	2.8%	7.5%
Schofield City	7.3%	15.1%	7.4%
Wausau City	11.4%	15.1%	20.2%
Marathon County	6.6%	8.7%	11.4%
State of Wisconsin	8.7%	11.6%	13.3%
<i>Source: U.S. Census, * 2014 ACS Five Year Estimates</i>			

RESIDENT EMPLOYMENT

In 2010, 3,648 Town residents were employed. During the same time the Town had an unemployment rate of 4.1 percent. A total of 3,805 people were in the labor force, representing a Labor Force Participation Rate (LFPR) of 70.6 percent in 2010, which was lower than the County LFPR of 72.2 percent.

The LFPR is the percentage of adults, aged 16 years and older, that are employed or actively looking for work. Labor Force Participation Rates have been dropping across the country as more baby boomers are retiring and more young adults delay entering the workforce to pursue educational opportunities. In 2000, the Town's LFPR was 76.5 percent.

Occupations

Table 1.8 below shows Town residents employment by industry from the U.S. Census Bureau. Educational, Health and Social Services is the largest industry employer of Town residents, with 20.1 percent of the Town working in this industry. Manufacturing, finance, insurance, real estate, rental and leasing industries followed as the next largest employment industries for Town residents.

Table 1.8: Employment by Industry					
INDUSTRY	2000	2010	2014*	2000-2010 % Change	2000-2010 Net Change
Agriculture, forestry, fishing and hunting, and mining	12	18	38	50.0%	6
Construction	310	229	148	-26.1%	-81
Manufacturing	885	723	379	-18.3%	-162
Wholesale trade	131	100	115	-23.7%	-31
Retail trade	506	631	534	24.7%	125
Transportation and warehousing, and utilities	119	108	172	-9.2%	-11
Information	52	14	11	-73.1%	-38
Finance, insurance, real estate, and rental and leasing	583	422	595	-27.6%	-161
Professional, scientific, management, administrative, & waste management services	271	219	232	-19.2%	-52
Educational, health and social services	998	734	805	-26.5%	-264
Arts, entertainment, recreation, accommodation and food services	141	204	65	44.7%	63
Other services (except public administration)	130	95	190	-26.9%	-35
Public administration	45	149	157	231.1%	104
<i>Source: U.S Census, 2014 ACS Five Year Estimates</i>					

Worker Commutes

In 2010, about 4.5 percent of working Town residents worked in Rib Mountain. Approximately 71 percent of Town residents worked within Marathon County, and about 29.1 percent traveled to other communities outside of the County. The City of Wausau employed 44.3 percent of Town workers while the Village of Weston employed 5.1 percent. About 1.9 percent of residents traveled outside of the State to work. The mean travel time to work was 15.4 minutes.