



TOWN OF RIB MOUNTAIN

Where Nature, Family & Sport Come Together

www.townofribmountain.org

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(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 26th, 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 9-12-2018 Plan Commission meeting.**
- 4.) Public Hearing:
 - a. **Joe and Kacia Steiner, owners, request conditional use approval for a five-foot privacy fence within the required street yard setback area at the property addressed 2906 Partridge Avenue. Parcel #34.755.000.001.00.00. Docket #2018-46.**
 - b. **Gary Hohn, owner, requests conditional use approval for a second driveway on the same frontage at the property addressed 2711 Rib Mountain Way. Parcel #34.042807.011.017.00.00. Docket #2018-47.**
 - c. **Jerry VanderGeest, owner, requests conditional use approval for a new single-family residence with a roof pitch less than three inches in height for each foot of width at the property legally described as part of the SW ¼ of the NW ¼, Lot 1 of CSM Volume 69, Page 104 (#15362), Document #1525186. Parcel #34.262807.007.003.00.00. Docket #2018-48.**
- 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
September 12, 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, and Ryan Burnett. Also present was Building Inspector / Assistant Zoning Administrator, Paul Kufahl. Jay Wittman and Community Development Director, Steve Kunst were excused.

MINUTES:

Motion by Tom Steele, second by Jim Hampton to approve the minutes of the August 22, 2018 Plan Commission meeting, as presented. Motion carried 5-0

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*

Building Inspector, Paul Kufahl noted the applicant is looking to construct of a 28 ft. x 40 ft. detached garage and add a second driveway at the west end of Sage Lane. He noted the main floor area of the building is 1,162 square feet and they would like to add storage on the second floor to maximize their 1,500 square foot limit. Kufahl noted the 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 and a nine (9) foot tall overhead door which are both permissible, and the exterior building materials are design to match the residence.

Kufahl also indicated that the proposed garage is located on what was once a separate parcel, therefore the second driveway in this scenario does not increase the total number of typically approved access points.

Tom Steele questioned the structures siting on the property and whether it would have electrical and plumbing utilities.

Ben Schneeberger, owner, indicated it would have electricity and that the builder suggested the additional of a utility sink, but that was not represented on the plan set provided. He also indicated that the area currently cleared on the property is its intended location with the help of some fill generated after a previous landscaping project.

Ryan Burnett, asked what the total square footage of the building would be. Kufahl noted it is the applicant's intent to maximize the 1500 square foot limit with the conditional use. This generated discussion about square footage calculations for accessory buildings. Kufahl noted that the footprint of the building is 1,162 square feet, but the addition of a useable storage/attic space is also included in the floor area calculations.

Laura McGucken asked the applicant how they plan to access the upper storage area. Schneeberger indicated they would be using a staircase to allow for ease of access instead of a pull-down stair.

Steele also asked the applicant if there are restrictive covenants in the neighborhood that may limit the size of the building. Schneeberger stated that the building does exceed the current square footage limitations of the covenants, however, he has spoken with the Home Owners Association and they have given him permission to build this larger structure. He explained that the covenants are intended to regulate the proportionality of the residence and detached buildings and because he owns the second lot and has a larger home, the size of the proposed structure still fits the intent of the covenants.

Harlan Hebbe asked if the access stair to the storage space would be internal or external. The applicant noted the stairway would be internal.

Commissioners verified the extent of the plumbing would be limited to a utility sink and they noted that the building cannot be used as living quarters. Schneeberger indicated he has no intent of adding a bathroom or plumbing fixtures.

Chairman Hebbe opened the hearing for public comment at 6:40 pm.

Ben Schneeberger, applicant, noted that he spoke with his neighbors about the project and received no opposition.

Hebbe closed the public hearing at 6:41pm

Motion by Jim Hampton, second by Tom Steele to recommend approval of the Conditional Use request 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, as presented.

Motion Carried 5-0

OLD BUSINESS:

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

Kufahl noted the discussion is related to the updated draft Chapter 1 – Background and Demographics - of the comprehensive plan. He stated the Plan Commission previously reviewed this chapter in 2017 and staff has recently revised this Chapter to better align with the comments, concerns and direction of the Plan Commission after that 2017 meeting. Kufahl indicated Chapter 1 is intended to simply provide Town leaders with background information of both the Town’s geography and socioeconomic indicators and information in this chapter is largely pulled from the US Census Bureau and the Wisconsin Department of Administration. He noted staff is looking for any final feedback on key statements or grammatical errors and 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, with the hope of having a largely finalized plan available for residents to review at the November election.

Commissioners immediately identified with the Vision Statement noting that it sums up many of the discussions from previous chapters. They reviewed a number of the tables provided, highlighting the difference in household income and poverty rates between Rib Mountain and the surrounding communities. They noted that future decisions should be made to maintain the current standard of living. Commissioners asked staff to provide the original notes and feedback for upcoming chapter and to review the job numbers provided because of the large variation over a relatively short period of time. Overall, Plan Commission members were accepting of this chapter's content and format.

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

Future Meeting – Kufahl indicated that the next meeting will likely include a public hearing for a fence taller than 4' within the required street yard setback and some additional comprehensive plan chapters for review.

Commercial Construction – Kufahl noted that it should be a busy fall for commercial construction. He indicated that Findorff will be renovating the interior of the old Wausau Health and Fitness building and Discount Tire along with the Five Guys buildings should be breaking ground before winter.

PUBLIC COMMENT:

None Received

ADJOURN:

Motion by Tom Steele, second by Jim Hampton to adjourn the Plan Commission Meeting. Motion carried 5-0. Meeting adjourned at 7:05 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: September 19, 2018
SUBJECT: Privacy Fence within Required Street yard Setback

REQUEST: Conditional Use request for a five (5) foot privacy fence within the required street yard setback

PROPERTY OWNER: Joe and Kacia Steiner

PROPERTY ADDRESS(S): 2906 Partridge Avenue
PARCEL #(S): 34.755.000.001.00.00

CURRENT ZONING: Suburban Residential-3 (SR-3)
ADJACENT ZONING: SR-3 (North, South, & East); OR (West)

NARRATIVE:

The applicant seeks to install a five (5)-foot, composite privacy fence within the required street yard setback of Robin Lane. The Town’s street yard setback is 35 feet for fences greater than four (4) feet in height. The proposal calls for a street yard privacy fence with a setback of approximately two (2) feet from the right-of-way of Robin Lane (see attached). The subject property has street frontage on both Robin Lane and Partridge Avenue. RMMC Section 17.190(c)(5) allows for fence location and height requirements to be exceeded provided certain conditions are met (see below).

The primary rationale behind limiting taller, privacy style fencing within the first 35 feet of a property is to allow a clear viewing corridor for vehicle traffic and pedestrians. The proposed fence location falls within an area of Robin Lane with increased right-of-way width to accommodate larger ditches. The proposed fence would be setback approximately 30 feet from the edge of pavement of Robin Lane and over 20 feet from the typical stop bar of the intersection of Partridge Avenue and Robin Lane.

EXISTING CONDITIONS



Facing West



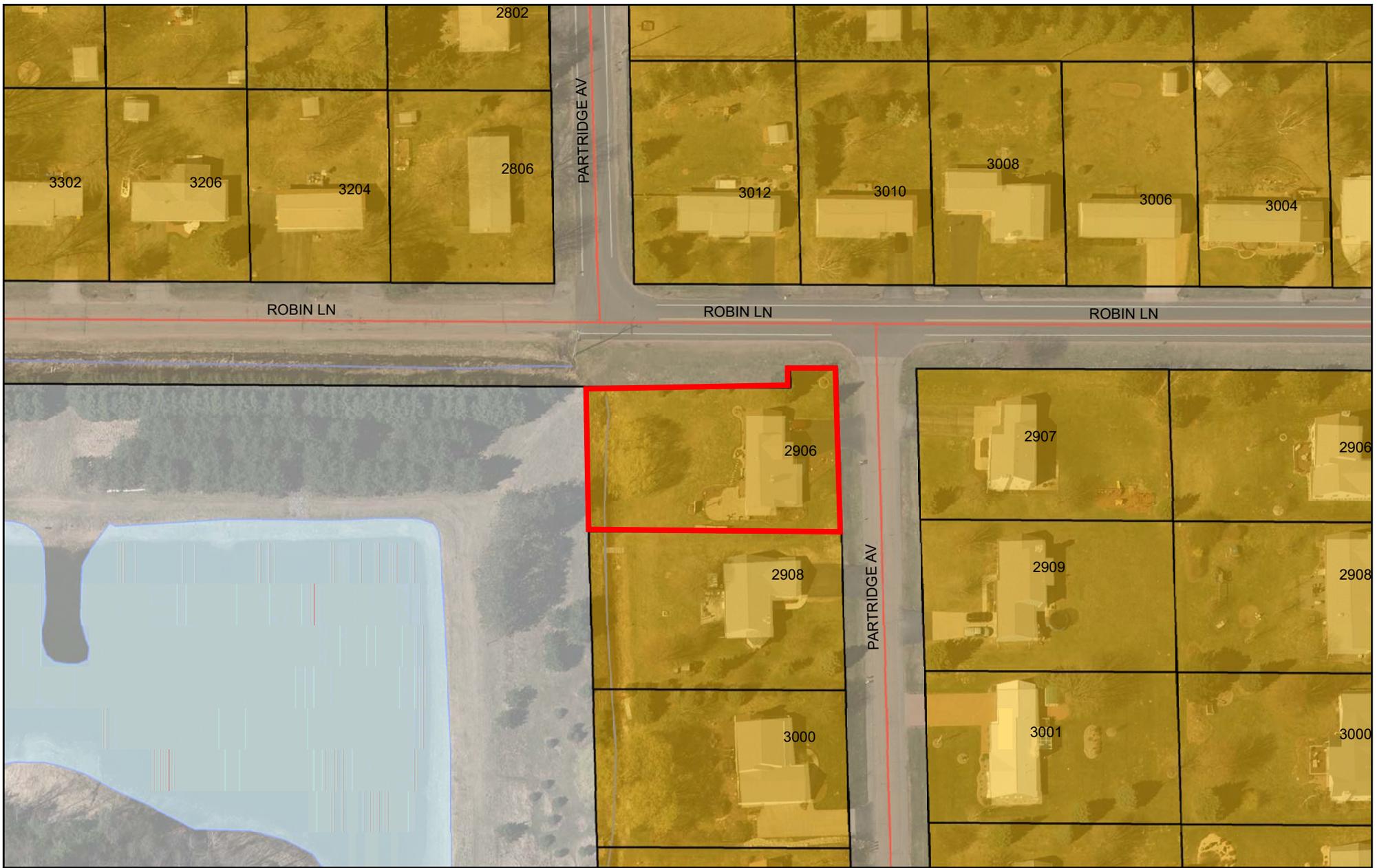
Facing East

RMMC SECTION 17.190 – FENCING STANDARDS

1. *The location and maximum heights listed for Subsections (c)(1—4), above, may be exceeded or varied with the approval of a conditional use permit per Section 17.225. The following conditions (at a minimum) shall be established for such requests: (Am. #12-05)*
 - a) *The increase in height shall in no way further obstruct vision for intersecting streets, driveways, sidewalks or other traffic areas; **Staff does not anticipate the proposal causing visual obstruction within the traffic corridor. The proposed fence is set back approximately 30 feet from the edge of pavement of Robin Lane and over 20 feet from the typical stop bar of the intersection of Partridge Avenue and Robin Lane. Further, access points onto Robin Lane to the west are greatly limited with the presence of Rib Mountain State Park Land.***
 - b) *The fence shall be screened on its external side with adequate plants so as to maintain an attractive appearance to said side. **The proposal does not include any additional plantings. Three trees currently exist parallel to Robin Lane. The level of landscaping required is not defined within the zoning ordinance, meaning discretion lies with the Plan Commission and Town Board.***
 - c) *The fence shall be set back from the property line beyond the requirement of Subsection (3)(b), above, such distance as appropriate to contain adequate landscaping per b., above, and so as to maintain an attractive relationship to fence's external side. **The proposal calls for the fence to put two (2) feet from the property line along Robin Lane, which should allow for the existing trees to be maintained. Further, as is evident in the 'Existing Conditions' photos, significant right-of-way width already provides an adequate setback.***

POSSIBLE ACTION:

1. Recommend approval of the conditional use request for a five (5) foot tall privacy fence within the required street yard setback at the property addressed 2906 Partridge Avenue, as presented.
2. Recommend approval of the conditional use request for a five (5) foot tall privacy fence within the required street yard setback at the property addressed 2906 Partridge Avenue, with conditions/modifications.
3. Recommend denial of the conditional use request for a five (5) foot tall privacy fence within the required street yard setback at the property addressed 2906 Partridge Avenue.



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Prepared by:
 www.mi-tech.us

Map Printed: 9/20/2018

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
Zoning Districts	MR-4 Mixed Residential	RA-2 Rural Agricultural	SI Suburban Industrial	UC Urban Commercial	Road Centerline
Unzoned	CR-5ac Countryside Residential	RA-2 Rural Agricultural	SO Suburban Office	UDD Unified Development	Water Feature
Residential	NC Neighborhood Commercial	ROW			

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Feet

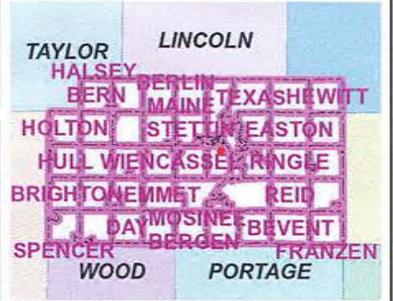
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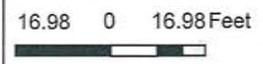
4a-3



Land Information Mapping System



- ### Legend
- Parcel Annotations
 - Parcels
 - Land Hooks
 - Section Lines/Numbers
 - Right Of Ways
 - Municipalities
 - 2015 Orthos Rib Mountain
 - Red: Band_1
 - Green: Band_2
 - Blue: Band_3
 - Surrounding_Counties
 - CLARK
 - LANGLADE
 - LINCOLN
 - PORTAGE
 - SHAWANO
 - TAYLOR
 - WAUPACA
 - WOOD



NAD_1983_HARN_WISCRS_Marathon_County_Feet

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Notes

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: September 19, 2018
SUBJECT: Second Residential Driveway

REQUEST: Conditional Use request for a second residential driveway on a the same frontage (Rib Mountain Way)

APPLICANT: Gary Hohn, owner
PROPERTY ADDRESS(S): 2711 & 2709 Rib Mountain Way
PARCEL #(S): 34.042807.011.017.00.00
CURRENT ZONING: Mixed Residential-4 (MR-4)
ADJACENT ZONING: SR-3 (West); OR (East & South); MR-4 (North)

NARRATIVE:

The applicant seeks to install a second driveway along Rib Mountain Way for the property addressed 2711 and 2709 Rib Mountain Way. The applicant owns the duplex and wishes to have the second driveway serve a new detached accessory building. Per RMMC Section 17.172 –Access Standards, “for residential uses, two access points serving the same frontage may be approved as a conditional use.

The proposal calls for the driveway to be located approximately 40 feet south of the existing driveway serving both residential units. One item to consider is the location of the proposed driveway and the proximity to the intersection of Rib Mountain Way and Canvasback Lane. Typically, the Town tries to limit conflicts with driveways and road intersections. However, in this instance the driveway under consideration is not a primary access point and should see limited use. Below are the pertinent access standards for residential uses to consider as part of this request.

RMMC SECTION 17.172 – ACCESS STANDARDS

1. *The purpose of this Subsection is to alleviate or prevent congestion of public rights-of-way so as to promote the safety and general welfare of the public by establishing minimum requirements for the provision of access to public rights-of-way in accordance with the utilization of various sites*
 - a) *Access Near Street Intersections: At its intersection with the street right-of-way line on an arterial or nonresidential collector street, no access point shall be located closer than 100 feet from the intersection of any 2 street rights-of-way unless such street is the only available frontage on the subject property. In all cases, access points shall be located as far from an intersection as the lot size permits. **In this case, Rib Mountain Way is the properties only frontage. The proposed driveway location is closer than 100 feet to the intersection of Rib Mountain Way and Canvasback Lane; however, the existing residential driveway is also within 100 feet of the intersection. As proposed, the driveway does not represent a primary access point; rather, a secondary access to an accessory building.***
 - b) *Distance from Property Line: The distance from an access drive to the property line of an adjacent property shall not be less than 5 feet, as measured along the right-of-way line unless the driveway is shared with the adjacent property in which case the driveway may be located on the property line or the driveway may straddle the property line. **The proposal calls for a setback to the south property line of approximately nine (9) feet.***
 - c) *Width of Driveways: All access drives shall have a minimum width of 10 feet for one-family and two-family dwellings, and 18 feet for all other land uses. All curb openings for access drives shall have a maximum width of 25 feet for all residential uses, and 35 feet for all non-residential uses, as measured*

at the right-of-way line. **The proposal calls for a driveway width of approximately 16 feet at the right-of-way line.**

POSSIBLE ACTION:

1. Recommend approval of the conditional use request for a second driveway along Rib Mountain Way for the property addressed 2711 Rib Mountain Way, as presented.
2. Recommend approval of the conditional use request for a second driveway along Rib Mountain Way for the property addressed 2711 Rib Mountain Way, with conditions/modifications.
3. Recommend denial of the conditional use request for a second driveway along Rib Mountain Way for the property addressed 2711 Rib Mountain Way.



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Prepared by: **mi-TECH**
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Map Printed: 9/20/2018

<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 Residential 	<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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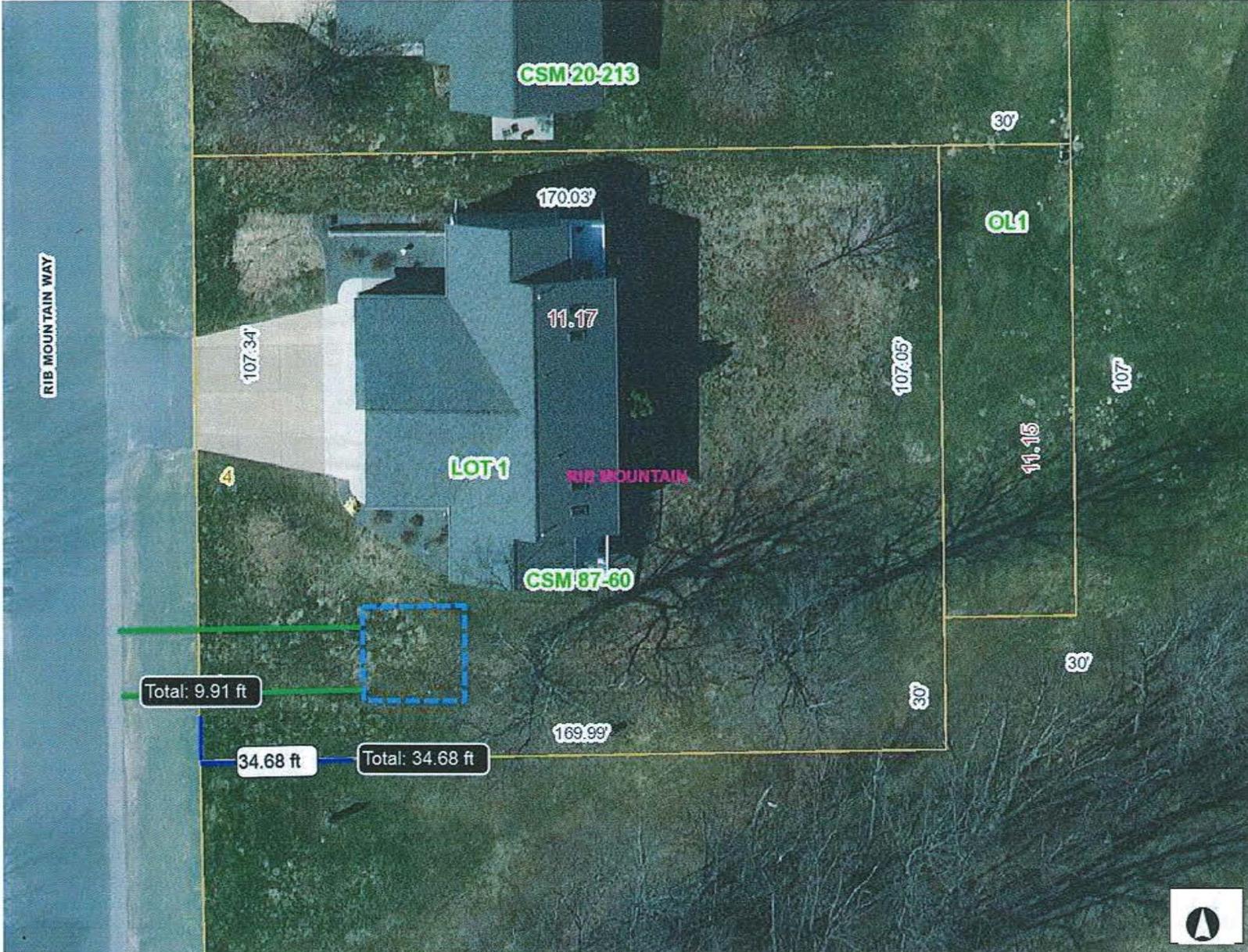
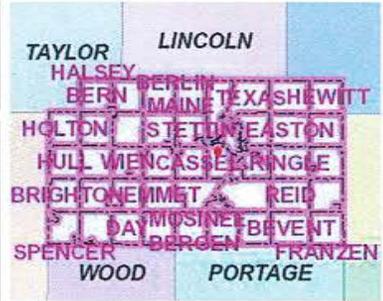
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4b-3



Land Information Mapping System



- ### Legend
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 - Red: Band_1
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16.98 0 16.98 Feet

NAD_1983_HARN_WISCRS_Marathon_County_Feet

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Notes

REPORT TO PLANNING COMMISSION

FROM: Steve Kunst, Community Development Director
DATE: September 20, 2018
SUBJECT: Waiver for New Construction - Residential Roof Pitch

REQUEST: Conditional Use request for a roof pitch of less than three inches in height for every foot of width as part of a new single-family residence.

APPLICANT: Jim VanderGeest, owner
PROPERTY ADDRESS(S): 8306 Wintergreen Road
PARCEL #(S): 34.262807.007.003.00.00
CURRENT ZONING: Estate Residential-1 (ER-1)
ADJACENT ZONING: ER-1 (North, South, East, & West)

NARRATIVE:

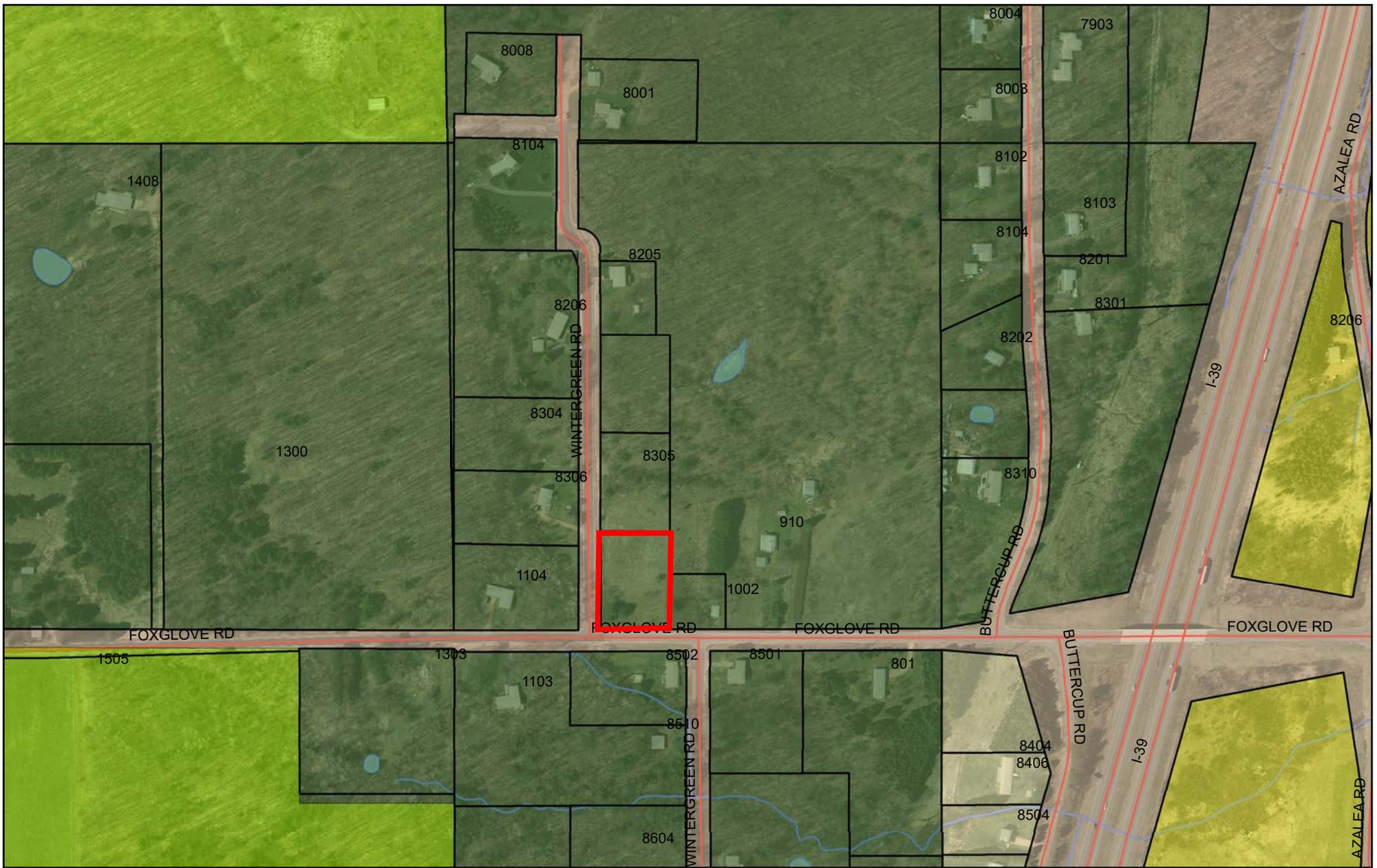
The applicant seeks a waiver to the Town’s minimum requirement of a three-inch pitch per foot of roof as part of a new single-family residence application. The proposal calls for a new residence with a roof pitch of ½ inch per foot (see attached elevations). Per RMMC Section 17.059 – Minimum Standards for Single-Family Detached Dwellings and Duplexes, “One or more of the minimum design standards set forth herein may be waived through the conditional use process upon a finding that the architectural style of the proposed structure provides compensating design features and that the proposed dwelling will be compatible and harmonious with other dwellings in the vicinity.”

RMMC SECTION 17.059 – MINIMUM STANDARDS FOR SINGLE-FAMILY DETACHED DWELLINGS AND DUPLEXES

1. *Residential Design: To protect and enhance the quality of Rib Mountain's residential living environment a minimum level of residential design comparability is hereby established. The standards set forth in this section shall apply to all single-family detached dwellings and duplexes constructed after the effective date of this section of the zoning ordinance.*
 - a) *Roof: All dwellings shall have a roof with a pitch of at least 3 inches in height for each foot of width and an eave which extends at least 6 inches from the wall which supports the roof. **The proposal calls for ½ inch in height for each foot of width.***

POSSIBLE ACTION:

1. Recommend approval of the conditional use request for a waiver to the Town minimum standards for roof pitch at the property addressed 8306 Wintergreen Road, as presented.
2. Recommend approval of the conditional use request for a waiver to the Town minimum standards for roof pitch at the property addressed 8306 Wintergreen Road, with conditions/modifications.
3. Recommend denial of the conditional use request for a waiver to the Town minimum standards for roof pitch at the property addressed 8306 Wintergreen Road.



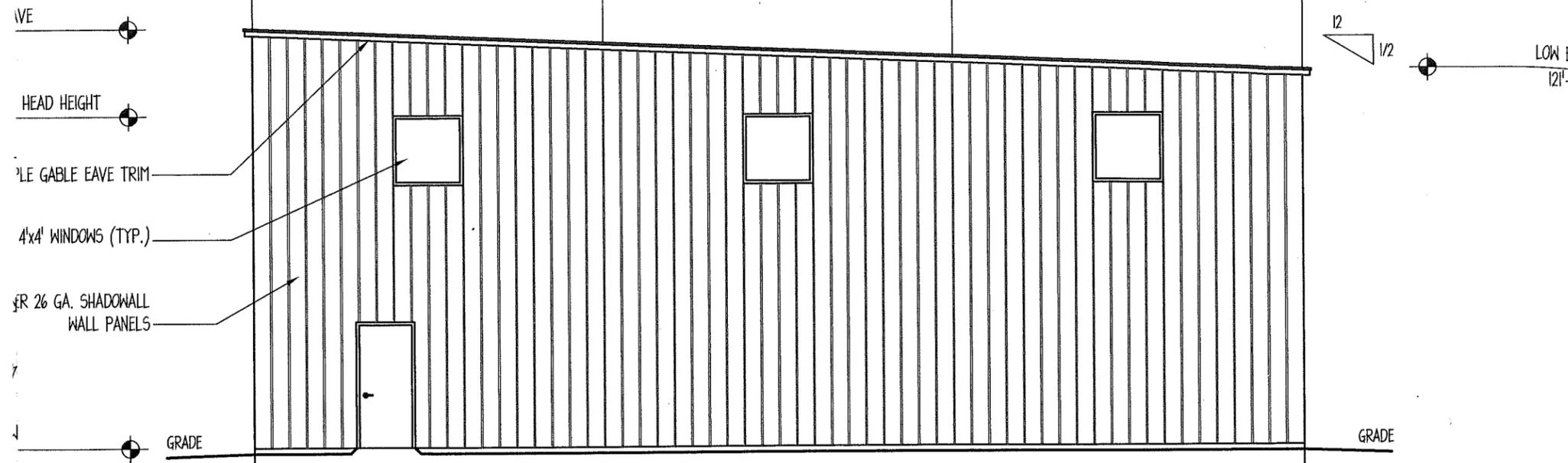
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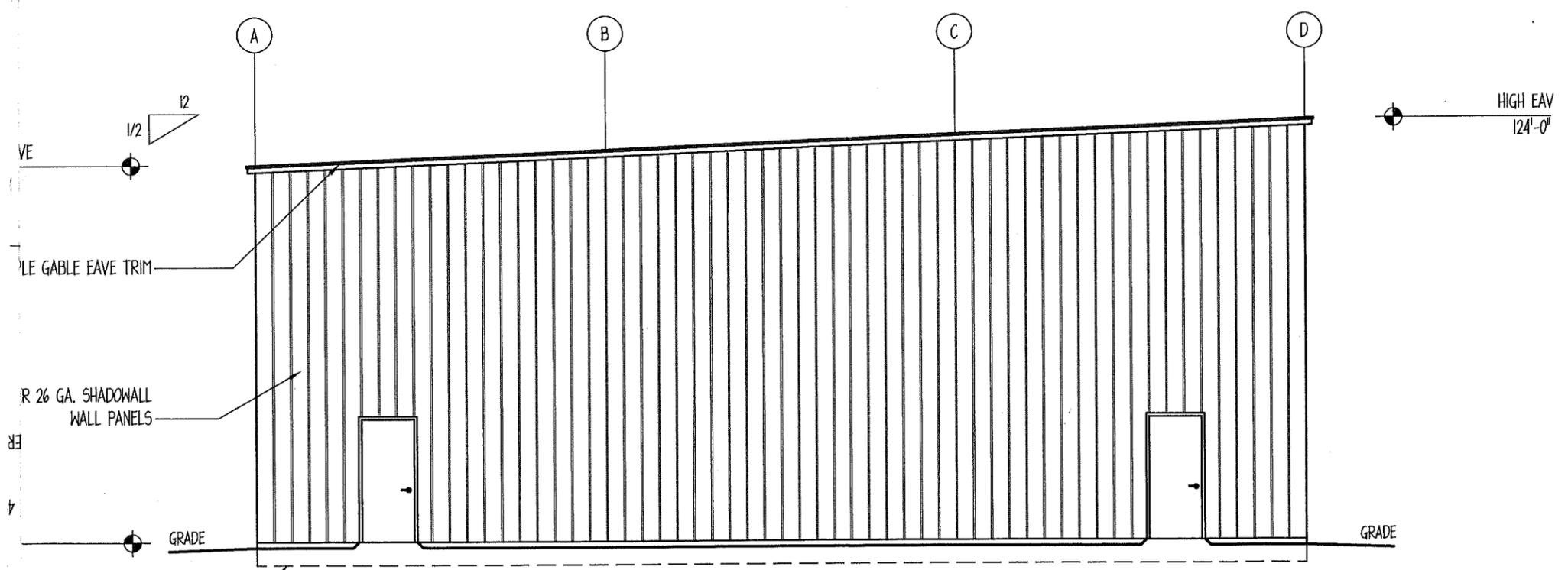
Map Printed: 9/20/2018

<ul style="list-style-type: none"> Parcel Outline Parcel Zoning Districts Unzoned CR-5ac Countryside Residential EO Estate Office 	<ul style="list-style-type: none"> ER-1 Estate Residential MR-4 Mixed Residential NC Neighborhood Commercial OR Outdoor Recreation 	<ul style="list-style-type: none"> RA-1 Rural Agricultural RA-2 Rural Agricultural ROW RR Rural Residential 	<ul style="list-style-type: none"> SC Suburban Commercial SI Suburban Industrial SO Suburban Office SR-2 Suburban Residential 	<ul style="list-style-type: none"> SR-3 Suburban Residential UC Urban Commercial UDD Unified Development UR-8 Urban Residential 	<ul style="list-style-type: none"> Building Outline Road Centerline Water Feature
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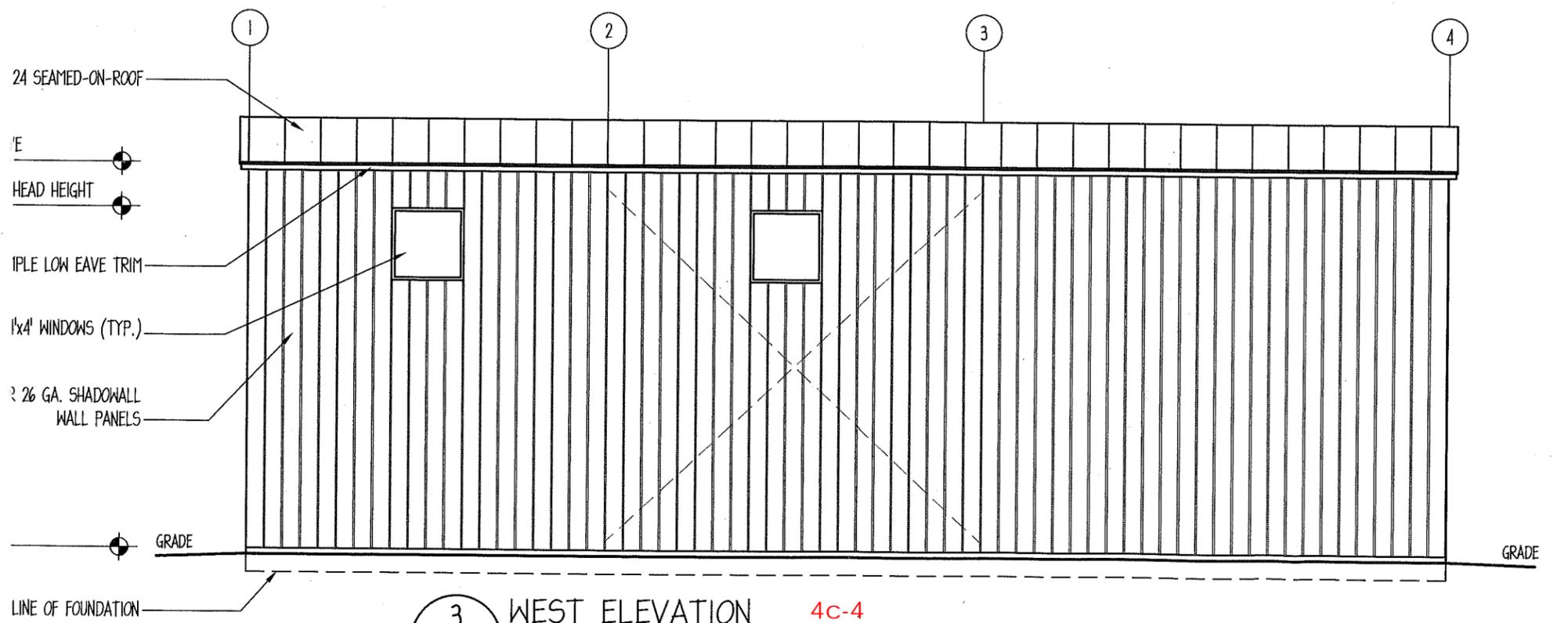
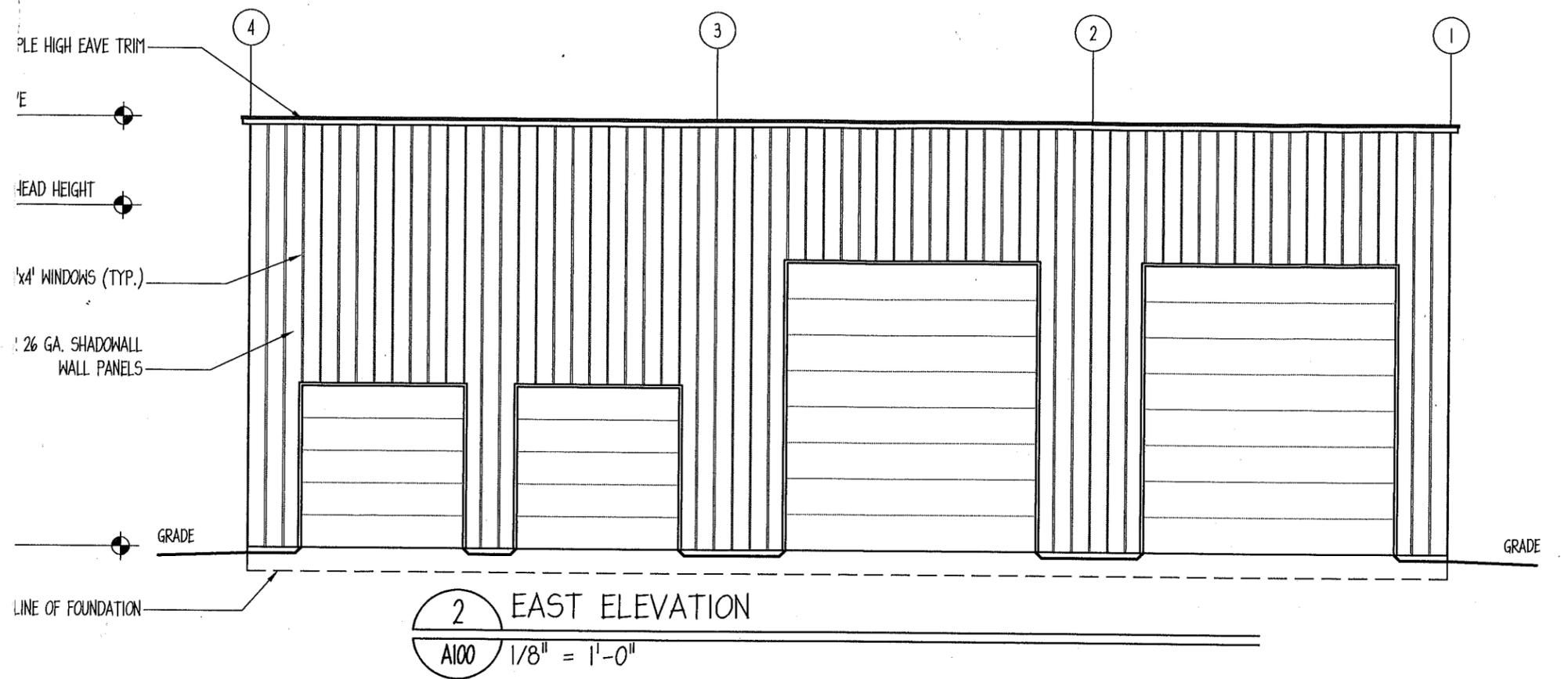
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4 NORTH ELEVATION
 A100 1/8" = 1'-0"



5 SOUTH ELEVATION
 A100 1/8" = 1'-0"



REPORT TO PLAN COMMISSION & TOWN BOARD

FROM: Steve Kunst, Community Development Director

DATE: September 21, 2018

SUBJECT: Rib Mountain Comprehensive Plan Update Project – Economic Development Chapter

NARRATIVE:

Attached is an updated draft Chapter 6 – Economic Development - of the comprehensive plan. The Plan Commission previously reviewed this chapter in September 2017. This chapter details a number of important economic development items related to the Town, the Wausau metro region, and Marathon County. Specific trends related to jobs, employment, and economic outputs are discussed with the intent to drive discussion on the goals and objectives moving forward. Meeting minutes from the September 13th, 2017 meeting are also included in the packet for background. As with the previous discussion of Chapter 1, the intent is to begin finalizing these chapters as the Plan Commission reviews them.

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

Motion by Laura McGucken, second by Tom Steele to recommend approval of the certified survey map for the property addressed 2706 Chickadee Lane conditioned upon the addition of a Town note on the face of the CSM indicating the outlots do not meet Town standards and cannot be improved until they come into compliance. Motion Carried 4-0

OLD BUSINESS:

- a. *Discussion on the Rib Mountain Comprehensive Plan Update Project; specifically, Transportation, Economic Development, and Intergovernmental Cooperation. Docket #2017-05.*

Darryl Landeau, Senior Planner for the Regional Planning Commission, gave a brief recap of items discussed in the previous Comprehensive Plan meetings and noted he would like to address the Goals, Objectives and Issues related to Transportation, Economic Development and Intergovernmental Cooperation in this meeting. The items discussed for each of those topics are as follows:

Transportation

- Make a statement about local bus service and the resident survey indicating the lack of interest in providing it.
- 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

- 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

- 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

CORRESPONDENCE / QUESTIONS / TOWN BOARD UPDATE:

Non-Metallic Mining Approvals – Kunst noted the Town Board approved both of the non-metallic mines as recommended at the previous Plan Commission Meeting, with additional conditions related to dust and soil tracking.

Countywide Addressing – Kunst informed Plan Commission members the Town’s lawsuit regarding the Countywide Addressing project was denied by the Circuit Court Judge and the Town Board has not yet made a decision about appealing the decision.

Hilton Garden Inn – Kufahl indicated the State’s Commercial Building Inspector made his final inspections and is waiting for additional documentation from the designer, and the Town will be conducting its Zoning inspection this coming Friday in anticipation of a Thursday, September 21st opening.

PUBLIC COMMENT: None

ADJOURN:

Motion by Tom Steele, second by Laura McGucken to adjourn the Plan Commission Meeting. Motion carried 4-0. Meeting adjourned at 8:36 pm.

Respectfully Submitted,

Paul Kufahl, Building Inspector / Assistant Zoning Administrator

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 as 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

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

Marathon County is one of 10 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 NCWRPC, 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, discussion began regarding a regional economic strategy for the Wausau metropolitan region. Community leaders from around the region 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~~ One of the primary conclusions of these initial discussions was dealing with these challenges as individual communities was difficult and collaboration might be the best approach.

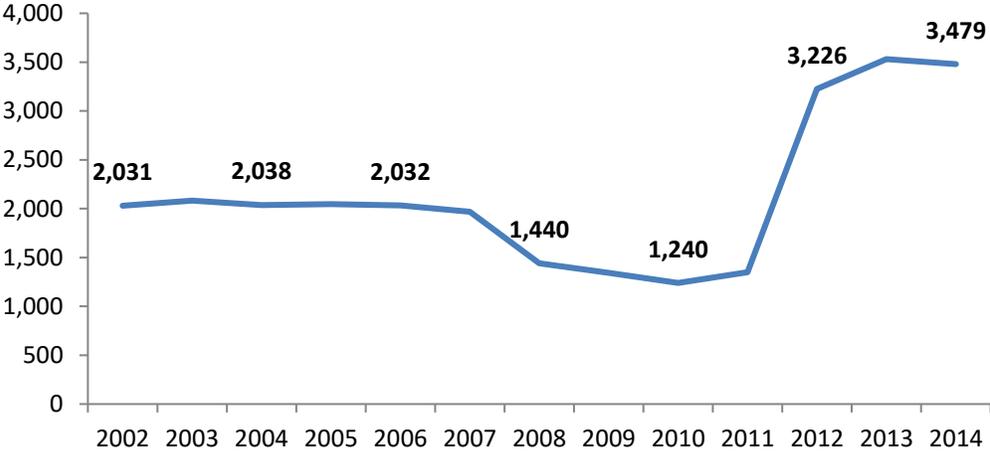
The Metro Region Economic Development Assessment is the first step in creating a formal regional economic development strategy for the communities of Kronenwetter, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Wausau and Weston. Combined, these communities are the urbanized core of Marathon 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. ~~This assessment was presented to community and business leaders throughout the metro region beginning in late 2017. As a result, the Wausau Region Chamber of Commerce announced plans to fully fund and complete the Regional Economic Development Strategy.~~

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 helps 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 drawing customers from throughout the region **and beyond**.

Figure 6.1 Jobs in Rib Mountain, 2002-2014



As shown in Figure 6.1, in 2010 over 1,200 people were 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 **figure** 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, over 3,400 jobs **were present** in the Town, **which is representing** a 71.2 percent increase over 2006. 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 **the** 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 additional jobs than in when compared to 2006**. **More detail in jobs growth can be seen in Table 6.1. Table 6.1 below provides additional detail on employment in Rib Mountain from 2006-2014.**

EMPLOYMENT PROJECTIONS

Job projections were taken from the Economic Modeling Specialists International (EMSI), which uses a shift share analysis to create projections. **However, Unfortunately, this** data is not available at the municipal level, but rather by zip code. In 2014, the 54401 zip code, which includes Rib Mountain **as well as** and **portions of** Wausau, **there were contained** 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 predicts 29,049 jobs to be available in this zip code by 2024. Assuming 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 the Town,~~ representing an increase of 219 jobs, or a 6.2 percent ~~increase.~~

Table 6.1: Employment in Rib Mountain by Industry						
Industry Group	2006		2014		Change	
	Count	Share	Count	Share	%	Net
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

Source: Longitudinal Employer-Household Dynamics Data, 2016

ECONOMIC DEVELOPMENT AREAS WITHIN TOWN OF RIB MOUNTAIN

~~There are several unique economic areas with the Town.~~ Rib Mountain is home to several unique economic areas, largely separated by I-39/US 51.

- **Rib Mountain Drive:** Rib Mountain Drive is **heavy the Town's primary commercial area corridor**. The traffic counts on Rib Mountain Drive (and I-39 which parallels and feeds this area) are the engine driving the economy in Rib Mountain. The intention is to keep **the** high-intensity commercial **activity** on the east side of I-39 to maintain the unique character of other parts of the Town.



The Rib Mountain Drive corridor is 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 I-39 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. **Intended uses in this area include, but are not limited to, office and healthcare facilities.**
- **North Mountain Road:** The area along North Mountain Road (County NN) between Rib Mountain Drive and Hummingbird Road **is consists** primarily of highway oriented commercial (**e.g. fuel stations and convenience stores**) focused on the I-39 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 **activities** (**e.g. small offices, daycare facilities**) 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

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 showing 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 exporting 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 with a Gross Regional Production of \$6.97 billion. **Table 6.2** shows a select number of 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, **representing** 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 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 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 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 10-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 examining 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 Area**- The primary factors limiting the potential for new development in Rib Mountain are its natural features. Steep slopes and abundant wetlands and park land limit the amount and intensity of development in much of the western half of the Town. As a result, little vacant land remains that is suitable for new development, except suburban 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, concerns exist regarding 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 drawing 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 lakeshore 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

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

GOAL 1: 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: Identify commercial and/or industrial properties that should be targeted for redevelopment.

Action 1: Promote the redevelopment of lands east of Lilac Avenue and west of Swan Avenue.

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

Objective 3: Ensure 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 the 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: Identify locations where new commercial development should be directed and encouraged.

Objective 2: 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.

Objective 3: Consider creation of design overlay districts for the different commercial corridors.

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: Continue to maintain and support regional-oriented commercial development along Rib Mountain Drive.

Objective 2: 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 and business leaders in the metro area on the regional economic development strategy.



Wide range of establishments exist in the Town from specialty shops to Hwy Oriented.