



## **TOWN OF RIB MOUNTAIN**

Where Nature, Family & Sport Come Together

[www.townofribmountain.org](http://www.townofribmountain.org)

227800 Snowbird Avenue  
Wausau, Wisconsin 54401  
(715) 842-0983  
Fax(715) 848-0186

November 4, 2022

Erich Schmidtke  
101 East Wilson Street Floor 9  
Madison, Wisconsin 53703

**RECEIVED**

**November 7, 2022**

Municipal Boundary Review  
Wisconsin Dept. of Admin.

RE: Submittal for the Village of Rib Mountain

Dear Erich:

Enclosed is the Town of Rib Mountain's incorporation submittal for Village status. Also included is the \$25,000 fee. An electronic version was also sent to you via email at [erich.schmidtke@wi.gov](mailto:erich.schmidtke@wi.gov). A copy of the submittal can also be found on our website at [www.ribmountainwi.gov](http://www.ribmountainwi.gov) under "Incorporation".

The Town of Rib Mountain Board of Supervisors unanimously endorsed the incorporation submittal document at their November 1, 2022, regular Town Board meeting. This project was made possible through hard work by our residents, staff, and consultants.

If you have any questions or concerns regarding our submittal, please feel free to contact me at [grhoden@ribmountainwi.gov](mailto:grhoden@ribmountainwi.gov) or via phone at 715-679-8334. We appreciate your time and consideration.

Sincerely,

Gaylene S. Rhoden, ICMA-CM  
Administrator

Cc: Town Board  
Bill Forrest, Consultant  
File

# **Incorporation Submittal**

## FOR THE VILLAGE OF RIB MOUNTAIN

Marathon County, Wisconsin

Submitted: November 4, 2022  
Petitioner: Patrick Puyleart  
Case: 2021CV000570



# ACKNOWLEDGMENTS

## **Town Board of Supervisors**

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Brad Conklin

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Fred Schaefer

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Dan Fiorenza, *Former Supervisor*

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## **Town of Rib Mountain**

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# EXECUTIVE SUMMARY

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In late June 2021, the Town of Rib Mountain Board of Supervisors held an informational meeting on incorporation. The Board shared with attendees the pros/cons and frequently asked questions for incorporation. As a result of the meeting, a group of residents formed an incorporation committee and circulated a petition to incorporate the entire Town. The incorporation petition was filed with the Marathon Circuit Court on October 11, 2021. More than 550 residents signed the petition.

This document contains the information and analysis that was prepared by the petitioners to enable the Incorporation Review Board to determine if the submitted petition meets the statutory standards as described in Section 66.0207, Wis. Stats. to incorporate the Town of Rib Mountain into a metropolitan village.

The petitioner's designated representative is Patrick Puyleart, 222801 Strawflower Circle, Wausau, Wisconsin 54401, and the alternate is Mary Jdid, 226844 Crossbill Avenue, Wausau, Wisconsin 54401. The petition was filed with the Circuit Court of Marathon County on October 11, 2021, as Case Number 2021CV000570. The court hearing was conducted on January 24, 2022, as specified in Wis. Stats. 66.0203. The petition was found to follow Wis. Stats. 66.0205. Accordingly, the petition has been referred to the Wisconsin Department of Administration for a determination as provided for in Wis. Stats. 66.0207.

The petitioner's desire to incorporate approximately 25.6 square miles of the Town of Rib Mountain into the Village of Rib Mountain. The proposed incorporation area includes the entire Rib Mountain territory from the Town of Mosinee to the south, the Town of Marathon to the west, the Town of Stettin to the north, and

by the Wisconsin River to the east. East of the Wisconsin River lies the Cities of Wausau and Schofield and the Village of Rothschild. The Town of Rib Mountain had a 2020 population of 7,313 according to the US Census and is the fifteenth most populous town in the State of Wisconsin. The proposed village area is depicted in Map 01: Proposed Village of Rib Mountain.

The entirety of the Town of Rib Mountain territory is included in the submittal for incorporation. There are several reasons that make it difficult to exclude portions of the Town from the proposed Village including environmental features, public lands with services provided to them by the Town, and irregular boundaries. There are over 4,500 acres of public lands that include Rib Mountain State Park, Granite Peak Ski Area, Marathon County's Nine Mile Forestry Unit, and Marathon County's Bluegill Bay Park. Further challenges include environmentally sensitive areas which will be discussed in detail in the appropriate sections of this document. The limitations are identified as steep slopes, depth to bedrock, soils, and wetlands. It is further concluded that if there were any remnant portion of the Town outside the urbanized area not included in the incorporation it would likely leave a remnant unable to survive on its own. In short, the remnant town would not be viable.

The area proposed for incorporation currently functions as a village with public water and sewer to portions of the Town, contracted law enforcement, and fire services along with an extensive park system, bike and pedestrian trail network and all other services common to a village. The area has its own strong social, civic and community identity, separate from the surrounding communities.



The petitioners feel that this proposed village meets all the standards under Wis. Stats. 66.0207. This submittal includes supporting material for meeting all the following standards:

1. Characteristics of Territory
2. Territory Beyond the Core
3. Tax Revenue
4. Level of Services
5. Impact on the Remainder of the Town
6. Impact on the Metropolitan Community

No other governmental entities have been identified by the court as an intervenor in the incorporation petition.

The Town of Marathon is contiguous to the proposed area for incorporation on its western boundary. The Town of Mosinee is contiguous to the proposed area of incorporation on its southern boundary. The City of Wausau is contiguous along the northern boundary along the Rib River and Lake Wausau. The Town of Stettin is contiguous along the northern boundary along the Rib River bordering the City of Wausau. The Village of Rothschild is contiguous along the eastern boundary following the Wisconsin River and reaching over the Wisconsin River on the western side. Map 02: Proposed Village of Rib Mountain Regional Level shows the area proposed for incorporation within the larger region.

# INTRODUCTION

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The information contained in this report is being provided to the Wisconsin Department of Administration (WDOA) and the Incorporation Review Board (IRB) in support of the incorporation of the Village of Rib Mountain as a “metropolitan” village.

The information provided in this report is organized according to the statutory requirements that the WDOA and the IRB will use to review the Petition and the information requested by WDOA, as described in the publication entitled “Informational Needs for Municipal Incorporations,” August 2008.

## REASONS FOR SEEKING INCORPORATION

Reasons for seeking incorporation are detailed below. While there are numerous reasons, the driving force is to preserve the community’s identity and protect its future as an independent governmental entity.

1. The area proposed for incorporation is an existing community of 7,313 residents with full municipal services functioning for all practical purposes as a village. The residents of the proposed incorporation area want to preserve and maintain this fully functioning municipality.
2. Incorporation will create permanent boundaries. This will provide a direct benefit to planning future infrastructure and development. Incorporation will reduce the inefficiencies that arise in the provision of services due to annexations by adjacent city/village. It will also eliminate the loss of land and tax base from annexations.
3. The residents of the area proposed for incorporation would gain full local control of zoning and land division for all property in the incorporated area. A portion of the area proposed for incorporation is currently under county shoreland zoning, which restricts the Town’s ability to provide discretion on code administration that cities and villages can provide. Incorporation will also eliminate the extra costs and time delays of multi-jurisdiction reviews; multiple zoning permits, land divisions, and building permits must currently be processed and reviewed jointly with the city and the county.
4. Financing large capital and infrastructure projects has become increasingly difficult for all municipalities. While Rib Mountain has done well despite adversity thus far, there is a severe disadvantage to Towns in the State of Wisconsin when it comes to administering the financing of large capital projects. Currently, Towns are not allowed to issue debt for a period longer than ten (10) years. This means that borrowing for larger infrastructure and facility projects must be financed initially and refinanced periodically to match the longevity (and associated debt service) of the project. This can lead to thousands of dollars in unnecessary loan and interest fees. Villages can issue debt and use the full suite of financial instruments – thereby significantly reducing interest and debt issuance costs. The amount the Town/prospective Village have dedicated to new infrastructure to accommodate the pent-up demand for development is staggering.
5. Incorporation will protect the tax base by ensuring that annexations do not occur, which will allow the new village to retain

its low tax rate and continue to provide services at the current level. There have, and continue to be, risks to borrowing when the tax base can be eroded by annexations.

6. As a Village, Rib Mountain would no longer be under County control. This was a contentious issue in 2019 when Rib Mountain filed a lawsuit against Marathon County regarding the applicability of the county-wide rural addressing system in Rib Mountain. One of the main claims fought by Rib Mountain is that we are considered “urban” by the Marathon County Planning Organization (MPO) where governing county numbering system WI Stat. 59.54(4) and (4m) refers to “rural”. After several attempts to negotiate with Marathon County on protecting street names and addressing number system, Rib Mountain filed a suit. The Town believed addressing issues brought up by Marathon County could be best addressed by the Town working with the South Area Fire and Emergency Response (SAFER) District to address duplicate names relative to other communities and using internal knowledge to best serve the residents and businesses; eventually, Rib Mountain lost its ability to control the addressing system within its borders. The final court decision was not based on “rural” versus “urban”, but rather on Rib Mountain being unincorporated.
7. One of the most important reasons for incorporation is to protect and enhance the Town’s identity and further improve its ability to be an economic engine in north central Wisconsin. The Town has had great success in promoting and supporting development but has been held back by the limitations inherent to town government. These limitations include multiple reviews by other

governmental entities that increase development costs in terms of time and money spent with no increased benefits to the Town or the developer. Incorporation will also ensure that any major investments Rib Mountain makes in infrastructure, land acquisition for public and private use, and all other such investments will be protected.

8. Rib Mountain is looking to incorporate the entire Town because when you look at the community in its totality, Rib Mountain offers the amenities and needs of an incorporated village. We offer typical village amenities including, but not limited to summer and winter recreation programs (winter ice rink & hockey rink with warming house), park system (dog park and pickle ball court), dedicated law enforcement, building services, and zoning services. The businesses, services, restaurants, and recreation opportunities in the community are what someone would want in a village. Rib Mountain, as a whole, fits the “perfect” village image that can be found in any part of Wisconsin.
9. Rib Mountain is seeking incorporation of the entire territory of the Town also due to inability of the remnant to function on its own. Rib Mountain encompasses extensive acres of public lands owned by the State of Wisconsin and Marathon County. Also, the area of the town outside the urbanized area is limited by steep slopes, bedrock, groundwater, and wetlands. Taking into consideration these factors, it is appropriate to incorporate the entire town.

## IMPACT OF ANNEXATIONS

See Map 03: 1997 Annexation for the last annexation. The threat of annexations from neighboring municipalities makes long range

planning very difficult and uncertain. Two neighboring communities pose potential threats of expansion of their territory due to other incorporated municipalities bordering them.

### **PUBLIC PARTICIPATION IN THE INCORPORATION PROCESS**

The Town of Rib Mountain Board of Supervisors held an informational meeting on incorporation on June 29, 2021. As a result of the informational meeting, a group of residents moved forward with the incorporation petition.

The Town has been providing updates to the residents through our Town newsletter and website. To date, Rib Mountain has not heard any opposition to the incorporation. Information regarding incorporation updates is communicated through our website under Incorporation Updates ([ribmountainwi.gov](http://ribmountainwi.gov)).

### **STRONG COMMUNITY SUPPORT FOR INCORPORATION**

It is clear there is overwhelming support for incorporation from residents and neighboring communities with over 550 signatures on the petition and no neighboring communities objecting. Furthermore, no public opposition has been expressed by residents.

### **MAIN STREET – DEVELOPMENT TO SUPPORT**

Rib Mountain commercial development remains strong making our community the retail hub for northcentral Wisconsin. Rib Mountain Drive is home to several major retailers and small businesses. Rib Mountain has spent significant amount of investment in Rib Mountain Drive the last ten years. Improvements have included signalization upgrades, sidewalk installation, and burying of utilities. The Town Board acknowledge the importance of Rib Mountain

Drive and identified the Drive as our “Main Street” in 2010. See Exhibit 00.

### **CHANGING COMMUNITY AND GROWTH OF TOURISM**

Granite Peak, Wisconsin’s #1 ski area, proposed an expansion, and ultimately the opening of the Rib Mountain State Park Master Plan, providing a promising future for Rib Mountain and the region as it relates to growth in tourism. In 2014, Charles Skinner, owner of Granite Peak, announced the ski hill expansion project that called for new lodging and additional ski runs. For the expansion to take place, Mr. Skinner had to request from the Department of Natural Resources additional land area for his lease. Subsequently, this led into the update to the Rib Mountain State Park Master Plan. The last update to the Master Plan was in 2005.

The Department of Natural Resources is engaging residents, the Town of Rib Mountain, the public, the Chamber of Commerce, and other stake holders in the development of the Rib Mountain State Park Master Plan. The Greater Wausau Prosperity Partnership (GWPP), an affiliation with the Greater Wausau Chamber of Commerce, took an active role in the Master Plan update by financially supporting the hiring of a consulting firm, the SE Group, to examine the potential recreational uses for the park year-round. The input from the consultant was used as part of the Department of Natural Resources’ draft goals and objectives. The Department in their draft acknowledge the importance of a bicycling/hiking pathway encircling the mountain, winter biking, lift-served gravity mountain bike trails utilizing the ski lifts, climbing and bouldering within the park, and rustic camping.

Overall, tourism continues to grow in our community. Granite Peak, based entirely within Rib Mountain, has skiers come from Chicago, Minnesota, and southern Wisconsin.

Rib Mountain's winter activities like downhill skiing creates a center of excellence for winter recreation and strengthens our community identity.

With year-round bicycling, the Central Wisconsin Outdoor Cycling Coalition is planning a Gold-Level Ride Center for the International Mountain Bicycling Association in Rib Mountain for national recognition. The closest Gold-Level Ride Center is in Duluth, Minnesota. There are also plans to connect Rib Mountain State Park to Nine-Mile Recreation area, all located in Rib Mountain.

The DNR has released the Rib Mountain State Park Draft Master Plan October 2022. According to DNR's draft goals and objectives released June 2022 and DNR's website on the project, it's anticipated the Rib Mountain State Park Master Plan would be completed 2023. The Department of Natural Resource Board will ultimately vote on the final plan once final public input is gathered.

As a village, Rib Mountain will have the ability to determine and set our own destiny without the limitations placed on towns. This would include protection of boundaries, shoreland zoning authority, floodplain authority, complete platting authority, extraterritorial zoning, and other limitations.

# Section 1(a): HOMOGENEITY AND COMPACTNESS

*The territory proposed for incorporation complies with the standards as set forth in Wis. Stats. §66.0207 by being both homogeneous and compact. The proposed village is homogeneous and compact in terms of natural resource attributes, the built environment, and related socio-economic activities that occur within the territory. The following sections provide information to support this finding.*



# SECTION A

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## REGIONAL CONTEXT

The Town of Rib Mountain is in central Marathon County, Wisconsin and is a member of and within the boundaries of North Central Wisconsin Regional Planning Commission (NCWRPC) and the Wausau Metropolitan Planning Organization (MPO) as shown on Map 04: Wausau Metropolitan Planning Organization. The Town of Rib Mountain is 25.6 square miles and has a 2022 population estimate of 7,346. The Town of Rib Mountain is bounded by the Town of Mosinee to the south, The Town of Marathon to the west, the Town of Stettin to the north, and by the Wisconsin River to the east. East of the Wisconsin River lies the Cities of Wausau and Schofield and the Village of Rothschild, see Map 02: Proposed Village of Rib Mountain Regional Level for regional context and neighboring communities.

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 southwest portion of the Town. Rib Mountain has its own zoning and subdivision regulations and utilizes development agreements to ensure high development standards. Town roads are generally in good repair and multi-use trails can be found Town-wide. 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 of Rib Mountain's natural features and resources create both opportunities and limitations for development that the community has strategically managed with long-term planning and land use regulation. Development

patterns have been shaped by the following limitations, described in more detail below:

- Natural recreation and preservation
- Environmentally sensitive areas including steep slopes, floodplain, and wetlands
- Subgrade conditions including soil type, recharge areas, bedrock, and groundwater

## NATURAL RECREATION AND PRESERVATION

Two substantial natural features, Rib Mountain State Park and Nine Mile Forestry Unit, make up 7.4 square miles of the entire 25.6 square miles and provide plentiful recreation and preservation opportunities. Rib Mountain State Park is managed by the Wisconsin Department of Natural Resources with the support of the Friends of Rib Mountain State Park. The Nine Mile Forest Unit is owned and managed by Marathon County. The two natural areas are anticipated to expand as WDNR is currently in the process of updating the Master Plan for Rib Mountain State Park. Figure 2 in the draft shows "Project Boundary" expanding to the west, southwest, and south of the main part of the State Park, see Exhibit 01: Department of Natural Resources - Draft Goals and Objectives of Rib Mountain State Park Master Plan. WDNR staff during a June 23, 2022, public meeting provided comments that it is the intent to connect Rib Mountain State Park and Nine Mile County Forest to provide a link between the two areas to increase opportunities for recreation and provide for wildlife corridors. Additionally, Nine Mile Forestry Unit is planned to expand 1544 acres, with 340 acres located in the Town of Rib Mountain. Map 05: Nine Mile Recreation Potential Acquisition identifies the location of



the 340 acres planned for expansion, further identifying “Potential Connector Acquisition (Rib Mt. State Park/9 Mile)” in the legend with intentions of connecting Rib Mountain State Park and Nine Mile Forestry Unit. This connection is a vision and goal of WDNR, Marathon County, and Town of Rib Mountain and it is essential all three entities continue working towards this goal. Petitioners desire to include these two major recreational areas within the proposed Village because of name recognition and the fact that they provide highly desirable year-round recreation assets for both residents and visitors.

### **ENVIRONMENTALLY SENSITIVE AREAS INCLUDING STEEP SLOPES, FLOODPLAIN, AND WETLANDS**

Steep Slopes: Very steep topography limits development in many areas, particularly on Rib Mountain and the Mosinee Hill area east of CTH KK as shown on Map 06: Steep Slopes. Development at high elevations can pose challenges for public water service and private wells are generally not practical. Steep slope development is typically at a low density and developing on steep slopes is expensive. There are initial expenditures for improvements such as roads and utilities. The construction of roads on steep slopes often calls for substantial grading, extra-wide rights-of-way to accommodate road slopes, retaining walls, and steeply sloping embankments, which can also require expensive long-term maintenance. Running public utilities in areas of steep slopes require additional expense as shallow bedrock is usually encountered, causing additional expense for construction. Steep slopes are particularly susceptible to damage resulting from site disruption, primarily related to soil erosion, with damage likely to spread to areas which were not originally disturbed. Such erosion reduces the productivity of the soil, results in exacerbated erosion downhill, and increases sedimentation in drainageways, wetlands, streams, ponds and

lakes. Rib Mountain has enacted a Steep Slope Overlay Zoning District to protect against such damage.

Floodplain: Large areas mapped by FEMA in the 100-year floodplain are located along the Big Rib River and a narrow band of floodplains edges the Wisconsin River and Black Creek as shown on Map 07: Natural Resources - Floodplain and Wetland. Most development occurring near mapped floodplain is within the core of the proposed Village boundaries and would be evaluated and reviewed during redevelopment of sites. FEMA’s recent adoption of updated floodplain maps for the Wausau area created new challenges for existing neighborhoods (e.g. Bayview Drive, Gadwall Lane) by changing floodplain designations. Existing homes, accessory buildings and public roads once considered to be outside of the floodplain are now designated as being within the floodplain.

Wetlands: Wetlands are found in several places in the Town as shown on Map 07: Natural Resources - Floodplain and Wetland. Wetlands include marshes, wooded swamps, and wet meadows. Soils in these areas are usually saturated during the growing season within a few inches of the surface. The presence of wetlands in an area can limit the type of development that can occur in that location. The majority of the southwest portion of the Town around Black Creek, which makes up much of the Nine Mile area, is wetland area. The northern border of the Town is also predominantly wetland around the Big Rib River.

### **SUBGRADE CONDITIONS INCLUDING SOIL TYPE, BEDROCK, AND RECHARGE AREAS**

Soil Type: There are five different soil associations present in Rib Mountain. Areas adjacent to the Big Rib and Wisconsin rivers consist of Mahtomedi-Fordum-Sturgeon. Most of the Nine Mile Creek area contains Cathro-Seelyville soils. The area encompassing



and surrounding Rib Mountain consists of Fenwood-Rietbrock-Rozellville soils. Other soil associations include Mosinee Meadland-Dancy and Marathon-Mylrea-Moberg. All these soil types range from moderate to severe limitations for development. The soils in Rib Mountain are somewhat limited to very limited for Septic Tank Absorption Fields as shown on Map 08: Soil Limitations On-Site Septic System, and therefore the Town has created the Rib Mountain Sanitary District that serves a significant part of the residential and commercially developed areas of the Town as shown on Map 09: Rib Mountain Water System. Exhibit 02: NRCS Septic Tank Absorption Fields-Marathon County, Wisconsin (Town of Rib Mountain) shows the existing soil types in the Town of Rib Mountain. The chart at the bottom of page 11 of the Natural Resources Conservation Services Web Soil Survey shows the Town of Rib Mountain has 92.2% of the Town as either Very limited or Somewhat Limited, with 85.9% of the Town as Very limited.

Recharge Areas and Groundwater: The Rib Mountain Sanitary District maintains a wellhead protection plan for the purpose of minimizing the risk of contamination to the Town's water supply. Wellhead protection is a preventative program designed to protect public water supplies by managing land use in the area surrounding the wells. Well locations are shown on Map 10: Rib Mountain Sanitary District Wellhead Protection with Well Locations. For newly constructed wells, wellhead protection plans are required by the WI DNR. For existing wells constructed prior to 1992, such as Rib Mountain's, wellhead protection plans are voluntarily completed at the utility's discretion. This plan establishes wellhead protection areas around each municipal water supply well. These areas are designated for special protective measures intended to minimize the risk of the well becoming contaminated. The wellhead protection areas are established based on the area determined by a hydrologic study to contribute groundwater to the well. This plan

is prepared in accordance with the Wisconsin Administrative Code, Chapter NR 811.12(6) for wellhead protection planning and was most recently updated in 2018.

Bedrock: Depth to bedrock varies within the Town of Rib Mountain and correlates with the steep slopes. Areas of steep slopes are influenced by shallow bedrock conditions which provide significant costs for infrastructure, see Map 11: Depth of Bedrock. Likewise, depth to groundwater varies within the Town of Rib Mountain. The soil conditions combined with depth to bedrock as shown on Map 11: Depth of Bedrock make areas in the Town of Rib Mountain difficult for private on-site wastewater treatment systems.

The combination of these limitations that include steep slopes, wetlands, floodplains, depth to bedrock, and soil conditions, in addition to public lands and nonmetallic mine sites, indicates that it meets the homogeneous and compactness test as it essentially includes the entire existing town as illustrated in Map 12: Existing Development and Development Limitations. The proposed Village of Rib Mountain includes the entire territory of the Town of Rib Mountain predicated on the items described above and further demonstrated in the following sections in the submittal, see Map 13: Proposed Village of Rib Mountain -Aerial and Map 01: Proposed Village of Rib Mountain.

## **MUNICIPAL OPERATIONS AND SERVICES**

A detailed description of municipal operations and services is provided in this Submittal in Section 2(b), Level of Services.

# SECTION B

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## COHESION AND UNITY

### Description of the area proposed for incorporation

The Town of Rib Mountain is located in eastern Marathon County along the STH 29/I-39/USH 51 corridor, in the southwest portion of the Wausau Metropolitan area. The landscape of the Town includes both urban and suburban characteristics. The eastern third of the Town is most densely developed with a commercial corridor along Rib Mountain Drive where the community recognizes as the downtown being uniform and compact. The western portion of the Town contains low-density, single-family housing development. The Town's namesake, Rib Mountain is a prominent natural feature and occupies a large area in the north central part of the Town within the 1,600-acre Rib Mountain State Park. Nine-Mile Forest Unit also occupies over 3,200 acres in the southwest portion of the Town.

### History

The Town of Rib Mountain was originally part of the Town of Weston. In 1905, the area west of the Wisconsin River was separated and initially renamed Erickson (after the Town Chairman), but soon renamed Flieth. Flieth Street, now part of Wausau, commemorates this early name. The name was changed to Rib Mountain in 1930.

Like other nearby towns, lumbering was an early activity in the Town, followed by farming. The Town has experienced much change as a result of its location along the river, and due to its proximity to Wausau. The Town was first connected to Wausau by the 100-foot McCleary Bridge across the Big Rib River. Built of steel, the bridge's height made it accessible only by steep ramps at each end. The McCleary Bridge (also known as the "Snake Bridge") was reconstructed

in the early 1900s. At that time, the Big Rib River still flowed its natural course and construction of the new bridge occurred on dry land in some areas. The 1909 construction of the Rothschild Dam created Lake Wausau and the water impoundment at the mouth of the Big Rib River.

The Town is home to Rib Mountain State Park, created when 160 acres were donated to the State of Wisconsin. A road to the top of the mountain was completed in 1931. By the mid-1930s, another 160 acres were added to the park, and the Civilian Conservation Corps (CCC) made improvements to develop the ski area on the mountain. Rib Mountain is one of the highest points in Wisconsin and has become an important economic and recreational contributor to the region.

Growth in the Town of Rib Mountain over the last several decades was influenced in part by construction of Highway 51 (then referred to as the "Highway 51 Bypass"), which was completed in 1963. The new highway and interchanges greatly improved access to the Town, fostering development of new commercial and housing areas along its route in Rib Mountain and also in the Town of Stettin to the north.

## DEMOGRAPHICS

The following provides a summary of the social and economic characteristics of the Town of Rib Mountain and proposed Village of Rib Mountain.

### Population

The Town of Rib Mountain experienced strong population growth over the past 40 years, with an increase in population of 46.31% from 1970 to 2020. Comparatively, Marathon County and the State of Wisconsin experienced population growths of 40.82% and 32.52% respectively over

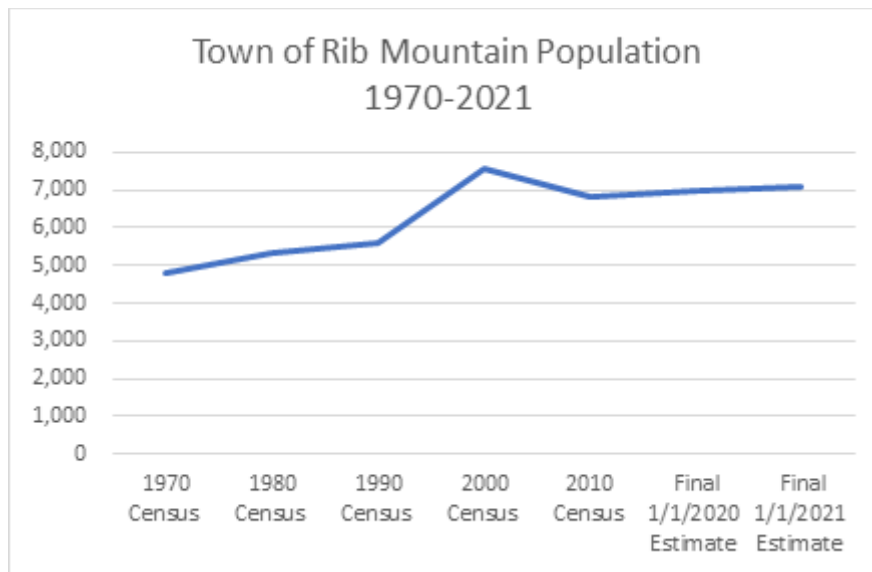


Figure 1: Historical and Projected Population Growth, 1970-2021  
Source: Wisconsin Department of Administrative Demographic Services

the same period.

The Town experienced a 2.58% population increase in the last decade. Comparatively, Marathon County and the State of Wisconsin experienced population growths of 2.37% and 2.95% respectively over the same period.

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 error in 2000 combined with the correction in 2010 results in the appearance of a population decline from 2000 to 2010 as shown in Figure 1: Historical and Projected Population Growth, 1970-2021.

#### Population forecasts

Wisconsin Department of Administration Demographic Services Center 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, as shown in Table 1\*. This would be an increase of 1.13% over the estimated 2020 population. Comparatively, Marathon County and the State of Wisconsin are projected to experience population growths of 11.33% and 10.88% respectively over the same period. With limited land available for substantial residential growth, the projections seem feasible.

Census 2020 population counts for the Wausau Metropolitan Area communities range from 98% (City of Schofield) of the 2020 estimate to 108% (Town of Marathon) of the 2020 estimate. The 2020 Census count for the Town of Rib Mountain is 104.46% of the 2020 estimate. Comparatively, Marathon County and the State of Wisconsin Census 2020 count was 100.57% and 100.67% respectively, of the 2020 estimate.

When adjusting the 2020 estimate with the 2020

\*The Town recognizes that Table 1 utilizes 2010 Census data and not the 2020 Census.

		Estimate	Projection	Projection	Projection	Projection	20 year growth
		2020	2025	2030	2035	2040	2020-2040
Village	Kronenwetter	8,158	8,765	9,295	9,730	10,070	23.44%
Village	Maine	2,619	2,475	2,500	2,505	2,485	-5.12%
Town	Marathon	1,037	1,085	1,090	1,085	1,070	3.18%
City	Mosinee	4,124	4,225	4,270	4,270	4,235	2.69%
Town	Mosinee	2,206	2,385	2,440	2,475	2,490	12.87%
Town	Rib Mountain	7,001	7,145	7,190	7,165	7,080	1.13%
Village	Rothschild	5,328	5,655	5,755	5,795	5,790	8.67%
City	Schofield	2,201	2,210	2,205	2,180	2,135	-3.00%
Town	Stettin	2,595	2,915	3,030	3,120	3,180	22.54%
City	Wausau	38,884	41,100	41,490	41,450	41,070	5.62%
Village	Weston	15,646	17,870	18,890	19,700	20,330	29.94%
County	Marathon	137,237	146,595	150,130	152,120	152,790	11.33%
State	Wisconsin	5,854,594	6,203,850	6,375,910	6,476,270	6,491,635	10.88%

Table 1: Population by Jurisdiction in the Wausau Metropolitan Area  
Source: Wisconsin Department of Administrative Demographic Services Center

Census count and keeping the future growth rate as projected, the 2040 population of the Town of Rib Mountain would be 7,396.

#### Age and Biological Gender Structure

In 2010, the median age of Town residents was 45 years. This is higher than the median age of Marathon County and the State of Wisconsin. Reflecting state and national trends, the life expectancy of females is longer than that of males and this is reflected in the higher median age for females in all jurisdictions. The Town's population has aged slightly since 2000 when the median age was 33.8 years. *Source: U.S. Census 2010, DP-1*

#### Race and ethnicity

In 2020 93.3% of the residents of the Town of Rib Mountain reported their race as white,

compared to 95.9% in 2010 and 98.2% in 2000, indicating the transition to a slightly more diverse population. Comparatively, 90.8% of Marathon County residents and 87% of Wisconsin residents reported their race as white in 2020.

Asian residents make up 5.7% of the Town's population, compared to 6.1% of Marathon County residents and 3% of Wisconsin residents. Hispanic or Latino residents make up 0.7% of the Town's population, compared to 3% and 7.1% in Marathon County and the State of Wisconsin respectively.

#### Households

Based on the 2016-2020 American Community Survey, there are 2,837 households in the Town of Rib Mountain. Of these, 92.1% lived in the

same household the year prior, compared to 88.4% and 86.4% for the county and state respectively. The Town has 2.42 persons per household, slightly higher than the county (2.39) and the state (2.38). The household size in the Town represents a continued decrease from previous years - 2.83 in 2010 and 2.97 in 2000. This decrease is also occurring at the county and state level to a lesser degree. This is indicative of the higher percentage of persons over the age of 65 of Rib Mountain (23.8%) compared to Marathon County (18.2%) and Wisconsin (17.5%) and the lower percentage of persons under age 5 in Rib Mountain (4.2%) compared to the county (5.8%) and the state (5.7%).

#### Education

The Town of Rib Mountain residents have higher educational attainment than the county or the state, with 41.1% of its residents age 25 and over acquiring a Bachelor's degree or higher compared to 26.2% of Marathon County residents and 30.8% of Wisconsin residents. The Town also has a higher percentage of residents age 25 and older who are high school graduates or higher with 96%, compared to 92.4% and 92.6% for the county and the state respectively.

#### Income levels

High levels of educational attainment are indicative of higher income levels. This pattern persists in the Town of Rib Mountain with an expectedly higher median household income of \$70,852 which is 12% higher than both the county and the state. With fewer persons per household, a higher educational attainment, and a higher median household income, the per capita income of Rib Mountain residents of \$45,453 is 35% higher than the county and 31% higher than the state.

When compared to other Wausau Metropolitan Area communities, the Town of Rib Mountain has the 3rd highest median household income and the highest per capita income. This is reflective of a relatively high household income

level combined with the low household size.

#### Employment

The 2016-2020 American Community Survey 5-year estimates indicates that 59.6% of Rib Mountain residents age 16 and over was in the labor force, compared to 67.8% and 66.1% for Marathon County and Wisconsin, respectively. This is attributed to the higher percentage of the Rib Mountain population aged 65 and over (23.8%) compared to the county (18.2%) and the state (17.5%).

### **POPULATION DISTRIBUTION**

Residential land uses (Rural Neighborhood and Suburban Neighborhood) comprise the largest category of developed land. Much of the residential area in the northeast part of the Town is served by public sewer and water with traditional suburban style density. Residential areas in the south and west parts of the Town are generally low density and are not served by public sewer and water.

### **DENSITY AND COMPACTNESS**

The Wisconsin Supreme Court's opinion in Pleasant Prairie v. Department of Local Affairs and Development, 108 Wis. 2d 465 (Ct. App. 1982) affirmed, 113 Wis. 2d 327 (1983) stated the nature and distribution of population densities tended to be indicative of urban rather than rural characteristics.

The proposed village area's 2020 population would be 7,313. The entire Town of Rib Mountain, with a land area of 25.6 square miles is proposed for incorporation. The overall population per square mile (2020) is 286. Subtracting out Rib Mountain State Park (1,556 acres) and Nine Mile Forest Unit within the Town of Rib Mountain (3,185 acres), the population per square mile is 402. The figure below shows the population densities of villages in Wisconsin that have incorporated since 2014.

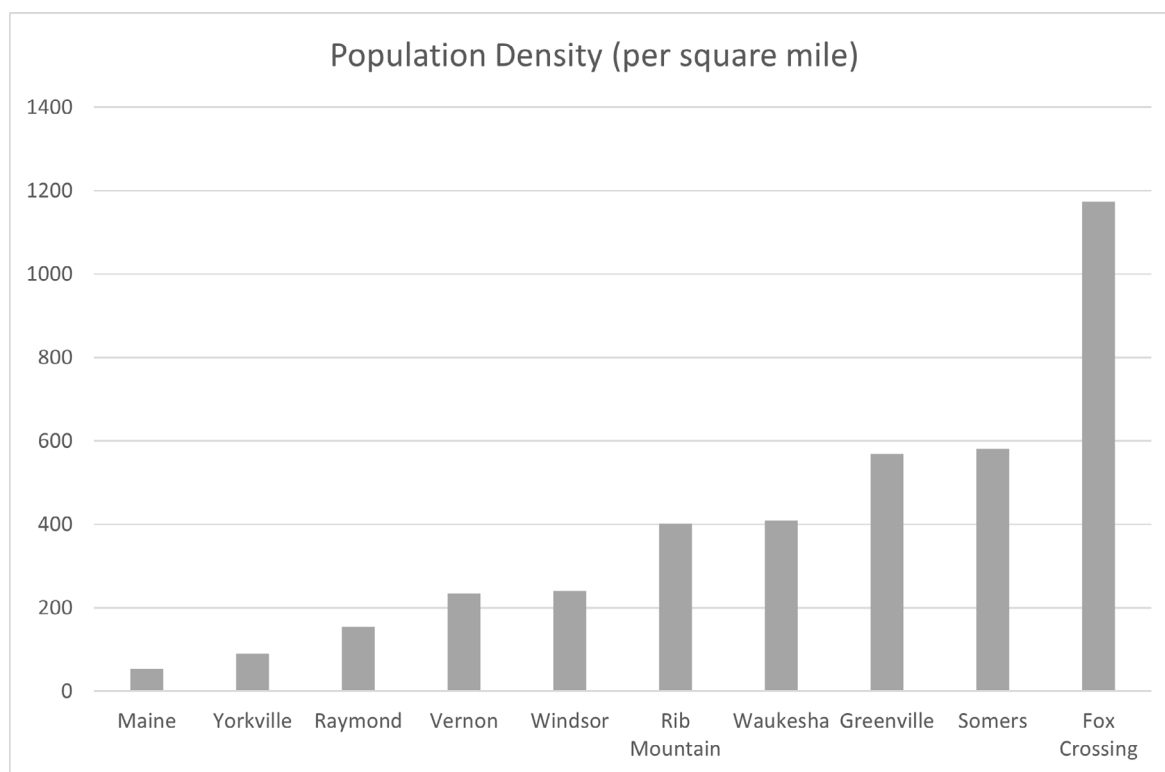


Figure 2: Population Density of Villages in Wisconsin since 2014

Source: Wisconsin Department of Administration, Division of Intergovernmental Relations, Municipal Data System

Figure 2 shows that the proposed Village of Rib Mountain has a square mile population density (286) that is 8% greater than the median density (241) of municipal incorporations that have occurred since 2014. When accounting for the land within Rib Mountain State Park and the Nine Mile Forest Unit, the non-state or county owned land covers approximately 18.19 square miles with a population density of approximately (402), 53% higher than the median population density of recently incorporated municipalities.

### COHESION, UNITY AND COMMUNITY IDENTITY

The Town of Rib Mountain is a prominent community in central Wisconsin. Its retail corridor, natural features, recreational opportunities, and quality of life sets it apart from its neighbors and can be summarized by the community vision statement: “The

*Town of Rib Mountain is a unique convergence of quality, balanced commerce with attractive, distinct natural recreational opportunities which provides a welcoming environment to foster a safe, affordable community that enjoys a high quality of life.”*

### QUALITY, BALANCED COMMERCE

Rib Mountain Drive serves as the community's Main Street and is an attraction for residents and visitors for shopping, dining, and services. Rib Mountain Drive is the largest retail center in Northcentral Wisconsin and is a member of the International Council of Shopping Centers. The Rib Mountain Drive commercial corridor consists of a “power center” type shopping mall with national chains, such as Walmart, Sam’s Club, Dick’s Sporting Goods, and others which are not found elsewhere in the metro region. It also includes several fast-food restaurants, automobile dealerships and other commercial





Rib Mountain Drive

businesses. This is the primary commercial area in Rib Mountain and the greater Wausau area. It also serves as a destination retail area for customers throughout and beyond north central Wisconsin.

Hummingbird Road parallels US Highway 51 on the west side and is the community's secondary commercial area developing with

a less-intensive local commercial or "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. Uses in this area include professional office, personal and professional services, and healthcare facilities.



Hummingbird Road



## BUSINESSES THAT CALL RIB MOUNTAIN HOME

Rib Mountain is host to the largest shopping district in north central Wisconsin.

Chain retailers include Walmart, Sam's Club, Slumberland, Best Buy, Kohls, Old Navy, Bed Bath & Beyond, Michaels, Slumberland, Dunham's Sports, Hobby Lobby, Verlo, Office Max, Michael's, Tires Plus, Discount Tire, Lane Bryant, Spencer's, Maurices, Buckle, Joann Fabric and Crafts, Kay Jewelers, Men's Warehouse, T.J. Maxx, Bath & Body Works, Rogan Shoes, Aldi's, Dicks Sporting Goods, Sleep Number, Dollar Tree, Petco, Goodwill, GNC, Pet Smart, Ulta Beauty, Buckle, Barnes and Noble, and Batteries Plus.

Service providers in the commercial district include Ryder Truck Rental, Spectrum, Yach's Body & Custom, UPS Store, Fantastic Sam's, Gloss Nail Bar, Car Buff's, Lens Crafters, Tires Plus, Discount Tire, AT&T Store, Cellcom, US Cellular, Schmidt's Towing, Sola Salons, Johnson Wellness and Fitness, Acuity Neurology, BioLife Plasma Services, State Farm, the Art of Healing, American Family, Active Family Chiropractic, and Bone & Joint Clinic. Kocourek Chevrolet, Hyundai, Audi, and Volkswagen dealership and service centers also call Rib Mountain home.

Restaurants in the shopping district include Briq's Soft Serve, Starbucks, Red Robin, Dunkin', Panda Express, Five Guys, Texas Roadhouse, Culver's, McDonald's, HuHot, The Garage, Ropa's, Rocky Rococo, Becca's Café, Fazoli's, Olive Garden, Biggby Coffee, El Mexcal, El Mercadito, IHOP, Mountain View Bar and Grill, and Mykenos Mediterranean Grill.

There are several businesses that bear the Rib Mountain namesake, namely, Rib Mountain Glass, Rib Mountain Cycles, Rib Mountain Golf Course, Rib Mountain Eye Clinic, Rib Mountain Inn, Rib Mountain Greenhouse, and Rib Mountain Liquor.



Shopping Areas in Rib Mountain



## STATE SERVICE CENTERS WITH REGIONAL OFFICES LOCATED IN RIB MOUNTAIN

- Wisconsin Department of Motor Vehicles is located on Rib Mountain Drive.
- Wisconsin Department of Natural Resources is located on Rib Mountain Drive.
- Wisconsin State Patrol – North Central Region is located on Schrike Avenue.

## ATTRACTIVE, DISTINCT NATURAL RECREATIONAL OPPORTUNITIES

Rib Mountain State Park is home to the billion-year-old Rib Mountain, one of the oldest geological formations on earth. Rib Mountain State Park is a premier day-use property with picnicking, hiking trails and reservable facilities including a scenic amphitheater, indoor gathering space, and picnic shelters. The top of the park offers spectacular views of the Wausau area and the Wisconsin River.

Granite Peak Ski Area is on the north face of the mountain and is the largest ski resort in the Midwest. “On the Snow” describes Granite Peak as resembling “a small New England ski area”. With over 400 acres, a 700-foot vertical drop, 74 trails, and 7 lifts, it is rated #4 Small Ski Area in

the United States. Granite Peak has petitioned the State of Wisconsin for additional leased land area for expansion of the ski resort. The existing resort and possible expansion are vital to Rib Mountain’s tourism and identity.

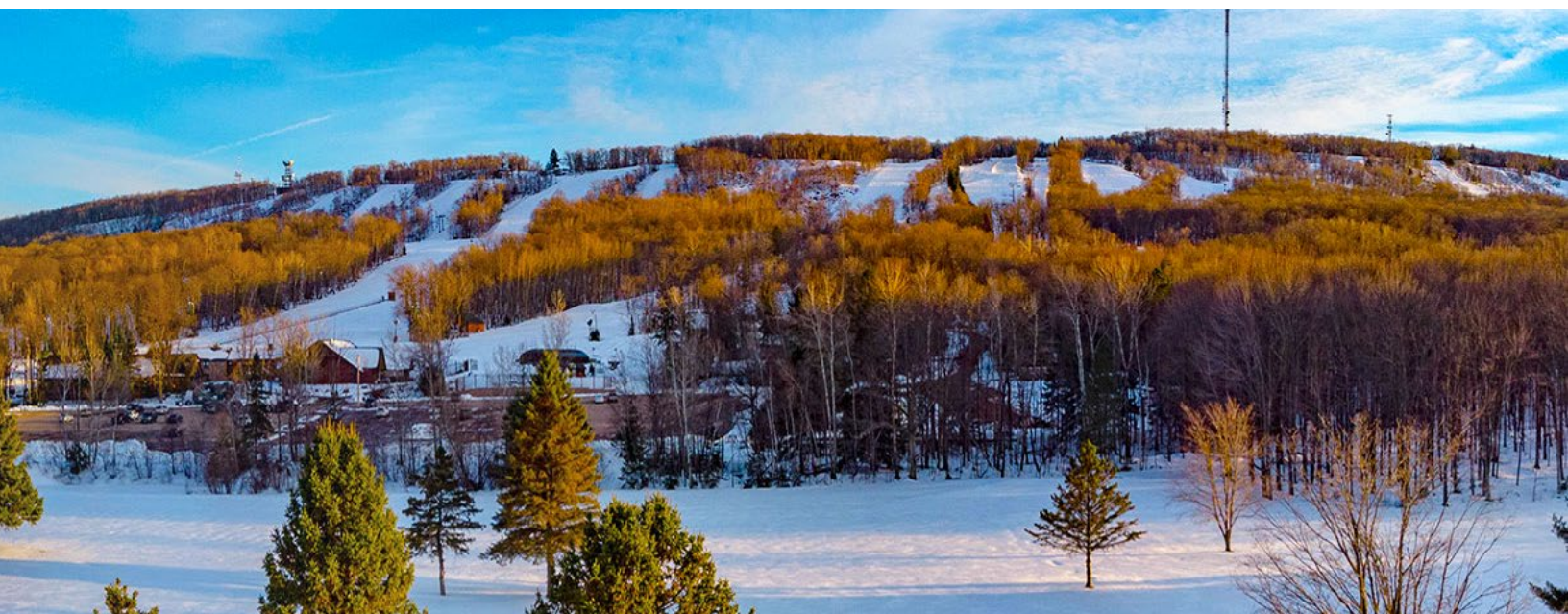
Nine Mile County Forest is considered the crown jewel of Marathon County’s forest system. Approximately 65% of the 4,900 acres of the forest is within the Town of Rib Mountain. The forest is managed for sustainable timber harvests, mountain biking, cross country skiing, horseback riding, hiking, snowmobiling, and snowshoeing. The forest is also home to a shooting range park, public hunting grounds, over 30 miles of trails, and a chalet.

Bluegill Bay County Park provides access to the west shore of Lake Wausau. The park has a double boat ramp with courtesy piers. Other amenities include benches, picnic area, a shelter, toilets, walking trails, volleyball court, and play equipment. The park is heavily used by boaters and ice fishermen.

Rib Mountain Golf Course opened in 1959 and is a nine-hole course, driving range, and putting green at the base of the Granite Peak Ski area. The clubhouse is home to Carmelo’s, a premier Italian restaurant.

Granite Peak Ski Area

Source: [www.ribmountainwi.gov/](http://www.ribmountainwi.gov/)



## COMMUNITY BASED ORGANIZATIONS

### Friends of Rib Mountain State Park

Rib Mountain is the third highest point in Wisconsin at 1,942 feet above sea level and, at 741 feet above the surrounding terrain, is the tallest hill in Wisconsin. It was formed as a state park in 1927 and dedicated in 1934. The entire 1600-acre park is within the proposed Village of Rib Mountain. The Friends of Rib Mountain State Park is dedicated to the enhancement of programs and facilities at Rib Mountain State Park. The organization's headquarters are located on State Park Road in Rib Mountain. The organization's email address bears the Rib Mountain namesake: [info@ribmountain.org](mailto:info@ribmountain.org)

### Lake Wausau Association

Lake Wausau encompasses 1,851 acres with shoreline in Wausau and Rothschild to the east and Rib Mountain to the west. There are four (4) public boat ramps, two (2) in Wausau and one (1) each in Rothschild and Rib Mountain. There are two (2) public parks on the shores of Lake Wausau, one (1) in Wausau and one (1) in Rib Mountain. The Lake Wausau Association's mission is to protect, maintain, and enhance environmental and recreational values on Lake Wausau and its surroundings; to organize and conduct activities intended to maintain or improve the ecology, water quality, fishing, and recreational use of Lake Wausau; to promote, encourage, and represent the collective interests of the members of the Lake Wausau Association; to obtain and provide to its members, information of concern to the riparian property owners, recreational users of and other organizations and public officials; to solicit, receive, and expend funds, conduct fund-raising activities, enter into contracts, and conduct such other activities as are appropriate to the purpose of and consistent with the nonprofit status of the Association. Meetings are held monthly at Gulliver's Landing, located in Rib Mountain.

### SAFER District

The SAFER District provides fire, EMS, and rescue operations to eight (8) communities in Marathon County. The district was formed in 2014 and operates out of two (2) stations, with Station 1 located in Rib Mountain and Station 2 located in Weston. Both stations are staffed 24/7 with firefighters and paramedic level EMS staff. The SAFER District provides fire and rescue response to over 26,000 people over 125 square miles and EMS to over 36,000 people over 300 square miles. Board of Director meetings are held approximately monthly, alternating locations between Station 1 and 2.

### Rib Mountain Sanitary District

The Sanitary District has been providing drinking water and wastewater services for most of the Town of Rib Mountain since 1985. The district has an adopted wellhead protection plan for wells 1-4, see Map 10: Rib Mountain Sanitary District Wellhead Protection Plan. The district's office is located on Lilac Avenue in Rib Mountain.

### Rib Mountain Lions Club

This Club was organized in 1970. Its members conduct fundraising events primarily to support vision, hearing, and diabetes causes. The Club has held annual steak fry's for 36 years. The location for the 2022 steak fry was held at the Rib Mountain Municipal Center. Rib Mountain has entered into an agreement with the Lions Club for a shared garage facility at the Rib Mountain Municipal Center. In exchange, the Rib Mountain Lions Club will be financially contributing to the development of a neighborhood park at the Municipal Center.

### Central Wisconsin Offroad Cycling Coalition

This Coalition is a non-profit organization whose mission is to educate through trail advocacy and promote fitness, group activities as well as exploring nature. The Coalition is dedicated to maintaining, designing, and building sustainable, environmentally sound



A hot evening did not stop the fun at the Lions Club Steak Fry – June 2022

offroad bicycling trails. It has been involved in the continual growth of mountain biking in Central Wisconsin. The Coalition specifically includes the Nine Mile Mountain Bike System trail renovation and continued trail maintenance in their list of accomplishments.

#### Rib Mountain Community Improvement Foundation

The Rib Mountain Community Foundation is a grassroots organization founded in 2012 with a stated mission *"To receive, accept, hold, invest, reinvest or administer gifts, devises or bequests of money or property of any sort or nature to be used to actively promote community projects and programs which preserve, foster and enhance the economic and social well-being of the citizens of the Town of Rib Mountain, the funds for which programs are not normally provided by taxation, but which add quality, substance and meaning to community living and nurture a healthy, vigorous and progressive environment in which to live and work; to include cultural, educational, recreational, civic and public improvement programs."* The Foundation has actively campaigned for funding

of parks in Rib Mountain including the recently developed Sandy's Bark Park.

#### Rib Riders Snowmobile Club

While based out of nearby Marathon City, the Rib Riders Snowmobile club have members from Cassel, Marathon, Rib Mountain, and Mosinee. The club members spend 400 hours per year grooming approximately 39 miles of trail. Their "home" trail system connects Nine Mile Recreation Area in Rib Mountain to points west.

#### Rib Mountain Ski Club

The Club was founded in 1927 and incorporated in 1936, continuously offering outdoor winter recreational fun in Wisconsin. The club is based in Rib Mountain and offers downhill skiing trips throughout Wisconsin. The Club also awards educational scholarships to members.

#### IRONBULL

IRONBULL is a 501(c)(3) charitable organization that promotes outdoor adventure sports in Central Wisconsin. One of the IRONBULL events is the Rib Mountain Adventure Challenge,



an adventure race that includes running and biking in the Central Wisconsin Wilderness. The race has been held since 2015. The race is organized by Tim Buchholz and Anna Nummelin of Team Rib Mountain Racing, based out of Rib Mountain, Wisconsin.

#### Rib Mountain Hiking Club

This Club is a Rib Mountain based hiking club *“where health and fitness brings together community and friendships”*. The Club hikes in Rib Mountain State Park Tuesdays, Thursdays, and Sundays. The Club’s Facebook page has 599 followers.

### **CHURCHES IN RIB MOUNTAIN**

There are five (5) churches within Rib Mountain, namely Rib Mountain Lutheran Church, Mountain of the Lord Lutheran Church, Saint Andrew Lutheran Church, Immanuel Baptist Church, and The Church of Jesus Christ of Latter-Day Saints. These churches provide support and socialization to members through worship, bible study, confirmation, Sunday school, family nights, and other forms of fellowship including Weight Watchers group meetings, deaf workshops, sewing groups, dinners, and countless others.

### **SCHOOLS IN RIB MOUNTAIN**

The Town of Rib Mountain is served by the Wausau School District as shown in Map 14: School District Boundary. The Wausau School District has a pre-school center, 13 elementary schools (grades K-5), two (2) middle schools (grades 6-8), and two (2) high schools (grades 9-12). Two of the district’s facilities, Rib Mountain Elementary and South Mountain Elementary Schools are located in the Town. Faith Christian Academy’s middle school and high school are located within the Immanuel Baptist Church in Rib Mountain.

### **AFFORDABLE COMMUNITY THAT ENJOYS A HIGH QUALITY OF LIFE**

The Partnership for Sustainable Communities, a joint effort of HUD, the Department of Transportation, and the Environmental Protection Agency, has established six livability principles. The six principles are 1) provide more transportation choices, 2) promote equitable, affordable housing, 3) enhance economic competitiveness, 4) support existing communities, 5) coordinate and leverage federal policies and investment, and 6) value communities and neighborhoods.

In 2019, Rib Mountain was named the number one place for young families to live in Wisconsin by Lending Tree.

The community has made a commitment to improving the quality of life by expanding pedestrian and bicycle facilities and improving parklands.

In a 2021 survey, nine of the top ten most frequent outdoor recreational activities respondents reported that they participated in involved community facilities/activities: walking/hiking, events/festivals/fairs, canoeing/kayaking, boating, paved trail bicycling, mountain biking, swimming, dog walking/dog park, and snowshoeing.

### **ORGANIZED (COMMUNITY) EVENTS AND RECREATIONAL OPPORTUNITIES**

There are several community events which include:

- Rib Mountain Summer Recreation Program: children in grades 1 thru 6
- Rib Mountain Parks Valentine’s Word Search Event
- Winter Ice Rink & Hockey Rink –

maintained by Rib Mountain Rink  
Attendants at Doepke Recreation Area

- Little Free Sled Library at Doepke Recreation Area
- Bike Safety Day held in the summer at Rib Mountain and South Mountain Elementary Schools
- Rib Mountain Lion's Club Steak Fry at the Rib Mountain Municipal Center
- Sandy's Bark Park Cleanup
- Ghidorzi Green and Clean Event
- Noon Optimists Youth Fisheree at Rookery View Park
- Marathon County Humane Society Annual Fundraiser 5K Run for Their Lives
- Faith Academy Color-a-thon 5K
- Rib Mountain Adventure Challenge – Teams Run, Bike & Paddle
- Wausau 24 Run Event at Nine Mile Recreation
- Southside Annual Rummage Sale (south of the mountain)

## RIB MOUNTAIN ORGANIZATIONS

- Rib Mountain Community Improvement Foundation (non-profit 501(c)3) for the benefit of Rib Mountain
- Lake Wausau Association
- Central Wisconsin Offroad Cycling Coalition
- Rib Mountain Lions Club
- Iron Bull
- Wausau/Central Wisconsin Convention and Visitors Bureau
- Wausau Nordic Ski Club

## PLACES OF WORSHIP

- Rib Mountain Lutheran Church
- Mountain of the Lord Lutheran Church
- Saint Andrew Lutheran Church
- Immanuel Baptist Church
- The Church of Jesus Christ of Latter-Day Saints

Left: Summer Recreation Program with the SAFER District, right: Sandy's Bark Park Cleanup



- Mountain View Church
- Seventh Day Adventist Church
- Kingdom Hall of Jehovah's Witnesses

## UNIQUE NEIGHBORHOODS

According to the Rib Mountaineer (history of the Town of Rib Mountain), sometime after 1951, the Town Board employed a new street naming system. The "bird" streets (Robin Lane, Quail Avenue, Kildeer Lane, etc.) are north of the mountain, while the "flowers" streets (Rose Avenue, Daffodil Lane, Foxglove Road, etc.) are south and east. This naming system was further refined by tree district (Redbud Road, Red Maple Road, Smoketree Lane, etc.). Some of the names of streets, such as certain birds, are grouped together. For example, birds of prey street names are found close to each other (Owl Lane, Osprey Drive, Peregrine Way, etc.). This is why it was important for the Town to take position on protecting road names during the legal suit in 2017 with Marathon County for readdressing and road name changes.

Rib Mountain was adamantly against uniform addressing as it created confusion and a financial hardship for residents and businesses. Uniform addressing required unincorporated communities to switch to a six-digit addressing system and to rename roads that conflicted with other roads names within the community and within the county. Incorporated communities, like the Cities of Schofield, Wausau and Mosinee and Villages of Weston, Kronenwetter and Rothschild had the ability to opt out, which they did. Rib Mountain was the largest and only urban town in Marathon County to be impacted by uniform addressing. More than sixty streets were renamed. Due to Rib Mountain's status as an unincorporated town, the Wisconsin Supreme Court ruled that the county had authority to impose a rural addressing system.

## MAIN STREET – DOWNTOWN

Rib Mountain Drive corridor is considered the community's downtown or "Main Street". Through infrastructure improvements completed in 2011, 2015, and 2017, Rib Mountain has made an investment to ensure the success of our "Main Street" for the future. Rib Mountain even referenced the Drive as our Main Street in 2010 when adopting a policy on sidewalk and utility burial requirements. Rib Mountain Drive serves as a business center, which is utilized by our residents, the region, and visitors outside the area.

# SECTION C

Table 2: List of Businesses

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Beccas Café	Accommodation and Food Service	226409 Rib Mountain Dr, Wausau, WI 54401	Year	15
Biggby Coffee	Accommodation and Food Service	227040 Rib Mountain Dr, Wausau, WI 54401	Year	14
Briq's Soft Serve	Accommodation and Food Service	125505 Menton Ln, Wausau, WI 54401	Seasonal	10
Burger King	Accommodation and Food Service	151400 County Road Nn Wausau, WI 54401	Year	8
Culvers	Accommodation and Food Service	225577 Lilac Ave, Rib Mountain, WI 54401	Year	40
Days Inn & Suites	Accommodation and Food Service	225520 Rib Mountain Dr, Wausau, WI 54401	Year	30
Dunkin Donuts	Accommodation and Food Service	225620 Rib Mountain Dr, Wausau, WI 54401	Year	14
El Mezcal	Accommodation and Food Service	227100 Rib Mountain Dr, Wausau, WI 54401	Year	14
El Tequila Salsa	Accommodation and Food Service	151522 County Rd NN, Wausau, WI 54401	Year	35
ERA Pancakes & Café	Accommodation and Food Service	151523 N Mountain Rd, Wausau, WI 54401	Year	15
Fazoli's	Accommodation and Food Service	226422 Rib Mountain Dr, Wausau, WI 54401	Year	35
Five Guys	Accommodation and Food Service	226425 Rib Mountain Dr, Wausau, WI 54401	Year	33
Glass Nickel Pizza	Accommodation and Food Service	227255 Rib Mountain Dr, Wausau, WI 54401	Year	7
Gullivers' Landing	Accommodation and Food Service	151701 Gadwall Ln Wausau, WI 54401	Year	36
Hilton Garden Inn	Accommodation and Food Service	151401 County Rd NN, Wausau, WI 54401	Year	75
HuHot Mongolian Grill	Accommodation and Food Service	225630 Rib Mountain Dr, Wausau, WI 54401	Year	35
IHOP	Accommodation and Food Service	151508 County Road NN Wausau, WI 54401	Year	18
McDonald's	Accommodation and Food Service	225500 Rib Mountain Dr Wausau, WI 54401	Year	45
Mykenos Mediterranean Grill	Accommodation and Food Service	227105 Rib Mountain Dr, Wausau, WI 54401	Year	18
Olive Garden	Accommodation and Food Service	226620 Rib Mountain Dr Wausau, WI 54401	Year	125
Panda Express	Accommodation and Food Service	225800 Rib Mountain Dr Wausau, WI 54401	Year	15
Quality Inn	Accommodation and Food Service	227201 Hummingbird Rd Wausau, WI 54401	Year	35

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Red Robin	Accommodation and Food Service	225548 Rib Mountain Dr Wausau, WI 54401	Year	45
Rib Mountain Inn LLC	Accommodation and Food Service	227305 Boulder Ridge Cir, Wausau, WI 54401	Year	7
Rocky Rococo Pizza and Pasta	Accommodation and Food Service	226408 Rib Mountain Dr Wausau, WI 54401	Year	14
Ropa's Pizza	Accommodation and Food Service	225670 Rib Mountain Dr, Wausau, WI 54401	Year	15
Starbucks	Accommodation and Food Service	225428 Rib Mountain Dr, Wausau, WI 54401	Year	14
Subway	Accommodation and Food Service	226100 Rib Mountain Dr, Wausau, WI 54401	Year	15
Texas Roadhouse	Accommodation and Food Service	225400 Rib Mountain Dr Wausau, WI 54401	Year	120
Carmelo's Italian Restaurant	Accommodation and Food Service	149841 County Rd NN, Wausau, WI 54401	Year	35
The Garage	Accommodation and Food Services	152501 Morning Glory Ln Wausau, WI 54401	Year	10
4 Seasons Golf of Wausau	Arts, Entertainment, and Recreation	151411 Robin Ln Wausau, WI 54401	Seasonal	4
Be Well Yoga	Arts, Entertainment, and Recreation	151515 Robin Ln Wausau, WI 54401	Year	5
Blades & Boards	Arts, Entertainment, and Recreation	227075 Rib Mountain Dr, Wausau, WI 54401	Year	5
Burn Boot Camp	Arts, Entertainment, and Recreation	151411 Robin Ln Wausau, WI 54401	Year	3
Jonson Fitness & Wellness	Arts, Entertainment, and Recreation	226851 Rib Mountain Dr, Wausau, WI 54401	Year	3
Lift	Arts, Entertainment, and Recreation	227307 Rib Mountain Dr, Wausau, WI 54401	Year	2
Rib Mountain Golf Course	Arts, Entertainment, and Recreation	149841 County Road NN Wausau, WI 54401	Seasonal	20
State Park Speedway	Arts, Entertainment, and Recreation	147711 N Mountain Rd, Wausau, WI 54401	Seasonal	15
Visit Wausau CVB	Arts, Entertainment, and Recreation	227460 Shrike Ave Wausau, WI 54401	Year	4
Aires Heating & Cooling	Construction	152352 Starling Ln Wausau, WI 54401	Year	7
Albright Enterprises	Construction	151309 Kingfisher Ln, Wausau, WI 54401	Year	10
Dan Sillar's General Contractor	Construction	227880 Nuthatch Ln Wausau, WI 54401	Year	2
Denfeld Concrete Construction, Inc.	Construction	223464 Clover Rd Wausau, WI 54401	Year	7
Gilray Heating and Cooling Services	Construction	151820 Flameflower Rd Wausau, WI 54401	Year	2
Gustave A Larson Company	Construction	152638 Cloverland Ln Wausau, WI 54401	Year	3
Justin Gaffney Construction LLC	Construction	227037 Pintail Ln, Wausau, WI 54401	Year	1
Kramm Mechanical Design	Construction	152307 Starling Ave, Wausau, WI 54401	Year	5



Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Lark Welding and Fabrication	Construction	223400 County Road Kk Wausau, WI 54401	Seasonal	1
Patriot Log Home Building/Consultation/Sales	Construction	152586 Parrot Ln Wausau, WI 54401	Year	2
Rembrandt Cleaning	Construction	227501 Rib Mountain Dr, Wausau, WI 54401	Year	8
RMJ Construction	Construction	150548 Bluejay Ln Wausau, WI 54401	Year	2
Scherrer Construction Company	Construction	151411 Robin Ln Wausau, WI 54401	Year	35
ServiceMaster	Construction	225005 Lilac Ave, Wausau, WI 54401	Year	30
Southport Engineered Systems	Construction	151411 Robin Ln Wausau, WI 54401	Year	4
American Family Insurance	Finance and Insurance	227088 Rib Mountain Dr, Wausau, WI 54401	Year	7
BetterLife	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	5
BMO Harris	Finance and Insurance	225065 Rib Mountain Dr, Wausau, WI 54401	Year	12
Clements Insurance Agency	Finance and Insurance	151577 Kingfisher Ln, Wausau, WI 54401	Year	7
CoVantage Credit Union	Finance and Insurance	151220 Baltimore Ln, Wausau, WI 54401	Year	35
Edward Jones	Finance and Insurance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Financial Design Group	Finance and Insurance	226126 Hummingbird Rd Wausau, WI 54401	Year	3
Freiberg Investments & Insurance	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
Heights Finance	Finance and Insurance	225764 Rib Mountain Dr, Wausau, WI 54401	Year	2
Koble Investments, LLC	Finance and Insurance	224770 Zinnia Dr, Wausau, WI 54401	Year	4
Liberty Income Tax	Finance and Insurance	227424 Rib Mountain Dr Wausau, WI 54401	Year	5
Onemain Financial	Finance and Insurance	151516 County Road NN Wausau, WI 54401	Year	2
Peoples State Bank	Finance and Insurance	227212 Rib Mountain Dr, Wausau, WI 54401	Year	15
Provident Insurance Group	Finance and Insurance	227310 Rib Mountain Dr, Wausau, WI 54401	Year	4
Radant Insurance Agency	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
State Farm	Finance and Insurance	152051 Wren St Wausau, WI 54401	Year	2
Wachholz Investments & Insurance	Finance and Insurance	227501 Rib Mountain Dr, Wausau, WI 54401	Year	3
Active Family Chiropractic	Health Care and Social Assistance	227080 Rib Mountain Dr, Wausau, WI 54401	Year	7
Aspen Dental	Health Care and Social Assistance	226041 Rib Mountain Dr, Wausau, WI 54401	Year	15

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Aspirus Plastic Surgery	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	7
Associated Orthodontists	Health Care and Social Assistance	152136 Fiddlehead Ln, Wausau, WI 54401	Year	7
Azura Memory Care	Health Care and Social Assistance	226446 Hummingbird Rd, Wausau, WI 54401	Year	15
Big Brothers Big Sisters	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	7
Biolife	Health Care and Social Assistance	226901 Rib Mountain Dr Wausau, WI 54401	Year	75
Bone and Joint Clinic	Health Care and Social Assistance	225000 Hummingbird Rd Wausau, WI 54401	Year	45
Bradley Chiropractic Physical Therapy	Health Care and Social Assistance	151515 Robin Ln Wausau, WI 54401	Year	3
Doctors of Physical Therapy	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	4
Gilge Chiropractic	Health Care and Social Assistance	151515 Robin Ln Wausau, WI 54401	Year	5
Rib Mountain Eye Care	Health Care and Social Assistance	227500 Rib Mountain Dr, Wausau, WI 54401	Year	3
Shine Chiropractic	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Szmanda Dental	Health Care and Social Assistance	227071 Hummingbird Rd, Wausau, WI 54401	Year	15
The Caring Tree	Health Care and Social Assistance	227400 Rib Mountain Dr, Wausau, WI 54401	Year	15
Therapies Plus	Health Care and Social Assistance	225656 Rib Mountain Dr, Wausau, WI 54401	Year	4
TLC Home Care	Health Care and Social Assistance	152545 Parrot Ln, Wausau, WI 54401	Year	7
Wellington Place	Health Care and Social Assistance	149500 County Rd NN, Wausau, WI 54401	Year	15
AT&T	Information	226061 Rib Mountain Dr, Wausau, WI 54401	Year	7
Cellcom	Information	226512 Rib Mountain Dr, Wausau, WI 54401	Year	15
Charter Spectrum	Information	152440 Valley Inn Way, Wausau, WI 54401	Year	7
Cricket Wireless	Information	225683 Rib Mountain Dr, Wausau, WI 54401	Year	3
Habush Habush & Rottier	Information	227110 Harrier Ave, Wausau, WI 54401	Year	35
Rhyme	Information	227500 Rib Mountain Dr, Wausau, WI 54401	Year	4
TDS	Information	227048 Rib Mountain Dr, Wausau, WI 54401	Year	16
U.S. Cellular	Information	226435 Rib Mountain Dr, Wausau, WI 54401	Year	7
Accentu	Other Services	152303 Starling Ln, Wausau, WI 54401	Year	5
Ana's SeWIng Studio	Other Services	225675 Rib Mountain Dr, Wausau, WI 54401	Year	1

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Badger State Collision & Auto Sales	Other Services	150515 County Rd NN, Wausau, WI 54401	Year	6
Bella Nails	Other Services	151919 Tanager Ln Wausau, WI 54401	Year	10
Bliss Nails & Spa	Other Services	226231 Rib Mountain Dr Wausau, WI 54401	Year	2
By the Blade Hair Studio	Other Services	151543 Robin Ln, Wausau, WI 54401	Year	2
Car Buff's	Other Services	225903 Rib Mountain Dr, Wausau, WI 54401	Year	35
Discount Tire	Other Services	225931 Rib Mountain Dr, Wausau, WI 54401	Year	20
Fancy Nails	Other Services	227095 Rib Mountain Dr, Wausau, WI 54401	Year	3
Fantastic Sams	Other Services	225734 Rib Mountain Dr, Wausau, WI 54401	Year	7
Gloss Nail Bar	Other Services	225750 Rib Mountain Dr, Wausau, WI 54401	Year	3
Hey Hey Vacay Travel Consultants	Other Services	224801 Lakeshore Dr, Wausau, WI 54401	Year	2
Hiorns Piano Services	Other Services	150725 County Road NN Wausau, WI 54401	Year	1
Imperial Tattoo	Other Services	227424 Rib Mountain Dr, Wausau, WI 54401	Year	2
Jerry's ToWIng	Other Services	225390 Swan Ave, Wausau, WI 54401	Year	3
Jiffy Lube	Other Services	152460 Valley Inn Way, Wausau, WI 54401	Year	8
Lighthouse Hair Salon	Other Services	151670 County Road NN Wausau, WI 54401	Year	2
Mobil 1 Lube Express	Other Services	225903 Rib Mountain Dr, Wausau, WI 54401	Year	3
New Life Ink	Other Services	227307 Rib Mountain Dr, Wausau, WI 54401	Year	2
Piano Inspirations	Other Services	223802 Lady Slipper Ln Wausau, WI 54401	Year	1
Psychic Solutions	Other Services	151677 County Road NN Wausau, WI 54401	Year	1
Red Woof Pet Resort	Other Services	224661 Lilac Ave Wausau, WI 54401	Year	3
Ryder Truck Rental	Other Services	225441 Lilac Ave Wausau, WI 54401	Year	3
Schmidt's ToWIng & Body	Other Services	152353 Starling Ln Wausau, WI 54401	Year	3
Sew Smart	Other Services	227207 Rib Mountain Dr, Wausau, WI 54401	Year	3
Sola Salon's	Other Services	226820 Rib Mountain Dr, Wausau, WI 54401	Year	4
Sue's Mane Attractions Hair Studio	Other Services	151543 Robin Ln, Wausau, WI 54401	Year	2
T Pro Nails	Other Services	2026170 Rib Mountain Dr, Wausau, WI 54401	Year	3

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
The Barbershop	Other Services	225640 Rib Mountain Dr, Wausau, WI 54401	Year	5
The Tanning Studio	Other Services	226811 Rib Mountain Dr, Wausau, WI 54401	Year	4
The UPS Store	Other Services	225780 Rib Mountain Dr, Wausau, WI 54401	Year	6
Thumbdrive Graphics	Other Services	227151 Partridge Ave Wausau, WI 54401	Year	1
Vanden Boomen Burial Vaults	Other Services	152324 Cloverland Ln Wausau, WI 54401	Year	3
Waltco Inc.	Other Services	152554 Cloverland Ln Wausau, WI 54401	Year	2
Yach's Body & Custom Inc.	Other Services	152746 Menton Lane, Wausau, WI 54401	Year	6
Architectural Products of WI	Professional, Scientific, and Tech Services	227400 Rib Mountain Dr Wausau, WI 54401	Year	6
Cox & Associates Architects and Planners	Professional, Scientific, and Tech Services	222512 Starflower Dr Wausau, WI 54401	Year	3
Dirks Group LLC	Professional, Scientific, and Tech Services	151101 County Road NN Wausau, WI 54401	Year	15
Equity Design Group	Professional, Scientific, and Tech Services	227521 Harrier Ave Wausau, WI 54401	Year	3
Fairway Independent Mortgage Company	Professional, Scientific, and Tech Services	227523 Harrier Ave Wausau, WI 54401	Year	2
Findorff	Professional, Scientific, and Tech Services	226890 Harrier Ave, Wausau, WI 54401	Year	6
Grischke Law	Professional, Scientific, and Tech Services	227501 Rib Mountain Dr, Wausau, WI 54401	Year	2
H&R Block	Professional, Scientific, and Tech Services	225659 Rib Mountain Dr, Wausau, WI 54401	Year	30
Keller Inc.	Professional, Scientific, and Tech Services	224575 Lilac Ave, Wausau, WI 54401	Year	16
MBE CPA's	Professional, Scientific, and Tech Services	224700 Zinnia Dr, Wausau, WI 54401	Year	15
Perspektive Media	Professional, Scientific, and Tech Services	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
Severson Appraisal	Professional, Scientific, and Tech Services	223578 Clover Rd Wausau, WI 54401	Year	3
Sobek Architects	Professional, Scientific, and Tech Services	151677 County Rd NN, Wausau, WI 54401	Year	5
Harvey Sierk Realtors - RE/MAX	Real Estate, Rental and Leasing	227403 Rib Mountain Dr Wausau, WI 54401	Year	2
Novus Home Mortgage	Real Estate, Rental and Leasing	227400 Rib Mountain Dr, Wausau, WI 54401	Year	3
180 degree cuts Market	Retail Trade	227307 Rib Mountain Dr, Wausau, WI 54401	Year	4
AAA	Retail Trade	225434 Rib Mountain Dr, Wausau, WI 54401	Year	6
ABC Liquor and Smoke Shop	Retail Trade	225611 Rib Mountain Dr, Wausau, WI 54401	Year	4
Aldi	Retail Trade	225805 Rib Mountain Dr, Wausau, WI 54401	Year	8

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Barnes & Noble	Retail Trade	226810 Rib Mountain Dr, Wausau, WI 54401	Year	48
Bath & Body Works	Retail Trade	226566 Rib Mountain Dr, Wausau, WI 54401	Year	20
Batteries Plus Bulbs	Retail Trade	225651 Rib Mountain Dr, Wausau, WI 54401	Year	7
Bed Bath & Beyond	Retail Trade	226675 Rib Mountain Dr, Wausau, WI 54401	Year	30
Best Buy	Retail Trade	226480 Rib Mountain Dr, Wausau, WI 54401	Year	50
Buckle	Retail Trade	226736 Rib Mountain Dr, Wausau, WI 54401	Year	17
CBD American Shaman	Retail Trade	225696 Rib Mountain Dr, Wausau, WI 54401	Year	3
Cosmo Prof	Retail Trade	225742 Rib Mountain Dr, Wausau, WI 54401	Year	2
Dicks Sporting Goods	Retail Trade	225600 Rib Mountain Dr, Wausau, WI 54401	Year	53
Dollar Tree	Retail Trade	152520 Valley Inn Way, Wausau, WI 54401	Year	15
Dunham's Sports	Retail Trade	226464 Rib Mountain Dr, Wausau, WI 54401	Year	15
El Mercadito Mexican Grocery	Retail Trade	227121 Rib Mountain Dr, Wausau, WI 54401	Year	7
Fourstar Salon Supplies	Retail Trade	225648 Rib Mountain Dr, Wausau, WI 54401	Year	4
Game Stop	Retail Trade	226031 Rib Mountain Dr, Wausau, WI 54401	Year	7
GNC	Retail Trade	226582 Rib Mountain Dr, Wausau, WI 54401	Year	3
GoodWill	Retail Trade	152500 Morning Glory Ln, Wausau, WI 54401	Year	14
Hobby Lobby	Retail Trade	226727 Rib Mountain Dr, Wausau, WI 54401	Year	35
Jim Kryshak Jewelers	Retail Trade	226500 Rib Mountain Dr, Wausau, WI 54401	Year	3
Joann Fabric	Retail Trade	226830 Rib Mountain Dr, Wausau, WI 54401	Year	15
Kay Jewelers	Retail Trade	226445 Rib Mountain Dr, Wausau, WI 54401	Year	5
King's Campers	Retail Trade	224701 Lilac Ave, Wausau, WI 54401	Year	30
Kocourek Chevrolet	Retail Trade	152200 Morning Glory Ln Wausau, WI 54401	Year	30
Kocourek Hyundai	Retail Trade	152201 Morning Glory Ln Wausau, WI 54401	Year	25
Kocourek Volkswagen	Retail Trade	152201 Morning Glory Ln Wausau, WI 54401	Year	15
Kohl's	Retail Trade	226700 Rib Mountain Dr Wausau, WI 54401	Year	110
KWik Trip	Retail Trade	225451 Rib Mountain Dr, Wausau, WI 54401	Year	35

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Lambs Fresh Market	Retail Trade	227250 Rib Mountain Dr, Wausau, WI 54401	Year	104
Lane Bryant	Retail Trade	226180 Rib Mountain Dr, Wausau, WI 54401	Year	15
Lens Crafters	Retail Trade	226011 Rib Mountain Dr, Wausau, WI 54401	Year	6
Maurices	Retail Trade	226590 Rib Mountain Dr, Wausau, WI 54401	Year	16
Men's Warehouse	Retail Trade	226550 Rib Mountain Dr, Wausau, WI 54401	Year	14
Michael's Crafts	Retail Trade	226507 Rib Mountain Dr Wausau, WI 54401	Year	35
Miracle Ear	Retail Trade	227085 Rib Mountain Dr, Wausau, WI 54401	Year	3
NFP Gear	Retail Trade	227307 Rib Mountain Dr, Wausau, WI 54401	Year	4
Nice As New	Retail Trade	227850 Rookery View Dr Wausau, WI 54401	Year	16
OfficeMax	Retail Trade	226436 Rib Mountain Dr, Wausau, WI 54401	Year	33
Old Navy	Retail Trade	226625 Rib Mountain Dr, Wausau, WI 54401	Year	38
Peak Nutrition Club	Retail Trade	226821 Rib Mountain Dr, Wausau, WI 54401	Year	3
Perfect Indoor Comfort	Retail Trade	152352 Starling Ln, Wausau, WI 54401	Year	4
Pet Smart	Retail Trade	226641 Rib Mountain Dr, Wausau, WI 54401	Year	32
Petco	Retail Trade	225720 Rib Mountain Dr, Wausau, WI 54401	Year	35
Plato's Closet	Retail Trade	225680 Rib Mountain Dr, Wausau, WI 54401	Year	14
R Store	Retail Trade	151400 County Road Nn Wausau, WI 54401	Year	4
Rainbow Play Systems of Central WI	Retail Trade	152315 Starling Ln, Wausau, WI 54401	Year	3
Rib Mountain Cycles	Retail Trade	226241 Rib Mountain Dr Wausau, WI 54401	Year	2
Rib Mountain Glass	Retail Trade	226211 Woodduck Ln Wausau, WI 54401	Year	34
Rib Mountain Greenhouse	Retail Trade	149521 County Rd N, Wausau, WI 54401	Seasonal	2
Rib Mountain Liquor & Tobacco	Retail Trade	227165 Rib Mountain Dr, Wausau, WI 54401	Year	3
Rib Mountain Marine	Retail Trade	1220 Flieth St Wausau, WI 54401	Year	7
Rib Tobacco Shop Plus	Retail Trade	226051 Rib Mountain Dr, Wausau, WI 54401	Year	3
Rogan's Shoes	Retail Trade	226190 Rib Mountain Dr, Wausau, WI 54401	Year	32
Sam's Club	Retail Trade	226200 Rib Mountain Dr, Wausau, WI 54401	Year	140

Business Name	Type of Business	Address	Seasonal/Year-Round	Estimated # of Employees
Scrub's Boutique and More	Retail Trade	226831 Rib Mountain Dr, Wausau, WI 54401	Year	3
Sleep Number	Retail Trade	225440 Rib Mountain Dr, Wausau, WI 54401	Year	4
Slumberland Furniture	Retail Trade	226303 Rib Mountain Dr Wausau, WI 54401	Year	31
Spencer's	Retail Trade	226570 Rib Mountain Dr, Wausau, WI 54401	Year	6
T.J. Maxx	Retail Trade	226450 Rib Mountain Dr Wausau, WI 54401	Year	50
The Store	Retail Trade	151101 County Road Nn Wausau, WI 54401	Year	3
The Vapour Lounge	Retail Trade	225691 Rib Mountain Dr, Wausau, WI 54401	Year	2
U Bake	Retail Trade	225758 Rib Mountain Dr, Wausau, WI 54401	Year	3
Ulta Beauty	Retail Trade	226701 Rib Mountain Dr, Wausau, WI 54401	Year	35
Vapor Bar	Retail Trade	227155 Rib Mountain Dr, Wausau, WI 54401	Year	3
Verlo Mattress Mall	Retail Trade	226881 Rib Mountain Dr, Wausau, WI 54401	Year	5
Walmart	Retail Trade	226100 Rib Mountain Dr, Wausau, WI 54401	Year	400
Wild Birds Unlimited	Retail Trade	226021 Rib Mountain Dr, Wausau, WI 54401	Year	3
Granite Peak Ski Resort	Skiing Centers & Resorts	227200 Snowbird Ave, Wausau, WI 54401	Seasonal	200
ABF Freight	Transportation and Warehousing	226307 Woodduck Ln Wausau, WI 54401	Year	10
Saia LTL Freight	Transportation and Warehousing	152530 Redtail Ln Wausau, WI 54401	Year	15
Rib Mountain Sanitary District	Utilities	224505 Lilac Ave, Wausau, WI 54401	Year	6
Schwan's Home Services	Wholesale Trade	152306 Cloverland Ln Wausau, WI 54401	Year	14



# SECTION D

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## SCHOOL DISTRICT ENROLLMENT

The Town of Rib Mountain is served by the Wausau School District. The Wausau School District has a preschool center, 13 elementary schools (grades K-5), two middle schools (grades 6-8), and two high schools (grades 9-12). Two of the district's facilities, Rib Mountain Elementary and South Mountain Elementary School are located in the Town.

The Wausau School District reports that most students attend middle and high school on the side of the Wisconsin River where they reside; therefore, Rib Mountain students attend John Muir Middle School and Wausau West High School located west of the Wisconsin River. The student population in 2019 was 8,219. For School Year 2021-2022, there were 1,131 Rib Mountain students, ages three and older, enrolled in 4-year-old Kindergarten-12th grade public schools.



South Mountain Elementary

South Mountain Elementary School opened in 1997 and is one of the newest schools in the Wausau School District. The student population in 2019 was 212 (K-5). The school is located at 224700 Bittersweet Road. The entire student body resides in Rib Mountain. In August 2022, the Wausau School District submitted preliminary plans to the Rib Mountain Plan Commission for expansion for additional classrooms. In addition, the Wausau School

District also plans to update the generator, fire alarm system, video surveillance system, etc. Total improvements are estimated at \$4,873,000.

The Wausau School District operates and manages a neighborhood park at the South Mountain Elementary School. The 25-acre park includes a playground, tennis courts, baseball fields, soccer fields, and basketball courts.

The Rib Mountain Summer Recreation program, which includes unstructured play, small group activities, and whole group activities, is held in the afternoons at South Mountain Elementary School during the summer, Monday thru Thursday. The program is open to Rib Mountain residents entering grades 1 thru 6.

The Wausau School District provides transportation to/from South Mountain Elementary School for students living in Rib Mountain who attend summer school at Camp School Forest or GD Jones.



Rib Mountain Elementary

Rib Mountain Elementary School opened in 1955. The student population in 2019 was 198 (K-5). The school is located at 150801 Robin Lane. The entire student body resides in Rib Mountain. Upgrades and updates are also anticipated for Rib Mountain Elementary with total costs of \$158,000.



The Wausau School District operates and manages a neighborhood park at the Rib Mountain Elementary School. The 5-acre park includes a playground, volleyball court, tennis court, basketball court, baseball field, and soccer field.

The Rib Mountain Summer Recreation program, which includes unstructured play, small group activities, and whole group activities, is held in the mornings at Rib Mountain Elementary School during the summer, Monday thru Thursday. The program is open to Rib Mountain residents entering grades 1 thru 6.



GD Jones Elementary

GD Jones Elementary School is the nearest public elementary school outside of Rib Mountain. The location is 1018 South 12th Avenue Court in the City of Wausau. It is approximately 2.1 miles from Rib Mountain Elementary School.



Wausau School Forest

Wausau School Forest is located at 218735 County Highway KK in the Town of Mosinee. It is

approximately 4.6 miles from South Mountain Elementary School. This outdoor classroom covers more than 400 acres. It gives students an opportunity to take in nature and learn about our environment.



Faith Christian Academy

Faith Christian Academy is a private non-denominational school. The program's middle school and high school are located within the Immanuel Baptist Church located at 15211 Tulip Lane in Rib Mountain. The 2019 enrollment was 222 (143 in the Wausau School District).

# SECTION E

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## EXISTING ORDINANCES AND GOVERNING

Rib Mountain's Municipal Code, adopted under the authority of towns with village powers (village powers were adopted 1962 at the annual town meeting) address the governance including zoning and subdivision regulations.

The Rib Mountain Municipal Code is located here: [library.municode.com/wi/rib\\_mountain/codes/code\\_of\\_ordinances](http://library.municode.com/wi/rib_mountain/codes/code_of_ordinances)

### Rib Mountain Code of Ordinances

Chapter 1	General Government
Chapter 2	The Governing Body
Chapter 3	Finance and Taxation
Chapter 5	Fire Protection
Chapter 6	Emergency Government
Chapter 7	Traffic Code
Chapter 8	Public Works
Chapter 9	Peace and Order
Chapter 10	Public Nuisances
Chapter 12	Licenses and Permits
Chapter 14	Building Code
Chapter 17	Zoning Ordinance
Chapter 18	Subdivision and Platting
Chapter 19	Parks and Recreation
Chapter 20	Lakes and Beaches
Chapter 22	Refuse and Recycling Regulations
Chapter 23	Cable Television Franchises
Chapter 24	Stormwater Code
Chapter 25	Construction and Effect of Ordinances

## ZONING

The Town of Rib Mountain has its own Zoning Ordinance. Zoning is the major implementation tool to achieve the future land uses identified in the Future Land Use map in the Rib Mountain Comprehensive Plan. The general purpose of

zoning is to minimize undesirable side effects resulting from development by managing and/or buffering incompatible uses and by maintaining standards to ensure development does not negatively impact the community's character. The Town's Zoning Ordinance is available online as Chapter 17 of the Rib Mountain Municipal Code per Exhibit 03: Chapter 17 Zoning Ordinance.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on Map 15: Town of Rib Mountain Zoning Map are coordinated with the Comprehensive Plan and Future Land Use Map, see Map 16: Future Land Use Map. While the zoning map and future land use map do not need to directly match at the time the future land use map is adopted, the intent is the future land use map will serve as a guide indicating how the property should eventually be zoned. Changes to zoning district boundaries are made only if they are consistent with the adopted future land use map. However, there are occasional situations where changing the zoning district boundary makes sense and is in the best interest of the community.

## ZONING CLASSIFICATION DESCRIPTIONS AND ABBREVIATIONS

The area within the jurisdiction of Rib Mountain is divided into zoning districts necessary to achieve compatibility of land uses within and between the districts and to implement the Town of Rib Mountain Comprehensive Master Plan. This includes standard zoning districts, special zoning districts, and overlay districts.

### Agricultural Districts

- **RA-1-35ac:** Development that is solely of a rural community character. Permitted

uses are very low-density single family residential (1 per 35 acres) and associated agricultural and agricultural support uses. The intent of this district is to ensure that development which requires even a minimum of urban services does not occur until or unless such services are available. The district protects agricultural activities.

- **RA-2-35ac:** Development which is solely of a rural community character and high-density husbandry or intensive agriculture. The intent of this district is to ensure that development which requires even a minimum of urban services does not occur until or unless such services are available and to protect high-density agricultural activities and very low-density residential area to service the high-density agricultural use.

#### Residential Districts

- **Outdoor Recreation (OR-35ac):** Very low-density (1 per 35 acres) single-family residential development and recreational land uses. The intent of this district is to ensure that development which requires even a minimum of urban services does not occur until or unless such services are available and to protect rural community character.
- **Rural Residential (RR-35ac):** Very low-density (1 per 35 acres) single-family residential and related rural residential development uses such as bed and breakfast, community living arrangement, family day care home. The intent of this district is to ensure that development which requires even a minimum of urban services does not occur until or unless such services are available and to protect rural community character.
- **Countryside Residential (CR-5ac):** Low-density (1 per 5 acres) single-family detached residential and related institutional uses. The intent of this district is for the permanent protection of a low-density residential area with a countryside community character.
- **Estate Residential (ER-1):** Low-density (1 per 5 acre) single-family residential and related institutional land uses. The intent of this district is for the permanent protection of a low-density residential area with an estate community character.
- **Suburban Residential (SR-2):** Moderate-density (2 per acre) single-family residential not served by public water nor sanitary sewer. The intent of this district is for the permanent protection of moderate-density residential area with a suburban community character.
- **Suburban Residential (SR-3):** Moderate-density (3 per acre) single-family residential served by both public water and public sanitary sewer. The intent of this district is for permanent protection of moderate-density residential area with a suburban community character. This district is intended to protect the same character as SR-2 while also considering the efficiencies of increased density of development served by public water and sanitary sewer.
- **Suburban Residential (SR-4):** Allows for in-fill development in single-family residential areas where lots are often less than 15,000 square feet. This district is intended to increase the homogeneity of existing residential areas by allowing the development of vacant portions of existing neighborhoods to be developed in a uniform, homogenous manner through in-fill. The district is only in areas served by both public water and sanitary sewer.

- **Mixed Residential (MR-4):** Moderately high-density (4 per acre) single-family detached, some single-family attached, and some multi-family residential and related institutional development. This district is intended to provide the principal location for residential types such as twin houses, duplexes, atrium houses, and weak link townhouses.
- **Urban Residential (UR-8):** High-density (8 per acre) urban residential development. Principal location for multi-family development, including multiplexes and apartments.

#### Office Districts

- **Estate Office (EO):** High-quality office and institutional land uses that are compatible with the estate community character of older portions of the community predominately developed with large homes. The district requires a relatively low maximum floor area ratio and significant landscaping to maintain the estate residential community character. The district allows one and two-story buildings.
- **Suburban Office (SO):** High-quality office and institutional land uses that are compatible with the suburban community character. The district requires a relatively low maximum floor area ratio and significant landscaping to maintain the suburban residential community character. Development in this district is restricted from direct access to local or collector residential streets. The district allows for up to 4-story buildings.

#### Commercial Districts

- **Neighborhood Commercial (NC):** Small-scale commercial development that is compatible with the suburban community character in general and

adjacent residential development in particular. Characteristics include relatively low maximum floor area ratios, significant landscaping, and restricted access to local or collector residential services and for the protection of adjacent residential areas by limiting the range of allowable commercial uses.

- **Suburban Commercial (SC):** Large and small-scale commercial development that is compatible with the suburban community character. Characteristics include relatively low maximum floor area ratios, significant landscaping, and restricted access to local or collector residential streets. The intent of this district is to provide the principal area for new commercial development and to provide a clear distinction from the urban commercial and central commercial districts through development intensity, treatment of outdoor sales, and required green space areas. These restrictions protect the suburban community character.
- **Urban Commercial (UC):** Small to large-scale commercial development at intensities to incentivize infill development and support the economic viability of existing development. Characteristics include high maximum floor area ratios and lower minimum green space issues than the neighborhood and suburban commercial districts. Performance standards are designed to ensure long-term economic health of existing strip commercial development.
- **Central Commercial (CC):** Small to large-scale commercial development at intensities to incentivize infill and redevelopment and support the economic viability of existing development. Characteristics include

high maximum floor area ratios. Permitted uses support the long-term viability of the Town center including office, retail, and lodging.

#### Industrial Districts

- **Suburban Industrial (SI):** Small to large-scale industrial and office development at intensities that are consistent with suburban community character. Characteristics include a relatively low maximum floor area ratios and a relatively high minimum green space ration. Uses are restricted to indoor industrial activities that are not associated with high levels of nuisances to adjoining properties. Uses include light industrial such as assembly operations, storage and warehousing, offices, and light manufacturing.
- **Urban Industrial (UI):** Small to large-scale industrial and office development at intensities that are consistent with existing transition and urban intensity development. Maximum floor area ratios and minimum green space ratios, and allowable uses are similar to Suburban Industrial, however the UI district has a more urban character in that it allows for smaller lot areas and buildings greater than 4 stories.
- **Heavy Industrial (HI):** Small to large-scale industrial and office development at intensities that incentivize infill and redevelopment in existing industrial areas. The district allows for both indoor and outdoor industrial uses, including those uses that are not allowed in other districts due to nuisances to adjoining properties such as extraction, junkyards and salvage operations, and freight terminals.

#### Special District

- **Unified Development District (UDD):**

Provides for flexible development. The intent is to promote the maximum benefit from coordinated area site planning, diversified location of structures and mixed compatible uses in developments conceived and implemented as comprehensive and cohesive unified projects. Further intent is to encourage and facilitate the conservation of open land and other natural features by providing for the development of land through comprehensive and coordinated site plans for specific project development regulated by objective criteria rather than fixed formulae.

#### Overlay Districts

- **USH 51/STH 29 Overlay:** The intent is to ensure that development along these highways includes protections to reduce noise, light, dust, air pollution, water pollution, litter, etc. by requiring the preservation of existing vegetation within 50 feet of the rights of way.
- **Municipal Well Recharge Area Overlay:** The intent is to protect municipal groundwater resources by restricting land uses that have a potential to contaminate groundwater such as animal confinement areas, intensive agriculture, use of pesticides, asphalt plants, car washes, and similar type uses.

#### Natural Resource Protection Overlay

Mandatory protection of natural resources and permanently protected green spaces.

- Floodway
- Floodplain Conservancy
- Floodway Fringe
- Lakeshore
- Conservancy



- Drainageway
- Woodland
- Steep Slope/Ridgetop

Map 17: Environmentally Sensitive Areas (Steep slopes, floodplains, and wetlands) shows floodway, wetlands, and steep slopes in Rib Mountain.

## SUBDIVISION AND PLATTING

The Town of Rib Mountain has adopted and maintains its own subdivision ordinance. Subdivision regulations serve as an important land use regulation function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations set forth reasonable standards for lot sizes, road access, street design, public utilities, storm water drainage, parks and open space, and other improvements necessary to ensure that new development will be an asset. The Town Board makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the Plan Commission. The Town's Subdivision Ordinance is also available on the Town's website as Chapter 18 of the Rib Mountain Code of Ordinances.

The stated intent of the subdivision and platting ordinance is to: promote public health, safety, and welfare; to further the orderly layout and use of land; to avoid undue concentration of population and overcrowding of land; to lessen congestion in the streets and highways; to facilitate adequate provision for transportation, water, sewerage, schools, parks, playgrounds, and other public requirements; to provide for proper ingress and egress; to insure proper legal description and proper monumenting of subdivided land; and to facilitate further subdivision of larger tracts into smaller parcels of land.

## BUILDING CODE

Rib Mountain requires a building permit to be issued prior to commencement of any construction, electrical, or plumbing work. This includes the placement of yard sheds and the installation of fences and decks. The Town has adopted the Wisconsin State Building Code, Administrative Code Chapters SPS 320 to 325, and Wisconsin Commercial Building Code Chapters SPS 361 to 366 to ensure public health and safety are protected.

## REVIEW PROCESS

Rib Mountain has an established process for certified survey map and plat reviews, site plan and special use applications, rezoning and conditional use applications, and variance applications.

**Park Commission (Chapter 1.20 Rib Mountain Municipal Code of Ordinances)** has the powers and duties granted by Wis. Stats. 27.08 park board:

1. To govern, manage, control, improve and care for all public parks, parkways, boulevards and pleasure drives located within, or partly within and partly without, the corporate limits of the city, and secure the quiet, orderly and suitable use and enjoyment thereof by the people; also to adopt rules and regulations to promote those purposes.
2. To acquire in the name of the city for park, parkway, boulevard or pleasure drive purposes by gift, devise, bequest or condemnation, either absolutely or in trust, money, real or personal property, or any incorporeal right or privilege; except that no lands may be acquired by condemnation for the purpose of establishing or extending a recreational trail; a bicycle way, as defined in s. [340.01 \(5s\)](#); a bicycle lane, as defined in s. [340.01 \(5e\)](#); or a pedestrian way, as defined in



s. [346.02 \(8\) \(a\)](#). Gifts to any city of money or other property, real or personal, either absolutely or in trust, for park, parkway, boulevard or pleasure drive purposes shall be accepted only after they shall have been recommended by the board to the common council and approved by said council by resolution. Subject to the approval of the common council the board may execute every trust imposed upon the use of property or property rights by the deed, testament or other conveyance transferring the title of such property to the city for park, parkway, boulevard or pleasure drive purposes.

3. Subject to the approval of the common council to buy or lease lands in the name of the city for park, parkway, boulevard or pleasure drive purposes within or without the city and, with the approval of the common council, to sell or exchange property no longer required for its purposes. Every city is authorized, upon recommendation of its officers, board or body having the control and management of its public parks, to acquire by condemnation in the name of the city such lands within or without its corporate boundaries as it may need for public parks, parkways, boulevards and pleasure drives. The power of condemnation may not be used for the purpose of establishing or extending a recreational trail; a bicycle way, as defined in s. [340.01 \(5s\)](#); a bicycle lane, as defined in s. [340.01 \(5e\)](#); or a pedestrian way, as defined in s. [346.02 \(8\) \(a\)](#).
4. To change or improve all parks, parkways, boulevards or pleasure drives within the city limits, controlled by the board, at the expense of the real estate to be benefited thereby, as provided in s. [27.10 \(4\)](#).

**Planning Commission (Chapter 1.21 Rib Mountain Municipal Code of Ordinances)** has

the following duties:

1. Hear all applications for conditional uses and amendments to [Chapter 17](#) and report such findings and recommendations to the Town Board in the manner prescribed in [Chapter 17](#).
2. Receive from the Building Inspector recommendations as related to the effectiveness of the Zoning Code and report its conclusions and recommendations to the Town Board not less frequently than once a year.
3. Hear and decide all matter upon which it is required to pass under [Chapter 17](#) of this General Code and under the Wisconsin Statutes.

**Zoning Board of Appeals (Chapter 17.254 Rib Mountain Municipal Code of Ordinances)** has the following duties:

1. To hear and decide appeals when it is alleged there is error in any order, requirement, decision or determination made by the Zoning Administrator.
2. To hear and decide special exceptions to the terms of this Code upon which the Zoning Board of Appeals is required to pass.
3. To authorize variances in accordance with Section 17.230
4. Permit in appropriate cases, and subject to appropriate conditions and safeguards in harmony with the general purpose and intent of this Code, a building or premises to be erected or used for such public utility purposes in any location which is reasonably necessary for the public convenience and welfare.

**RIB MOUNTAIN METROPOLITAN  
SEWERAGE DISTRICT (RMMSD)  
WASTEWATER SYSTEM USER ORDINANCE**

RMMSD User Ordinance: [PURPOSE, SCOPE AND GERNERAL PROCEDURES \(wsimg.com\)](#)

The ordinance sets forth uniform requirements for wastewater discharges into the RMMSD wastewater transport and treatment system and tributaries.

The ordinance applies to all municipalities and people served by RMMSD. The ordinance requires that all municipalities served by RMMSD must adopt compatible ordinances, but the RMMSD wastewater system ordinance shall have precedence. Enforcement is the responsibility of the municipality, however, RMMSD will take primary or enforcement action if necessary. The ordinance places requirements upon:

1. Sewer Connection
2. Plans and Construction
3. Information and Reports
4. Confidential Information
5. Conditions of Use of the RMMSD Wastewater System
6. Control of wastes to the RMMSD Wastewater System
7. Pretreatment
8. Wastewater Monitoring and Analysis
9. Grease, Oil and Sand Interceptor
10. Disposal of Septic Tank Sludge and Holding Tank Sewage
11. Right of Entry, Safety, Identification and Easements
12. Municipal User Charge
13. Replacement Fund Account
14. Enforcement Procedures and Penalties

## OFFICIAL MAP

See Map 18: Town of Rib Mountain Official Map - Adopted 9/27/2022

Towns with zoning authority if exercising village powers are allowed to adopt an Official Map under Wis. Stat. §§60.62(6)(a). The Town currently has an Official Map, which was adopted September 27, 2022. This map has not been updated or modified since the previous adopted map dates June 16, 2009. An Official Map consists of future facilities such as streets, highways, historic districts, parkways, parks, and playgrounds laid out. With an adopted Official Map, staff can require applicants to modify permit applications impeding such improvements planned.

## COMPACTNESS AND HOMOGENEITY ANALYSIS

Compactness: The zoning districts specifically speak to the provision of urban services. The Rural Agricultural, Outdoor Recreational, and Rural Residential districts have density and intensity standards that are designed to ensure that development which requires even a minimum of urban services does not occur until such services are available.

Homogeneity: Many of the zoning districts speak to the compatibility of new development with that of surrounding development in the context of land use, parcel size, building size and height, and density. In particular, the Suburban Residential – 4 and the Suburban Commercial districts are specifically designed to increase the homogeneity of the surrounding area. SR-4 promotes in-fill development and SC regulates floor area and landscaping; all tools to increase the homogeneity with the surrounding development.

# SECTION F

## LAND USE TRENDS

The Town of Rib Mountain is characterized by the presence of two significant natural features; Rib Mountain and Nine-Mile Forest Unit, a large wetland complex used for recreation and scientific study. Most development in the Town has taken place to the north and east of the mountain, extending toward the Wisconsin River. Much of the community consists of residential development with most commercial development concentrated along County Road N (Rib Mountain Drive) and at interchanges on US Highway 51 (County Roads N and NN); the commercial development is prompted by easy accessibility off US Highway 51. The area south of the mountain and north and east of Nine-Mile Forest Unit consists primarily of large lot, single family housing.

The Town of Rib Mountain experienced strong population growth over the past 40 years,

with an increase in population of 46.31% from 1970 to 2020. Comparatively, Marathon County and the State of Wisconsin experienced population growths of 40.82% and 32.52% respectively over the same period. 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% over the period from 2010 to 2040. During the previous thirty-year period (1980 to 2010) the Town experienced a growth rate of 27.7%. The significant growth is attributed to the creation of the Rib Mountain Sanitary District and providing public sewer and water services allowing the area to grow at such a rate. According to the US Census, the population of Rib Mountain was 7,313 in 2020. Wisconsin DOA projects Rib Mountain's population to decrease by 3.19% to 7,080 over the next 20 years. This is likely because the Town is near full-build out of developable land. From 2003 to 2021, the Town issued 273 new home permits as shown in Table 3 below.

Table 3: Permitting Activity  
Source: Town of Rib Mountain

Year	New Homes	Sanitary Permit (Private)	Add/Alt/Other	Commercial	Total
2003	20	0	182	15	217
2004	18	4	165	18	201
2005	15	0	179	20	214
2006	19	0	146	20	185
2007	13	0	172	29	214
2008	6	0	142	20	168
2009	2	0	129	9	140
2010	8	0	116	16	140
2011	10	4	99	9	118
2012	13	2	163	15	191
2013	17	3	155	6	178
2014	9	0	153	14	176
2015	19	0	177	17	213
2016	7	0	196	10	213
2017	19	6	187	7	213
2018	25	3	205	19	249
2019	25	3	224	12	261
2020	11	1	209	11	231
2021	17	4	222	22	261
Total	273	30	3221	289	3783

Town of Rib Mountain residential growth over the last 20 years is primarily because of single-family developments. Table 4 shows the breakdown of single-family vs. two-family, with no multi-family developments occurring over that span.

Year	New Homes	Two-family	Multi-family
2003	20	4	0
2004	18	0	0
2005	15	0	0
2006	19	0	0
2007	13	0	0
2008	6	1	0
2009	2	0	0
2010	8	0	0
2011	10	0	0
2012	13	0	0
2013	17	0	0
2014	9	0	0
2015	19	0	0
2016	7	0	0
2017	19	0	0
2018	25	2	0
2019	25	2	0
2020	11	0	0
2021	17	0	0
<b>Totals</b>	<b>273</b>	<b>9</b>	<b>0</b>

Table 4: Housing Units, 2003-2021  
Source: Town of Rib Mountain

Tax assessment land use categories were used to represent existing land use. Table 5 describes the various land use cover categories, and the Existing Land Use Map illustrates the existing land cover, see Map 19: Existing Land Use Map.

Year	Acres	%
Agriculture	674.98	4.10%
Commercial	339.5	2.06%
Governmental	121.67	0.74%
Industrial	331.87	2.02%
Multi-family Residential	1,041.76	6.33%
Outdoor Recreation	4859.41	29.54%
Residential	2,075.62	12.62%
Transportation	1096.92	6.67%
Water	990.1	6.02%
Woodlands	4919.36	29.90%
<b>Total Acres</b>	<b>16,451.00</b>	<b>100.00%</b>

Table 5: Existing Land Use, 2015  
Source: NCWRPC GIS

## LAND SUPPLY

Significant portions of the Town are already developed; however, adequate land area remains for future development under reasonable projection scenarios. The commercial corridor to the east of Interstate-39 is nearly built out, but continues to see redevelopment, and the construction of County Highway R has opened some new

opportunities for commercial development. Some parcels have been slow to reach their development potential due to owners that have been holding out for prices above market value.

## LAND DEMAND

Land west of Interstate-39/US Highway 51 primarily consists of residential development. Land is generally more open and potentially available in these areas subject to market factors. However, extensive areas are affected by environmental constraints such as steep slope, floodplain and/or wetland. The Town is interested in possible development of neighborhood type commercial in certain locations on the west side that could serve needs of residents living in a local area, but not be a regional draw generating additional traffic within existing neighborhoods.

An estimate of land needed for future development was based on the most recent sewer service area plan developed for the Wausau Urban Area. The methodology utilizes Wisconsin DOA population projections, average

residential development density, employment projections from a local economic development study and average employment per acre. No agricultural land is expected to be added within the Town, and conversion of at least some of the existing agricultural land to other uses is inevitable. See Table 6 for estimated land demands.

## LAND VALUES

Table 7 displays the assessed land values in the Town of Rib Mountain. In 2019, the assessed value of land and improvements was \$856,154,900.

Figure 3 correlates new housing units added compared to estimated population growth between the years of 1988 and 2020.

Table 6: Estimated Land Demand in Acres

Source: NCWRPC

Category	Projected Additional Acreage			
	2025	2030	2035	2040
Agricultural	0	0	0	0
Residential	10	10	10	10
Commercial	26	26	26	26
Industrial	0.1	0.1	0.1	0.1

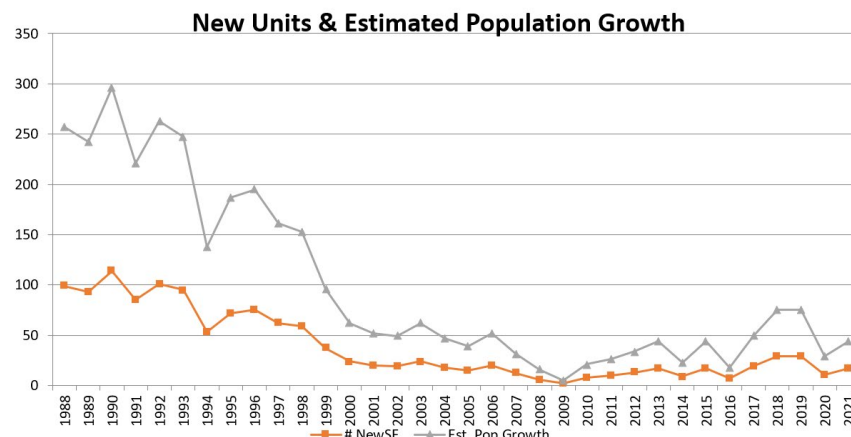
Table 7: Assessed Land Value, 2019

Source: Wisconsin Department of Revenue, Final Statement of Assessments 2019

Classification	Acres	Total Value – Land
Residential	2,577	\$143,655,300
Commercial	559	\$88,463,000
Manufacturing	1	\$100,400
Agriculture	746	\$119,200
Undeveloped	832	\$408,200
Forest	2,598	\$9,615,700
Ag-Forest	686	\$1,324,000
Other	16	\$152,000
<b>Total</b>	<b>8,015</b>	<b>\$243,837,800</b>

Figure 3: New Housing Units and Estimated Population Growth

Source: Town of Rib Mountain and Wisconsin Department of Administration Demographic Services





# SECTION G

## FUNCTIONAL STREET CLASSIFICATION

- Local: **59.9 miles**
- Collector: **10.2 miles**
- Minor Arterial: **2.2 Miles**
- Total: **72.3 Miles**

The Wisconsin Department of Transportation (WDOT) conducts traffic counts of key locations throughout the state on a regular rotating basis. The most recent counts from May 2019 in Rib Mountain are shown in Table 8 below.

In the fall of 2021, the Rib Mountain Board of Supervisors adopted the Rib Mountain Drive/ TID 1 Master Plan and Corridor Study, see Exhibit 04. Officials recognized the importance of the Rib Mountain Drive commercial corridor and preserving its economic vitality. The plan creates a “roadmap” of alternative outcomes that revolve around the anticipated success and/or downfalls of the retail sector and what impacts it will have on brick-and-mortar locations. It is important that Rib Mountain continue to attract visitors for shopping, entertainment, and living while maintaining the corridor as a strong community resource that provides a strong tax base.

Rib Mountain is ideally located along the crossroads on two major transportation corridors that run north/south along I-39/USH 51 and east/west from STH 29. Travelers heading to the north woods are more likely to drive through our community or heading from Eau Claire to Green Bay. Rib Mountain has two exits that serve the Wausau metropolitan area from east/west and north/south. This transportation corridor has contributed to commercial growth in our community. See Map 20: Rib Mountain Functional Classification and Map 21: Wausau Functional Classification.

These interchanges provide for a very efficient transportation network that provides access to businesses from people throughout Central Wisconsin. They further provide great accessibility for businesses and residents to areas throughout the State of Wisconsin and beyond.

Accessibility to the urban area is provided via a network of arterial and collector streets. CTH N and NN provide direct connectivity to the Wausau Urban Area, as well as provide connectivity to the areas outside the Urban Area, namely to the west and south of the Town of Rib Mountain.

Table 8: ADT Counts on Major Thoroughfares  
Source: Wisconsin Department of Transportation

Location	Count - ADT
USH 51 - STH 29E Interchange	62,800
USH 51 - CTH NN Overpass	61,600
Rib Mountain Drive – USH 51 to Morning Glory	20,000
Rib Mountain Drive – Morning Glory Ln to Robin Ln	13,500
Rib Mountain Drive – Robin Ln to 17 <sup>th</sup> Ave	15,000

# SECTION H

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## RIB MOUNTAIN COMPREHENSIVE PLAN, 2020

The Plan guides future growth, development and enhancement in the areas of housing and neighborhood development, economic development, transportation, community facilities, protection of natural resources and intergovernmental cooperation. The plan includes all elements of Wis. Stats. 66.1001 Comprehensive Planning. The following goals are exemplary of Rib Mountain's continued commitment to compactness and homogeneity.

### Housing and Neighborhoods

**Goal:** Ensure the town continues to have high-quality housing stock.

- Encourage redevelopment and new development where appropriate to provide new housing and a broader array of housing options. Encourage the construction of homes that encompass a variety of styles, floor plans and finished appearances in color and material within the same neighborhood.

**Goal:** Foster strong neighborhood bonds and resident attachment.

- Support established neighborhood groups and encourage the creation of new groups until all residential areas are represented.
- Continue to ensure timely and consistent code enforcement that is in such a manner that does not degrade neighborhood bonds.

### Utility and Community Facilities

**Goal:** Maintain high quality water and sewer services and standards within the Town.

- In new rural residential development, encourage group sanitary facilities. In

the current rural areas shown within the 2040 Sewer Service Boundary that are not already connected to public sewer and water facilities should also be encouraged by group sanitary systems, but also easily convert and connect to future extensions of the public sewer systems.

- Restrict development in areas where development is only possible with holding tanks or holding-tank style on-site wastewater treatment systems (POWTS).

**Goal:** Maintain and improve parks in Rib Mountain to improve the quality of life in the Town through the regular modification and adoption of the Outdoor Recreation Plan as prescribed by the Wisconsin Department of Natural Resources.

- Strive to provide the metro area's premier park and recreation facilities while meeting the needs of current and future residents.
- Support development of an interconnected system of parks through trails and parkways.

### Transportation

**Goal:** Minimize the impact of new development on the local road network within the Town.

- New developments shall not construct any cul-du-sacs or dead ends, unless they are shown to connect to future development, neighboring development or where nature features do not make a connection feasible.

### Economic Development

**Goal:** Revitalize and redevelop older industrial and commercial areas of the Town.

- Proactively explore opportunities to provide support and assistance to help established businesses remain and expand in Rib Mountain.
- Ensure public infrastructure is adequate to support redevelopment of existing commercial and industrial properties.

**Goal:** Encourage new commercial development in appropriate locations as identified on the Future Land Use Map.

- Contain regional commercial to Rib Mountain Drive.

**Goal:** Maintain a diverse mix of goods and services that serve the Town and the surrounding region.

- Identify locations to encourage neighborhood-oriented mixed-use in areas of the Town prime for redevelopment with established neighborhoods.
- Identify and zone parcels to encourage new neighborhood-oriented mixed-use as shown in the Suburban Flex future land use designation. Priority should be given to areas with sufficient residential densities to support this type of development.

## RIB MOUNTAIN COMMUNITY DEVELOPMENT PLAN, 1989

The Plan is a community plan that was adopted prior to the passing of Wisconsin's Comprehensive Planning legislation. The plan was first adopted in 1978 and shows Rib Mountain's history of community planning with a focus on compactness and homogeneity. The Plan outlined the following eight (8) goals:

1. Protect and enhance the quality of Rib Mountain's residential living environment.

2. Identify and designate areas for small-lot suburban housing which are located in a healthy, safe, convenient, efficient, and attractive environment, while controlling the overall rate of residential growth.
3. Establish commercial areas that provide goods and services in a convenient, safe and attractive environment.
4. Restrict industrial areas to those locations where industrial activities will not degrade the Town's natural or residential living environment.
5. Provide a safe and efficient transportation network that will facilitate the movement of people and goods.
6. Provide a diversified local recreational system that will meet the needs and desires of Town residents.
7. Develop a pattern of land use that will protect the natural environment of Rib Mountain.
8. Maintain a comprehensive, continuous, and coordinated community planning effort.

See Exhibit 05: Rib Mountain Community Development Plan, 1989.

## RIB MOUNTAIN COMPREHENSIVE OUTDOOR RECREATION PLAN, 2022-2026

The purpose of comprehensive outdoor recreation plans (CORP) is defined by Wis. Stats. 23.30: *"to promote, encourage, coordinates, and implement a comprehensive long-range plan to acquire, maintain, and develop for public use, those areas of the state best adapted to the development of a comprehensive system of state and local outdoor recreation facilities and services."* Rib Mountain's CORP identifies a strategy for adding parks to serve new residential developments that balances a need

for parks where people live while also limiting urban service delivery to higher density areas.

The following adjusted park service areas will apply to the Town of Rib Mountain:

- Suburban Residential areas (Map 15: Town of Rib Mountain Zoning Map) will continue to be served now and into the future with mini and neighborhood parks. If a neighborhood is beyond the ½-mile service area of the closest mini park but is not blocked from the mini park by the need to cross a major road (without a boulevard or crosswalk warning system), and Town of Rib Mountain ORP NCWRPC Page 48 2022-2026 is not further than 1-mile walking distance on roads or paths from the park, then this neighborhood is still considered served by the nearest mini park.
- Rural Residential areas (Map 15: Town of Rib Mountain Zoning Map) will continue to be served by community parks or any other park they wish to drive to.

The plan also identifies the use of conservation subdivisions as an implementation strategy. Conservation subdivisions utilize common open space and clustered, compact lots.

See Exhibit 06: Rib Mountain Comprehensive Outdoor Recreation Plan, 2022-2026.

### **RIB MOUNTAIN CAPITAL IMPROVEMENT PLAN, 2022**

Rib Mountain updates its 5-year capital improvement plan (CIP) annually in conjunction with the annual budgeting process. The current plan identifies a capital investment of land acquisition for park facility development in years 2023 and 2024 to serve the added needs of a growing population.

Other capital investments are to support the

continued provision of services to the current and future residents of Rib Mountain such as public safety vehicles and equipment, municipal facility improvements, added amenities, etc.

See Exhibit 07: The Rib Mountain 2022 Budget and Capital Improvement Plan 2022-2026.

### **RIB MOUNTAIN SANITARY DISTRICT WELLHEAD PROTECTION PLAN, 2018**

Wellhead protection is a preventative program designed to protect public water supplies by managing land use in the area surrounding the wells. The Sanitary District serves about 70% of Rib Mountain residents. The service area is within what's considered the Rib Mountain core. The wellhead protection areas (zones A & B) extend beyond the core.

See Exhibit 08: Rib Mountain Sanitary District Wellhead Protection Plan.

### **WAUSAU URBAN AREA SEWER SERVICE AREA PLAN, 2040**

Sewer service area planning is a process designed to anticipate a community's future needs for wastewater treatment. This planning helps protect communities from adverse water quality impacts through the development of cost-effective and environmentally sound 20-year sewerage system growth plans. A sewer service area plan identifies existing sewered areas as well as adjacent land most suitable for new development. This planning also identifies areas where sewers should not go: environmentally sensitive areas where development would have an adverse impact on water quality. The Wausau urban area is a designated sewer service planning area (NR 121, Wis. Adm. Code) and is therefore required to complete and update an area sewer service plan. The Town of Rib Mountain is within the designated area and is therefore included within the planning boundary. Approximately 80% of

the Rib Mountain population is within the sewer service planning area.

In addition to delineating an urban sewer service boundary, the plan provides a framework for future planning at the municipal level. The Plan establishes goals and objectives:

- To guide urban development away from important natural resources and environmentally sensitive lands in order to protect water quality.
- This is especially impactful to Rib Mountain due to significant land area in environmentally sensitive areas such as steep slopes, high bedrock, high groundwater, wetlands, floodplains, and other areas not suitable for service by municipal sewer infrastructure.
- To plan growth so that quality urban services can be provided in the most efficient and economical manner.
- Urban development should be discouraged in areas of steep slope, high groundwater, high bedrock or other suitability limitations.
- New development should be concentrated and contiguous to existing urban development.
- To direct growth into areas with adequate or excess public improvement capacities that can adequately accommodate the added demand for sewer, water, parks, schools and transportation facilities and fire and police protection; with an emphasis on infill and redevelopment.
- To pursue the most cost-effective long-range means of solving health hazards.
- To eliminate health hazards within the 20-year service area, it will be a preferred alternative to install cluster on-site

disposal systems which can be easily adapted to conventional municipal collection systems.

Amendments to the plan are made periodically. During the time period between plan updates (2007 – 2018) three amendments to the sewer service area boundary were approved. Two were for new developments in Wausau and Kronenwetter. The third was in Rib Mountain at the request of the State of Wisconsin Department of Natural Resources to serve Rib Mountain State Park. This is exemplary of Rib Mountain's commitment to the goals, objectives, and policies of the plan.

In the 2007 Plan, the 4,578 acres in Rib Mountain were within the sewer service 20-year planning boundary. The area within the sewer service area in the 2018 Plan is 4,524 acres. This reduction is due to improved mapping of environmentally sensitive areas. This is exemplary of the environmental limitations for the extension of municipal waste disposal beyond the core urban area in Rib Mountain.

The Wausau Urban Area Sewer Service Plan may be viewed here: <https://www.mco.marathon.wi.us/portals/0/departments/cpz/>.

### **MARATHON COUNTY COMPREHENSIVE PLAN, 2016**

While developing the recent Marathon County Farmland Preservation Plan and meeting with residents, staff looked for norms and trends that would provide natural subdivisions to group the county around identified commonalities. While agriculture motivated the initial study, researchers found cultural and demographic similarities that further defined these regions. The work yielded the Six Regions of Marathon County—Antigo Flats, Eastern Lakes, Heart of America, Lumberjack, Wisconsin Central, and Wisconsin River Influence. Rib Mountain is in the Wisconsin Central Region, which is the



urban center of the county and serves as the employment, higher education, goods and service provider, and social recreation center of the county. Some characteristics of the Wisconsin Central region that demonstrates compactness and homogeneity:

- Highest population density almost 3.5 times as dense as the second densest region
- Shortest mean travel time to work of the six regions
- Highest housing occupancy rate
- Regional service provider
- Lowest housing owner occupancy rate (rental units are more common in urban centers)

The plan describes the Town of Rib Mountain, together with the Villages of Weston and Kronenwetter as part of the urban fringe: *“Areas adjacent to urban centers, usually incorporated areas, sometimes unincorporated towns, that were, and continue to be, the major focus of growth within the Region. This includes the Villages of Weston and Kronenwetter and the Town of Rib Mountain.”*

The Plan describes development in Rib Mountain as *“standard suburban development patterns, with major commercial and/or industrial growth. Land conversion to residential use has increased at a faster rate than population growth, spurring greater metropolitan expansion.”*

The Plan identifies major retail centers in the metro area as located *“located in downtown Wausau, Rib Mountain, Cedar Creek in Rothschild, and the commercial corridors extending along most highways, particularly Business 51.”*

The Plan identifies the collaboration of the urban communities with the Wausau/Central Wisconsin Convention and Visitors Bureau (CVB):

*“Six communities, including the Cities of Mosinee, Schofield, and Wausau, and the Villages of Rib Mountain, Rothschild, and Weston, work together to promote the area by contributing room tax revenues to the CVB.”* Coincidentally, the 2016 plan refers to Rib Mountain as a village.

The Marathon County Comprehensive Plan 2016 may be viewed here:

[MarathonCountyComp2016\\_2019.pdf](#)

## **WAUSAU METROPOLITAN PLANNING ORGANIZATION (MPO)**

A metropolitan planning organization is an organization of primarily local elected officials who provide a forum for local decision-making on transportation issues of a regional nature. The federal government requires that an MPO be designated for each urbanized area with a population greater than 50,000. Rib Mountain is within the Wausau Urbanized Area and therefore, is a member of the Wausau MPO. A metropolitan planning organization (MPO) has several purposes.

1. Develop a long-range transportation plan that will provide a multi-modal investment strategy for meeting the mobility needs of people and businesses throughout a metropolitan area
2. Develop the short-range transportation improvement program which prioritizes improvement projects for federal funding purposes.
3. Ensure that provisions of state and federal laws pertaining to regional transportation planning are implemented in each metropolitan planning area. The planning area is defined as the existing urbanized area plus the projected 20-year growth area.

**The Wausau MPO** planning boundary is coterminous with the adjusted urbanized area

(UZA) based on the Census Bureau's urbanized area criteria and encompasses all urbanized areas, developing areas, and areas related to the urbanized area that could potentially be considered urbanized in 2050. The UZA encompasses the core area of Rib Mountain. The Wausau MPO has completed the following plans:

- [Bicycle and Pedestrian Plan 2021](#)
- [Long Range Transportation Plan 2050](#)
- [Transportation Improvement Plan](#)
- [Transit Development Plan 2018](#)

The Wausau MPO site can be viewed here:

[Wausau MPO | Metropolitan Planning Organization – The MPO works with local, state, and federal units of government to study and address transportation issues within the Wausau Metropolitan Area.](#)

# SECTION I

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Relevant excerpts from engineering, planning, financial reports or feasibility studies, and monitoring reports for public utilities including sewer, water, and stormwater management systems that explain how services are currently provided and will be provided in the proposed territory for incorporation.

## TOWN OF RIB MOUNTAIN COMPREHENSIVE PLAN

Adopted 2020

1. Rib Mountain Sanitary District: provides public sanitary sewer infrastructure within the Town of Rib Mountain. Wastewater treatment is provided by the Rib Mountain Metropolitan Sewerage District, which treats wastewater for the southern portion of the Wausau Metropolitan service area (Weston, Rothschild, Kronenwetter and Mosinee). The Rib Mountain Metropolitan Sewage District does not have any association and is not governed by the Town of Rib Mountain or the Rib Mountain Sanitary District, except for the fact that it treats the Town's wastewater.

The Town's wastewater collection system (pipe network and lift stations) is owned and maintained by the Rib Mountain Sanitary District, which transfers waste to the Rib Mountain Metropolitan Sewage District treatment plant, located at the very southern extent of the Town along the Wisconsin River at 151401 Aster Road, Wausau, WI. The treatment plant was built in 1985 and is in excellent condition. It has capacity to serve anticipated future development within the service area and several upgrades have been made since it was originally built. The collection system, maintained by the Rib Mountain

Sanitary District, is generally in good condition. Sewer pipes and mains are replaced and upgraded in conjunction with road reconstruction or in response to known problems.

Much of the eastern half of the Town of Rib Mountain is within the sanitary sewer service area defined in the 2025 Wausau Urban Area Sewer Service Plan, which was prepared by the Marathon County Planning Department and updated in 2017. Preparation of this plan was mandated by the Wisconsin Department of Natural Resources (WDNR) as one component of the Upper Wisconsin River Water Quality Plan and as a requirement for receiving wastewater treatment facilities grants and administrative approval of sewer extensions. The WDNR's involvement in this planning effort is promulgated in State Administrative Rules and in the Federal Clean Water Act.

The primary purpose of the plan was to establish a sewer service boundary for the Wausau Urban Area. This boundary sets the 20-year maximum limit for the extension of sanitary sewer services in a cost-effective, environmentally sound manner. Generally, property located within the sewer service boundary line is eligible to receive sanitary sewer service during the 20-year planning period and property lying outside this sewer service area boundary would not unless the boundary was amended.

2. Private On-Site Waste Disposal Systems: Private On-site Wastewater Treatment Systems (POWTS) include a septic tank or aerobic treatment tank and some

type of absorption field alone or in combination with passive or active treatment components or holding tanks. Areas determined unsuitable for septic systems, for reasons such as high bedrock or high-water tables, are not conducive to installation of conventional, in ground absorption fields and must use other methods. Some areas of Rib Mountain have private waste disposal systems. However, high bedrock and wetlands limit the use of conventional septic systems in some areas.

3. Potable Water: Public water is supplied by the Rib Mountain Sanitary District from four wells located along the Wisconsin River. Each well is approximately 90 feet deep and produces about 500 gallons per minute. The water is treated to reduce naturally occurring minerals, pH adjusted for corrosion control, fluoride is added, and the water is chlorinated to assure bacteriological safe drinking water. Public water supply is stored in a 500,000-gallon ground storage tank located on the east slope of Rib Mountain. The water distribution system is owned and maintained by the Rib Mountain Sanitary District.
4. Surface Water Management: Rib Mountain has storm water guidelines which are typically included in development agreements. Rib Mountain also has a wellhead recharge ordinance to ensure protection of its water supply.

See Exhibit 09: Town of Rib Mountain Comprehensive Plan.

## **WAUSAU URBAN AREA SEWER SERVICE AREA PLAN 2040**

Wisconsin Department of Natural Resources defines Sewer Service Area Planning as “a process designed to anticipate a community’s

*future needs for wastewater treatment. This planning helps protect communities from adverse water quality impacts through the development of cost-effective and environmentally sound 20-year sewerage system growth plans. A sewer service area plan identifies existing sewer areas as well as adjacent land most suitable for new development. This planning also identifies areas where sewers should not go; environmentally sensitive areas where development would have an adverse impact on water quality.”*

The Wausau Urban Area Sewer Service Plan 2040 identifies the following purposes:

1. It establishes the geographic boundaries for possible sanitary sewer service to the year 2040;
2. It provides a technical basis to anticipate future needs for wastewater collection and centralized treatment facilities for the planning area;
3. It establishes an institutional structure for reviewing boundary and plan amendments and for approving sewer extensions and expansions of sewage treatment plants;
4. It serves as a guide for community officials as they make land development decisions within their respective communities;
5. It identifies areas to be protected from development by designating them as environmentally sensitive areas. Such areas will control and direct the growth of communities in order to protect environmental, social, and economic concerns;
6. The Plan will become a component of the Central Wisconsin River Basin Integrated Management Plan.

The core study area includes the extents of the communities that comprise the Wausau urban or metro area. These communities include the Cities of Mosinee, Schofield & Wausau, the Villages of Brokaw, Kronenwetter, Maine, Rothschild & Weston, and the Town of Rib Mountain.

The Wausau Urban Area Sewer Service Plan may be viewed here: <https://www.co.marathon.wi.us/portals/0/departments/cpz/>.

### **RIB MOUNTAIN METRO SANITARY DISTRICT (RMMSD) COLLECTION AND TREATMENT FACILITIES**

In 1986, work was completed on the Rib Mountain Metropolitan Sewage District treatment facility. The project was in response to long-term groundwater problems experienced in the Town of Rib Mountain. The cost for this project was \$21.6 million. In addition, property owners paid between \$600 and \$4,000 each to connect their homes to the new system.

RMMSD owns and operates the RMMSD Wastewater Treatment Plant that provides wastewater treatment to parts of Rib Mountain, the Village of Rothschild, the majority of the Village of Weston, the Village of Kronenwetter, and the City of Mosinee. The District also owns and maintains an interceptor sewer that brings the wastewater to the plant. RMMSD is an independent, special purpose district that evolved out of the recommendation of a joint facilities plan (Wausau Area Facilities Plan Advisory Committee – 1982).

The wastewater treatment facility and interceptor sewer have been operating since 1986. The plant has had interim upgrades for biosolids storage, wastewater screening, phosphorous removal, and ultraviolet disinfection. The interceptor is in good condition and does not have significant inflow/infiltration issues. The individual communities

own and maintain their own collection facilities that feed into the interceptor.

The RMMSD completed the Wastewater Facilities Plan, Rib Mountain Metropolitan Sewerage District, WI in 2016, see Exhibit 10: Wastewater Facilities Plan, Rib Mountain Metropolitan Sewerage District - 2015. The plan identifies two phases from 2016 to 2020 and 2021-2030 with an overall cost of nearly \$17 million.

The wastewater treatment facility is located at 151401 Aster Road in Rib Mountain. According to Director Eric Donaldson the wastewater treatment facility can handle current needs and expanded growth. The current facility's design flow is 4.41 MGD and the average flow is about 2.7 MGD, which is approximately 60% of capacity. There is room for growth.

### **NORTHWEST AREA SANITARY SEWER AND WATERMAIN MASTER PLAN**

Adopted 2017

This plan is a system expansion study for the developable area within the urban area along CTH NN from Rib Mountain Way to Redwing Road. The developable area within the study area has development potential for 670 equivalent single-family residences. Below are two clippings from the plan.

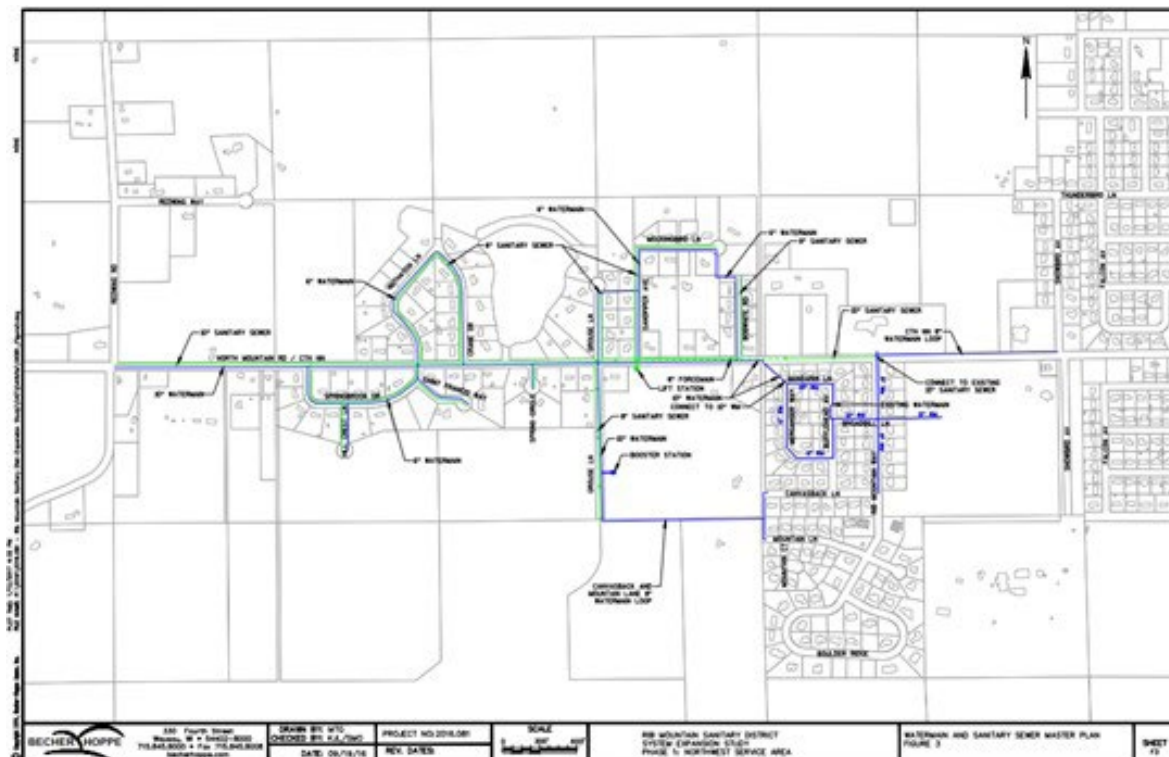
See Exhibit 11: Northwest Area Sanitary Sewer and Watermain Master Plan.



### Opinion of Probable Cost

We have proposed opinions of probable cost for each roadway and major improvement to allow an incremental approach to the overall project. The full development facilities including serving the Granite Peak expansion are provided in Figure 3. The individual component opinions of probable cost are provided as attachments and summarized as follows:

Table No.	Location	Total Project Cost
1.	CTH NN: Rib Mtn Way to Grouse Lane	\$1,213,200
2.	Bobwhite Road	\$264,300
3.	Sandpiper Avenue	\$551,100
4.	Grouse Lane - North	\$264,200
5.	Grouse Lane - South	\$766,100
6.	CTH NN - Watermain Loop	\$169,700
7.	Canvasback/Mountain Lane Watermain Loop	\$436,600
8.	CTH NN: Grouse Lane to Redwing Road	\$1,494,400
9.	Crane Drive	\$696,100
10.	Springbrook Drive	\$655,800
11.	Springbrook Circle	\$94,700
Total		\$6,606,200



## WASTEWATER FACILITIES PLAN, RIB MOUNTAIN METROPOLITAN SEWERAGE DISTRICT

Plan completed in 2015

This section presents an evaluation of the ability of the existing WWTP to treat the projected future flows and loadings developed in Section 4 while meeting the anticipated future WPDES permit requirements. This section also presents a compliance evaluation of the current facilities with the current WDNR NR 110 design standards and other applicable design criteria. The review focuses on the rated capacity, age, reliability, and other factors related to operating and maintaining existing facilities.

### Unit Process Evaluation - Current

#### Influent pumping station

- The pumps have a capacity of 12.95 mgd with the largest unit out of service, which is the plant's peak instantaneous design flow including the recycle flow. This flow rate exceeds the 2035 design peak flow requirements, and it meets the requirements set forth in NR 110.
- Influent pumping station meets the future capacity requirements.

#### Preliminary treatment

- The mechanical step screen and wash press have a capacity of 13 mgd and are both nearing the end of their useful service lives and should be replaced within the next five years.
- The aerated grit removal tank and associated equipment were designed for a maximum daily flow of 4.94 mgd and a peak hour flow of 12.96 mgd and have surpassed their design life.

#### Primary sedimentation

- Existing tanks have provided excellent removal and the system meets the WDNR

NR 100 requirements at the future design flow rates.

#### Activated sludge treatment

- The capacity of the existing blowers is not sufficient to meet the future design requirements with one unit out of service.
- The facility produces an excellent quality effluent with an annual average phosphorus concentration of less than 0.8mg/L.
- Because of the anticipated high effluent ammonia limit (40 mg/L), nitrification should not be required at the treatment plan.

#### Final clarification and RAS pumping

- Structurally, the clarifiers appear to be in good condition.

#### Disinfection

- Upsizing the effluent flume should be considered as part of the proposed improvements.
- Installation of a second UV system should alleviate the need for the chlorine contact tank.

#### Waste Activated Sludge thickening

- Structurally, the tanks appear to be in good condition
- DAFT tanks are sufficiently sized for future loadings assuming similar yield rates.

#### Solids processing

- For planning purposes, two recirculation pumps, digester gas safety equipment, and the waste gas burner are being included for replacement.

#### Biosolids storage and land application

- RMMSD has two biosolids storage tanks

that each have a capacity of 1.93 million gallons and meet the 180-day storage requirement of WDNR NR 110.

Phase 1: \$8,796,000  
Phase 2: \$8,179,000  
Future: TBD

The following section develops costs for the alternatives and recommended improvements. Each improvement has been prioritized based on input from plant staff and assigned to time frames based on their priority.

See Exhibit 10: Wastewater Facilities Plan, Rib Mountain Metropolitan Sewerage District - 2015.

Table 9: RMMSD Alternatives and Recommended Improvements

Source: Rib Mountain Metropolitan Sewerage District

	Phase	Probable Cost
Influent Pumping Station	1	\$584,000
Preliminary Treatment	1	\$850,000
Grit Removal	1	\$1.23-\$1.48M
Primary Sedimentation	2	\$948,000
Activated Sludge Treatment	2	\$309,000
Final Clarification	2	\$787,000
RAS Pumping	1	\$235,500
Phosphorous Removal	Future	\$2M-\$17M
Disinfection	1	\$340,000
Sludge Thickening	2	\$1.47M
Solids Processing	Future	\$5.1-\$6M
Biosolids Dewatering	1	\$100,000
Electrical	1	\$3.9M
Valve Replacement and Piping Modifications	1	\$655,000
Space Needs	1	\$773,000
Painting	1 & 2	\$500,000

Note from RMSD Director Heyroth: *The water treatment plant is currently being designed and is at about 30% completion. There have been many delays in its design. PFAS has been the greatest challenge. With the discovery of PFAS in November of 2021, well #1 was shut down. Temporary treatment for that well was designed, built and is currently being reviewed by DNR. It should be online in August of 2022. [This has since been*

*online and running successfully.] A pilot study will start in August of 2022 to determine the best way to remove PFAS in the final treatment building. While schedule is still in flux, design should be complete by end of 2022 or early 2023. Bidding in early 2023 and completion of plant in early 2025.*

## RIB MOUNTAIN SANITARY DISTRICT WELLHEAD PROTECTION PLAN

Adopted 2018

This plan establishes wellhead protection areas around each municipal water supply well. These areas are designated for special protective measures intended to minimize the risk of the well becoming contaminated. The wellhead protection areas are established based on the area determined by a hydrologic study to contribute groundwater to the well. This plan is prepared in accordance with the Wisconsin Administrative Code, Chapter NR 811.12(6) for wellhead protection planning.

- The system has an average demand of around 450,000 gallons per day (gpd) which spikes during the summer months due to irrigation and during December & January when the ski hill is making snow. Currently the ski hill is working towards an alternative water supply which would reduce the sanitary districts demand during those months.

- The Sanitary District has one storage reservoir with a capacity of 483,000 gallons.
- Water pumped from the wells meets all state and federal drinking water standards.

The well head protection area (WHPA) is divided into two zones. Zone A is identified as the primary source of water for the municipal well aquifer and the area most likely to transmit groundwater contaminants to the municipal wells. Zone A is more restrictive than Zone B. Zone B is identified as secondary source of water for the municipal well aquifer as an area where there is a lower probability of surface contaminants reaching the municipal well fields. Zone B is less restrictive (Rib Mountain Sanitary District, Ordinance 5). The DNR mandates that WHPAs are based on a 5- year groundwater travel time. Additionally, the WHPA is normalized to convenient natural and political boundaries. The sanitary district has previously established a wellhead protection area around all four wells. This area extends beyond the modeled

Table 10: Well Information

Source: Rib Mountain Sanitary District

Well #	WI Unique Well ID#	Pump Type	Year Constructed	Total Depth (ft)	Casing Depth (ft)	Open Interval (ft)	Well Diameter (in)	Design Capacity (gpm)
1	VX778	Vertical Turbine	1984	75	60	15	16	525
2	DG454	Vertical Turbine	1984	90	70	20	16	525
3	DG455	Vertical Turbine	1984	90	70	20	16	400
4	MZ701	Vertical Turbine	2000	78	63	15	20	250

Table 11: Wellhead Details

Source: Rib Mountain Sanitary District

Aquifer Hydrologic Parameters	Well #1	Well #2	Well #3	Well #4
Saturated Aquifer Thickness (ft)	75	58	62.7	47.5
Effective Porosity	0.2	0.2	0.2	0.2
Hydraulic Gradient	0.01	0.01	0.01	0.01
Storage Coefficient	0.001	0.001	0.001	0.001
Transmissivity (ft <sup>2</sup> /sec)	0.15	0.13	0.18	0.047
Hydraulic Conductivity (ft/day)	320.79	193.66	248.04	85.49



Pump Test	Well #1	Well #2	Well #3	Well #4
Pumping Rate (gpm)	450	500	650	300
Duration (hours)	72	72	72	12
Static Water Level (ft)	34.6	32	27.3	30.5
Pumping Water Level (ft)	51	49.2	44.3	60
Drawdown (ft)	16.4	17.2	17	29.5
Specific Capacity (gpm/ft)	27.4	29.1	38.2	10.2

Table 12: Well Pump Information  
Source: Rib Mountain Sanitary District

5-year zone of contribution which provides a conservative protection area. This plan maintains the WHPA previously established by the sanitary district.

See Exhibit 08: Rib Mountain Sanitary District Wellhead Protection Plan.

## MUNICIPAL SEPARATE STORMWATER SEWER SYSTEM (MS4) PERMIT

<https://dnr.wi.gov/topic/StormWater/documents/WPDES-WI-S050075.pdf>

Wisconsin municipalities in urbanized areas are required by Wisconsin Administrative Code (NR 216) to hold an MS4 permit. The Town of Rib Mountain meets both conditions (located in a federally designated urbanized area, population of 10,000 or greater) that requires a permit. Specific requirements of the MS4 permit holder are identified below along with Rib Mountain's activities to comply with the requirements.

### Stormwater Pollution Prevention Plans

As part of our MS4 permit conditions, Rib Mountain has spill prevention plans for Town properties where there is a potential risk to the environment. These properties are monitored in accordance with the MS4 permit requirements. Spill prevention plans are included for the Public Works facility at 151609 Goose Lane and the Rib Mountain Yard Waste site at 147033 CTH N.

See Exhibit 12: Stormwater Pollution Prevention Plans.

### Northcentral Wisconsin Stormwater Coalition Education and Outreach Plan 2021

This document is the Public Outreach and Education program developed for Northcentral Wisconsin Stormwater Coalition members that are permitted under: WPDES Permit No. WI-S050075-3, for the term that began May 1, 2019 and expires on April 30, 2024.

Memorandum of Agreement between Marathon County and the Villages of Weston, Kronenwetter, and Rothschild, and the Town of Rib Mountain 2020-2026

1. Coordinates stormwater management activities in the region
2. Allocates responsibilities

See Exhibit 13: Memorandum of Agreement between Marathon County and the Villages of Weston, Kronenwetter, and Rothschild, and the Town of Rib Mountain 2020-2026.

### Illicit Discharge Detection and Elimination (IDDE) Monitoring Procedures

1. The Town follows WDNR guidelines and procedures for IDDE including stormwater discharge sampling and observation

### Stormwater Detention Pond Inspection Procedures

1. The Town follows WDNR guidelines and procedures for stormwater detention pond inspection including written procures and checklists for each



location. Required maintenance is then completed.

#### MS4 annual report

Each MS4 permitted municipality is required to submit an annual permit compliance report. Rib Mountain's 2021 annual report may be accessed here: [ribmountainwi.gov/government/departments/public\\_works2/storm\\_water\\_regulations.php](http://ribmountainwi.gov/government/departments/public_works2/storm_water_regulations.php)

1. Public education and outreach:
  - The Town also continues efforts and participation with the North Central Wisconsin Storm Water Coalition.
  - Stormwater awareness articles and information is included in the Town's quarterly newsletter.
2. Public involvement and participation
  - Volunteers clean garbage from road sides throughout the Town - focusing on major roadways.
  - Rain barrel workshops are provided to residents through the North Central Wisconsin Storm Water Coalition.
3. Illicit discharge detection and elimination
  - The appropriate staff and/or consultants enforces the Town's Storm water Management Plan.
  - The Town's website includes information on how to report an illicit discharge.
4. Construction site pollutant control
  - The appropriate staff and/or consultants enforce the Town's Stormwater Management Plan.
  - Review/Inspect potential sources on a regular basis during construction.
5. Post-construction stormwater management
  - Long-term maintenance agreements and regular inspections required by owners

for all development sites.

6. Pollution prevention practices
  - There are checklists and procedures for each of the Town owned facilities. Maintenance and performance is inspected and corrections made as needed.
  - There are checklists and procedures for the two Town SWPPP facilities. Maintenance and performance is inspected and corrections made as needed.
  - Public Works staff was trained on minimizing salt/sand mix usage.
7. Storm sewer system mapping
  - The Town continues to update the storm sewer system maps. Additional field work and verification is ongoing. Data has been collected from approximately 95% of the Town. Updates are planned for 2022.

### **STORMWATER QUALITY PLAN**

This report, adopted 2017, documents the findings of a study conducted for purposes of determining the pollutant load reduction achieved by the Town of Rib Mountain's stormwater management system.

The findings of this study are taken from a detailed WinSLAMM Version 10.2 water quality model of the urbanized area of the Town, along with other areas of the Town which drain through the urbanized area. Together these areas make up the "Study Area". Only the urbanized area within the Town, as determined by the US Census Bureau, is regulated. The Town is required (and currently has obtained) permit coverage for stormwater discharges from the urbanized area under WPDES General Permit No. WI-S050075-2. This permit is commonly known as an MS4 Permit.

With its current management practices, the Town of Rib Mountain achieves a 68.7% TSS reduction and a 62.9% TP reduction within the urbanized area, which exceeds the current regulatory standards of NR 216 and NR 151.

- The Town of Rib Mountain relies in large part upon vegetated swale systems as well as five (5) regional detention basins within the USH 51 right of way. Additionally, MSA identified 23 individual stormwater BMPs tributary to the regional basins and 24 individual BMPs not tributary to the regional basins.
  - The Town of Rib Mountain's stormwater management system is heavily reliant upon vegetated swale systems. This study evaluated approximately 61 miles of vegetated swales treating runoff from 2,283 acres of the urbanized area. The swales achieve an average TSS reduction efficiency of 63.4% and remove approximately 153 tons of TSS annually, which represents approximately 79% of the total TSS reduction achieved by the entire stormwater management system.
  - There are 52 stormwater management ponds within the Town's stormwater management system, 40 of which were discretely analyzed in this study. Collectively, these 40 ponds serve 1,182 acres of the urbanized area. The ponds achieve an average TSS reduction efficiency of 51.0% and remove approximately 41 tons of TSS annually, which represents approximately 21% of the total TSS reduction achieved by the entire stormwater management system. Six of the existing ponds are large regional stormwater ponds that were constructed as part of the reconstruction of USH 51. Collectively, these ponds trap 34.7 tons of TSS annually, representing 17.9% of the total load trapped by the stormwater management system.
- The following recommendations are presented to position the Town to be in the best position to secure all the modeled reduction levels reported in this document as well as to achieve higher pollutant reduction levels if and when they are required.
    - o Initiate a water quality trading program with town lands outside the urban area limits.
    - o Secure maintenance agreements for privately owned BMPs.
    - o Investigate pond liner requirements for wet detention ponds.
    - o Implement a program to require inspection and routine maintenance of structural stormwater management practices.
    - o Implement a systematic program for measuring infiltration rates within structural BMPs throughout the Town.
    - o Conduct BMP topographic surveys.
    - o Retrofit existing water quality BMPs.

See Exhibit 14: Stormwater Quality Plan.

# SECTION J

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## EXISTING OR CLOSED SOLID WASTE LANDFILLS

Kolbe & Kolbe Millwork has an unclassified, inactive closed private waste management site on Redwing Road in Rib Mountain. The Town of Rib Mountain operated a landfill on Red Bud Road. This facility is unclassified, closed, and inactive.

Facility Status	Facility Name	Address
Closed	Kolbe & Kolbe Millwork, Inc.	147800-147600 Redwing Road, Rib Mountain
Closed	Rib Mountain Town	6804 Red Bud Road, Rib Mountain

# SECTION K

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## IRREGULAR BOUNDARIES

Our submittal does not include any irregular boundaries, peninsulas, or islands. The decision to include the entire town for incorporation was influenced by several factors, one being the financial viability of the remnant. Secondly, the petitioners are concerned that a smaller Village boundary would result in the creation of an extremely irregular boundary, essentially creating a village territory that would wrap from the north along CTH NN around the Mountain, and then back west along CTH N. The result would be the creation of a Village Boundary that would be crescent, and/or horseshoe shaped. Please refer to Map 23, which depicts the defined "Core".



# Section 1(b): TERRITORY BEYOND THE CORE

*§66.0207(1)(b) Wis. Stats.*

*The territory beyond the most densely populated one-half square mile specified in s. 66.0205 (1) or the most densely populated square mile specified in s. 66.0205 (2) shall have an average of more than 30 housing units per quarter section or an assessed value, as defined in s. 66.0217 (1) (a) for real estate tax purposes, more than 25% of which is attributable to existing or potential mercantile, manufacturing or public utility uses. The territory beyond the most densely populated square mile as specified in s. 66.0205 (3) or (4) shall have the potential for residential or other land use development on a substantial scale within the next three years. The Board may waive these requirements to the extent that water, terrain or geography prevents such development.*



# SECTION A

## POPULATION ESTIMATE

Following the Decennial Census, WDOA completes population projections for all Wisconsin jurisdictions. WDOA population projections following the 2010 Census show a 3.7% increase from 2010-2040 as shown in Table 13. During the previous thirty-year period (1980

to 2010) the Town experienced a growth rate of 27.7%. As noted in the previous comprehensive plan, this was anticipated by the community, primarily due to limited land availability for new housing development. Figure 4 shows historical population growth as well as WDOA projections for the Town from 1970 to 2040.

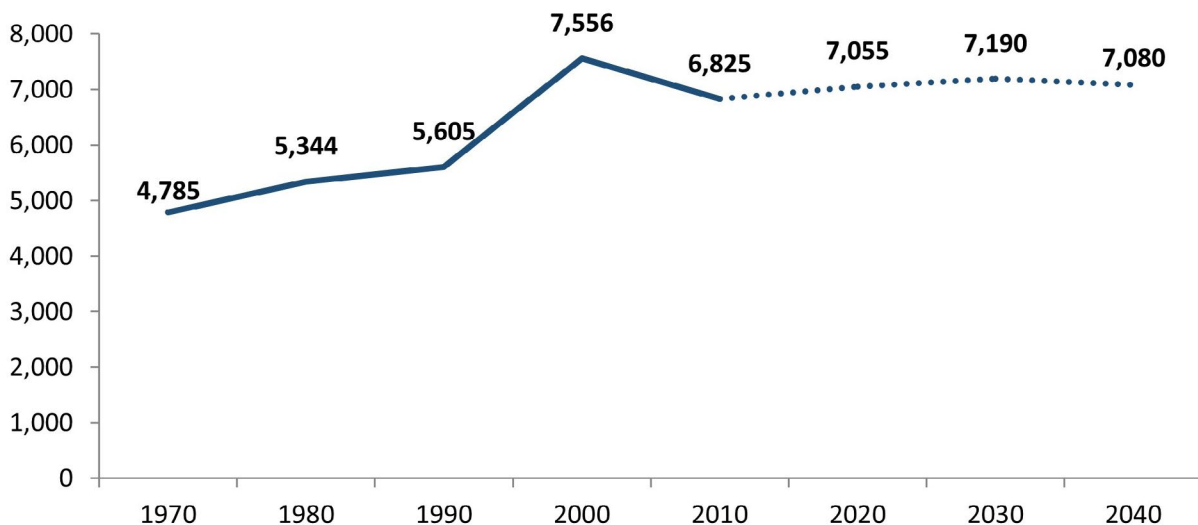
Table 13: Population Projections, 2010-2040

Source: US Census and Wisconsin Department of Administrative Estimates 2015

	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

Figure 4: Historical and Projected Population Growth, 1970-2040

Source: Wisconsin Department of Administrative Demographic Services Center. Note 2000 Census year error.



# SECTION B

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## FOR “ISOLATED” PETITIONERS

Not applicable.

# SECTION C

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## LAND SUITABLE FOR DEVELOPMENT

The area proposed for incorporation is for a **metropolitan village**. Town of Rib Mountain has only seen small incremental growth over the last 20 years compared to the growth occurred when the Rib Mountain Sanitary District was established in 1985. The investment made by the community to create and form a sanitary district spurred significant development and growth. Map 09: Rib Mountain Water System shows the current extent of public utilities, with only selected areas within the boundaries capable of development. The natural features of the community as described in Section 1(a), Homogeneity and Compactness provide significant constraints for new development while private wells and septic systems are severely limited due to such natural features, thus requiring new public utilities for any type of significant development.

In 2010, the Town of Rib Mountain had a total of 2,650 households. Using household projections from the Wisconsin Department of Administration (WDOA), and adding a 10 percent factor, it is estimated that by 2040 there will be approximately 2,943 housing units\* or about 293 additional housing units in the Town. Averaging the persons per household from 2010 Census (2.57) and 2040 projection (2.42), 117 housing units would need to be added to account for the 2040 household projections. Averaging over the last 19 years the number of housing units added to the Town (14.8 housing units), The Town average is approximately what is needed to meet such demand as shown in Table 14.

An estimate of land needed for future

development was based on the most recent sewer service area plan developed for the Wausau Urban Area. The methodology utilizes Wisconsin DOA population projections, average residential development density, employment projections from a local economic development study and average employment per acre. No agricultural land is expected to be added within the Town, and conversion of at least some of the existing agricultural land to other uses is inevitable. See Table 15 for estimated land demands.

Map 12: Existing Development and Development Limitations clearly depicts the fragmented and limited areas for development. As noted previously, only 4.10% of the land use is made up of agriculture which does not provide much for develop-ready sites thus lending to the minimal growth over the last ten (10) year as shown in Table 14. The community has one plat in process of being approved for forty-nine buildable lots, but otherwise does not have any other residential developments in queue. New commercial developments/redevelopments have occurred within the major corridors (Rib Mountain Drive, County Road NN, Hummingbird Rd). The singular plat in progress and commercial developments are in the identified core of Rib Mountain.

Reviewing the historical development patterns, population and housing unit projections, land demand, existing utilities provided by Rib Mountain Sanitary District, and environmental features, the Town of Rib Mountain is severely limited for development beyond the identified core as referenced in section 1(a). Map 22: Core of Rib Mountain Housing Units shows the defined core following the requirements of the

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\* Includes a 10% difference between the number of housing units in 2040 – the number of housing units in 2010.

WDOA guidelines. The remaining lands outside of the core as shown in Map 23: Core of Rib Mountain and factoring in the environmental features stymieing substantial development as described in Section 1(a), Homogeneity and Compactness.

## **REQUEST FOR WAIVER**

Rib Mountain requests a waiver to the potential for residential or other land use development on a substantial scale within the next three years as described under Section 1(b), Territory Beyond the Core due to the “water, terrain, and geography preventing such development” as expressed in detail in this Submittal.

Table 14: Housing Units, 2003-2021

Source: Town of Rib Mountain

Year	New Homes	Two-family	Multi-family
2003	20	4	0
2004	18	0	0
2005	15	0	0
2006	19	0	0
2007	13	0	0
2008	6	1	0
2009	2	0	0
2010	8	0	0
2011	10	0	0
2012	13	0	0
2013	17	0	0
2014	9	0	0
2015	19	0	0
2016	7	0	0
2017	19	0	0
2018	25	2	0
2019	25	2	0
2020	11	0	0
2021	17	0	0
Totals	273	9	0

Table 15: Estimated Land Demand in Acres

Source: NCWRPC

	Projected Additional Acreage			
	2025	2030	2035	2040
Agricultural	0	0	0	0
Residential	10	10	10	10
Commercial	26	26	26	26
Industrial	0.1	0.1	0.1	0.1





## **Section 2(a): TAX REVENUE**

*The standard to be applied is found in §66.0207(2)(a), Wis. Stats., and reads as follows:*

*The present and potential sources of tax revenue appear sufficient to defray the anticipated cost of governmental services at a local tax rate, which compares favorably with the tax rate in a similar area for the same level of services.*

# SECTION A

Figure 5: Town of Rib Mountain 2023 Proposed Budget

Source: Town of Rib Mountain

FUND, SOURCE & FUNCTION DESCRIPTIONS BUDGET SUMMARY				
	2022 Existing Town Approved Budget	2023 Village Proposed Budget	Increase (Decrease) 2022- to Proposed 2023	Percentage Change
<b>GENERAL FUND</b>				
Revenues				
Property Taxes	\$2,014,048	\$2,069,434	\$55,386	2.7%
Other Taxes	15,475	16,000	\$525	3.3%
Intergovernmental Revenues	604,863	623,459	\$18,596	3.0%
Licenses and Permits	105,140	105,140	\$0	0.0%
Fines, Forfeits, & Penalties	1,500	1,500	\$0	0.0%
Public Charges for Services	532,575	555,700	\$23,125	4.2%
Intergovernmental Charges for Services	15,515	18,500	\$2,985	16.1%
Miscellaneous Revenue	22,300	55,000	\$32,700	59.5%
Other Financing Sources	146,650	161,900	\$15,250	9.4%
Applied Fund Balances	227,000	90,000	(\$137,000)	-152.2%
<b>TOTAL REVENUES &amp; OTHER SOURCES</b>	<b>\$3,685,066</b>	<b>\$3,696,633</b>	<b>\$11,567</b>	<b>0.3%</b>
Expenditures & Other Uses				
General Government	\$841,836	\$751,243	(\$90,593)	-12.1%
Public Safety	805,644	909,996	\$104,352	11.5%
Public Works	1,694,339	1,748,468	\$54,129	3.1%
Culture, Recreation, & Education	197,218	139,283	(\$57,935)	-41.6%
Conservation and Development	100,137	101,643	\$1,506	1.5%
Contingency	45,892	46,000	\$108	0.2%
<b>TOTAL EXPENDITURES &amp; OTHER USES</b>	<b>\$3,685,066</b>	<b>\$3,696,633</b>	<b>\$11,567</b>	<b>0.3%</b>
	2022 Existing Town Approved Budget	2023 Village Proposed Budget		
<b>CAPITAL PROJECT FUND</b>				
Revenues	\$194,114	\$653,036		
Expenditures	\$1,224,323	\$1,696,422		
<b>BALANCE YEAR END</b>	<b>\$765,401</b>	<b>\$2,329,922</b>		
	<b>\$653,036</b>	<b>\$19,536</b>		
<b>DEBT SERVICE FUND</b>				
Revenues	\$1,210,652	\$1,177,598		
Expenditures	\$1,204,803	\$1,233,025		
<b>BALANCE YEAR END</b>	<b>\$5,849</b>	<b>-\$55,427</b>		
	2022 Existing Town Approved Budget	2023 Village Proposed Budget	Increase (Decrease) 2022- to Proposed 2023	Percentage Change
<b>ENTERPRISE FUND</b>				
Water Utility - Revenues	\$736,922	\$759,030	\$22,108	2.9%
Sewer Utility - Revenues	<u>\$505,402</u>	<u>\$520,564</u>	<u>\$15,162</u>	<u>2.9%</u>
<b>TOTAL REVENUES</b>	<b>\$1,242,324</b>	<b>\$1,279,594</b>	<b>\$37,270</b>	<b>2.9%</b>
Water Utility - Expenditures	\$514,795	\$530,239	\$15,444	2.9%
Sewer Utility - Expenditures	<u>\$717,529</u>	<u>\$739,055</u>	<u>\$21,526</u>	<u>2.9%</u>
<b>TOTAL EXPENDITURES</b>	<b>\$1,232,324</b>	<b>\$1,269,294</b>	<b>\$36,970</b>	<b>2.9%</b>

The proposed budget assumes all current employees will work for the newly incorporated village. Also, all equipment and buildings would be under ownership of the Village of Rib Mountain.

The current Rib Mountain Sanitary District would dissolve and be part of the utility for the Village. There is not anticipated to be any significant changes to operations of the water and sewer utilities. The Sanitary District does not provide services to areas outside the Rib Mountain boundaries.

### **5-YEAR CAPITAL PLAN**

The Town of Rib Mountain currently has a 5-Year Capital Plan that encompasses General Municipal projects, South Area Fire & Emergency Response District EMS and Fire equipment, and Public Works projects. The Capital Plan identifies not only projects and equipment, but also funding sources. This plan is updated and adopted annually by the Town Board. With the transfer of water and sewer to the newly created Village, the utility projects would be incorporated into the 5-Year Capital Plan.

### **DEBT SERVICE**

The Town of Rib Mountain total debt is \$6,640,000. Under State Statutes, general obligation debt is limited to 5% of the total equalized valuation of the municipality. Rib Mountain's statutory limit is currently \$48,558,480. Therefore, the current debt is substantially below the authorized limit.

The Rib Mountain Sanitary District recently authorized \$3,000,000 in a 20-Year General Obligation Bond for a new water treatment plant. In addition, the Rib Mountain Sanitary District pays \$37,239 monthly to the Rib Mountain Metropolitan Sewerage District.

Rib Mountain adopted a Debt Management

Policy in 2020. The policy will not change under the newly created village, except where the policy refers to Town Board. The newly incorporated village would assume the Sanitary District's debt as well as any existing Town debt. This combined debt should still fit well within the current policy and statutory limits.

### **BOND RATING**

Rib Mountain was assigned an "AA" Bond Rating through S&P Global in August 2022 for anticipated borrowing needs as well as for existing debt service.

### **FUND BALANCE**

The Town of Rib Mountain has a general fund balance policy establishing a minimum balance. "The Town will maintain a minimum unassigned general fund balance of 20-25% of actual current year general fund expenditures." The policy further prevents the Town from using the general fund balance for operating purposes. For funds above the 20 to 25% threshold, the Board has the option to use funds for capital expenses, non-annual recurring expenses, or expenses that in the opinion of the Town Board constitute "an investment in the community" such as an investment in technology or community marketing. Rib Mountain's current fund balance is projected to be \$1,548,865 or 41.32% of actual general fund expenditures. It is anticipated that Rib Mountain's general fund balance will not be impacted by the incorporation.

### **PROCUREMENT POLICY**

Rib Mountain adopted a Procurement Policy in 2015. The policy outlines the approvals needed for the purchase of goods and services. Guidelines are provided when purchasing goods or services that are budgeted or not budgeted. It defines the responsibility of staff and elected officials. There is also discussion of emergency purchases, Request for Proposals (RFPs) and

Request for Qualifications (RFQs). This policy will not change under the newly created Village, except where policy refers to Town Board.

In addition, Rib Mountain adopted a Grants Procurement Policy in 2020. The policy provides guidelines and expectations for the spending of grant funds only. This policy will not change under the newly created village, except for where the policy refers to Town Board.

## INTERNAL CONTROL POLICY

Rib Mountain adopted an Internal Control Policy in 2019. There are three objectives of internal controls: reporting – reliability, operations – effective and efficient, and compliance – compliant with applicable laws, regulations, contracts, and grant agreements. The policy has five main components: control environment,

risk assessment, control activities, information and communication, and monitoring activities. Procedural updates will be made in late 2022 due to the software upgrade Rib Mountain completed in the summer of 2022. The overall policy will not change under the newly created Village, except where the policy refers to Town Board. In addition, the policy would be revised to include internal control measures for the utility operations.

## MUNICIPAL TAX RATE

Rib Mountain has a competitive municipal tax rate. The following table is a history of Rib Mountain's tax rate, which does not include other taxing districts including the Rib Mountain Sanitary District, Wausau School District, Northcentral Technical College, Marathon County, and the State of Wisconsin.

Table 16: Town of Rib Mountain Tax Rate  
Source: Town of Rib Mountain

Year	General Fund Rate	Debt Service Rate	TID #1	Total Tax Rate
2012	\$2.03	\$1.19	-	\$3.22
2013	\$2.11	\$1.17	-	\$3.28
2014	\$2.19	\$1.14	-	\$3.33
2015	\$2.21	\$1.12	-	\$3.33
2016	\$2.22	\$1.25	-	\$3.47
2017	\$2.26	\$1.31	-	\$3.57
2018	\$2.42	\$1.31	-	\$3.73
2019	\$2.55	\$1.30	-	\$3.85
2020	\$2.09	\$1.23	-	\$3.32
2021	\$2.14	\$1.23	-	\$3.37
2022	\$2.25	\$1.22	\$0.02	\$3.49

Based on the draft budget submitted, the estimated tax rate for the Village of Rib Mountain would be as follows:

Table 17: Town of Rib Mountain 2023 Estimated Tax Rate

Source: Town of Rib Mountain

	Current Town 2022	Proposed Village * 2023
<b>Assessed Value</b>	\$895,403,200	\$899,173,700
<b>Property Tax Levy with debt</b>	\$3,124,957	\$3,239,998
<b>Tax Rate per \$1000 of Assessed Value</b>	\$3.49	\$3.60

*\*Note: Assessed value is an estimate based on current data. Therefore, the municipal tax rate may differ depending on value. The proposed rate would follow levy limits as required by the State of Wisconsin.*

## COMPARABLE TAX RATES

Table 18: Estimated Tax Rate, 2023

Source: Town of Rib Mountain

Municipality	Tax Rate
<b>T. of Rib Mountain</b>	<b>\$3.49</b>
C. of Wausau	\$10.20
C. of Schofield	\$7.09
C. of Mosinee	\$7.72
V. of Weston	\$7.54
V. of Rothschild	\$6.97
V. of Kronenwetter	\$4.76



# SECTION B

The estimated current equalization value of the proposed village would be \$971,169,600. For the

Wausau metropolitan area, Rib Mountain has the third highest equalized value.

Table 19: Estimated Equalized Values - Municipalities of Similar Size

Source: Wisconsin Department of Revenue

Municipality	County	Population	Equalized Value
<b>T. Rib Mountain</b>	<b>Marathon</b>	<b>7070</b>	<b>\$971,169,600</b>
V. Kimberly	Outagamie	7422	\$679,562,800
C. Delafield	Waukesha	7235	\$1,760,693,400
V. Lake Hallie	Chippewa	7224	\$828,987,600
T. Buchanan	Outagamie	7142	\$824,643,700
V. Cottage Grove	Dane	7070	\$906,457,000
T. Algoma	Winnebago	7002	\$788,364,500
T. Brookfield	Waukesha	6789	\$1,442,189,900
T. Middleton	Dane	6759	\$1,550,479,300
V. Fox Point	Milwaukee	6733	\$1,268,599,700
T. Waterford	Racine	6562	\$847,996,100

Table 20: Comparison of Equalized Values Surrounding Rib Mountain Area

Source: Wisconsin Demographic Services Center – October 2021 (population) and Wisconsin Department of Revenue Tax Year 2021

Municipality	County	Population	Equalized Value
<b>T. Rib Mountain</b>	<b>Marathon</b>	<b>7070</b>	<b>\$971,169,600</b>
C. Wausau	Marathon	39182	\$3,265,016,200
V. Weston	Marathon	15837	\$1,402,109,500
V. Kronenwetter	Marathon	8402	\$741,690,200
V. Rothschild	Marathon	5391	\$533,275,000
C. Mosinee	Marathon	4220	\$359,780,200
C. Schofield	Marathon	2205	\$265,067,700

# SECTION C

See Exhibits 15a-15e: Financial Reports: 2017-2021 for financial reports for the preceding five years.

The following table is the five-year history of equalized values for the Town of Rib Mountain as reported by the Wisconsin Department of Revenue.

Figure 6: Town of Rib Mountain Equalized Values, 2017-2021  
Source: Wisconsin Department of Revenue

## Five Year History of Equalized Value

Property Category	2017	2018	2019	2020	2021
Residential	\$556,262,400	\$578,503,900	\$599,955,500	\$665,286,200	\$698,733,100
Commercial	\$188,632,100	\$207,810,200	\$218,955,400	\$232,670,500	\$239,276,100
Manufacturing	\$147,200	\$164,100	\$167,100	\$172,100	\$175,200
Agricultural	\$186,700	\$180,700	\$114,400	\$128,600	\$128,900
Undeveloped	\$249,700	\$262,700	\$471,300	\$458,200	\$438,900
Ag. Forest	\$796,300	\$885,400	\$1,383,900	\$1,535,000	\$1,121,400
Forest	\$7,031,500	\$8,170,200	\$11,188,800	\$11,283,300	\$10,957,800
Other	\$2,052,900	\$2,026,700	\$1,186,700	\$1,199,000	\$1,254,800
Total Real Estate	\$755,358,800	\$798,003,900	\$833,423,100	\$912,732,900	\$952,086,200
Total Personal Property	\$25,565,500	\$26,118,300	\$15,914,500	\$19,629,800	\$19,083,400
Total Equalized Value	\$780,924,300	\$824,122,200	\$849,337,600	\$932,362,700	\$971,169,600

# SECTION D

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## **SOUTH AREA FIRE & EMERGENCY RESPONSE DISTRICT**

In 2014, the Town of Rib Mountain joined with the Village of Weston to form the South Area Fire and Emergency Response (SAFER) District. Rib Mountain and Weston had a history of joint efforts as it applied to training and coverages. As part of the joint district, Rib Mountain's and Weston's cost share is divided per the Charter and is based on a formula with consideration given to population, equalized valuation, and inspectable structures. Both Rib Mountain and Weston have equal representation on the SAFER District Board and SAFER District Commission. Both municipalities still own the buildings used by the SAFER District. All equipment is the exclusive property of the SAFER District. The annual SAFER District budget must be approved by each municipality. Payments for capital equipment/projects are determined by the formula stated above. Each municipality handles their payment for capital equipment/projects individually. Rib Mountain has incorporated the SAFER District's capital needs into its 5-Year Capital Plan.

There would be no fiscal impact for the SAFER District under the newly created Village. The payment formula currently in place would continue.

## **RIB MOUNTAIN SANITARY DISTRICT**

The Rib Mountain Sanitary District was formed in 1985 and operates under Wisconsin State Statute 60.71. It is considered a separate political organization with three elected Commissioners. Currently, one of the Commissioners also serves as a Town Board Supervisor.

The Rib Mountain Sanitary District also has a tax levy as allowed under State Statute. With the incorporation, the Sanitary District would

dissolve and become part of the newly formed Village. Once incorporated, all District facilities and customers would be within the new Village. The Sanitary District levy would no longer be applicable and levy revenues would be absorbed by the Village budget.

Rib Mountain Sanitary District staff work collectively with Town staff on development projects. There is coordination on multiple media outlets including the Town's website and the Town's newsletter. In addition, the Town and Sanitary District share a summer intern to achieve both individual and shared goals.

The dissolution of the Rib Mountain Sanitary District will have no fiscal impact on the village budget. All debts would be assumed by the Village of Rib Mountain. The consolidation of the sanitary district into the village organization will benefit the former sanitary district with shared human resource services, financial checks and balances, shared equipment, and joint staffing.

## **RIB MOUNTAIN METROPOLITAN SEWERAGE DISTRICT**

The Rib Mountain Metropolitan Sewerage District is a single-purpose Municipal Corporation whose sole duty is to be a regional wastewater treatment facility in accordance with Chapter 200 of the Wisconsin State Statutes. The Rib Mountain Sanitary District is a member of the Rib Mountain Metropolitan Sewerage District. With the incorporation of Rib Mountain, the Town's membership in the district will transfer to the Village. There would be no fiscal impact on either the Village of Rib Mountain or the Rib Mountain Metropolitan Sewerage District. Current obligations under the Rib Mountain Sanitary District for the Rib Mountain Metropolitan Sewerage District would continue. The Rib Mountain Metropolitan Sewerage District is located within the Town of Rib Mountain at 151401 Aster Road.

# SECTION E

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Intergovernmental agreements establish and direct services provided to or by Rib Mountain. These agreements will transfer to the new Village of Rib Mountain.

## **LAW ENFORCEMENT SERVICES AGREEMENT**

Currently, Rib Mountain contracts with Marathon County Sheriff's Department for a dedicated forty-hour per week deputy. The deputy is based out of the Rib Mountain Municipal Center and drives a Rib Mountain patrol vehicle. Rib Mountain has agreed to contract for an additional officer starting in 2023. See Exhibit 16: Marathon County Sheriff's Department Agreement.

## **COMMERCIAL INSPECTION SERVICES AND BUILDING INSPECTION SERVICES**

Rib Mountain contracts with the City of Wausau Inspections Department for commercial related inspections. The City of Wausau schedules, coordinates, and collects the fees associated with the inspections. In addition, the City of Wausau assists our Building Department during vacations and leave. See Exhibit 17: Commercial Inspector Services with the City of Wausau.

Rib Mountain Patrol Vehicle



# SECTION F

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Capital needs will not change due to the incorporation. The newly incorporated village will continue to operate out of the current facilities.

# SECTION G

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This information is to be provided by the intervenors. No intervenors have filed action.



# Section 2(b): LEVEL OF SERVICE

*The standard to be applied is found in s. 66.0207(2)(b), Wis. Stats., and provides that the proposed incorporation must be in the public interest as determined by the board upon consideration of:*

*Level of services. The level of governmental services desired or needed by the residents of the territory compared to the level of services offered by the proposed village or city and the level available from a contiguous municipality which files a certified copy of a resolution as provided in s. 66.0203(6), Wis. Stats.*



# SECTION A

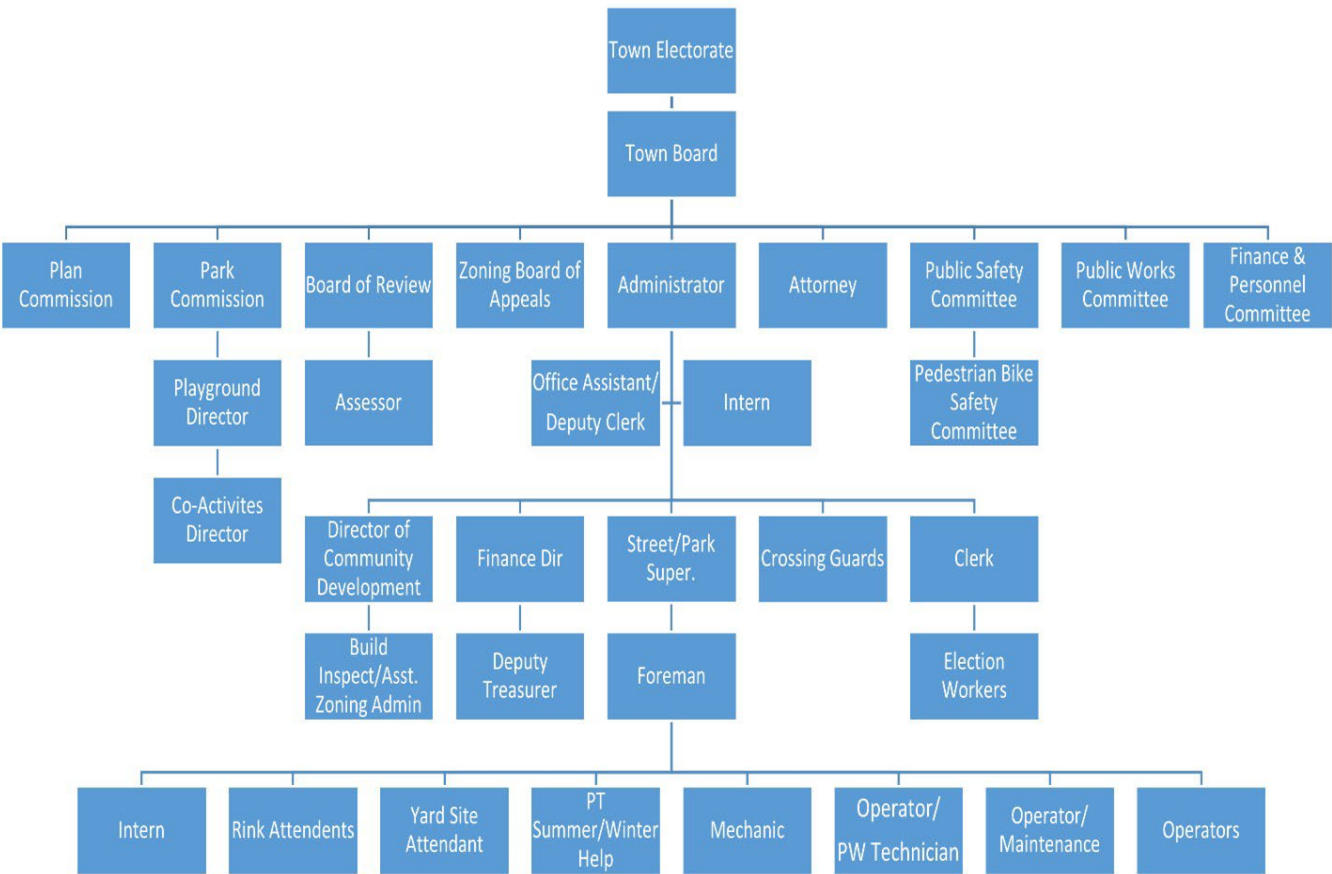
## DESCRIPTION OF SERVICES

Rib Mountain provides a wide range of services to residents, property owners, business owners, and visitors beyond what a typical town provides. Services in Rib Mountain include road maintenance, law enforcement, building inspections, fire and first responder services, solid waste collection, yard waste management, parks and recreation, land use planning, and public water and sanitary sewer.

Rib Mountain employs 13 FTE and more than 60 seasonal employees, including poll workers. Elected officials, committee and commission members are considered part-time. Upon incorporation, the current function and staffing of the departments and positions will continue and remain unchanged. The current levels of services provided including operations of the water and sewer utilities and law enforcement will continue.

The following is the organizational chart for Rib Mountain:

Figure 7: Town of Rib Mountain Organizational Chart



## **ADMINISTRATION**

Rib Mountain is professionally managed by a full-time Administrator who oversees the department heads and runs the day-to-day operations of the Town. Rib Mountain is recognized by the International City/County Management Association (ICMA) as a professionally managed community. The current Administrator is a Credentialed Manager by ICMA.

## **TREASURER/FINANCE DEPARTMENT**

The Finance Department is staffed by an appointed full-time Director and a full-time Deputy Treasurer. The Finance Department is responsible for accounts payable, accounts receivable, payroll, bookkeeping, and other financial responsibilities as required by Wisconsin State Statutes 60.34. The current Finance Director is a Certified Public Accountant.

The Department conducts all purchasing and procurement for more than \$3.6 million, debt issuance, and management of Town investments.

Additionally, the department is responsible for establishing and maintaining internal control, debt service, general fund, and investment policies. The department protects town assets from loss, theft, and misuse. The department compiles accounting data to allow for the preparation of financial statements in conformity with Generally Accepted Accounting Principles.

## **ASSESSOR**

The Town of Rib Mountain appoints a contracted Assessor. Independent contractor Greg Schmidt is the appointed Assessor. It is the intent to continue services with Greg Schmidt post incorporation. A copy of the service agreement with Greg Schmidt is attached as Exhibit 18:

Assessor's Proposal and Letter of Engagement.

## **INFORMATION TECHNOLOGY**

The Town of Rib Mountain contracts with The Dirks Group to manage and service the computer and network server systems. Administration department oversees the telecommunication, wireless phone systems, and other technology related services (i.e., Town's website and social media accounts). Upon incorporation, the Village will continue contracted information technology services with The Dirks Group.

## **CLERK/ADMINISTRATION SERVICES**

The Clerk's office is staffed by an appointed full-time Clerk and Deputy Clerk/Office Assistant. The Town Clerk plans, directs, manages, and performs the activities and operations for the office of Town Clerk as required by Section 60.33 Wisconsin State Statutes. Upon incorporation, the current clerk's office function and staffing levels will continue.

## **DEPARTMENT OF COMMUNITY DEVELOPMENT**

The Town of Rib Mountain provides full-service planning and zoning administration, along with building inspection services. The department is staffed with a full-time Director of Community Development and Building Inspector/Zoning Assistant.

The Department conducts the following services:

- Comprehensive Planning including sustainability, future road mapping, zoning, and land use planning.
- Subdivision review, zoning administration, and enforcement, special exception permits, sign permits, variances, and site plan review.

- Permitting and inspection services for all residential activities. Enforcement of building, housing, plumbing, HVAC, and electrical codes.
- Economic development activities including business recruitment/retention, development promotion, and regional participation in economic development efforts.
- Land information services.
- Tax Increment Financing District development.

In April 1962, the Town Meeting authorized the Town Board under Wisconsin State Statutes 60.10 (2)(c) to adopt and exercise powers relating to villages and conferred on village boards under Chapter 61, except those powers which conflict with the Statutes relating to towns and town boards, see Exhibit 19: Resolution for Adoption of Village Powers – 1962. The Town of Rib Mountain adopted its own zoning codes. The Town remains under jurisdiction of Marathon County zoning in shore-land areas. A copy of the Town's zoning code can be found under Exhibit 03: Chapter 17 Zoning Ordinance.

The Town has a seven (7) member Planning Commission that meets the second Wednesday of every month to review rezoning requests, future land use map amendments, plats, certified survey maps, planned unit development districts, and conditional use requests. In addition, the Town has a five (5) member Zoning Board of Appeals that meets as necessary to review appeals and variances.

The Town Building Inspector conducts all residential building, plumbing, HVAC, and electrical inspections. The department contracts with the City of Wausau for commercial plan review and inspections as a delegated authority authorized by the Department of Safety and

Professional Services, see Exhibit 17: Commercial Inspector Services with the City of Wausau.

The proposed incorporation will not affect land use planning, zoning, or building inspection services.

In 2020, the Town of Rib Mountain implemented its first Tax Incremental District (TID #1). TID #1 is a mixed-use district comprising approximately 98.5 acres located South of Parrot Lane, North of Cloverland Lane, East of Rib Mountain Drive and West of Swan Avenue. The purpose of the district is to pay the costs of road and infrastructure improvements, stormwater improvements, possible developer incentives, site preparation, demolition, and remediation expenses needed to promote development within the area. The Town projects that new land and improvements value of approximately \$42 million will result from the project. Since the implementation of #1 TID, the Town contracted with Ayres & Associates in September 2021 for a Rib Mountain Drive Corridor Plan. The master plan for Rib Mountain Drive focused on keeping the Rib Mountain Drive Corridor economy strong. The Town recognized the changing retail environment due to online shopping and COVID. Rib Mountain Drive serves as the Town's main street. The Corridor Master plan creates a roadmap of the type of development that the Town would envision for the future. The plan recommended updates to the future land use map to allow for more mixed use, updating the zoning code, prohibit auto-orientated use on the north end of the corridor, encourage residential to the north and office and institutional to the south, create gateways at the north and south ends of the corridor, encourage land assembly, pursue developers for key sites, create incentive for quality public spaces and reduce parking requirements and encourage shared parking.

The TID #1 project plan can be found under Exhibit 20: Tax Incremental District # 1 - Project Plan.

The Rib Mountain Drive Corridor Plan can be found under Exhibit 04: Rib Mountain Drive/TID 1 Master Plan and Corridor Study.

The Community Development Department directed the Comprehensive Plan Update that was adopted in 2020. The 2020 Comprehensive Plan can be found under Exhibit 09: Town of Rib Mountain Comprehensive Plan.

As this document is being drafted, the Town of Rib Mountain is under contract with Ayres & Associates to update Chapter 17 Zoning Ordinance. The last time the code was updated was in 1994. As part of the update, the Town created an ad-hoc zoning steering committee made up of mostly citizen members to give direction to staff and the consultant. Additionally, input will be provided by professionals involved with the code and process; the intent is to create a code with input from all levels.

## PARKS

The Town of Rib Mountain Parks and Recreation Department manages a combine annual operating budget of approximately \$197,218. The Town has several parks including:

Chellis Park (3 acres): This is a neighborhood park located on Woodsmoke Road. The park has woodlands, and an active recreation area. Facilities include a picnic shelter, basketball court, playground equipment, open field area, walking and bluebird trail. Brand new playground equipment was added in 2022.

Fritz Doepke Recreation Area (37.35 acres): The Town purchased a plot from Fred Doepke in 1999 off of South Mountain Road. Facilities include: two ball fields (one used for Little League Baseball), a playground area, fitness trail, bike/walk path, reservable shelter, soccer field, hockey rink, figure skating area, and sledding hill. There is parking lot that serves

approximately 100 vehicles.

Flax Lane Tot Lot (0.6 acres): This is a small neighborhood park that includes a half size basketball court and playground equipment.

Liberty Park (14 acres): The land is owned by the Rib Mountain Sanitary District and is leased by the Town of Rib Mountain. Facilities include a playground, picnic shelter, two parking areas, a ball diamond, basketball court, tennis courts, soccer area, walking trail, and newly installed disc golf course.

Rookery View Park (2 acres): The property was purchased by Marathon County during the construction of McCleary Bridge. It was deeded to the Town shortly after. The park opened to the public in 2003. It includes a small boat landing, providing access to Lake Wausau and the Rib River. A kayak launch across from the park opened in October 2022.

Sandy's Bark Park (4 acres with additional 19 acres currently being developed): Located along CTH R, Sandy's Bark Park is the Town's first. Opened in 2018, the fenced park features 2,000 feet of crushed gravel walking paths, benches, a water bottle filler/dog spicket, and is free and open to all. Primary funding for the park came from the Richard Austin Living Trust, Marathon County Environmental Impact Fund, and the Community Foundation of North Central Wisconsin. The expansion of the dog park is currently under construction. This secondary fenced-in area will include an open-air shelter, walking paths, and water services.

A planned future phase will include a paved parking lot and on-leash walking paths that will connect to the Hummingbird trail. The second phase opened in October 2022.





Sandy's Bark Park

Many miles of paved and nature trails compliment the Rib Mountain Park System and include the following:

Robin Lane Safe Routes to School: This trail connects with Rib Mountain Elementary to Rib Mountain Drive. This project was made possible with a cooperative effort between the Town of Rib Mountain, Marathon County Highway Department, and the Wausau School District.

51/29 Trail: This less than a mile trail runs north and south behind the Rib Mountain Drive commercial corridor. The trail features boardwalk and Fix-It-Bike Station and shelter.

State Park Road Trail (Bone & Joint Trail): This trail starts at CTH R and runs along State Park Road to the entrance of Rib Mountain State Park. This project was made possible through a Stewardship Grant and a donation from the Bone & Joint Clinic.

Fritz Doepke Recreation Area Nature Trail: This

unpaved trail runs from CTH N into Doepke Park. This trail includes a bridge, boardwalk, and interpretative nature signage. Construction of this project was made possible by funding through a DNR Stewardship Grant, Walmart Foundation Grant and assistance from the University of Wisconsin – Stevens Point.

Trillium Trail: This paved trail opened in 2020 and is approximately 0.79 miles in length. It provides safe connection for bicycle enthusiasts and commuters. Route MB on the Wausau Region Bicycle Route System, this trail connects from Foxglove Road to Azalea Road to the Wisconsin River Bicycle/Pedestrian Bridge into the Village of Rothschild.

Rib Mountain also has several miles on County trails and sidewalks. Rib Mountain has a citizen-based Pedestrian and Bicycle Safety Committee that meets monthly. The Committee provides recommendations to the Town Board including input on development and street design, and official mapping. The Committee also leads the annual Bicycle Safety Day as an outreach education event for young bicyclists.

## RECREATION

Rib Mountain has a summer recreation program that runs from the beginning of June through early August for elementary aged students. The program involves many activities including crafts, games, arts, educational visits, field trips, etc. There are two sessions held with one running in the morning on the north side of the mountain at Rib Mountain Elementary School and an afternoon session on the south side of the mountain at South Mountain Elementary. The program draws on average of 60 students a day.

During the winter months, Doepke Recreation Area serves as the site for the ice hockey rink and figure/open skating rink. Both rinks are supervised by a rink attendant.



# SECTION B

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Section B is not applicable because no intervenors have filed action.

# SECTIONS C-D

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## FIRE & EMS

Starting in January 2014, the Town of Rib Mountain joined with the Village of Weston to form the South Area Fire & Emergency Response (SAFER) District. The SAFER District's charter provides for a governing body to oversee the operations of the district. Rib Mountain and Weston have two voting members each of the five-member board. The fifth board member is appointed from one of the service areas. See Exhibit 21: South Area Fire & Emergency Response District - Second Amendment.

The SAFER District provides fire and EMS services to the Towns of Rib Mountain, Weston, Easton, Ringle, Guenther, Stettin, and the Village of Weston. The SAFER District operates out of two stations, at 224225 Hummingbird Road, Rib Mountain, and 5303 Mesker Street in Weston. The stations are staffed 24 hours a day with firefighters and paramedic level EMS staff. The SAFER District is accredited by the Commission on Accreditation of Ambulance Services (CAAS). In 2022, The SAFER District was awarded the American Heart Association's Mission: Lifeline Gold Plus for implementing quality improvement measures for the treatment of patients who experience severe heart attacks.

The SAFER District provides EMS service to over 36,000 people and covers over 300 square miles and fire rescue response to over 26,000 people and over 125 square miles.

Costs for operations and equipment are shared by Rib Mountain and Weston. The total budget for operations for the SAFER District is \$2.84 million (FY 2022), and capital over the next five years is projected at \$12.2 million. Rib Mountain's shared cost is set by the Charter at 33%. The Insurance Services Office, Inc. (ISO)

rating for Rib Mountain is 3. Total fire calls for 2021 was 99 calls.

Fleet within the SAFER District includes the following:

### **Station 1 (Rib Mountain)**

Engine 11-2020 Custom Fire  
Truck 11-1999 Pierce  
Rescue 12-2010 Marion  
Tender 11-2006 Pierce  
Med 11-2021 Braun  
Med 12-2014 PL Custom  
Med 13-2016 Braun  
Brush 11-2010 Dodge  
Car 11-2013 Explorer  
Boat 11-2005 Zodiac  
Deputy Chief-2016 Canyon  
Chief-2017 Expedition  
UTV-2001 Polaris

### **Station 2 (Weston)**

Engine 21-2020 Custom Fire  
Ladder 21-2010 Pierce  
Rescue 21-2016 Custom Fire  
Med 21-2020 Braun  
Med 22-2019 Braun  
Brush 21-2020 Dodge  
Car 21-2016 Ford F-150  
Car 22-2022 Ford Bronco Sport

## LAW ENFORCEMENT

Starting in the fall of 2020, Rib Mountain signed a contract with the Marathon County Sheriff's Department for a full-time assigned officer. Previously, there was a limited, as-needed contract for services. The current officer has office space within the Rib Mountain Municipal Center. The officer attends Rib Mountain Board meetings and provides updates to the Town Board. The officer also makes appearances

within the community at events like the Lion's Club Steak Fry and the Rib Mountain Safety Day. It is anticipated that a second dedicated officer will begin in 2023. Similar to the current contract, the officer will have office space available within the Municipal Center. Total calls for 2021 for Rib Mountain by Marathon County Sheriff's Department was 6,699. Ongoing conversations with the Marathon County Sheriff's Department continues regarding the level of ongoing service including the addition of the second officer.

## **PUBLIC WORKS**

Rib Mountain has six full-time employees and more than six seasonal employees. The Department is led by a Street/Park Superintendent, who is a Professional Engineer, that supervises/manages the streets and parks for Rib Mountain.

Rib Mountain has nearly 80 lane miles. The streets division maintains roadway culverts, ditches, and all winter maintenance. The department repairs roads and shoulders, marks pavement, and replaces street signs and posts. In addition to street services, the Department is responsible for the Town's yard site. The site is open seasonally and is located at 147033 County Highway N.

The Street Department is located at 151609 Goose Lane. The operating budget for public works is approximately \$1.69 million. All equipment is housed at the Goose Lane location. The building was built in 2002.

### **Fleet/Equipment:**

2003 Ford 2WD Pickup  
2019 Kenworth Tandem Axle Patrol Truck  
2003 Ford 1-Ton 4WD Dump Truck  
2022 Peterbilt Single Axle Patrol Truck  
2010 Peterbilt Single Axle Patrol Truck  
2012 Peterbilt Tandem Axle Patrol Truck  
2016 Peterbilt Single Axle Patrol Truck

2013 Ford 1-Ton 4WD Dump Truck  
1989 Chevrolet ¾ Ton 4WD Pickup  
2005 Ford ½ Ton 2WD Pickup  
2020 Peterbilt Single Axle Patrol Truck  
2003 Ford 1-Ton 2WD Pickup  
2019 Ford 1-Ton 4WD Pickup  
1990 John Deere Motor Grader  
2010 John Deere 4WD Wheeled Loader  
2010 Case Tracker Backhoe  
2018 Freightliner Street Sweeper  
2018 Johnston Street Sweeper Vacuum  
2003 John Deere 4WD Tractor  
2008 Bobcat Compact Tracked Loader  
1973 Wausau Snow Blower  
1996 Landa Culvert Steamer  
2004 Tuff Culvert Steamer  
2007 Karcher Pressure Washer  
1988 Sreco Jetter  
2016 Steveler Shouldering Machine  
2019 Boss V-Box spreader  
2019 Boss V-Plow  
2019 Boss V-Plow  
Sullair Air Compressor Trailer  
2022 Ventrac 4WD Lawn Mower  
2018 Ventrac 4WD Lawn Mower/Broom  
2013 Ventrac 4WD Lawn Mower/Blower  
2020 Bad Boy Zero Turn Lawn Mower  
2005 KIFCO Irrigation Wheel  
2007 Toro Aerator  
2006 PW Built Tandem Axle Trailer  
1994 Dressen Trailer  
2021 Load Trail Trailer  
1969 Ford Tractor  
2020 Ventrac Soil Conditioner

## **WATER & SEWER SERVICES**

The Rib Mountain Sanitary District has been providing water and wastewater services to the Town of Rib Mountain since 1985. The Sanitary District is a separate entity from the Town of Rib Mountain and has a separate operating budget and Commission. The District works closely with the Town on most of its Public Works projects. Watermain flushing, meter replacements, drinking water supply, water quality testing,

and many other functions relating to drinking water are performed as part of the everyday operations.

The Sanitary District's main office is located at 224505 Lilac Avenue, Rib Mountain. Rib Mountain Sanitary District has four wells located at the following locations:

- Wells 1 & 2 – 224505 Lilac Avenue
- Well 3 – 224623 Lilac Avenue
- Well 4 – 152775 Bracken Lane

The Sanitary District is currently in the design phase for a new water treatment plant with the anticipated construction completion date of the plant in early 2025. With recent higher levels of PFAS (per-and polyfluoroalkyl substance) within one of the wells, the Sanitary District has constructed a temporary filtration system. The temporary filtration system was the first in the State of Wisconsin. The new water treatment plant will be designed to handle the PFAS filtration.

The Sanitary District has a three (3)-member elected Commission. Currently, one of the Commissioners serves on the Town of Rib Mountain Board of Supervisors. The annual operating budget for the Sanitary District is \$1.24 million.

#### **Fleet/Equipment:**

2009 Ford Ranger Pickup  
2012 Ford F-150 Pickup  
2014 Ford F-150 Pickup  
2016 Dodge 2500 Pickup

## **WASTEWATER TREATMENT**

The Rib Mountain Metropolitan Sewerage District (RMMSD) is located in southern portion of Rib Mountain on Astor Road. It is a single-purpose Municipal Corporation whose sole duty is to be a regional wastewater treatment facility in accordance with Chapter 200 of the Wisconsin

State Statutes.

Their current facility was built in 1985 to treat the wastewater from the Villages of Weston, Rothschild, and Kronenwetter, the City of Mosinee, and the Rib Mountain Sanitary District. The RMMSD is governed by a five-member commission.

## **STRATEGIC PLANNING**

On an annual basis, Town Board and staff participate in a strategic planning session. This gives the elected officials the opportunity to give direction on planning for the community. Staff then takes the information to create workplans. The latest strategic planning priorities can be found in the Exhibit 22: Strategic Priorities – 2022.

# **Section 2(c): IMPACT ON THE REMAINDER OF TOWN**

*The standard to be applied is found in Section 66.0207(2)(c), Wis. Stats.,  
calling for the Board to consider:*

*The impact, financial and otherwise, upon the remainder of the town  
from which the territory is to be incorporated.*



# SECTIONS A-C

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Sections A – C are not applicable due to no adjacent cities or villages filing a resolution for annexation for the entire territory proposed for incorporation.



# Section 2(d): IMPACT ON THE METROPOLITAN COMMUNITY

*The standard to be applied (66.0207 (2) (d) Wis. Stats) is [T]he effect upon the future rendering of governmental services both inside the territory proposed for incorporation and elsewhere within the metropolitan community. There shall be an express finding that the proposed incorporation will not substantially hinder the solution of governmental problems affecting the metropolitan community.*



# SECTION A

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The purpose of this standard is to ensure that incorporation of the Town of Rib Mountain will not adversely impact the larger metropolitan community related to its ability to resolve regional issues such as stormwater, transportation, groundwater, housing, economic development, and other regional issues.

The metropolitan communities for this petition are assumed by the petitioner to be the Cities of Wausau, Schofield, and Mosinee, the Villages of Weston, Rothschild, Maine, and Kronenwetter, and the Towns of Stettin, Marathon, and Mosinee.

## POLICY ISSUES

Rib Mountain's quest for incorporation is for the primary purpose of solidifying its community identity and to be granted all the powers of a village – in particular, freedom from certain aspects of county rule and broader tax increment financing powers.

In the League of Wisconsin Municipalities' (LWM) *A Citizen's Guide to Wisconsin Cities and Villages*, LWM states:

*Cities and villages in Wisconsin also differ from other local governments, such as towns and counties, because they possess more power to govern themselves in local matters without state government interference. That is, cities and villages are granted broad authority under the Wisconsin constitution and statutes to govern themselves locally. The term used to describe this grant of authority is "home rule".*

On April 3, 1962, the Rib Mountain Town Board adopted village powers, citing a *"substantially developed urban area, which is rapidly expanding requiring the exercise of powers by the Town*

*Board usually exercised by the governing bodies of municipalities".* The resolution adopting village powers identifies the need as *"in order to aid in the orderly development of urban areas within said Town and to aid and assist in the orderly and safe use of the existing urban areas"*.

County rule: While the Town of Rib Mountain already exercises village powers, county rule still applies. Rib Mountain and Marathon County have a collaborative relationship, however there are some areas where freedom from County jurisdiction would benefit the businesses and residents of Rib Mountain as well as the metro area as a whole. Incorporation as a village will afford Rib Mountain equal standing as like communities in the Wausau metro area. The issue that arises from county jurisdiction in Rib Mountain is exemplified in the 2017 court case, *Town of Rib Mountain v. Marathon County*. The case centered on Wis. Stats. 59.54 (4) which grants authority to counties to "establish a **rural** naming or numbering system in towns for the purpose of aiding in fire protection, emergency services, and civil defense." Marathon County established a new rural street naming and addressing system and required its implementation in Rib Mountain. Rib Mountain is within the Wausau urban area and opposed a rural system in an urban area. Ultimately, Rib Mountain was forced to adopt the County's rural street naming and addressing system which resulted in all developed properties in the town to be readdressed with 6-digit numbers and 65 streets to be renamed. The new 6-digit numbering system is inconsistent with the rest of the metro area which have 4-digit addresses. The decision by the State Supreme Court was not over "rural" versus "urban" but focused on the status of the municipality being a town versus being incorporated.

Tax increment financing powers: 2013 Wisconsin Act 193 expanded the authority of towns to create tax incremental financing districts if the town meets the equalized value and population requirements and the proposed tax increment district is in an area served by sewer and water. Despite Act 193, Towns are still more restricted in the use of TIFs:

1. The value limitation is lower for towns (5% or 7%)
2. One of the following:
  - a. At least 51% of the value of public infrastructure improvements must be financed by a private entity
  - b. Project costs are paid within 90% of the district's life
  - c. Expenditures may only be made within the first half of the district's life.

Cities and Villages may create TIFs up to 12% of the value and do not have to meet the requirements of item two above.

## REGULATORY ISSUES

Extraterritorial authority: Incorporation of Rib Mountain will not impact extraterritorial authority because the Villages of Rothschild and Kronenwetter do not exercise extraterritorial plat review in Rib Mountain nor are there adopted extraterritorial zoning regulations. Other adjacent communities are unincorporated towns and therefore do not have extraterritorial authority. Furthermore, the Wisconsin River physically separates Rib Mountain from incorporated communities to the east and the Rib River separates Rib Mountain from the boundaries of the City of Wausau to the north.

County authority:

- Zoning:
  - o The Town of Rib Mountain has long opted out of county zoning and

therefore has locally administered zoning regulations.

- o Incorporation of Rib Mountain will eliminate Marathon County jurisdiction in shoreland zoning areas within the corporate limits of the proposed Village of Rib Mountain. As a village, Rib Mountain will be required to meet the standards of NR 117. The proposed Village of Rib Mountain will assume additional responsibilities. This will create efficiencies in review and permitting of development.
- o Incorporation of Rib Mountain will eliminate Marathon County jurisdiction in floodplain zoning areas mapped by FEMA within the corporate limits of the proposed Village of Rib Mountain. As a village, Rib Mountain will be required to meet the standards of NR 116. The proposed Village of Rib Mountain will assume additional responsibilities. This will create efficiencies in review and permitting of development.
- Private on-site waste systems: in accordance with Wis. Stats. 145.01 (5), Marathon County will continue as the governmental unit responsible for regulation of private on-site wastewater treatment systems.

## SERVICE ISSUES

In the League of Wisconsin Municipalities' (LWM) *A Citizen's Guide to Wisconsin Cities and Villages*, LWM states:

*Towns typically do not provide the full spectrum of urban services that you find in cities and villages, such as public water and sewer systems, libraries*

*and fire departments.*

*Wisconsin cities and villages provide their residents with vital, cost effective services 24-hours a day, seven days a week, 365 days a year.*

The current Town of Rib Mountain already has an established full spectrum of urban services including cultural services, general administration, legal services, parks and recreation, planning and development, public safety, public works, social services, solid waste management, and utilities. These services will continue with incorporation. The Town is anticipating an increase in law enforcement services by budgeting for expansion of the contract with Marathon County Sheriff's Office for an additional deputy to serve Rib Mountain.

# SECTION B

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## REGIONAL TRANSPORTATION PROJECTS

As a local government within an urbanized area, the Town of Rib Mountain is a member of the Wausau Metropolitan Planning Organization (MPO). The Wausau MPO is the federally designated regional transportation planning group for the Wausau Metro Area. The Wausau MPO is tasked with studying transportation issues, distribution of federal transportation funds, and helping communities work across their village, city, and town boundaries.

## ENVIRONMENTAL PROTECTION

As an unincorporated town, Rib Mountain is under the jurisdiction of Marathon County shoreland zoning, which is the area within 1,000 feet of the ordinary high-water mark of a lake, pond, or flowage or within 300 feet of the ordinary high-water mark of a river or stream, or the landward side of the floodplain (whichever is greater). Shoreland zoning regulations are prescribed by Wisconsin Administrative Code – NR 115 for counties and NR 117 for cities and villages. Currently, the shoreland/wetland regulations in Rib Mountain are consistent with the adjacent towns of Stettin, Marathon, and Mosinee. After incorporation, shoreland/wetland regulations in the Village of Rib Mountain will be consistent with the adjacent communities of Wausau, Schofield, Rothschild, and Kronenwetter. This change in regulations will reflect the more urban identity of Rib Mountain and its federally recognized inclusion in the Wausau Urban Area.

## WASTEWATER

Rib Mountain plans the extension of sanitary sewer growth collaboratively with the communities within the Wausau urban area with the updating and adopting of the Wausau

Urban Area Sewer Service Area Plan. The plan guides sewer growth in the Wausau urban area, including the Cities of Mosinee, Schofield, and Wausau, the Villages of Kronenwetter, Rothschild, and Weston, and the Town of Rib Mountain. The plan is directed by NR 121, Wis. Adm. Code and is approved by Wisconsin Department of Natural Resources.

To provide cost effective, efficient service, the Town of Rib Mountain is part of the Rib Mountain Metropolitan Sewerage District (RMMSD), a single-purpose municipal corporation whose sole duty is to be a regional wastewater treatment facility in accordance with Chapter 200 of the Wisconsin State Statutes. The facility was built in 1985 to treat the wastewater from the Villages of Weston, Rothschild, and Kronenwetter, the City of Mosinee, and the Rib Mountain Sanitary District. The RMMSD is governed by a 5-member Commission. The current capacity of the plant is 4.27 mgd. The District completed a facilities plan in 2016 and includes phased upgrades totaling nearly \$17M by 2030. The upgraded plan will have a capacity of 4.41 mgd. Capacity is sufficient to adequately treat wastewater for projected new sewer development.

Rib Mountain Sanitary District owns and operates the public sanitary sewer infrastructure (pipes and lift stations) within the district, which encompasses most of the eastern half of the current Town of Rib Mountain.

## POTABLE WATER

Public water is supplied by the Rib Mountain Sanitary District from four (4) wells located along the Wisconsin River. Each well is approximately 90 feet deep and produces about 500 gallons per minute. The water is treated to reduce naturally occurring minerals, pH adjusted for

corrosion control, fluoride is added, and the water is chlorinated to assure bacteriological safe drinking water. Public water supply is stored in a 500,000-gallon ground storage tank located on the east slope of Rib Mountain. The water distribution system is owned and maintained by the Rib Mountain Sanitary District.

## **WATERSHED PROTECTION**

As a unit of government located within an urbanized area with a regional population of greater than 10,000, the more populated area of Rib Mountain is within the planning boundary of the Wausau Urban Area Sewer Service Area Plan (SSA). The Wausau SSA plan is prepared and updated under the direction of an advisory committee consisting of local officials from the communities in the planning area and approved by Wis. DNR. The SSA plan becomes a state document that is incorporated into the Central Wisconsin River Basin Integrated Management Plan. This planning helps protect communities from adverse water quality impacts through the development of cost-effective and environmentally sound 20-year sewerage system growth plans. The plan includes the Cities of Mosinee, Schofield, and Wausau; the villages of Kronenwetter, Maine, Rothschild, and Weston; and the Town of Rib Mountain.

## **STORMWATER RUNOFF**

Rib Mountain is required to hold a Municipal Separate Stormwater Sewer System (MS4) general permit under Wis. Admin. Code NR 216. Requirements of the permit include public education and outreach, public involvement and participation, illicit discharge detection and elimination, construction site pollutant control, post construction stormwater management, and pollution prevention.

In 2008, central Wisconsin MS4 permitted communities formed the North Central Wisconsin Stormwater Coalition (NCWSC).

NCWSC's mission is to *coordinate and collaborate on education and outreach activities and recommends policy and operational changes for cooperating local governments in order to comply with the regulations and reduce stormwater pollution in a cost-effective manner so that residents of Central Wisconsin benefit from lakes and streams that remain swimmable and fishable.* Members include Marathon County, cities of Baraboo, Marshfield, Merrill, Mosinee, Schofield, Stevens Point, Wausau, and Wisconsin Rapids; villages of Kronenwetter, Rothschild, and Weston; and the Town of Rib Mountain.

## **PROTECTION OF AGRICULTURAL LANDS**

The Marathon County Farmland Preservation Plan categorized the county into six regions. Rib Mountain is within the Wisconsin Central region. The Plan identifies the following agricultural vision for the Wisconsin Central Region: *"Wisconsin Central will have a strong agricultural economy through technological advances and a community that is supportive of local agriculture. Policies and programs will promote and be supportive of locally produced goods and services."* The Plan states that agricultural lands in the Wisconsin Central region are historically under the most non-agricultural development pressure in the county due to the availability of urban amenities.

Rib Mountain's agricultural zoning districts protects the 4.10% (674.98 acres) of agricultural and rural lands. The Rural Agricultural District serves as a designation which preserves and protects agricultural activities, or as a "holding zone" which provides for an interim land use (agriculture) that will easily permit further development (with rezoning to another district) at the appropriate time. Those areas lie northwest, west, and south of Rib Mountain, north of County Road N and South of County Road NN and are consistent with the designated areas in the adjacent Town of Marathon which has a very strong agricultural land base and



economy. There are no agricultural preservation designations in other areas of the town due to environmental constraints (slope, wetlands), ownership constraints (publicly held lands), and existing or projected non-agricultural development.

## HOUSING

### Town of Rib Mountain Comprehensive Plan

1. Promote programs and policies that provide housing opportunities for all residents.
2. Promote home ownership opportunities for a wide range of income households within the Town of Rib Mountain.
3. Promote the development of quality low- or no-maintenance living options (rental or owned) for residents' part of the:
  - a. Aging population, who have lived in or want to live in Rib Mountain; and
  - b. Younger population, who do not wish to spend their free time performing regular maintenance tasks of their homes.
4. Support efforts to lobby the Wisconsin Housing and Economic Development Authority to include condominium units in the First Time Home Buyer program.
5. As the zoning code is updated, consider modifying the code to ease approval process for accessory dwelling units.
6. Work with Marathon County and Wausau Area organizations to provide information to residents regarding area housing agencies that provide senior housing or aging-in-place options.
7. Participate in any regional housing needs (or any related subject) study. If no such study is proposed, then start the process to establish such a study

within the Town. Note: this study has since been commissioned through North Central Wisconsin Regional Planning commission.

### Wausau Metro Area Housing Study

Rib Mountain, together with the Villages of Kronenwetter, Marathon City, Maine, Rothschild, and Weston and the Cities of Schofield and Wausau contracted with the North Central Wisconsin Regional Planning Commission to conduct a housing study. The study will reflect how much of the various types of housing are needed (or not needed), what regulatory barriers to housing exist, and identification of possible programs and/or incentives could be used to address housing issues. The housing study is expected to be completed in December 2022. Rib Mountain hosted one of the three public informational meetings for the housing study. [Wausau Metropolitan Area Regional Housing Assessment – North Central Wisconsin Regional Planning Commission \(ncwrpc.org\)](https://ncwrpc.org/Wausau-Metropolitan-Area-Regional-Housing-Assessment-North-Central-Wisconsin-Regional-Planning-Commission)

## ECONOMIC DEVELOPMENT

The Town of Rib Mountain collaborates on economic development efforts with adjacent communities, the county, and the region through participation, membership, advocacy, and advancement of regional economic development organizations, strategies, and agreements. This collaborative relationship ensures consistency of economic development efforts across the region.

- Central Wisconsin Alliance for Economic Development - Centergy is a 501 (c ) 4 nonprofit regional marketing and economic development organization with the purpose of fostering collaboration among private and public-sector leaders throughout the five counties of central Wisconsin: Adams, Lincoln, Marathon, Portage, and Wood Counties. Centergy works to unite

the region's efforts in talent attraction and development, regional brand development, business development, and promoting innovation and entrepreneurship within the business community. The organization operates in partnership with many organizations, institutions, government entities (including Rib Mountain), and the 5 area chambers of commerce (including Wausau Region) and the Wisconsin Economic Development Corporation.

[Centergy Home - Centergy](#)

- Marathon County Development Corporation (MCDEVCO): The mission of MCDEVCO is to invest in business development and community growth through the integration of resources. The organization does this by identifying and pursuing opportunities for economic collaboration and expansion in Marathon County, providing resources for entrepreneurs, and promoting the quality work accomplished by the area's many businesses. Rib Mountain Board Supervisor, Fred Schaefer, currently serves as the 1st Vice President of MCDEVCO. [MCDEVCO, Inc. | Business Development in Marathon County](#)
  - o Regional Economic Development Agreement: Under the MCDEVCO umbrella, twelve area municipalities have agreed in writing to work together to attract businesses to the region. The agreement acts as a code of economic development conduct, under which municipalities may not solicit another community's business. This interdependent group of municipalities includes Athens, Brokaw, Edgar, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Spencer, Kronenwetter, Wausau, and Weston. See Exhibit

## 23: Marathon County Municipalities Economic Development Agreement - 2014

- Greater Wausau Region Economic Development Strategic Plan: A 10-year road map commissioned by the Wausau Region Chamber of Commerce and Marathon County Development Corporation. [Greater Wausau Region Economic Development Strategic Plan](#)
  - o Greater Wausau Prosperity Partnership (GWPP) was formed to assist in the implementation and execution of the Greater Wausau Region Economic Development Strategic Plan. Greater Wausau Prosperity Partnership - Greater Wausau Chamber of Commerce June 21 2021

Rib Mountain is a member of the Wausau Region Chamber of Commerce. Town Board Supervisor Gerry Klein serves on the Board of Directors for the Chamber. The Town is an active participant in many Chamber events including ribbon-cutting ceremonies, the Annual Business Expo, Women's Leadership Conference, serving as a sponsor for training events, and attendance at various Chamber sponsored events. Rib Mountain recognizes the importance of the business community for not only Rib Mountain but also the region.

Rib Mountain's past and current participation in regional efforts is demonstrative of the Town's commitment to collaboration and consistency. Rib Mountain's resolve to continue collaboration and consistency with adjacent municipalities and the greater region is exemplified by the goals identified in the Intergovernmental Cooperation chapter of the Town of Rib Mountain Comprehensive Plan:

1. Communicate with surrounding communities when proposed development is on a boundary or where

development in the Town could have impacts on the adjacent community.

2. Communicate with adjacent communities when planning locations for public facilities may serve more than one community.
3. Continue to collaborate with the Rib Mountain Sanitary District on review of new developments and businesses, along with other projects.
4. The Town will continue to agree and abide by the Marathon County Municipalities Economic Development Agreement.

On a much finer scale, the Rib Mountain Drive/ TID No. 1 Corridor Study and Master Plan (adopted September 7, 2021) is exemplary of a town-led planning effort/economic development strategy that is consistent with the broader region's vision and objectives.

The planning process included community involvement with over 200 participants. One of the outcomes of the process was a vision for the Town and a strategy to achieve that vision.

- Vision: Rib Mountain Drive will be a desirable destination for residents and users alike that elicits an experience unique only to Rib Mountain through emphasis of the area's natural beauty and the high-quality built environment.
- Strategy: Efforts will promote the economic vitality of the corridor as well as the prosperity of the surrounding neighborhoods, ultimately transforming Rib Mountain Drive from a main road to a "Main Street".

The Plan identified the following 9 goals:

1. Retain Rib Mountain Drive as a regional destination while enhancing the usefulness and accessibility to residents.

2. Make Rib Mountain Drive pedestrian and bicycle friendly while also managing traffic to make the corridor more inviting and safer for all users.
3. Keep the existing footprint of Rib Mountain Drive but improve its function and appearance through better site layout, improved building design, and limited access to the Drive.
4. Ensure the economic vitality of the corridor into the future.
5. Improve the efficiency of land use through improved policies which promote creative and unique site design and the highest and best uses (including mixed uses) for future development throughout the corridor.
6. Create green spaces or "third places" (places that people want to linger) along the corridor in order to make it more inviting.
7. Establish a comprehensive approach to design that reflects the natural beauty of Rib Mountain and character of the Town of Rib Mountain to create a unique sense of place.
8. Establish a public/private partnership with the goal of empowering business and property owners to lead improvements to Rib Mountain Drive and build ongoing enthusiasm for implementation of the plan.
9. Make Rib Mountain Drive and the surrounding neighborhoods a place where people can live, work, and play.

It should be noted that the Town of Rib Mountain played a role in the development of Tax Incremental Districts for Towns with the passage of Wisconsin Act 193 (2013). The Governor signed the bill at the Town of Rib Mountain Municipal Center.

The vision, strategy, and goals of this plan together with the zoning regulations are consistent with the regional vision and strategies:

North Central Wisconsin Regional Planning Commission Comprehensive Economic Development Strategy 2021:

- Encourage the reuse of existing commercial and industrial sites for more sustainable economic development.

Marathon County Comprehensive Plan 2016:

- Promote sound land use decisions that conserve and preserve natural resources in balance with economic development and growth.
- Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.

## PUBLIC SAFETY

Fire and emergency response: The South Area Fire and Emergency Response (SAFER) District provides fire, EMS, and rescue operations to the Town of Rib Mountain, Village and Town of Weston, and Towns of Easton, Ringle, Guenther, Stettin, and Marathon. The district began operations January 1, 2014 and operates out of two stations. Station 1 is located in Rib Mountain at 224225 Hummingbird Road and Station 2 is in the Village of Weston at 5404 Mesker Street. Both stations are fully staffed 24 hours a day with firefighters and paramedic level EMS staff. The District serves a population of over 36,000 for EMS and 26,000 for fire and rescue.

Law enforcement: Beginning September 2020, the Town of Rib Mountain contracts for code and law enforcement services with the Marathon

County Sheriff's Department. The Town has a dedicated Sheriff's Deputy with forty hours per week dedicated to Rib Mountain and an office located at the Rib Mountain Municipal Center.

- The Sheriff's Office position request report to the Marathon County Board of Supervisors identified the proposed intergovernmental contract for services as a direct link to the sheriff's Office mission: *"The Town of Rib Mountain yields the largest number of calls of any town throughout the year. Rib Mountain is the heart of the shopping district in our county and has direct access to many recreation opportunities for our residents and visitors. Having a dedicated Deputy contracted to the Town will bring a great deal of consistency in our policing in Rib Mountain and will open up better lines of communication with the Town, local businesses and residents. The Deputy assigned to Rib Mountain will take on many of the community policing opportunities that we have not been able to provide in the past."*
- The creation of this position was approved by the Marathon County Board of Supervisors with the unanimous passage of Resolution 58-20, a resolution to create one deputy sheriff position in the Marathon County sheriff's Office to provide contracted services for the Town of Rib Mountain.
- The town committed funding to this position for five years and anticipates adding a second deputy in 2023.

## MISCELLANEOUS INTERGOVERNMENTAL AGREEMENTS

In addition to those agreements/memberships/collaborations previously mentioned, Rib Mountain is also party to the following:

- Exhibit 24: McCleary Bridge Agreement - City of Wausau
- Exhibit 25: Recycle Outreach Cooperative Agreement – Marathon County
- Exhibit 26: Trail maintenance - Marathon County

# APPENDIX A

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[Incorporation Updates \(ribmountainwi.gov\)](http://ribmountainwi.gov)

## MAPS

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# APPENDIX B

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## EXHIBITS

- Exhibit 00: Resolution Main Street Rib Mountain Drive
- Exhibit 01: Department of Natural Resources - Draft Goals and Objectives of Rib Mountain State Park Master Plan
- Exhibit 02: Septic Tank Absorption Fields - Marathon County (Rib Mountain)
- Exhibit 03: Chapter 17 Zoning Ordinance
- Exhibit 04: Rib Mountain Drive/TID 1 Master Plan and Corridor Study
- Exhibit 05: Rib Mountain Community Development Plan, 1989
- Exhibit 06: Rib Mountain Comprehensive Outdoor Recreation Plan 2022-2026
- Exhibit 07: Rib Mountain FY 2022 Budget and Capital Improvement Plan 2022-2026
- Exhibit 08: Rib Mountain Sanitary District Wellhead Protection Plan
- Exhibit 09: Town of Rib Mountain Comprehensive Plan
- Exhibit 10: Wastewater Facilities Plan, Rib Mountain Metropolitan Sewerage District - 2015
- Exhibit 11: Northwest Area Sanitary Sewer and Watermain Master Plan
- Exhibit 12: Stormwater Pollution Prevention Plans
- Exhibit 13: Memorandum of Agreement between Marathon County and the Villages of Weston, Kronenwetter, and Rothschild, and the Town of Rib Mountain 2020-2026
- Exhibit 14: Stormwater Quality Plan
- Exhibit 15a: Financial Reports: 2017
- Exhibit 15b: Financial Reports: 2018
- Exhibit 15c: Financial Reports: 2019
- Exhibit 15d: Financial Reports: 2020
- Exhibit 15e: Financial Reports: 2021
- Exhibit 16: Marathon County Sheriff's Department Agreement
- Exhibit 17: Commercial Inspector Services with the City of Wausau
- Exhibit 18: Assessor's Proposal and Letter of Engagement
- Exhibit 19: Resolution for Adoption of Village Powers - 1962
- Exhibit 20: Tax Incremental District # 1 - Project Plan
- Exhibit 21: South Area Fire & Emergency Response District - Second Amendment
- Exhibit 22: Strategic Priorities - 2022
- Exhibit 23: Marathon County Municipalities Economic Development Agreement - 2014
- Exhibit 24: McCleary Bridge Agreement - City of Wausau
- Exhibit 25: Recycle Outreach Cooperative Agreement - Marathon County
- Exhibit 26: Trail maintenance - Marathon County