

RIB MOUNTAIN COMMUNITY DEVELOPMENT PLAN



Prepared By:

Rib Mountain Community Development Committee
and Marathon County Planning Department

Adopted By:

Rib Mountain Planning Commission
December, 1989

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CHAPTER I

EXECUTIVE SUMMARY

Report Summary

As part of an effort to insure that future growth in the Town of Rib Mountain is carefully planned, the Town Board decided that the draft Community Development Plan which was prepared in 1978 should be updated. This 1978 plan was prepared over a period of about one year by the Town Planning Commission, however, it was never formally adopted by the Planning Commission or Town Board. Some of the zoning recommendations were implemented, but because the document never went beyond the final draft phase, it was not used by the Town Board or Planning Commission in making long range decisions related to the town's development.

To oversee the current planning program, a 15 member Community Development Committee was appointed by the Town Board. Additional citizen participation in the planning process was encouraged through a community-wide comprehensive survey that gave all town households the opportunity to voice their opinions and concerns about the town's future.

This process helped identify many ideas and recommendations for solving existing community problems and to establish a general guide for the continued development of the Town of Rib Mountain. The development goals and objectives identified in this report provide an overall criteria for evaluating proposed changes in the community to help insure that the town continues to develop in an efficient, coordinated manner that is in keeping with the overall best interests of the community.

The Town Planning Commission and Town Board should frequently review these development guidelines to insure that they continue to meet the desires of the general population. This review will facilitate rational policy amendments before problems of crisis proportion arise.

A comprehensive update of this plan should be prepared within the next 10 years to account for changing trends, major community accomplishments, and unforeseen occurrences.

Summary of Goals and Objectives

The adopted goals and objectives for planning future development in Rib Mountain are listed below. After each goal or objective are a list of recommendations. These goals, objectives, and recommendations form the foundation for future planning and development activities in the town as well as solutions to certain problems in the community.

The committee felt that this portion of the report was so important that it is reproduced again as Chapter VI.

RESIDENTIAL DEVELOPMENT

GOAL I: To protect and enhance the quality of Rib Mountain's residential living environment.

- A. OBJECTIVE: Protect the aesthetic character of residential areas.

Recommendations:

- 1) Encourage subdividers to place restrictive covenants dealing with aesthetics on newly subdivided property.
- 2) Encourage the installation of underground power and other utility lines.

- B. OBJECTIVE: Buffer residential areas from conflicting developments such as businesses, industries, and high volume traffic routes.

Recommendations:

- 1) Establish duplex or multi-family buffer zones where major conflicts in land use are likely to occur between single family residences and other land uses.
- 2) Review and strengthen buffer area requirements in the town's commercial and industrial zoning districts. These requirements would govern such issues as building setbacks, outside storage, parking lot paving, parking lot landscaping, transitional yard regulations, signs, vegetative screening, and other elements.
- 3) Restrict the location of duplex and multi-family residential structures. Such zones should mainly be used to buffer single family areas from major conflicting land uses.
- 4) Route major traffic flows around residential neighborhoods rather than through these neighborhoods.

- C. OBJECTIVE: Protect residential neighborhoods from land uses that could create an undesirable living environment.

Recommendations:

- 1) In stable single family areas, grant zone change requests for duplexes and apartment buildings only along major collector or arterial streets or as a buffer between single family residential uses and

business or industrial uses. Generally, these buffer zones should be quite narrow in depth.

- 2) Deny requests for commercial and industrial zone changes that would allow the development of large traffic generators in residential neighborhoods.
- 3) Deny zone change requests that would establish an unrelated zoning district in the center of a residential area (spot zone).

GOAL II: To identify and designate areas for small-lot suburban housing which are located in a healthy, safe, convenient, efficient, and attractive environment, while controlling the overall rate of residential growth.

- A. OBJECTIVE: Encourage moderate residential growth that will produce a town population of less than 6,900 people by the year 2000 (1988 population estimate is 5,170).

Recommendations:

- 1) Insure that zone change requests for higher density residential development such as duplexes and apartment buildings are in conformance with this plan.
- 2) Require developers, without exception, to pay all costs related to subdivision development especially roadway construction and improvement costs.
- 3) Maintain strict standards for subdivision design and development by carefully reviewing proposed subdivisions through development and use of a review checklist. Grant few deviations from the adopted subdivision code except in cases of extreme hardship.
- 4) The Town Planning Commission should monitor and annually report the estimated population and housing unit changes to the Town Board.

- B. OBJECTIVE: Coordinate subdivision development in a long range context.

Recommendations:

- 1) In new subdivisions, permanent dead end roadways should be developed as cul de sacs; on dead end roadways that will be extended, a temporary cul de sac should be required.
- 2) Concentrate small lot residential development within the boundaries of the Sanitary District. Larger

lots with a minimum size of three acres should be required in the rural areas of the town where on-site waste water disposal systems are used.

- 3) The use of holding tanks for new residential development should not be permitted.

COMMERCIAL DEVELOPMENT

GOAL III: To establish commercial areas that provide goods and services in a convenient, safe and attractive environment.

- A. OBJECTIVE: Encourage clustering of commercial uses and discourage strip commercial development.

Recommendations:

- 1) Deny requests for strip commercial zones along arterial and major collector roadways where the change could contribute to traffic flow problems or the encroachment of business uses into residential areas.
- 2) Approve zone change requests where an existing commercial district would be strengthened by the expanded activity.
- 3) Discourage the generation of commercial traffic in residential areas.
- 4) Existing residential areas that are zoned for commercial uses should be reviewed and, if appropriate, rezoned for residential purposes.

- B. OBJECTIVE: Establish commercial areas that are adequate in size and properly located to meet the daily shopping needs of residents in Rib Mountain.

Recommendations:

- 1) The town should consider expanding the commercial area between U.S.H. "51" and County Trunk Highway "N" south of Oriole Lane.
- 2) Zone an adequate amount of commercial area to meet the long term needs of the community.
- 3) Ensure that commercial uses do not have a serious negative impact on nearby residential uses.
- 4) Avoid the establishment of small, scattered commercial areas.

- 5) Appropriate committees or commissions should encourage certain businesses to locate in the community. These businesses include: a postal station, drug store, and fast food restaurant.

C. OBJECTIVE: The positive and negative elements related to establishing or expanding a commercial zoning district should be considered before these types of actions are taken.

Recommendations:

- 1) Reduce conflicts with adjacent land uses by providing buffer zones, dividing and screening parking areas, and limiting the number of entrance and exit points.
- 2) Where conflicts are too great to mitigate, avoid establishing or expanding the commercial zone.
- 3) Improve the aesthetics of commercial areas of the town by strengthening the zoning regulations related to sign height, sign size, and illumination; building setbacks and yards; site landscaping and parking lot design.
- 4) The traffic impact of requests for new commercial zones should be carefully considered, especially along Rib Mountain Drive.

INDUSTRIAL DEVELOPMENT

GOAL IV: To restrict industrial areas to those locations where industrial activities will not degrade the town's natural or residential living environment.

Recommendations:

- 1) Encourage the clustering of industrial activity in planned industrial parks or in areas adjacent to existing industrial users.
- 2) Develop and adopt a strict industrial zoning ordinance that could be used in areas that are near residential developments. This ordinance would help mitigate the negative impacts that might result from the establishment of industrial operations near residential uses.
- 3) Locate industrial areas along sanitary sewer lines and where efficient access can be provided to the town's highway system.

- 4) Discourage isolated industrial locations in agricultural areas where they may result in environmental degradation or disrupt travel patterns.

TRANSPORTATION FACILITIES

GOAL V: To provide a safe and efficient transportation network that will facilitate the movement of people and goods.

- A. **OBJECTIVE:** Assure that existing and future land uses are adequately served by transportation facilities.

Recommendations:

- 1) The town must develop and keep up-to-date an official town map which will identify the location of new streets and where additional roadway right-of-way is needed.
- 2) Maintain and upgrade the existing street system to accommodate current and projected traffic.
- 3) Eliminate dead end streets where economically feasible and discourage the creation of additional dead end streets.
- 4) Additional bicycle routes should be identified along selected collector and local streets for those people wishing to use bicycles for recreation or as a means of transportation.

- B. **OBJECTIVE:** Properly locate and design the street system to facilitate the interaction of various land use activities while protecting those activities from possible adverse effects.

Recommendations:

- 1) Ensure that subdivision proposals contain streets that are properly designed and located.
- 2) Route major traffic flows, especially truck traffic, around residential areas.
- 3) Consider the type of traffic, parking and projected traffic volume of potential uses when examining a request for a zone change.

- 4) Control access along arterial and major collector roadways to maintain the street's traffic carrying capacity and reduce the potential for traffic accidents.
- 5) The Town Board should consider preparation of a comprehensive street lighting program as a first step toward improving street lighting within the community.
- 6) The Town Board should review the costs, feasibility, and overall benefits of providing public bus service to certain segments of the community.
- 7) The Town Board should support accelerating the planning and implementation of major transportation improvement efforts for County Trunk Highway "N", the McCleary Bridge (Snake Bridge), State Trunk Highway "29" West, County Trunk Highway "NN", and County Trunk Highway "KK".

RECREATIONAL DEVELOPMENT

GOAL VI: To provide a diversified local recreational system that will meet the needs and desires of town residents.

Recommendations:

- 1) The Town Park Commission should buy additional park land and develop parks that are between five to ten acres in size.
- 2) The Town Park Commission should work to improve bicycle routes within the community.
- 3) Development of swimming facilities, playgrounds, picnic areas, softball facilities, and hiking and ski trails should be emphasized by the Park Commission in addition to bicycle routes.
- 4) The Town Board should take the appropriate action to designate Rib Mountain as a shotgun only area for the deer hunting season.

ENVIRONMENTAL PROTECTION

GOAL VII: To develop a pattern of land use that will protect the natural environment of Rib Mountain.

Recommendations:

- 1) The town should have wetland areas carefully delineated and protected from development.
- 2) Protection of the town's municipal well site from groundwater contamination should continue to be a high priority. The town should continue to enforce strict land use controls in the recharge area and residents should continue to be educated about the importance of protecting this area from groundwater contamination.
- 3) Since groundwater can be severely contaminated by failed septic systems, the town should work closely with the county health department to carefully monitor the condition of existing on-site disposal systems.
- 4) Holding tanks should not be allowed for new construction projects.
- 5) The town should require that all septic tanks in the community be pumped every three years.

COMMUNITY DEVELOPMENT PLAN ADMINISTRATION

GOAL VIII: To maintain a comprehensive, continuous, and coordinated community planning effort.

Recommendations:

- 1) A comprehensive update of the Community Development Plan should be completed within the next ten years to account for changing trends, major community accomplishments, and unforeseen occurrences.
- 2) The Community Development Plan should be reviewed or consulted by the Town Planning Commission and the Town Board before decisions on community development issues are made.
- 3) The Plan should be reviewed and amended as necessary to keep it up-to-date with changing conditions within the community.
- 4) The Community Development Plan should be adopted by resolution by the Town Planning Commission in accordance with State Statute 62.23(3). Amendments to the Plan should be made in the same manner as plan adoption.

- 5) The Town Planning Commission should develop and adopt written bylaws or rules for the functioning of the Planning Commission. (See Appendix XI for sample rules.)
- 6) The town should increase its enforcement of local ordinances governing: junked cars, minibikes and all terrain vehicles, noisy dogs, snowmobiles, dogs running loose, semitrailer trucks parked on residential streets, and signs in residential areas.
- 7) The Town Board should review all of the Community Development Survey comments which list problems on County Trunk Highway "N", County Trunk Highway "NN", and various town roads. The Community Development Committee does not have any specific recommendations on solving these problems at this time.
- 8) There are a number of commercial zoned properties in the community that probably should be rezoned for residential use. Most of these properties are currently used for residential purposes. The Town Planning Commission and Town Board should further review these areas and give consideration to rezoning them for residential use.

Interim Report of the Committee (March, 1989)

(The following is the entire Interim Report which was presented to the Rib Mountain Town Board by the Community Development Committee in March, 1989. This report was discussed in some detail at the April, 1989 Annual Town Meeting).

As part of an effort to insure that future growth in the Town of Rib Mountain is planned for, the Town Board decided that the 1977 Rib Mountain Development Plan should be updated. To oversee this planning effort, a 16 member Community Development Committee was appointed.

The Committee's primary task is to provide a broad base of citizen input into the preparation of a long-range community development plan for the Town of Rib Mountain. The plan will serve as a guide for the orderly growth, development and improvement of the community. Land use planning and zoning issues were identified by the Town chairman as the major focus of the Committee's efforts.

Early in the planning process, the Committee determined that a community-wide survey would be helpful to identify the concerns, needs, and general opinions of the community's residents. To provide this input, a community-wide survey was mailed in November, 1988 to all households in Rib Mountain. The results of this survey provided information that related to land use and zoning issues as

well as other community development and improvement topics. The land use and zoning issues will be explored more fully in the community development plan.

The focus of this interim report are those issues that are not closely related to land use and zoning and those issues that should be further reviewed by the other committees or commissions such as the Town Park Commission.

The following recommendations were prepared for the Town Board as an interim report of the Community Development Committee:

1. The town should increase its enforcement of local ordinances governing: junked cars, minibikes and all-terrain vehicles, noisy dogs, snowmobiles, dogs running loose, semi-trailer trucks parked on residential streets, and signs in residential areas.
2. The Town Board should consider preparation of a comprehensive street lighting program as a first step toward improving street lighting within the community.
3. The Town Park Commission should buy additional parkland and develop parks that are between 5 to 10 acres in size.
4. The Town Park Commission should work to improve bicycle routes within the community.
5. Development of swimming facilities, playgrounds, picnic areas, softball facilities, and hiking and ski trails should be emphasized by the Park Commission in addition to bicycle routes.
6. The Town Board should review the cost, feasibility, and overall benefits of providing public bus service to certain segments of the community.
7. The Town Board should take the appropriate action to designate Rib Mountain as a shotgun only area for the deer hunting season.
8. The Town Board should review all of the Community Development Survey comments which list problems on County Trunk Highway "N", County Trunk Highway "NN", and various town roads. The Community Development Committee does not have any specific recommendations on solving these problems at this time.
9. Appropriate committees or commissions should encourage certain businesses to locate in the community. These businesses include: a postal station, drug store, and fast food restaurant.

CHAPTER II

THE FRAMEWORK FOR DEVELOPMENT

Introduction

Since the preparation of the draft Community Development Plan in 1977, several major changes have occurred in Rib Mountain including: 580 people in the Hollow Area chose to annex to the City of Wausau to solve their sanitary sewer and water supply problems; a substantial amount of new commercial and residential development has occurred; and a \$15 million sanitary sewerage collection and water distribution system was installed. These local events as well as county-wide population and economic development changes signaled the need for additional planning in the town.

The Community Development Program

Rib Mountain is a community with tremendous development potential. According to town building permit records the installation of the sanitary sewer and water systems in 1985 triggered construction of a significant number of new single family and duplex dwellings as shown below:

<u>Year</u>	<u>Number of New Single Family or Duplex Structures</u>
1986	70
1987	101
1988	103
1989 (First Nine Months)	67

Because of this growth and the pressures to continue to develop in the town, wise decisions are needed to maximize the benefits of growth while minimizing the community's costs. The Town Board recognized these development pressures and contacted the Marathon County Planning Commission for technical assistance to prepare this Community Development Plan.

Beginning in 1988, staff from the County Planning Department met with the Rib Mountain Community Development Committee to review the steps of the planning process, identify problems and opportunities in the town, develop goals and objectives for community development, and formulate recommendations and plans to guide future development.

The ultimate, yet simplest purpose of this report is to aid the Town Planning Commission and Town Board in the performance of their duties. To effectively accomplish this purpose, the plan must be

used by the Commission and the Board as they review and make decisions on such issues as:

- A) Zoning district changes;
- B) Zoning ordinance text changes;
- C) Subdivision plat review; and
- D) Acceptance of new streets.

While the Community Development Plan is by no means a final determination of the use that property within the Town can be put to, it does provide a framework for protecting existing development and directing future growth in a compatible and orderly manner. This plan is a public document that should serve as a policy guide for decisions about the development of the town; it indicates in a general way how the elected officials and local citizens want the town to develop in the next ten to fifteen years.

The Planning Process

The simplest way to approach planning is as a process; an organized way of thinking ahead about the future. Sound planning must be concerned with the management of land, improvement of community appearance, and with the provision of services in such a way that town residents can conveniently carry on their work and leisure time activities with the feeling that the community has a sense of direction.

Planning should exert a positive influence on the town. Rather than just promoting regulations and restrictions to keep undesirable things from happening, the planning process should be a positive instrument for converting citizens' desires and goals into reality. Planning for community development should be considered as a means of channeling residential, commercial, industrial and community service developments into efficient, economical and attractive patterns.

The community development and the planning process involves six basic steps: 1) conducting research including surveys, analysis, and projections; 2) defining local problems and potentials; 3) establishing community development goals and objectives that would produce positive change and lessen undesirable effects; 4) formulating alternative means of achieving the goals and choosing among alternatives; 5) implementing the recommended courses of action; and, 6) evaluating the outcome and redefining problems, goals and objectives.

If the process is to be effective in achieving the desired ends, those public and private interests that will be impacted by the decisions, must have substantial input into the process. This was primarily accomplished through the Community Development Committee, community survey process, and at public hearings on the plan and subsequent changes in the local zoning and subdivision ordinances.

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CHAPTER III

BACKGROUND INFORMATION

To effectively plan for a community's future, background information covering a variety of topics must be collected and analyzed. This information is helpful in developing an overall understanding of the community's current condition and how it got that way. This data is also useful in developing land management recommendations, since existing development in a community and various environmental factors can substantially limit the alternatives available for future growth.

Summary

A brief summary of the most important issues identified in this background information is provided below and is followed by a more detailed discussion:

1. The January 1, 1988 population of Rib Mountain was estimated to be 5,170.
2. In 1986, the Wisconsin Department of Administration projected that the town's year 2000 population would reach 6,561 people. This would represent a population increase of 1,391 over the 12 year period from 1988 (seven years) town population growth of 406 people, this year 2000 population projection may be too high.
3. To accommodate the Wisconsin Department of Administration population projection (1,391 people), between 463 and 556 housing units would have to be constructed in the town between 1988 and 2000.

However, if recent trends (1986 through the end of 1988) in housing construction continue the above population and housing unit projections will be substantially exceeded. During the 3 year period from 1986 through 1988, 274 single family and duplex dwellings were constructed in the town. This is an annual rate of approximately 91 structures per year. If this rate continued, 1,001 structures would be constructed during the 11 year period from 1989 to 2000. These structures could house between 2,500 and 3,000 residents.

4. Within the Town Sanitary District there are 773 small, vacant, residential zoned building lots that have sewer and water services available in the abutting streets. These lots could be developed immediately and could accommodate a population increase of approximately 2,300

people. If sewer and water services were extended throughout the remaining land area within the Sanitary District, approximately 1,000 additional small building lots could be developed. These additional lots could accommodate approximately 3,000 more people.

5. Municipal sewer and water systems were installed in 1985 to remedy the problems caused by failed on-site waste disposal systems and the resulting surface and groundwater contamination. These same problems could occur in the developing rural areas of the town if appropriate measures are not taken. These measures could include larger zoning lots in the rural areas; mandating the pumping of all septic tanks every two to three years; and not allowing new development on holding tanks.
6. A large percentage of the town's land area is not developable because of environmental constraints or public ownership. These areas include: Nine-Mile Swamp Forestry Unit, Rib Mountain State Park, the Big Rib River floodplain and Blue Gill Bay County Park.
7. Residential development is the dominant land use in the community and represents over 80 percent of the town's property tax base.
8. From 1978 to 1987, equalized property values in the community have increased by over \$48,000,000 to \$130,474,900.
9. From 1978 to 1987, total annual property taxes paid by town residents have increased by \$2.1 million or 149 percent.
10. In 1987, only 11 percent of the property taxes collected were used to run local town government, the rest of the funds were used by the Wausau School District, Marathon County, Northcentral Technical College and Rib Mountain Sanitary District.
11. Compared to other towns in the Wausau Urban Area, Rib Mountain's 1988 local tax rate is quite high. However, compared to the villages and cities in the Wausau Urban Area, Rib Mountain's local tax rate is low.
12. Protection of the town's municipal well-site from groundwater contamination should continue to be a high priority objective of the community.
13. The sewer and water systems that were installed within the Town Sanitary District in 1985 have created a tremendous potential for continued development within the

town. The low capital costs or special assessments for sewer and water facilities to serve existing vacant lots has generally given Rib Mountain a competitive advantage for attracting new residential home construction to the Wausau Urban Area.

14. On the other hand, water rates and sewer user rates, or quarterly bills, are substantially higher in Rib Mountain than in nearby communities.
15. The Rib Mountain Park Commission has prepared a five to ten year outdoor recreation improvement plan that emphasizes the need to acquire land for neighborhood parks.
16. Fifty percent of the town's labor force commutes to the City of Wausau for work. Only eight percent work in Rib Mountain.
17. Over the last ten years, the traffic volume on U.S.H. "51" and County Highways in the town has increased steadily.

Population

A significant part of any planning program is an analysis of population trends and an assessment of the socio-economic characteristics of persons living within the planning area. Not only does this information provide indicators of a community's vitality, it also forms the basis for measuring the adequacy of existing and planned community services and facilities.

Reviewing growth trends and assessing probable growth projections also provides a community with a better understanding of where it may be heading. Based upon this understanding, the community can develop various measures to deal with expected future events or perhaps alter them.

Population Trends

From 1960 to 1980, Rib Mountain experienced significant population growth. According to the U.S. Bureau of the Census, from 1960 to 1970 the town's population increased by 1,404 people or by 42 percent. During this same period, Marathon County's population increased by 9.7 percent. From 1970 to 1980 the town's population increased by 12 percent to 5,344 people which was slightly below the 14 percent growth rate experienced by Marathon County.

Since 1980, the town's overall population was reduced substantially in late 1983 when 580 people living in the "Hollow Area" chose to annex to the City of Wausau. Data provided by the Wisconsin

Department of Administration indicates that the 1988 estimated town population was 5,170. This represents a population increase of 406 persons since 1980 if the population is adjusted for the "Hollow Area" annexation. This eight year increase represents a relatively substantial growth rate of 8.5 percent as compared to Marathon County's population which grew by only one percent and the Wausau Urban Area which lost approximately one percent of its population since 1980.

Population Distribution

Figure III-1 shows the estimated population distribution and population density of the town based upon the location of dwelling units in 1988.

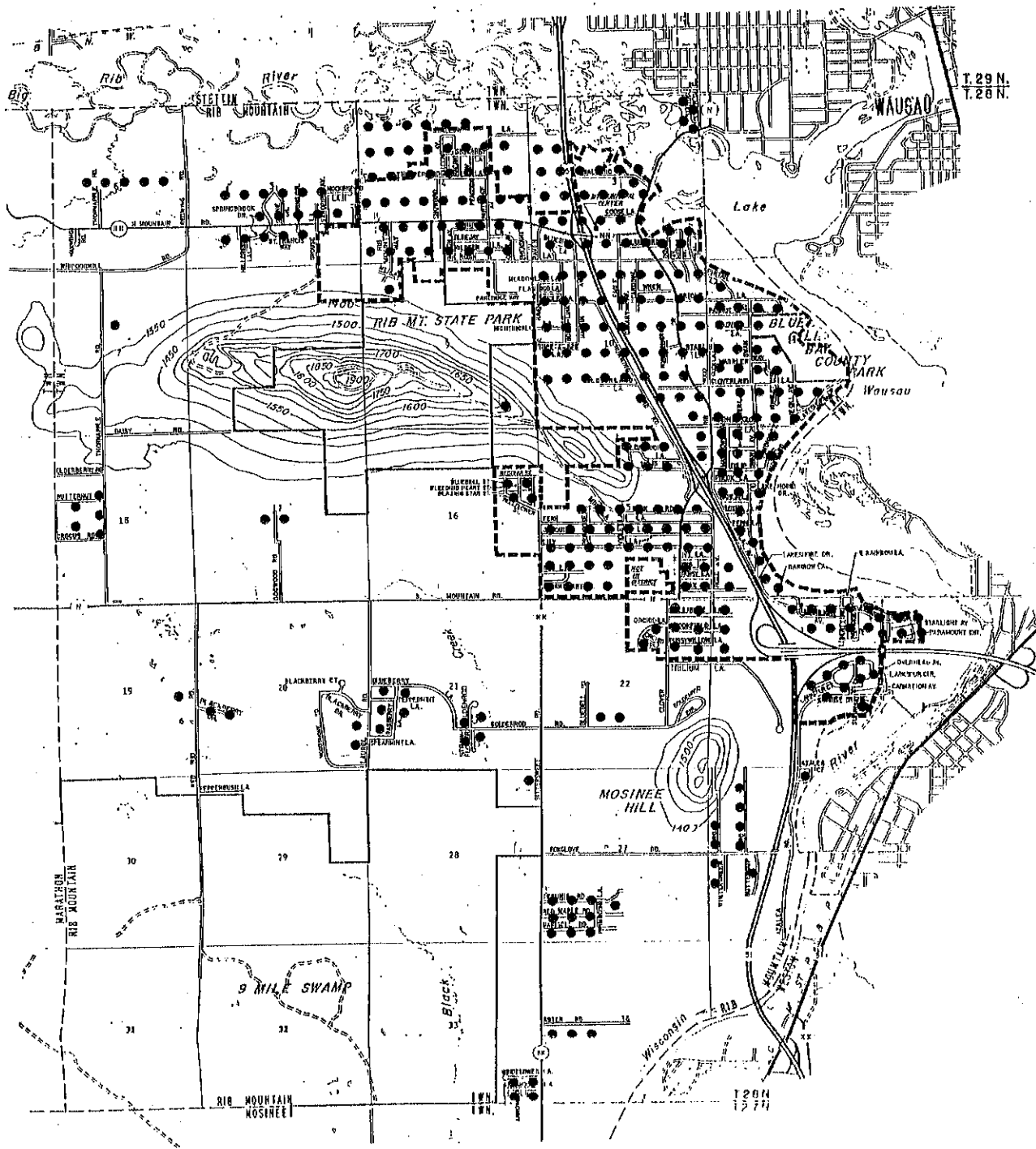
About 75 percent of the town's population is concentrated in the Town Sanitary District. Large areas of the town, including Rib Mountain State Park and Nine-Mile Swamp County Forest do not contain any living units.

Population Projections

In 1985, the Wisconsin Department of Administration prepared population projections for all communities in the State. These are the most recent population projections available for Rib Mountain. (In the following discussion, the 580 people who annexed to the City of Wausau in 1983 have been subtracted from the projections.) The Department of Administration projects that the town's population will be 5,174 in 1985; 5,724 by 1990; 6,561 by 2000; and 7,235 by the year 2010. (See Figure III-2 and Table III-1.) Several items related to these projections are noteworthy:

- 1) The 1985 population projection is only four people greater than the State's 1988 population estimate for Rib Mountain.
- 2) The population growth from 1980 to 1990 is projected at over 20 percent. However, considering the town's growth rate from 1980 to 1988, it is quite unlikely that Rib Mountain will reach the 1990 population projection of 5,724 within two years.
- 3) The projected growth from 1990 to 2000 represents an increase of 15 percent; and the change from 2000 to 2010 is an increase of over 10 percent.

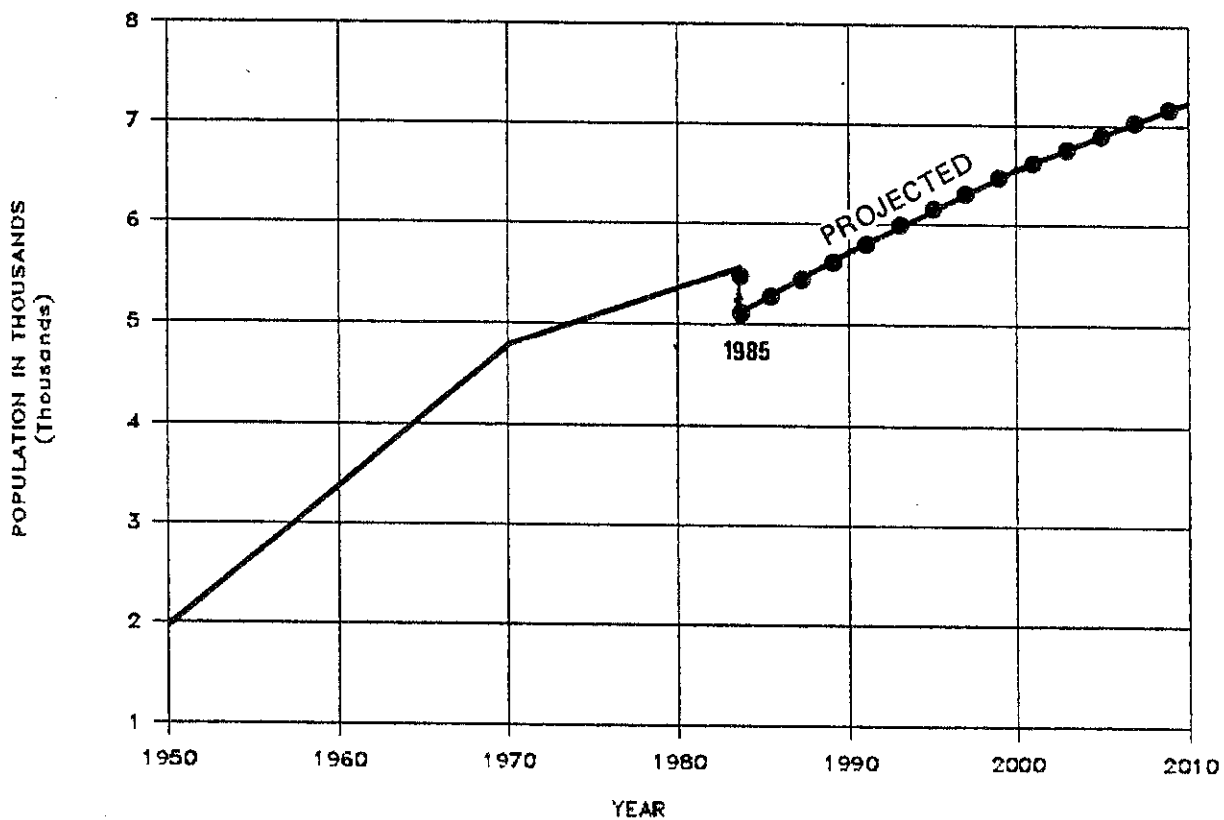
Thus, based upon the most recent population projections for Rib Mountain, a substantial amount of population growth is expected to occur between now and the year 2010. However, at the current rate of growth, the town's actual population will fall far short of the projections.



Population Distribution and
Population Density 1980
One dot equals 100 people
One dot equals 10 percent

FIGURE B-1

**PAST & PROJECTED POPULATION
FOR THE
TOWN OF RIB MOUNTAIN: 1950 - 2010**



NOTE: 1980 thru 2010 does not include 580 people
who annexed to the City of Wausau in 1983.

SOURCE: U.S. Bureau of the Census; Wisconsin
Department of Administration.

TABLE III-1

HISTORICAL AND PROJECTED POPULATION CHANGE: 1950 - 2010
WITH COMPARISONS TO MARATHON COUNTY

RIB MOUNTAIN				:	MARATHON COUNTY
YEAR	ACTUAL POPULATION	POPULATION CHANGE	PERCENT CHANGE	:	PERCENT CHANGE
1950	1966	-	-	:	-
1960	3381	1415	71.97%	:	10.6%
1970	4785	1404	41.53%	:	9.7%
1980	5344	559	11.68%	:	14.2%

	ESTIMATED POPULATION				
1980*	4764	-	-	:	-
1988*	5170	406	8.52%	:	1.2%

	PROJECTED POPULATION				
1985*	5174			:	-
1990*	5724	550	10.63%	:	7.4%
1995*	6166	442	7.72%	:	3.6%
2000*	6561	395	6.41%	:	3.0%
2005*	6905	344	5.24%	:	2.3%
2010*	7235	330	4.78%	:	2.3%

NOTE: * THE POPULATION FIGURES FOR THESE YEARS DO NOT INCLUDE 58
PEOPLE WHO ANNEXED TO THE CITY OF WAUSAU IN 1983.

SOURCE: 1950-1980, U.S. BUREAU OF THE CENSUS; 1988
POPULATION ESTIMATE FROM WISCONSIN DEPARTMENT OF
ADMINISTRATION; 1985-2010 PROJECTIONS WERE PUBLISHED
BY THE WISCONSIN DEPARTMENT OF ADMINISTRATION IN 1986.

RIBMTPRO

As with any projections those presented above should be viewed with some reservations. Since the projections rely almost entirely upon past development trends, radical changes in the factors influencing these trends could result in similar changes in the actual future population levels.

Population Characteristics

The characteristics of Rib Mountain's population are quite representative of communities situated on the outer fringe of an urban area. A profile of the community's population can be developed by comparing certain socio-economic characteristics of the town with those of the entire county.

Based upon 1980 census data, Rib Mountain's population, when compared to Marathon County's, can be described as being slightly older but with few elderly, better educated with higher incomes, living in larger households and more expensive homes, and having few rental units. More specifically, the comparisons include:

1. Overall, the population of Rib Mountain is slightly older than Marathon County as a whole. The median age for Rib Mountain is 29.0 years old while the median age for Marathon County is 28.6 years old.
2. Over 10.8 percent of the County's population is over 65 years old while only 5.8 percent of the town's population is over 65.
3. Over 73 percent of Rib Mountain's residents who are 25 years old or over are high school graduates, compared to only 63.3 percent for all of Marathon County.
4. The median family income for Rib Mountain is \$24,003 while the median family income for Marathon County is \$20,135.
5. Approximately 8.1 percent of Marathon County's population is below the poverty level compared to only 1.9 percent of Rib Mountain's population.
6. The County has 2.92 persons per household while Rib Mountain has 3.11 persons per household.
7. The median owner-specified home value for an owner occupied house in Marathon County is \$44,100 while the Town of Rib Mountain is slightly higher at \$48,700.
8. In Marathon County, 24 percent of the housing units are renter occupied while only 13.5 percent of the housing units in Rib Mountain are renter occupied.

Housing

As discussed above, Rib Mountain's population grew by 559 people from 1970 to 1980. During this same period, the U.S. Bureau of the Census found that the number of housing units in the town increased by 415, from 1,329 housing units to 1,744; an increase of 31 percent. Thus, during the 1970's, the number of persons per housing unit fell from 3.6 to 3.1 persons per unit. (The 1988 Rib Mountain Community Development Survey showed that there were 3.07 persons per occupied housing unit in the town.) A decline in the number of persons per housing unit was experienced by many communities nation-wide. Some of the reasons for smaller households included: an increase in the number of divorces; an increase in the number of elderly couples and elderly single people maintaining households; young married couples delaying having children and having fewer children; more young single people establishing households; and people getting married at an older age.

If a household density rate of 3.0 persons per household is divided into the town's population projections, 854 housing units will need to be constructed between 1980 and 2010 to accommodate the town's projected population growth. If a much lower household density factor of 2.5 persons per household is used, 988 housing units will need to be constructed between 1980 and 2010 to accommodate the town's projected population growth.

Table III-2 provides information on the historical and projected changes in the number of housing units in Rib Mountain from 1970 through 2010.

A recent study by the U.S. Bureau of the Census suggests that if national trends prevail locally, Rib Mountain's development will be closer to the low end of the projection range. The Census Bureau projects that new households will be formed at a rate of 1.7 million per year, down 300,000 from the last half of the 1980s. Americans aged 25 to 34, the group most likely to set up their own households and to be first-time homebuyers, will fall from 43.3 million in 1987 to 36.2 million in the year 2000. In addition, people are marrying at an older age, are divorcing less frequently, are staying in their parents' homes longer, and are less likely to relocate to distant locations because of the preponderance of two-income families.

Residential Carrying Capacity

In an effort to determine where future growth in the town is likely to occur, detailed land use maps of the town were prepared and analyzed.

Based upon the data collected for these maps, as of January 1, 1989, there were 1,774 residential structures in the town. This

HISTORICAL AND PROJECTED CHANGES IN NUMBER OF HOUSING UNITS IN RIB MOUNTAIN: 1970 - 2010

YEAR	POPULATION INCREASE FROM PREVIOUS PERIOD	TOTAL NUMBER OF HOUSING UNITS	INCREASE IN HOUSING UNITS FROM PREVIOUS PERIOD	ESTIMATED NUMBER OF PERSONS PER HOUSING UNIT
1970	-	1329 (Actual)	-	3.6
1980	559 (Actual)	1744 (Actual)	415 (Actual)	3.1
1980*	(Minus Annexation)	1557 (Estimated)	-	3.11
1990*	960 (Projected)	1908 (Projected)	351	3.0
1995*	442 (Projected)	2055 (Projected)	147	3.0
2000*	395 (Projected)	2187 (Projected)	132	3.0
2005*	344 (Projected)	2302 (Projected)	115	3.0
2010*	330 (Projected)	2411 (Projected)	109	3.0
PROJECTED INCREASE FROM 1980 - 2010*		854		

NOTE: THE POPULATION AND HOUSING FIGURES FOR THESE YEARS DO NOT INCLUDE
580 PEOPLE WHO ANNEXED TO THE CITY OF WAUSAU IN 1983.

SOURCE OF DATA: 1970 AND 1980 Data from the U. S. Bureau of the Census; 1990
through 2010 are based upon Wisconsin Department of
Administration Population Projections Divided by 3.0
Persons Per Housing Unit.

RIBMTHTS

includes vacant, "for sale" buildings as well as residences currently under construction. One thousand three hundred forty-five of these structures are connected to the municipal sewer and water systems; 429 residential structures are served by private wells and on-site wastewater systems. The distribution of these structures by Section is shown in Table III-3. (It should be noted that the inventory assessed only structures and not residential living units. Thus, an eight-unit apartment or a duplex were each counted as one structure, the same as a single family residence.)

Estimates were prepared of how much additional residential development could be accommodated in the town on vacant subdivided lots and larger tracts of land. These estimates covered the following geographic areas:

1. Within existing sewer areas;
2. Unsewered land within the existing Sanitary District;
3. Land within the existing Sanitary District planning area but not within the Sanitary District boundaries.

For each of the above estimates, several basic criteria were used:

1. Only land located outside of identified floodplain and wetland areas was considered developable.
2. Only vacant land zoned for residential purposes was considered developable; vacant commercial zoned land was not included in the carrying capacity estimate.
3. If a large parcel of land was not already divided into small building lots, the number of potential lots was estimated by dividing the parcel into lots with approximately 110 feet of lot frontage and approximately 20,000 square feet of lot area. For example, a 10 acre tract with street frontage would yield about 22 lots. This is a slightly lower development density than was used by the Town Sanitary District when the vast majority of the sewer and water service connections were installed in 1985.
4. Where a 40 acre parcel was undeveloped, a potential development density of 68 lots per 40 acres was used. This density is an average derived from six developed 40 acre tracts in the town. This development density provides adequate area for roadways to serve the lots.
5. No consideration was given to a reduction in development densities that might result from parkland, school grounds, churches or other public or quasi-public land acquisitions; rezoning residential land to commercial or

TABLE III-3

NUMBER OF DEVELOPED SEWERED AND UNSEWERED RESIDENTIAL
LOTS IN RIB MOUNTAIN: JANUARY 1, 1989

SECTION	NUMBER OF SEWERED LOTS	UNSEWERED LOTS WITHIN SANITARY DISTRICT	UNSEWERED LOTS WITHIN SEWER SERVICE AREA BUT OUTSIDE SANITARY DISTRICT	UNSEWERED LOTS OUTSIDE SEWER SERVICE AREA AND OUTSIDE SANITARY DISTRICT	TOTALS FOR UNSEWERED LOTS
3	150	23	0	2	25
4	251	3	0	0	3
5	0	1	75	6	82
6	0	0	0	26	26
7	0	0	0	6	6
8	0	0	0	0	0
9	0	0	0	0	0
10	254	1	0	0	1
11	147	0	0	0	0
14	119	0	0	0	0
15	245	0	0	0	0
16	22	0	1	3	4
17	0	0	0	11	11
18	0	0	0	23	23
19	0	0	0	5	5
20	0	0	0	24	24
21	0	0	6	45	51
22	32	0	18	8	26
23	94	0	3	0	3
24	31	0	0	0	0
26	0	0	0	49	49
27	0	0	0	51	51
28	0	0	0	3	3
29	0	0	0	1	1
30	0	0	0	0	0
31	0	0	0	0	0
32	0	0	0	0	0
33	0	0	0	19	19
34	0	0	0	16	16
TOTALS	1345	28	103	298	429

PREPARED BY: JOSEPH M. PRIBANICH
DATE: MARCH 20, 1989

RMLDTS2

industrial use; development of apartment structures which require larger lots; or to areas that may be unsuitable for higher density development because of steep slopes or shallow bedrock.

The results of this assessment show that the town has a tremendous amount of land available to accommodate both the short term and long term growth potential of the community.

Within the currently sewerred area of the town, there are 773 existing or potential residential building lots that could be developed immediately. Buildings constructed on these lots could be connected to the existing sanitary sewer and water mains that are located in the roadways which abut these lots. The population growth increment that could be accommodated on these existing vacant, sewerred lots is approximately 2,300 people.

If sewer and water service are extended to other vacant lots and large tracts of land within the Sanitary District, approximately 1,000 additional small building lots could be developed. These additional lots could accommodate an additional population increase of approximately 3,000 people.

Finally, about 1,000 lots could be developed on the land area that is located outside the current Sanitary District boundaries but within the Sanitary District's long range sewer service area planning boundaries. These 1,000 lots could accommodate an additional 3,000 people.

Detailed development estimates by Section, for each of the three areas discussed above is provided in Table III-4.

Apartment, Commercial and Manufacturing Zoning Inventory

An inventory was completed of existing developed and undeveloped areas of the town which are zoned for duplexes, apartments, businesses and manufacturing activities to determine whether there is a need for more commercial zoning in the town. This inventory was prepared for lands within the Rib Mountain Sanitary District and for those lands lying outside the Sanitary District. Table III-5 shows the zoning, number of developed and undeveloped acres within and outside the Sanitary District by section within the town. A summary of the acreage data for the different zoning districts is shown at the very end of the table.

The assumptions that were used to collect the data included the following:

1. Land area that is currently considered developed includes those parcels with parking lots, buildings, outside storage areas and other accessory activities occupying

TABLE III-4

RESIDENTIAL DEVELOPMENT POTENTIAL BY SECTION
WITHIN THE RIB MOUNTAIN SANITARY DISTRICT AND SEWER SERVICE AREA, JANUARY 1, 1989

(1)	(2)	(3)	(4)	(5)	(6)	(7)
SECTION NUMBER	NUMBER OF EXISTING VACANT, SEWERED RESIDENTIAL LOTS	POTENTIAL POPULATION ON VACANT, SEWERED RESIDENTIAL LOTS	WITHIN THE SANITARY DISTRICT AND THE SEWER SERVICE AREA		WITHIN THE SEWER SERVICE AREA BUT OUTSIDE OF THE SANITARY DISTRICT	
			NUMBER OF POTENTIAL FUTURE SEWERED RESIDENTIAL LOTS	POTENTIAL POPULATION ON FUTURE SEWERED RESIDENTIAL LOTS	NUMBER OF POTENTIAL FUTURE SEWERED RESIDENTIAL LOTS	POTENTIAL POPULATION ON FUTURE SEWERED RESIDENTIAL LOTS

3	24	72	0	0		
4	74	222	156	468		
5	0	0	68	204	99	297
8	0	0	68	204		
9	35	105	86	258		
10	147	441	355	1065		
11	95	285	40	120		
14	58	174	43	129		
15	197	591	90	270	238	714
16	58	174	57	171	130	390
21	0	0	0	0	96	288
22	28	84	15	45	385	1155
23	52	156	41	123	41	123
24	5	15	0	0		

TOTALS	773	2319	1019	3057	989	2967

RMLOTS

TABLE III-5

TOWN OF RIB MOUNTAIN LAND USE AND ZONING,
FOR SELECTED ZONES: JANUARY 1, 1989.
(ACRES)

WITHIN SANITARY DISTRICT				OUTSIDE SANITARY DISTRICT			
SEC. NO.	ZONING	DEVELOPED ACRES	UNDEVELOPED ACRES	DEVELOPED ACRES	UNDEVELOPED ACRES		
3	R-3			0.5		40.2	
	B-1	1.1	2.1				
	B-2	14.2	1.6				
	B-3	5.6		5.0			
	I/B	31.0	21.4 *			32.9	
			*12.9 wetland.				
4	R-3	1.6	7.9				
	B-2	1.5					
	B-3		1.3				
	I/B		4.1			18.0	
5	B-3					30.9	
9	U.D.D.	3.2	3.7				
10	R-2	2.3	4.3 *				
	B-1	4.6					
	B-2	34.5	47.2				
	B-3	13.1	0.3				
	I/B	5.0	33.5				
	M-1	12.3	9.8				
	U.D.D.	0.4	4.8				
			*4.3 wetland.				
11	R-2	1.8	3.0 *				
	R-3	1.3 *	7.6 **				
	B-3	2.7 **	6.6 ***				
	M-1	22.9 ***	4.5 ****				
	U.D.D.	2.1	0.2				
		*1.1 wetland.	*0.9 wetland.				
		**1.1 wetland.	**0.9 wetland.				
		***2.6 wetland.	***4.1 wetland.				
			****2.6 wetland.				
14	R-2	0.6					
	B-2	9.2	4.3				
	B-3	26.7	6.1				
	M-1	1.3					
15	R-2	5.7	0.2				
	B-2	12.9	4.5				
	I/B	20.1	6.9				
19	M-2					350.0	

TABLE III-5 (CONTINUED)

TOWN OF RIB MOUNTAIN LAND USE AND ZONING,
FOR SELECTED ZONES: JANUARY 1, 1989.
(ACRES)

WITHIN SANITARY DISTRICT				OUTSIDE SANITARY DISTRICT			
SEC. :	ZONING :	DEVELOPED	UNDEVELOPED	DEVELOPED	UNDEVELOPED		
NO. :		ACRES	ACRES	ACRES	ACRES		
20 :	R-3 :			29.2 :	90.8		
	M-2 :				160.0		
21 :	R-3 :			39.5 :	149.3		
22 :	R-2 :		9.4 :				
23 :	R-2 :	14.3 **	1.3 :				
	R-3 :	0.6 :	0.2 :				
		**1.4 wetland.					
26 :	R-2 :			1.8 :	2.5		
33 :	R-2 :			1.7 :	0.7		
34 :	M-2 :			32.1 * :			
				*Rib Mt. Metro. WWTP			
TOTALS:							
R-2 :		24.7 *	18.2 *	3.5 :	3.2		
R-3 :		3.5 **	15.7 **	69.2 :	280.3		
B-1 :		5.7 :	2.1 :				
B-2 :		72.3 :	57.6 :				
B-3 :		48.1 ***	14.3 ***	5.0 :	30.9		
I/B :		56.1 :	65.9 ****		50.9		
M-1 :		36.5 ****	14.3 *****				
M-2 :				32.1 :	510.0		
U.D.D. :		5.7 :	8.7 :				
		*1.4 wetland.	*5.2 wetland.				
		**1.1 wetland.	**0.9 wetland.				
		***1.1 wetland.	***4.1 wetland.				
		****2.6 wetland.	****12.9 wetland.				
			*****2.6 wetland.				

Note: R-2 is Two-Family Residence District.
R-3 is General Residence District.
B-1 is Neighborhood Shopping District.
B-2 is Community Service District.
B-3 is General Business District.
I/B is Interchange Business District.
M-1 is Limited Industrial District.
M-2 is General Industrial District.

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Marathon County Planning Department
Date: May 15, 1989

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the site regardless of use. For example, if a five acre site is zoned B-3 and three acres are occupied by residential structures and one acre is occupied by a commercial structure, the developed acreage is considered to be four acres.

2. Some discretion was used in determining which portions of large parcels were considered developed or undeveloped. For example, there are several large tracts of commercial zoned land in the town that have only one small business located on them. The area occupied by the small business was "carved out" and considered developed while the remainder of the tract was considered undeveloped.
3. Areas identified on the town section maps as containing wetlands are included in each of the acreage figures cited for the section and the amount of developed or undeveloped wetland is shown below the totals for each section. For example, in section number 3 there are 21.4 acres of undeveloped Interchange Business District; 12.9 acres of this total is identified as a wetland.

It is important to note that in some areas of the town, there are residential structures located in commercial zones and in a few places, commercial structures located in residential zones. In some cases, the existing zoning may be appropriate for the site regardless of the existing use, however, there are a number of commercial zoned properties in the community that should probably be rezoned for residential use. Some of these small isolated commercial areas could be considered spot zones. The Planning Commission and Town Board should further review these areas and give consideration to rezoning them for residential uses.

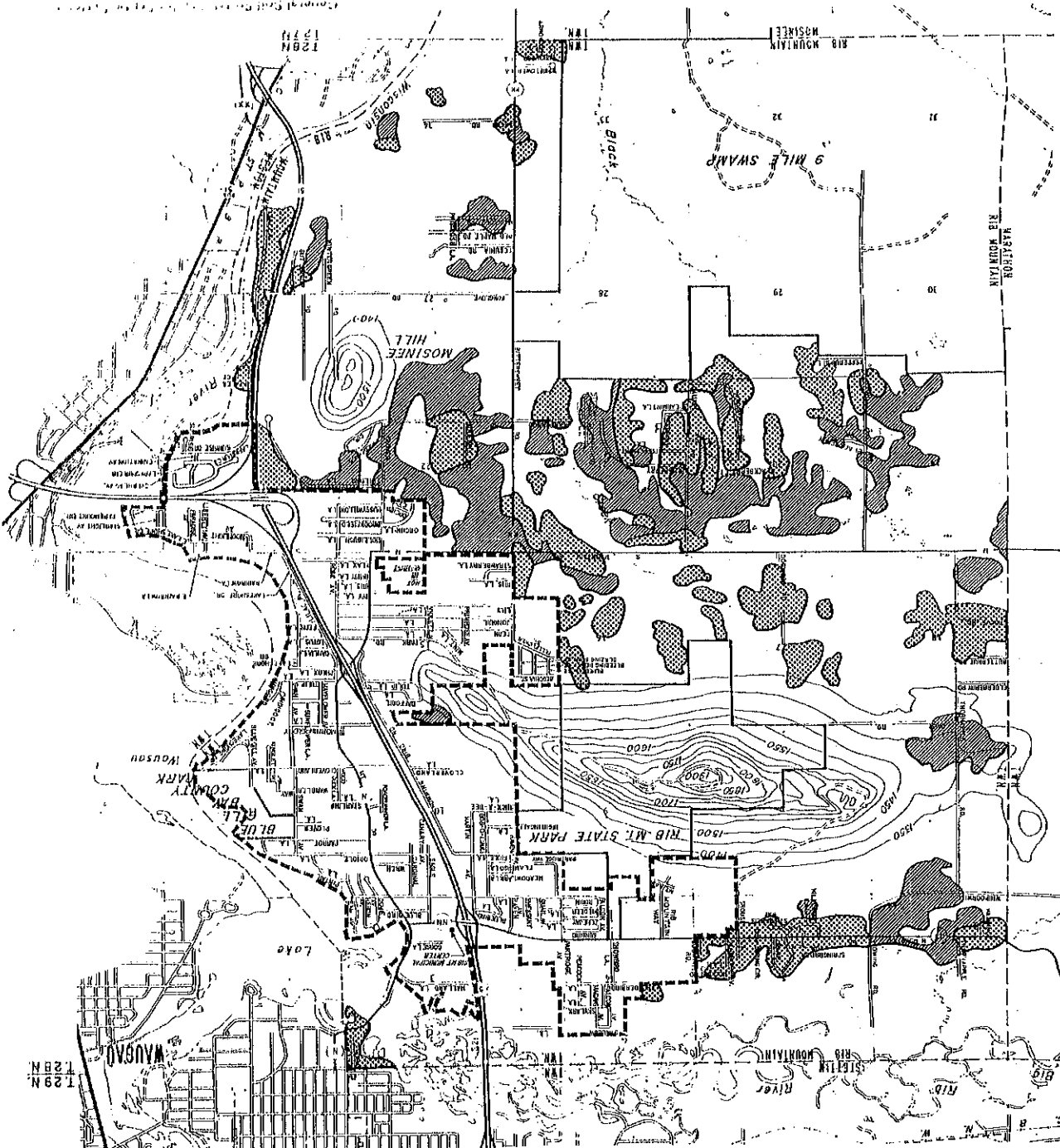
Based upon the existing population in the town and its commercial mix, there does not appear to be an immediate need for more commercial zoning in the community. There are several large tracts of undeveloped B-2 commercial property and several sizable tracts of undeveloped Interchange Business zoned property. This vacant commercial land should be more than adequate to meet the commercial development needs of the community well into the next century.

However, to capitalize on the existing conditions in the area, the Town should consider expanding the commercial area between U.S. "51" and CTH "N", north of Starling Lane. If an internal roadway system is developed in this area, north of Morninglory Lane the Town should see the continued development of a large, high quality commercial area.

Presently, within the Sanitary District, Rib Mountain has 181 developed acres zoned for commercial use. This also includes commercial zoned land used for residential purposes. These commercial areas serve a population of 5,170 people. The

FIGURE B-3

Contour Interval: 20 Feet
 Contour Interval: 20 Feet
 Contour Interval: 20 Feet
 Contour Interval: 20 Feet



129N
128N

development ratio is about one acre of developed commercial zoned land for each 29 people in the town. Given this development ratio, the 138 acres of undeveloped commercially zone land in the Sanitary District could accommodate the needs of a population growth increment of 3,864 people. The 3,864 population added to the existing population of 5,170 would yield a future population of 9,034. This is almost 1,800 people more than the year 2010 population projection for the entire community.

Environmental Resources/Constraints

Soils

In 1977, the soils in Rib Mountain were mapped and categorized as to their suitability for development using data provided by the Marathon County Office of the U.S. Soil Conservation Service. The various soil types were divided into three general classes for residential development (good, fair and poor) based primarily upon the capability of the soil to support a conventional septic tank and drainfield wastewater disposal system. This classification system is important for areas outside the Town Sanitary District since development there must rely upon on-site waste disposal systems (mounds or conventional septic tank and drain fields or holding tanks). The condition of soils outside of the Town Sanitary District for septic tank and drain field waste disposal systems are shown on Figure III-3.

Some soil limitations classified as "fair" can be overcome with specialized site planning and design; however, soils classified as "poor" generally have severe environmental limitations that are economically impractical to overcome. Future development may occur on soils which are classified as "poor" or "fair" if public sewer and water facilities are available or holding tanks are used; if buildings are constructed without basements, or if the land is filled to overcome bedrock or high groundwater problems.

Based strictly upon soils data, future higher density development outside the Sanitary District is most likely to continue to be scattered in those areas of the town with good soils.

Failure of on-site sewage disposal systems was an extremely severe problem in the town which resulted in the need for a municipal water supply and wastewater collection system. These failed systems resulted in rather widespread surface and groundwater pollution problems. To avoid future on-site waste disposal problems in the developing rural areas of the town, consideration should be given to increasing the required minimum lot size for homes. Lots of three acres or more would provide additional lot area for alternate waste disposal fields if a resident experiences a system failure.

LOCATION OF MUNICIPAL
WELL SITE & APPROXIMATE
WELL RECHARGE AREA

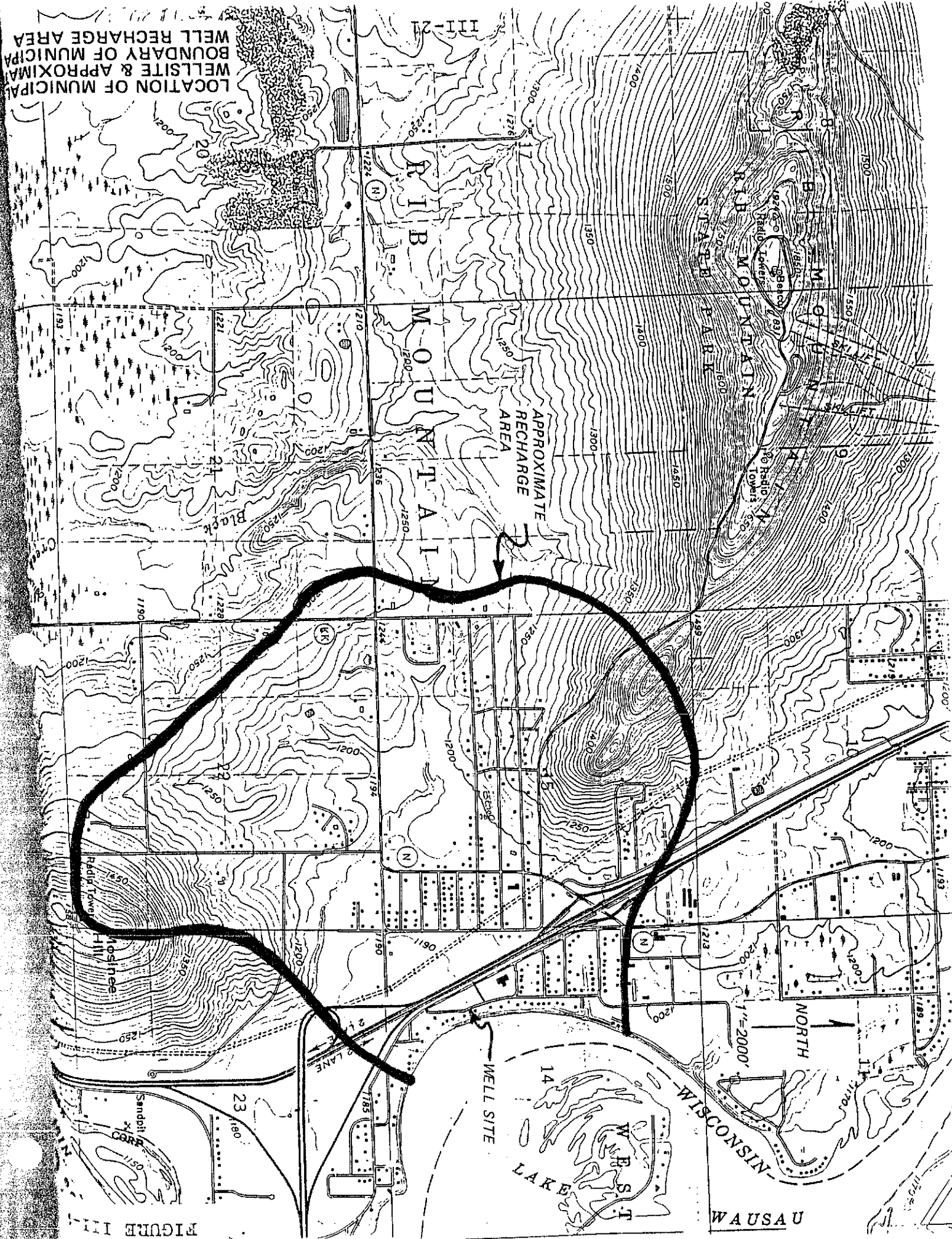


FIGURE III-1

Since groundwater can be severely contaminated by failed septic systems, the town should work closely with the County Health Department to carefully monitor these systems. In addition, policies, such as forbidding holding tanks for new construction, and requiring pumping of septic tanks every three years, could be adopted by the town.

Surface and Groundwater

There are approximately 1,300 residential structures within the Sanitary District that receive their water from the municipal wells which are located between Lilac Avenue and Lakeshore Drive.

Outside of the Sanitary District, approximately 429 residential structures receive their water from individual, private wells. Therefore, an important factor in determining the suitability of land for continued rural residential development is the availability of an adequate water supply suitable for human consumption.

In most rural areas of the town, an adequate supply of good quality groundwater is available except where bedrock is near the surface. However, as the amount and density of development increases in the rural areas, the potential for untreated or inadequately treated effluent reaching groundwater supplies also increases.

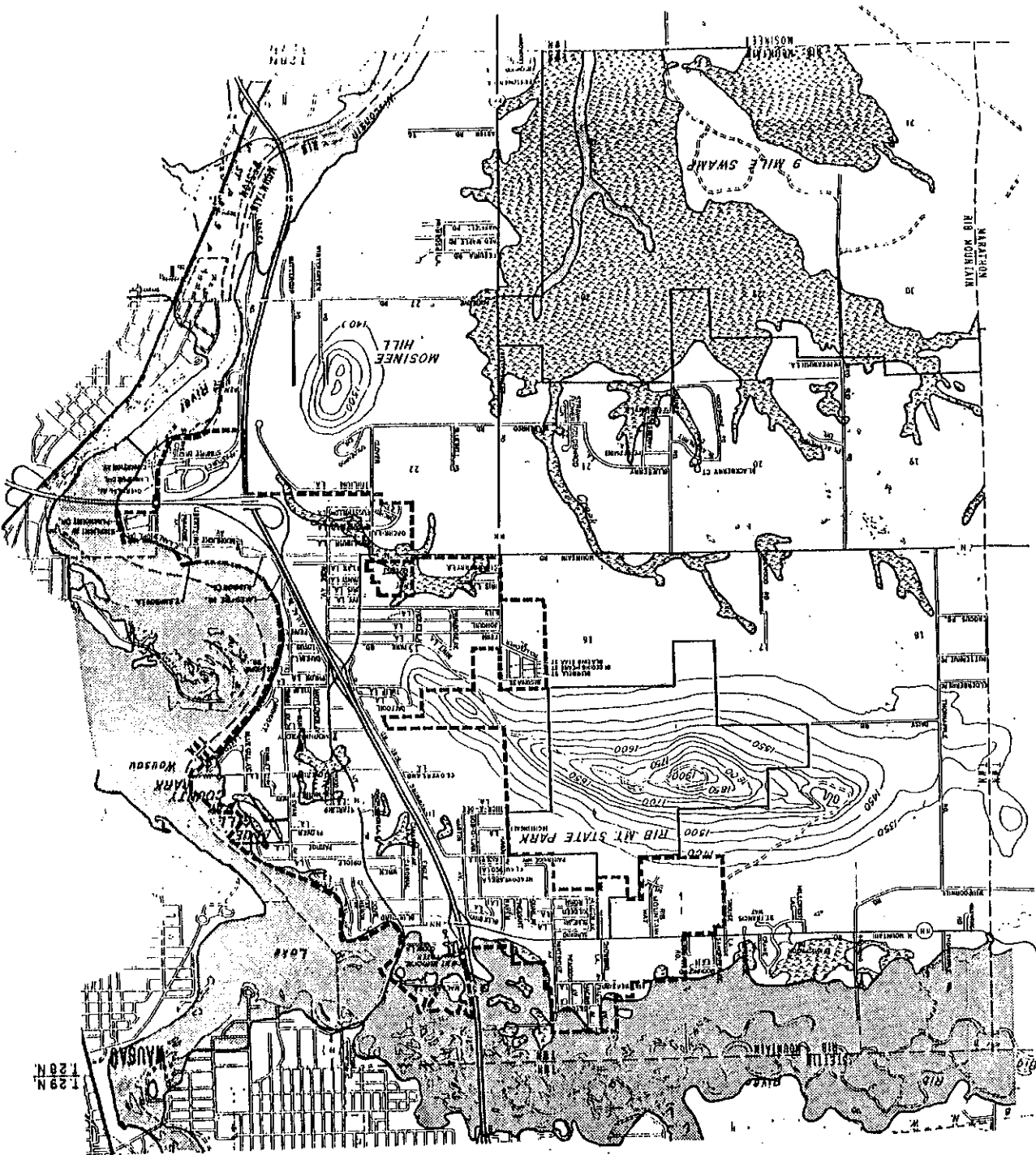
As discussed earlier, residential development on larger lots can help reduce the likelihood of contaminants reaching a neighbor's well.

The town should continue to be especially cautious about groundwater contamination in the recharge area of the municipal wells. This recharge area is shown on Figure III-4. In 1985, the Marathon County Planning Department assisted the town in preparing a unique zoning ordinance which would help reduce the possibility of contaminating groundwater in the municipal well field area. This municipal well recharge area overlay district ordinance prohibits many commercial and industrial land uses from locating in the recharge area and strictly regulates other uses. The town should continue to enforce strict land use controls in the recharge area and residents should continue to be educated about the importance of protecting this area from groundwater contamination.

Topography, Wetlands and Floodplains

The topography of the town varies from level to the extremely steep slopes of Rib Mountain. Elevations range from 1,150 feet above sea level south of the Rothschild Dam to about 1,925 feet at the top of Rib Mountain. Most of the densely developed portions of the town are quite flat, however, several steep portions of Rib Mountain are being developed with very high density residential uses.

FIGURE 10-5



Along the northern part of the town, the floodplain and wetland area of the Big Rib River contains extremely severe development limitations over an area of about 1,000 acres. (See Figure III-5.)

On the east boundary of the town, a small floodplain area of Lake Wausau and the Wisconsin River is found along Lakeshore Drive, south of Blue Gill Bay County Park. There are about fifteen homes in this area that could be flooded during the regional or 100-year flood event.

Most of the land area in Sections 28, 29, 30, 31, 32 and 33 is within the Nine-Mile Swamp County Forestry Unit. This area is primarily wetlands that are used for public hunting and recreation purposes. There are also many smaller wetland areas scattered throughout the town.

Land Use

Rib Mountain covers approximately 14,700 acres and is the smallest town in Marathon County. About 1,400 acres of the community are intensively or semi-intensively developed with residential and commercial uses with some industrial related activities.

Most development is concentrated in the northeast section of the town where several factors have combined to make this area quite attractive for residential use including:

1. It is in close proximity to the Wausau Urban area for jobs, shopping, and other activities.
2. Two interchanges with U.S. Highway "51" make the Wausau Urban area very accessible to this part of the town.
3. Some soils in this area are very good for on-site wastewater disposal systems, road construction, and building construction.
4. Groundwater quality was generally good and only shallow wells were needed to obtain an adequate supply.
5. Large tracts of land and building lots were relatively low priced.
6. Much of the area is aesthetically pleasing and there are few land uses that conflict with residential development.
7. Town officials have generally encouraged and facilitated development.

Other reasons that people have chosen Rib Mountain as a desirable community were listed in the 1988 Community Development Survey. Some of the most frequently mentioned include:

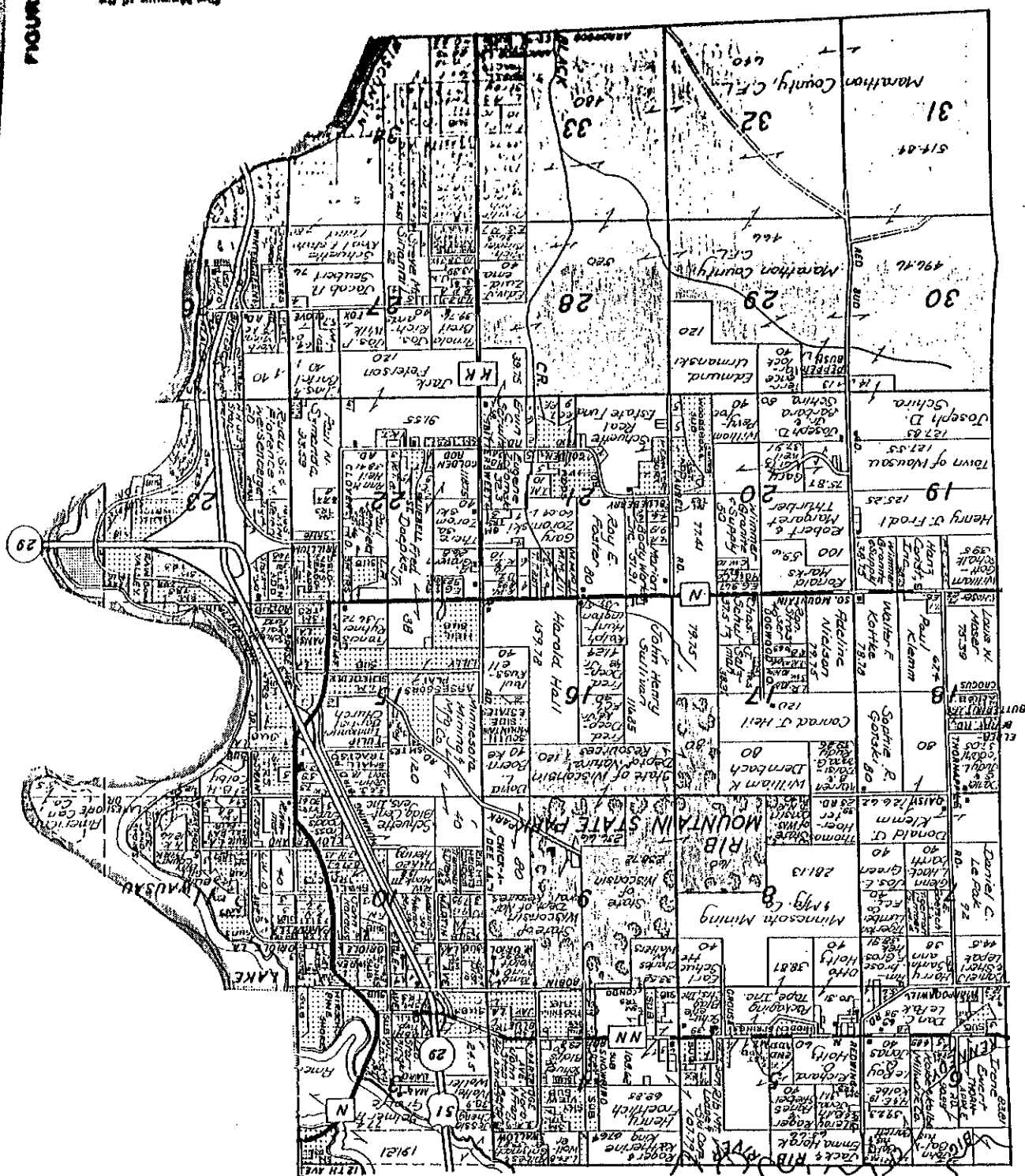
- . Quite, peaceful area.
- . Rural - like setting.
- . Good place to raise a family.
- . Friendly people.
- . Good location relative to Wausau.
- . Clean.
- . Good schools.
- . Scenic beauty.
- . Not overcrowded.

Figure III-6 is a 1988 plat map of the town. Similar to the population density map, this map shows that the higher density residential development is concentrated in the northeast portion of the town. Commercial development is concentrated along County Trunk Highway "N" east of U.S. "51" and in a few other locations. These commercial uses have located here to take advantage of the visibility and access from U.S. "51". Industrial development is very limited. In addition, there are several large tracts of land devoted to public or quasi-public uses such as a county forest, a county park, a state park, and a public school. Lands held in reserve or used for mining quartzite and rotten granite cover approximately 1,100 acres.

Table III-6 provides detailed information on the land use classification and number of parcels in the town, whether or not the parcels are improved, and the total acres covered by the various land uses. Since this data is derived from property tax assessment records, the acreage included in the county forests, churches, schools, Rib Mountain State Park and other tax exempt property are not shown in the acreage totals. This data further illustrates the significance of residential development and the relative insignificance of commercial and industrial land uses in the town.

In recent years, the two most important changes in land use in the town include:

1. In 1983, the City of Wausau annexed the "Hollow Area" from Rib Mountain. This area consisted of a very high density residential area with approximately 580 people in about 200 dwelling units. Today, only a very small portion of the town is located north of the Big Rib River.
2. Municipal water supply and wastewater collection systems were installed throughout most of the Sanitary District in 1985. These utilities solved the drinking water and wastewater disposal problems that were spreading in the Sanitary District. In addition, many areas that were previously undevelopable with private systems could now be built upon.



RIB MOUNTAIN T28N-R7E.

RIB MOUNTAIN
LAND USE DATA FOR PROPERTY TAX PURPOSES: 1986

REAL ESTATE CLASSES	TOTAL NUMBER OF PARCELS	NUMBER OF PARCELS WITH IMPROVEMENTS	ACRES OF LAND
RESIDENTIAL	2,218	1,524	1,786
COMMERCIAL	101	77	292
MANUFACTURING	3	2	143
AGRICULTURE	174	51	4,548
SWAMP & WASTE	34	0	719
FOREST	74	0	2,023
TOTAL	2,604	1,654	9,511

SOURCE: WISCONSIN DEPARTMENT OF REVENUE. 1986 STATISTICAL
REPORT OF PROPERTY VALUATIONS FOR MARATHON COUNTY, WI.

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In summary, the locational features discussed above have been significant encouragements for residential development in the town. If the town works to protect and enhance these desirable elements, it will continue to attract permanent residents to its community. Retail, commercial, and service enterprises should continue to locate in the town as the market population grows.

Local Economy

Rib Mountain's early economy centered around the lumber industry and later around agriculture.

Since the 1950's, agriculture in Rib Mountain has dramatically declined and, according to town officials there are about six full-time farmers within the community.

Most Rib Mountain residents who are employed work outside of the town. The 1988 Community Development Survey provided the following work force distribution data for the question, "Where is the head of the household employed?"

Rib Mountain	8%	Rothschild	4%
Weston	2%	Schofield	8%
Mosinee	1%	Not Employed	9%
Wausau	50%	Other	17%

Property Tax Issues

Increases in a community's tax base and decreases in property tax rates are often identified as important considerations by local officials in making land use and other development decisions. This section will discuss some general issues related to property taxes; present the findings of one study regarding the impacts of development on property taxes; provide some historical information about Rib Mountain's tax base and property taxes; and provide a comparison of Rib Mountain's local tax rate to several other communities in the immediate area.

In Rib Mountain, as well as other communities in Wisconsin, the property tax is used to help finance local schools, district vocational\technical schools, county government, local government and some special use districts. In 1987, schools and county government accounted for 82 percent of the gross property tax rate in Rib Mountain. Eleven cents of every property tax dollar paid by Rib Mountain property owners went to run the operations of town government and about five cents were used by the Town Sanitary District. The important point here is that the operations of town government have very little impact upon a property owner's tax bill since the town tax is about 10 percent of the total property tax bill.

Second, a community such as Rib Mountain pays a certain percentage of the total property tax revenue needed to run the county, local schools and vocational\technical schools. This percentage is based upon the percentage of property value that Rib Mountain contains relative to the entire taxing jurisdiction. For example, if Rib Mountain contains 5 percent of the County's entire property valuation, Rib Mountain would pay 5 percent of the amount levied by the County to run county government. Thus, if Rib Mountain dramatically increased its equalized property value it would also be required to pay a larger percentage of the total property levy for the two school districts and the county. Only at the local town tax level would there be much of an opportunity to reduce the property tax. However, even here the impact would be small and questionable.

For example, if the 1987 equalized value of the town increased by \$10,000,000 to \$140,000,000, the gross tax rate levied to run local town operations would decline by about \$.20 per \$1,000 of equalized value; the gross tax would drop from \$2.98 per thousand to \$2.78 per thousand of equalized value. This assumes, of course, that the increased property value would not demand new town services or require an expansion of existing town services which would increase town expenditures. If substantial increases in town expenditures were necessary, the \$10,000,000 increase in valuation might actually be a liability to existing town residents. For example, if the additional \$10,000,000 in property value needed \$30,000 of additional expenditures on town services, the tax levy for operation of town government would remain the same. If more costly services or improvements were needed, the town tax levy would actually increase to accommodate this additional \$10,000,000 in development.

An excellent summary of the impact of development on property taxes is contained in a University of Wisconsin - Extension publication entitled, Rural Industrial Development: Does it Lower Taxes? (1976). Although the study's conclusions are based upon industrial development they could also be applied to other types of community development:

"The major point, is that a new plant or almost any kind of addition to a town's tax base, will not significantly affect property taxes one way or the other. Although we have seen that taxes could go down in some towns, and up in others, the magnitude of these changes is not very great; on the order of one or two percent for the cost free plant. Of course, if the local government must spend a large amount of tax dollars to provide public services to the new plant, the taxes of local people may increase.

The important point to note is that increased tax base is not a guarantee of lower taxes, even if the increased tax base comes at no cost to the local government. Therefore, when a town has to face a decision about whether it wants to attract or accept an industrial plant or some other kind of facility, it should not make that decision on the basis of how the plant will affect taxes, since that affect will be quite small...

Thus, the industrial development decision should not be based on an imagined tax rate reduction - any reduction in taxes is likely to be quite small, and in many cases taxes may even increase slightly. Instead, the development decision should be concerned with how the industry will affect the local economy, how it will affect the environment and whether it will be compatible with the way people want their community to develop."

Details of property values and tax levies by taxing jurisdiction are shown in Table III-7. This table shows the changes from 1978 through 1987 in the full value of property in Rib Mountain; total property taxes levied within the community, local school taxes levied, vocational\technical school taxes levied, county government taxes levied, local tax levies, and other taxes (Sanitary District and state property tax). In addition, the percent that each taxing jurisdiction represents of the total tax bill for each year is provided as well as the full value tax rate for each jurisdiction. Some of the important highlights of this table include:

- 1) Since 1978, property values in the community have increased by over \$48,000,000 to \$130,474,900. However, the annexation of the "Hollow Area" in 1983 reduced the town's property value by over \$5,000,000 in 1984.
- 2) During the period from 1978 to 1987, total property taxes paid by town residents have increased by \$2.1 million or 149 percent.
- 3) In absolute dollar terms, school taxes have increased the greatest from 1978 through 1987. During this period, school taxes increased by \$809,587 an increase of 75 percent.
- 4) County property taxes increased from \$3.84 per thousand dollars of equalized value in 1978 to \$6.26 per thousand dollars of equalized value in 1987. During this period the total county tax levy increased by 160 percent.
- 5) Town taxes were the most volatile during this period. In 1978, town taxes were \$.31 per thousand of equalized value. By 1981, the town had a surplus of local funds that continued for the next two years. This surplus was used to reduce the property taxes levied against the town to run the schools and county government. By 1985, the surplus was exhausted and the levy rose to \$1.06 per thousand of equalized value and jumped to \$2.98 per thousand in 1987. Much of the increase in the local tax levy can be attributed to an extensive roadway reconstruction program following installation of the sewer and water systems. The town borrowed \$2.2 million in 1985 and has been making payments on this loan.

TABLE III-7

TOWN OF RIB MOUNTAIN PROPERTY VALUES AND PROPERTY TAXES: 1978-1987.

YEAR	FULL VALUE TAXES OF REAL ESTATE	TOTAL PROPERTY TAXES	LOCAL SCHOOL TAX	LOCAL SCHOOL TAX AS A PERCENT OF TOTAL TAX	TECH SCHOOL TAX	TECH SCHOOL TAX AS A PERCENT OF TOTAL TAX	COUNTY TAX	COUNTY TAX AS A PERCENT OF TOTAL TAX	LOCAL TAX	LOCAL TAX AS A PERCENT OF TOTAL TAX	STATE TAX AND OTHER LOCAL TAXES	OTHER TAXES AS A PERCENT OF TOTAL TAX
1987	\$130,474,900	\$3,578,173	\$1,890,438	52.83	\$235,455	6.58	\$816,440	22.82	\$389,312	10.88	\$246,524	6.89
FULL VALUE TAX RATE		0.02742	0.01449		0.00180		0.00626		0.00298		0.00189	
1986	\$118,265,400	\$3,288,112	\$1,858,239	56.51	\$223,160	6.79	\$719,251	21.87	\$309,386	9.41	\$178,073	5.42
FULL VALUE TAX RATE		0.02780	0.01571		0.00189		0.00608		0.00262		0.00151	
1985	\$117,452,800	\$2,712,955	\$1,629,816	60.08	\$204,676	7.54	\$537,763	19.82	\$124,376	4.58	\$216,322	7.97
FULL VALUE TAX RATE		0.02309	0.01388		0.00174		0.00458		0.00106		0.00184	
1984	\$113,688,300	\$2,262,012	\$1,364,853	60.34	\$183,074	8.09	\$449,242	19.86	\$199	0.01	\$264,641	11.70
FULL VALUE TAX RATE		0.01989	0.01201		0.00161		0.00395		0.00000		0.00233	
1983	\$118,274,600	\$2,143,071	\$1,372,195	64.03	\$178,263	8.32	\$473,520	22.10	(\$49,564)	-2.31	\$168,654	7.87
FULL VALUE TAX RATE		0.01811	0.01160		0.00151		0.00400		-0.00042		0.00143	
1982	\$124,873,400	\$1,954,674	\$1,274,707	65.21	\$174,000	8.90	\$500,241	25.59	(\$54,573)	-2.79	\$60,298	3.08
FULL VALUE TAX RATE		0.01565	0.01021		0.00139		0.00401		-0.00044		0.00048	
1981	\$114,933,200	\$1,818,775	\$1,349,901	74.22	**		\$469,894	25.84	(\$24,007)	-1.32	\$22,986	1.26
FULL VALUE TAX RATE		0.01582	0.01175				0.00409		-0.00021		0.00020	
1980	\$110,197,850	\$1,635,219	\$1,203,046	73.57	**		\$384,526	23.52	\$25,601	1.57	\$22,044	1.35
FULL VALUE TAX RATE		0.01484	0.01092				0.00349		0.00023		0.00020	
1979	\$96,390,950	\$1,486,137	\$1,116,098	75.10	**		\$325,322	21.89	\$25,438	1.71	\$19,287	1.30
FULL VALUE TAX RATE		0.01542	0.01158				0.00338		0.00026		0.00020	
1978	\$81,937,140	\$1,437,013	\$1,080,851	75.22	**		\$314,339	21.87	\$25,434	1.77	\$16,387	1.14
FULL VALUE TAX RATE		0.01753	0.01319				0.00384		0.00031		0.00020	

** TECH SCHOOL TAXES ARE INCLUDED WITH LOCAL SCHOOL TAXES.

DATA SOURCE: WISCONSIN DEPARTMENT OF REVENUE.

PREPARED BY: JOSEPH M. PRIBANICH,
MARATHON COUNTY PLANNING DEPARTMENT.

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A comparison of the 1987, 1983, and 1979 equalized values of the town are shown on Table III-8. During this eight year period, residential property values increased by \$29 million; commercial increased by about \$5 million; and agricultural and forest property increased by \$700,000 and \$1.3 million respectively. By 1987, the value of manufacturing property dropped to zero, from \$1.8 million in 1983. This decline probably resulted from the annexation of Kolbe and Kolbe Millwork Inc. to the City of Wausau.

In 1987, residential land uses represented approximately 78 percent of the total equalized value of the town; commercial uses were 13 percent; agricultural land uses were about three percent; and manufacturing uses were dropped to zero.

Compared to other towns in the Wausau Urban Area, Rib Mountain's 1988 local tax rate is quite high. However, compared to the villages and cities in the Wausau Urban Area, Rib Mountain's rate is low. Table III-9 shows the 1988 gross local tax rate per \$1,000 of equalized value for 11 communities in the vicinity of Rib Mountain. Two communities with similar development characteristics, the Town of Kronenwetter and the Town of Weston, both have lower local tax rates than Rib Mountain. More rural towns, such as the Town of Mosinee and the Town of Marathon have local tax rates that are much less than Rib Mountain's. Compared to incorporated communities such as the Village of Rothschild and the City of Mosinee, Rib Mountain's tax rate is less than one-half of these communities'.

As previously discussed, Rib Mountain's local tax rate jumped substantially to pay for recent roadway improvements. If a comparison of the 5-year or 10-year average local tax rates were made, Rib Mountain's would probably be among the lowest in the area.

Community Facilities

Municipal Sanitary Sewer and Water Systems

The Rib Mountain Sanitary District is a special purpose utility district established in accordance with Wisconsin statutes. The District is governed by a three member elected commission that has extensive powers over the development and operation of the utility systems. These powers include borrowing money, levying a tax against real property within the Sanitary District, condemning land and others.

The Rib Mountain Sanitary District was established in 1971 in response to problems with malfunctioning septic systems and water quality and supply problems in the community. Following years of study and negotiation, a municipal sewage collection system and a water distribution system were constructed in 1985. These systems were installed to meet the long term utility needs of the district and to remedy the wide spread and persistent health hazards related

TABLE III-8

COMPARISON OF EQUALIZED PROPERTY VALUES IN RID MOUNTAIN: 1979, 1983 AND 1987.

TYPE OF PROPERTY	YEAR					
	1979		1983		1987	
	VALUE	PERCENT OF TOTAL	VALUE	PERCENT OF TOTAL	VALUE	PERCENT OF TOTAL
RESIDENTIAL	\$72,990,300	75.72	\$88,561,000	74.88	\$101,421,000	77.82
MERCANTILE	\$11,627,900	12.06	\$16,216,000	13.71	\$16,841,000	12.92
MANUFACTURING	\$1,329,800	1.38	\$1,815,800	1.54	\$0	0.00
AGRICULTURAL	\$3,491,800	3.83	\$4,684,000	3.96	\$4,384,000	3.36
SWAMP AND WASTE	\$94,100	0.10	\$106,000	0.09	\$73,000	0.06
FOREST	\$2,416,400	2.51	\$3,556,000	3.01	\$3,762,000	2.89
PERSONAL PROPERTY	\$4,240,650	4.40	\$3,335,800	2.82	\$3,850,000	2.95
TOTAL:	\$96,390,950	100.00	\$118,274,600	100.00	\$130,331,000	100.00

NOTES: VALUE IS FOR LAND AND IMPROVEMENTS.

PROPERTY IN HOLLOW AREA WAS ANNEXED TO THE CITY OF WAUSAU IN 1984.

SOURCE OF DATA: WISCONSIN DEPARTMENT OF REVENUE. STATISTICAL REPORT OF
PROPERTY VALUATIONS: 1987, 1983 AND 1979.PREPARED BY: JOSEPH M. PRIBANICH
MARATHON COUNTY PLANNING DEPARTMENT.

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FULL VALUE IN 1987 AND LOCAL TAX RATES IN 1988 FOR SELECTED
COMMUNITIES NEAR THE TOWN OF RIB MOUNTAIN

COMMUNITY	1987 FULL VALUE	1988 TOTAL LOCAL TAX	GROSS LOCAL TAX PER \$1000 VALUE
T. RIB MOUNTAIN	\$130,474,900	\$389,312	\$2.98
C. WAUSAU	\$896,510,500	\$8,033,323	\$8.96
V. ROTHSCHILD	\$75,537,700	\$549,456	\$7.27
C. SCHOFIELD	\$79,549,800	\$423,862	\$5.33
C. MOSINEE	\$83,484,600	\$437,700	\$5.24
T. TEXAS	\$33,255,500	\$84,999	\$2.56
T. WESTON	\$224,009,500	\$545,863	\$2.44
T. KRONENWETTER	\$89,366,600	\$209,554	\$2.34
T. MOSINEE	\$32,358,100	\$40,801	\$1.26
T. WAUSAU	\$48,872,100	\$45,000	\$0.92
T. STETTIN	\$81,785,200	\$70,005	\$0.86
T. MARATHON	\$24,404,000	\$15,001	\$0.61
ENTIRE COUNTY	\$2,604,758,100	\$13,308,211	\$5.11

SOURCE OF DATA: WISCONSIN DEPARTMENT OF REVENUE.

PREPARED BY: MARATHON COUNTY PLANNING DEPARTMENT.

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to failed on-site sewage disposal systems and contaminated private well water supplies. The total sewer and water project cost without roadway resurfacing was approximately \$15 million. The Sanitary District received \$5.6 million in grant money from the U.S. Farmers Home Administration and a \$1.7 million grant from the Wisconsin Department of Natural Resources to help pay the cost of these utility improvements. In addition, the Sanitary District received a low interest loan from the Farmers Home Administration for that portion of the project cost that was not funded with grant money.

The grant money received by the district substantially reduced the project costs for local property owners. The special assessment rate for the improvements was \$31.30 per linear foot of frontage. Without the grant funds that the District received, the sewer and water assessment rates would probably have been in the range of \$40 to \$70 per front foot.

Currently, the Sanitary District operates a field of three wells that provide water for residents within the district. The water is treated with a Vyredox water treatment system. A 480,000 gallon water storage reservoir provides water pressure and fire protection for the community. The Sanitary District also has approximately 160,000 feet of distribution pipe, 1,300 water meters, 225 fire hydrants, and 185,000 feet of sanitary sewer pipes. In addition, the district has four lift stations, 7,700 feet of force main and an inverted siphon beneath the Wisconsin River. During construction of the system, almost all vacant properties within the Sanitary District were provided with a sewer and water lateral every 100 feet. This was done to avoid continued roadway excavations in the newly resurfaced roadways. Thus, in the process of serving existing development, the Town Sanitary District greatly facilitated development of vacant property.

Wastewater from the Town of Rib Mountain is transported to the Rib Mountain Metropolitan Wastewater Treatment Plant located on Aster Road. Due to rock and topographic differences, wastewater flows from Rib Mountain under the Wisconsin River, via an inverted siphon, and through the sewer mains of the Village of Rothschild to a gravity sewer that again flows under the Wisconsin River to the wastewater treatment plant.

At the treatment plant, Rib Mountain is allocated about 700,000 gallons of the treatment plant's capacity, however, the Sanitary District currently generates only 300,000 gallons of wastewater per day; the remaining capacity is held as a reserve for the Town Sanitary District.

Currently, sewer and water rates in the Rib Mountain Sanitary District are considerably higher than in nearby communities. A telephone survey conducted by the County Planning Department in March, 1989, provided the following data:

Comparison Of Sewer And Water Rates

Community/ District	Base Water Rate (w/5000 Gal. of Use)	Average Quarterly Rate For Water	Base Sewer Rate	Average Quarterly Rate For Sewer
Rib Mountain Sanitary District	\$33.00	\$50.00	\$27.00	\$55.00
City of Schofield	\$10.15	\$14.80	\$10.20	\$20.50

Comparison Of Sewer And Water Rates
(Continued)

Community/ District	Base Water Rate (w/5000 Gal. of Use)	Average Quarterly Rate For Water	Base Sewer Rate	Average Quarterly Rate For Sewer
Weston Sanitary District/Utility	\$22.70	\$20.50	\$24.00	\$44.00
City of Wausau	\$ 7.90	\$20.59	\$ 7.90	\$23.55
Village of Rothschild	\$18.95	(N/A)	\$ 5.00	(N/A)

According to the manager of the Sanitary District, no large scale expansion of the District is planned within the next 20 years; the existing Sanitary District is adequate to accommodate the anticipated growth. Large capital expenditures on booster pumps may be necessary if areas above a certain elevation are to be developed. These areas are located on the slopes of Rib Mountain. In addition, if development continues along CTH "NN", west of U.S. Highway "51", another water storage reservoir and municipal well may be needed since only one watermain serves this area.

Sewer Service Area Plans

From 1978 through 1982, the Town of Rib Mountain and six other communities in the Wausau Urban Area (Rothschild, Schofield, Weston, Kronenwetter, Stettin, and Wausau) participated in two area-wide water quality planning efforts: the Wausau Urban Area Sewer Service Plan for the Year 2000 and the Wausau Area Facilities Plan. The

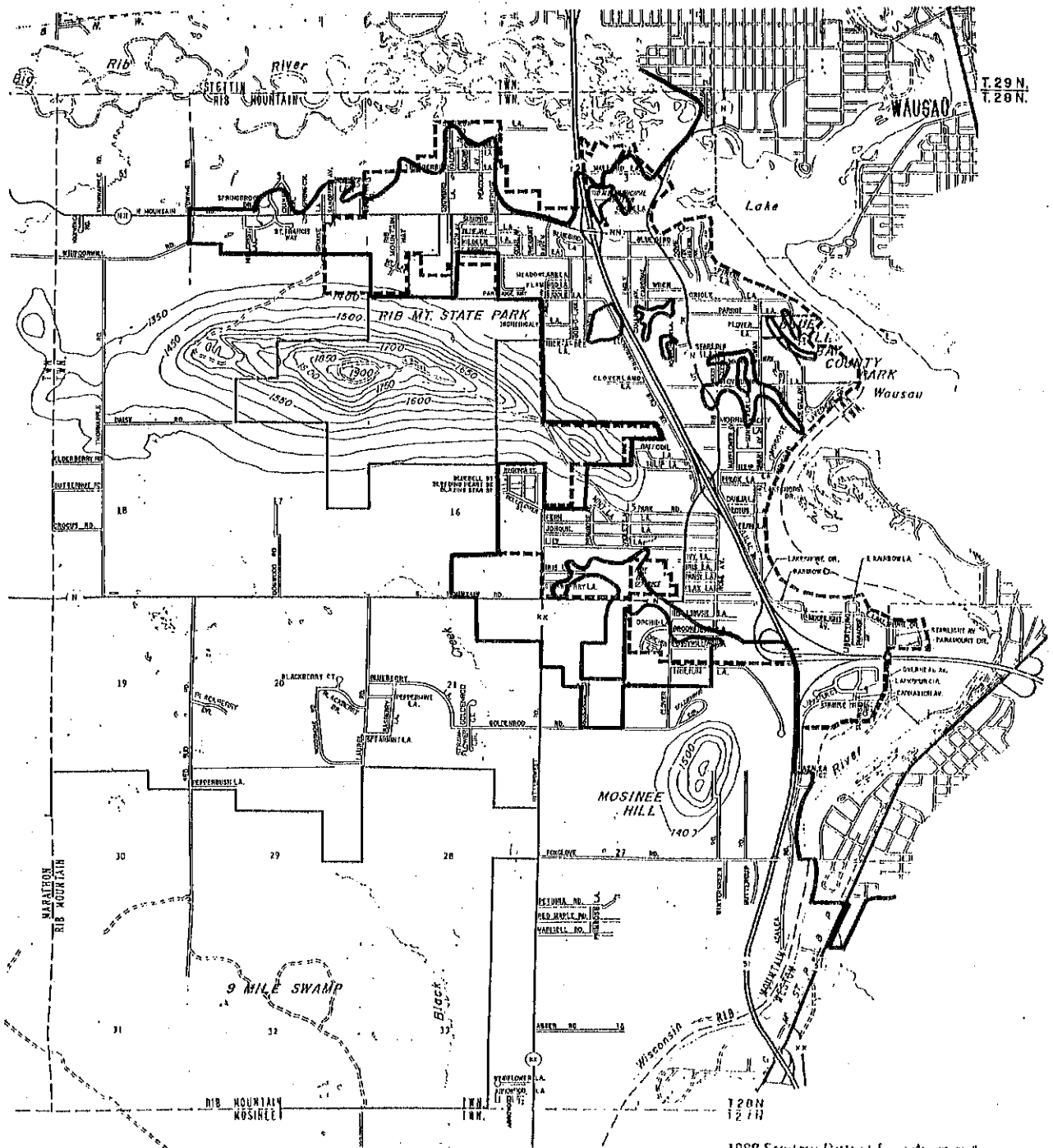
sewer service plan, which was completed in October, 1981, basically identifies the land area within which it is intended that sewer services will be made available by the end of the planning period, 20 years. Delineating a service boundary is a necessary step in designing wastewater treatment and collection facilities to serve the present and future residents of the Wausau Urban Area. The plan establishes a framework for the orderly extension of sanitary sewers in a cost-effective and environmentally acceptable manner.

The sewer service plan was prepared by the Marathon County Planning Department under a contract with the Wisconsin Department of Natural Resources. From several perspectives, the delineation of a sewer service area is one of the most important functions of a wastewater planning program because sewer facilities are probably the single factor with the greatest influence on when, where, and how fast a community will grow. Decisions about the placement and size of sewer facilities will affect land values, create pressures for rezoning and are likely to force decisions about schools, parks, water services and other community facilities. In the process, the character of a community can be totally altered. It should be emphasized, however, that land included within the sewer service boundaries of a community is merely eligible to receive sanitary sewer service; the communities providing sewer service are not obligated to serve any specific areas.

Within Rib Mountain, the Town Planning Commission and the Town Board identified an area that includes all of the Rib Mountain Sanitary District and a large area extending west along County Trunk Highway "NN" and an area south along Clover Road as lying within its planned sewer service area. This boundary is shown on Figure III-7.

Much of the data and projections developed for the sewer service area plan were used by Becher-Hoppe Engineers, Inc. to prepare various segments of the facilities plan. The facilities plan provides a detailed engineering analysis of the adequacy of existing wastewater collection and disposal facilities in the Wausau Urban Area; assesses future wastewater facility needs; and identifies various alternatives for meeting those projected needs. The facilities plan provides the extensive analysis needed to determine which wastewater treatment methods and facility configurations are the most cost effective and environmentally sound.

The sewer service plan is important for future wastewater service planning activities in Rib Mountain. Changes in the sewer service boundary have to be made following a formal process identified in the plan which includes written approval by the Wisconsin Department of Natural Resources. However, since Rib Mountain has an extensive supply of vacant land within its sewer service boundary, the need for additions to this area is very low. There may be a need, however, to add small parcels to the sewer service area and remove comparably sized areas elsewhere in order to accommodate specific



1000' Contour Interval
 Elevation in Feet
 Contour Interval 100' or
 Annularities

1000' Contour Interval
 Elevation in Feet
 Contour Interval 100' or
 Annularities

1000' Contour Interval
 Elevation in Feet
 Contour Interval 100' or
 Annularities

FIGURE 10-7

development proposals and comply with criteria established in the report. Again, the plan identifies a procedure for completing these types of amendments.

Deviations from the facilities plan in terms of size and location of various interceptor sewers, lift stations, and force mains would require extensive engineering analysis and submission of a plan amendment to the Wisconsin Department of Natural Resources for their approval. It is unlikely however, that the Town Sanitary District will need any facility plan amendments in the foreseeable future.

Municipal Building

The present Rib Mountain Municipal Center is located on County Trunk Highway "NN", adjacent to the U.S. Highway "51" interchange. The existing building was constructed in 1962 on an eight acre site. The structure is presently too small for the town's administrative and assembly uses but is probably adequate for road maintenance, ambulance service, and fire protection needs.

There are basically two alternatives available to the town to meet its municipal hall needs: 1) build an addition onto the existing building, since adequate acreage is available; or 2) build a completely new facility elsewhere in the town, and sell the existing building and property for highway interchange business purposes since the site is zoned for commercial use.

The Town Board is currently developing plans and cost estimates for these options.

Park and Recreation Areas

One essential element of a desirable community is a high quality park system. Park facilities are generally quite compatible in a residential area, however, some residents feel that the traffic and noise sometimes associated with park activities is a deterrent to the quality of their neighborhoods. Locating parks in residential areas minimizes residents' travel time to recreational facilities and often increases property values within close proximity to neighborhood or community parks.

Rib Mountain has almost 5,000 acres of public owned lands in the community. The table below lists the existing public park and recreation areas in the community.

EXISTING PUBLIC PARK AND RECREATION AREAS

FACILITY	TOWN OWNERSHIP (ACRES)	COUNTY OWNERSHIP (ACRES)	SCHOOL DISTR. OWNERSHIP (ACRES)	STATE OWNERSHIP (ACRES)
Rib Mountain Elementary School			8.0	
Liberty St. Park	14.0*			
Blue Gill Bay County Park		68.0		
Rib Mountain State Park				440.0
Town Hall Park	6.0			
Nine-Mile Swamp County Forest		4,320.0		
TOTALS	20.0	4,388.0	8.0	440.0

SOURCE: AN OUTDOOR RECREATION PLAN UPDATE FOR THE TOWN OF RIB MOUNTAIN (1988).

* LEASED FROM RIB MOUNTAIN SANITARY DISTRICT.

Since the mid 1970's, Rib Mountain has attempted to develop a local park system. In 1977, the town adopted a local outdoor recreation plan, however, few elements of the plan were implemented. In 1988, the town park commission updated the earlier plan and recommended an aggressive program for expanding the local park system.

The following recommendations are contained in the 1988 Outdoor Recreation Plan Update and are suggested for implementation within the next five to ten year period:

1. Neighborhood park sites of approximately five acres each should be acquired in the following general areas:
 - A. North of County Highway "NN" in the vicinity of Snowbird Avenue.

- B. North of South Mountain Road in the vicinity of Lily Lane. This site might be acquired and developed in cooperation with the Wausau School District for an elementary school site. Of course, if a school site is acquired, a larger parcel of land will be needed.
- C. South of South Mountain Road in the vicinity of Orchid Lane.
- D. East of U.S. Highway "51" in the vicinity of the intersection of Rib Mountain Drive and Oriole Lane.

Funding for these acquisitions could be provided from Parkland Dedication fees, state and federal grants, Rib Mountain Fest funds and other sources.

- 2. To acquire the above sites, the town should utilize its official mapping authority (State Statutes 62.23(6)) to firmly establish the location of these future park sites. Then, during the subdivision plat approval process, a portion of these sites could be dedicated under the town's parkland dedication ordinance and the remaining area could be acquired by utilizing the town's acquisition authority granted under Chapter 32 of the Wisconsin Statutes.
- 3. After the neighborhood park sites are acquired, and continued residential growth necessitates their development, substantial input from neighborhood residents should be solicited before park design plans are finalized.
- 4. The town should pursue development of swimming facilities in two areas:
 - A. Swimming facilities should be considered for development at Blue Gill Bay County Park in cooperation with the Marathon County Park Commission. A swimming area here could satisfy much of the need east of U.S. Highway "51".
 - B. Further consideration should be given to construction of a man-made pond with swimming beach in the vicinity of the Rib Mountain ski hill. This facility could be developed on state owned land or possibly in conjunction with the Rib Mountain Golf Course. It could meet much of the need for swimming facilities west of U.S. Highway "51".
- 5. The town should work with Weyerhaeuser Corporation in an effort to establish a small public boat landing/special use park in the vicinity of Overhead Road. This facility would provide much needed fishing access to this stretch of the Wisconsin River. Boat access here could help

reduce user conflicts between speed boats and fishermen on Lake Wausau.

6. The town should cooperate with local citizen groups, other communities and Weyerhaeuser Corporation in efforts to improve the navigability and boating safety on Lake Wausau and the Big Rib River.
7. The town should consider selling the undeveloped town land between lots 6 and 22 on Teal Avenue. Revenue generated from this sale could be used to acquire much needed neighborhood park land in other locations in the community.
8. Development of Liberty Street Park should continue.
9. Recreation facility improvements at Rib Mountain Elementary School should continue in accordance with the playground master plan.
10. Where multi-family housing density is high enough, tot-lots should be established, either privately or publicly, to meet the concentrated demand for recreation facilities created by these developments.

Roadway Facilities

Roadways in a community provide two functions: access to land and mobility. The access needs are accommodated by driveways; while the mobility is best met on freeway-type roads where speeds are high, there are no traffic control devices, and access is at a minimum.

All of the transportation routes within Rib Mountain can be classified into three categories based upon how the road functions:

1. Local Roads: The principal purpose of local roads is providing access to property abutting the public rights-of-way. Use by through traffic is discouraged through the placement of stop signs, low speed limits, and street layout.
2. Collector Roads: A collector road is used primarily to carry traffic from local roads to arterials. It serves to "collect" traffic from these local roads and "feed" it into arterials. Mobility is the primary function of a collector. Land access is a secondary function and the collector's design and operation should reflect this.
3. Arterial Roads: Arterials are used to move a relatively high volume of traffic at relatively high speeds. Driveway access on arterials should be severely limited to minimize interference with through traffic and improve safety.

U.S.H. "51", one of the State's major north-south traffic corridors, is located in the eastern portion of the town. This arterial roadway is used extensively by persons traveling to recreation areas in the northern part of the State, as well as by trucks, buses and visitors to Marathon County. The highway is also heavily traveled by town residents who are making short trips to and from the City of Wausau.

County Trunk Highways "N", "NN" and "KK" function as the major collector routes in the town. They carry local traffic into the arterials and the City of Wausau via McCleary Bridge (Snake Bridge). Some of the traffic that uses these collector roadways is generated in the adjacent Towns of Marathon and Mosinee.

Robin Lane and Lilac Avenue/Overhead Avenue/Sunrise Drive serve as minor collector roadways that carry traffic which is primarily generated in the town.

All other roads in the town function primarily as local roads.

As of January 1, 1986, there were approximately 76 miles of roads in Rib Mountain. Of this total, 57 miles were owned by Rib Mountain, 13 miles were County owned, and 6 miles were State roads. The town has full control and responsibility for maintenance and improvement of the roads it owns. Similarly, Marathon County and the State are financially responsible for their roadways.

Most traffic in the town is generated by the residents who live in Rib Mountain. In addition to the residential areas, other high volume traffic generators include: Rib Mountain School, the motel and commercial area at the CTH "NN" and U.S.H. "51" interchange, and the developing commercial area north of the CTH "N" and U.S.H. "51" interchange. On a seasonal basis, Rib Mountain State Park, Rib Mountain Ski Hill, Rib Mountain Speedway, Blue Gill Bay County Park, Rib Mountain Golf Course and Nine-Mile Swamp generate a fair amount of traffic.

Daily traffic volumes for certain roads in the town are available from the Wisconsin Department of Transportation. The amount of traffic is measured in average daily trips (A.D.T.), which is defined as the total number of vehicles passing a given point on a roadway in a 24-hour period. Table III-10 shows historical A.D.T. data for several roadways in Rib Mountain from 1975-1987. Generally, traffic volume in the town has steadily increased over this period. Much of the increase on CTH "NN" and CTH "N" can be attributed to population growth in the town and new commercial establishments. Traffic increases on U.S. "51" are probably due to additional through traffic.

Planning for new roads and roadway improvements is generally the responsibility of the jurisdiction that owns the road (State, County, town). However, since the State and County roads also carry a large volume of local traffic, town officials generally

TRAFFIC COUNT TRENDS FOR SELECTED ROADS
IN RIB MOUNTAIN: 1975-1987

LOCATION	1975	1978	1981	1984	1987
ON U.S.H. "51":					
ON RIB RIVER BRIDGE	20,220	26,480	24,900	28,760	33,720
SOUTH OF CTH "NN"	N/A	N/A	N/A	22,410	29,270
WEST OF CTH "N"	N/A	N/A	22,110	22,000	29,270
EAST OF CTH "N"	N/A	23,850	N/A	26,400	33,490
ON CTH "N":					
SOUTH OF CTH "NN"	4,960	5,580	5,430	6,100	7,850
ON McCLEARY BRIDGE	6,310	6,570	7,740	8,890	10,270
NORTH OF U.S.H. "51"	N/A	3,250	4,240	4,030	6,100
SOUTH OF U.S.H. "51"	1,390	2,340	3,300	3,300	8,860
ON CTH "NN":					
WEST OF CTH "N" AND EAST	3,700	3,230	4,630	5,510	3,300
OF U.S.H."51", WEST OF	2,680	3,010	3,530	4,280	6,670
U.S.H."51" AT WEST TOWN	700	780	980	950	840
LINE					
ON LILAC AVENUE:					
SOUTH OF CTH "N"	N/A	2,320	2,340	1,840	1,950

NOTE: 1) COUNTS ARE IN AVERAGE DAILY TRIPS PER DAY (ADT).
2) N/A - DATA NOT AVAILABLE AT THESE LOCATIONS.

SOURCE: WISCONSIN DEPARTMENT OF TRANSPORTATION,
DIVISION OF HIGHWAYS.
MARATHON COUNTY PLANNING DEPARTMENT.

RIBMTADT

participate in the planning activities of these larger jurisdictions.

Currently, Rib Mountain is a member of the Wausau Urban Area Metropolitan Planning Organization (MPO). This organization consists of representatives from each of the seven urban communities including: the Cities of Wausau and Schofield, the Village of Rothschild, and the Towns of Rib Mountain, Stettin, Kronenwetter and Weston. The MPO meets several times a year to discuss planning activities for some of the major roadways in the urban area and to set spending priorities for the \$200,000 to \$250,000 that are allocated annually to the MPO. Projects in Rib Mountain that may become eligible for MPO funds are widening of CTH "N" north of U.S.H. "51" and replacing McCleary Bridge.

In addition, the Wisconsin Department of Transportation is considering extending S.T.H. "29" west along Pussywillow Lane at some time in the future. However, current State plans suggest that this roadway would not be constructed until sometime after the year 2020.

CHAPTER IV

LAND USE PLANNING PRINCIPLES

The following land use planning principles were prepared to provide general guidelines for the location of the major land use types in a community including, residential, commercial, industrial, recreation and transportation. These guidelines should be reviewed by the local planning commission and governing body when considering various land use proposals or zone change requests.

The land use planning principles relate to concerns about the health, safety, morals, and general welfare of the community. How these considerations are expressed in actions by a particular community are a matter of the community's own determination. That is, the State of Wisconsin, through various statutes has given local communities the power to regulate land use through adoption of local zoning ordinances, subdivision regulations, and other laws. The type of local ordinances adopted (restrictive vs. permissive) and how the ordinances are used at the administrative and legislative levels are, for the most part, local concerns.

Several important and often overlooked issues that should be considered during the process of making land use decisions include:

1. Certain actions may set a precedence. Given a particular set of land use circumstances and proposed development, a community should arrive at the same conclusion and take similar actions. For example, if a community agrees with one developer's proposal to construct a local road with a 50 foot wide right-of-way the community would have difficulty denying similar requests if all circumstances are equal.
2. The personality or influence of an individual requesting action on a land use issue should have nothing to do with the outcome of the decision. For example, "good ol'e Joe" who has lived in the community for 20 years might be granted a zone change while an out-of-town developer might be denied an identical request.
3. Adoption of zone changes can have unanticipated long term impacts. Often, communities are convinced to change a particular zoning district designation based upon the development plans presented by the individual making the request. However, the other types of development that are allowed in the zoning district should not be overlooked. After rezoning, the developer's plans might run aground because of financing difficulties, fire, or other reasons and the resulting development might not be nearly as compatible with adjacent land uses as that which was initially proposed.

For example, the community might rezone an area for commercial use based upon a developer's proposal to

construct a large, quiet office building. However, when the developer's financing falls through, the land might be sold to an individual who opens an auto body repair shop which is very incompatible with nearby uses.

Other issues related to land use decisions are discussed in the chapter entitled "Implementation Methods".

General Development Principles

Communities are made up of a number of different land uses that can be categorized according to their function. For example, most communities have several types of residential areas, a central business district, neighborhood commercial areas, and industrial areas. The arrangement and location of these activities will have a significant impact upon their interactions. Some activities are interdependent and should therefore be in close proximity to improve interaction. For example, large residential areas should have a neighborhood park that is within safe walking distance of most residents. On the other hand, manufacturing activities should be isolated from residential areas because of the noise, dust, smoke, traffic and other conflicts that may occur.

Where incompatible land uses cannot be separated by distance, buffers can be utilized. A buffer can be defined as something that shields the conflicting elements of one activity from an adjacent activity. A row of trees or tall shrubs or the crest of a hill can separate activities and help reduce the level of noise, light, and/or dust reaching adjacent uses. These types of buffers are often used between a residential area and a busy street or a row of homes and a parking lot.

Buildings and specific activities can also be used as buffers. These types of buffer zones provide a stepping down of activity from intensive uses (business, industry, traffic) to less intensive uses (parks or residential neighborhoods). Multi-family dwellings and duplexes are often used as buffers along major arterial roadways or between commercial areas and single family homes. Professional offices are also used at the fringes of large commercial areas to buffer adjacent residential uses from businesses that generate more traffic, extraneous light, noise and litter than offices.

The arrangement of various land uses will not only affect their interactions but will also affect the cost of providing facilities and services to them. Developing the vacant parcels of land within the built-up areas of a community is often the most economical way to accommodate growth. This concept, sometimes referred to as "infilling", involves the utilization of vacant parcels that were skipped-over, for various reasons, when an area was initially developed. These parcels may be scattered lots in otherwise completely developed blocks or larger tracts of land that were never subdivided and are now surrounded by intense development.

There are many advantages to developing these skipped-over parcels. Infilling can help reduce the pressure to develop farmland while still accommodating growth. Since many vacant parcels have services in place, development can be accomplished at low public costs. Existing sewer and water systems, streets, schools, phone service, electric and gas service, and parks can also help reduce land and housing costs because builders will not have to make front-end investments for the installation or development of these facilities. Concentrating development in these built up areas can enhance existing neighborhoods and encourage revitalization efforts, conserve energy, and improve the feasibility of providing other types of services.

Not all growth, however, can be accommodated by infilling. Many manufacturing operations require large parcels of land that are usually not available in the built up areas of a community unless existing buildings are demolished. These industrial activities usually locate at the periphery of a community where adequate vacant land is available.

Guiding growth to areas contiguous to existing development can help to control sprawl at the community's fringe. By concentrating new development adjacent to older developments, streets, sewer, water and other services can be more efficiently provided. Scattered or "leap frog" developments are costly in terms of construction and maintenance of streets, sewer and water facilities, and the provision of services such as garbage collection and police and fire protection.

Residential Land Use Principles

Every community is made up of residential neighborhoods which are the basic units that provide facilities and services to help satisfy the daily needs of residents. Neighborhoods are primarily for residential use and usually contain an elementary school, a commercial area, and a park. The elementary school and the park, which could adjoin each other, should be centrally located away from arterial streets. The commercial area should be readily accessible to the public but buffered from residences to avoid land use conflicts.

Streets within residential neighborhoods should carry traffic that originates from or is destined to the dwellings within the neighborhood. These local streets should connect to collector streets which then carry traffic to higher capacity arterial streets. Through traffic should be routed around the periphery of neighborhoods on these arterial streets.

Within neighborhoods there are usually a variety of housing types including single family homes, duplexes, and apartments. The single family home is the most common type of housing unit. Consequently, the location of duplexes and multi-family dwellings

relative to single family homes is often a subject of debate. All neighborhoods should have some duplex or multiple family housing since most people live in rental units prior to purchasing a home. Single family homeowners typically want to be isolated from these multiple unit structures because of problems they foresee with noise, increases in traffic, transients, decreasing property values, and other problems. In addition, many duplexes and apartment buildings are not owner-occupied and single family homeowners fear that absentee landlords will not adequately maintain their property.

There are basically two different philosophies regarding the location of duplexes and multi-family dwellings: First, they can be segregated from single family homes and clustered in one area, or second, they can be integrated with single family homes. Locally, the City of Wausau has recently followed a policy of segregating apartments from single-family uses, while the Town of Weston has followed a policy of mixing duplex and apartment uses in single family residence areas.

Duplexes and apartment buildings are often clustered together and used as buffers along major streets and between a commercial area and adjacent single family homes. Since the renters occupying these apartment units are living there for a short period of time, problems with noise from traffic or commercial areas are also short term.

Duplexes and apartments can also be located within single family neighborhoods if they are compatible with the single family homes. Of particular importance is the upkeep and maintenance of these units and their impact on density and traffic generation.

The upkeep and maintenance of residential structures is often dependent on the form of ownership and occupancy. Typically, owner occupied units will be better maintained than units held by absentee landlords. Absentee landlords who do not maintain their property can be a major problem in older neighborhoods where single family homes might be converted to duplexes. The most effective way to mitigate the maintenance problem with deteriorating rental units is through stringent enforcement of housing codes.

Condominiums are another form of multi-family dwelling unit ownership. Generally, the owner of a condominium has ownership of the interior of an individual dwelling unit; the exterior and all of the land is owned in common by all condominium owners in the project. A homeowner's association, comprised of the condominium unit owners, governs the maintenance and upkeep of the common areas. The exteriors of these units are therefore well maintained and typically do not create problems in terms of property upkeep.

Density is another factor to consider when determining the compatibility of duplexes and apartments with single family homes. If the rental units are developed at about the same density as the surrounding neighborhood, duplexes and apartments can sometimes be

perceived as being compatible with single family homes. Higher densities may have an adverse impact because they may be out of character with the neighborhood, thus reducing the aesthetic quality of the area. Higher densities may also have a negative effect on a neighborhood because of the amount of motor vehicle traffic and other activity which is generated.

According to the Institute of Traffic Engineers, the single family home has the highest traffic generation rate per unit of all residential types (10 vehicle trips per unit per average weekday). This is true because these units are larger, have more people and more vehicles than other types; they are generally located farther away from shopping and employment centers; and the residents have fewer alternative modes of travel available. Apartments generally have a trip generation rate of six trips per unit per weekday. It should be noted that this is a per unit rate and as the density of a multi-family development increases, the generation rate for that development will also increase and will greatly surpass that of a single family development of equal acreage. For example, a duplex will have a trip rate of 12 compared to the single family rate of 10, which is a relatively insignificant increase in trips generated. On the other hand, an eight unit apartment would generate 48 trips per day, almost five times more than a single family home.

Multi-family structures generate more traffic than single family homes and should, therefore, be located on or near collector streets or major arterials to reduce the amount of traffic on local residential streets and provide convenient access for residents. Furthermore, to reduce traffic generation and energy consumption for shopping trips, apartment buildings should be near commercial areas. Parks and school sites should be in close proximity to apartments to minimize the distance children must travel to use these facilities. If possible, multi-family housing should also be near employment centers, churches, medical and cultural facilities.

Duplexes and apartments will generally have little effect on adjacent property values (depending upon the character and values of the surrounding neighborhood) if they are located along arterials or adjacent to businesses or serve as buffers in transition areas. However, duplexes and apartments which are in a deteriorated condition and located in the middle of a single family neighborhood with high property values may have an adverse impact upon property values. It should be noted, however, that deteriorated single family homes in the same neighborhood could also reduce adjacent property values.

Commercial Land Use Principles

A variety of businesses are essential to provide the products and services to satisfy the needs of residents living in a community. These businesses must be conveniently located to serve the population concentrations but somewhat separated from residential

areas to avoid conflicts due to noise, traffic, litter, parking, glare, dust, odors, and extraneous light from signs and parking areas. Commercial establishments should also be segregated from each other according to their function and service areas.

For discussion purposes, commercial activities are divided into two categories according to their functions: general commercial districts and interchange business area.

General Commercial Areas

General commercial areas are groupings of businesses which are located near population concentrations and serve the needs of consumers. They are usually 5 to 10 acres in size and serve between 3,000 and 10,000 persons. Typical uses within these areas include supermarkets, gas stations, drug stores, and hardware stores. To function properly, general commercial areas should be distributed throughout the community so that all neighborhoods are adequately served.

These business areas need to be readily accessible to the consumer, therefore, they should be located adjacent to major or minor arterials. Businesses located along busy streets must be clustered so that the traffic generated by commercial uses does not interfere with through traffic. Two good examples of clustered commercial development are Menard's Plaza and the K-Mart shopping center on Grand Avenue and Kent Street. Clustering allows the provision of joint off-street parking thereby reducing the number of driveways along the busy streets and the number of motor vehicle trips between businesses. Driveways to these businesses should also be set back from critical intersections to avoid traffic congestion. In areas where major arterials intersect with lower capacity streets, consideration should be given to limiting access along the arterials, and only allowing access to these businesses from adjacent streets.

Contrary to the clustering concept is strip commercial development which is the result of extending commercial zones along major arterials. Many traffic and land use conflicts can be created from this type of development. Two good examples of strip commercial development in the Wausau area include Grand Avenue from Kent Street, south, and Stewart Avenue from 18th Avenue, west. Typically, strip commercial development increases the number of driveways along major arterials. If these arterials do not have any access control and do not have improved intersections that provide a turning lane, the number of separate turning movements along these streets can be extremely high. Consequently, turning movements for numerous commercial driveways will reduce the capacity of the arterial, hinder thru traffic flow, create traffic congestion problems, and contribute to an increased accident rate. Strip commercial development also has an effect on traffic volumes. The table below provides examples of trip generation rates for various retail activities that are commonly found in commercial

zones. Although the average number of daily trips for one type of activity may not have a significant effect on the existing traffic volume of a major arterial, the cumulative effect of several of these activities in strip commercial areas could severely hinder traffic flow.

Often, businesses along strip commercial zones do not provide adequate off-street parking. When off-street parking is limited, customers park on adjacent residential streets, at times making two lanes of traffic impassable and creating on-street parking problems for residents in the area.

TRIP GENERATION RATES

<u>Activity</u>	<u>Average Trips Daily (Based on trips per 1,000 square feet of gross floor area)</u>
Supermarket	125
15 hr. Convenience Market	323
24 hr. Convenience Market	578
Discount Store	65
High Turn-Over, Sit Down Restaurant	164
Drive-In Restaurant	553
General Office Building	12

Source: Trip Generation Rates, Institute of Traffic Engineers.

A seasonal problem with on-street parking along strip commercial areas occurs during the winter months. Snow removed from streets is often plowed onto the boulevard and into a portion of the area normally used for parking. Customers parking along these streets cannot get as close to the curb and their cars begin to block the travel lanes, slowing traffic and creating a safety hazard, especially where parking is allowed on both sides of the street.

In addition to parking problems, strip commercial development can create other conflicts as it encroaches into residential areas. Many businesses found in strip zones have hours of operation that are out-of-character with residential uses in the neighborhood. Noise from these establishments can be a disturbing problem for nearby residents, especially in the summer when windows are open. Similarly, odors from paint, cooking, gasoline and other sources can be a problem for residents living near commercial areas.

Other conflicts between commercial uses and residences include:

- A) Litter from certain commercial uses, such as fast food drive-in restaurants.

- B) Glare from automobile windshields in large parking lots and especially used car lots where the vehicle density is higher.
- C) Commercial traffic may use local streets or abutting alleys.
- D) Extraneous light from parking lots or flashing signs may disturb nearby residents.

Property values and neighborhood improvement efforts can also be adversely influenced by strip commercial development. Incompatible commercial uses deter the improvement of adjacent properties because homeowners are unwilling to invest the money and time to improve their homes if the neighborhood trend is toward converting residences to business uses.

Interchange Business Areas

The function of an interchange business area is to serve the needs of travelers. Activities within these areas include gas stations, restaurants, and motels. Special precautions must be taken to assure smooth traffic flow and to maximize safety in these areas.

Business driveways should be adequately spaced from freeway entrance and exit ramps so as not to disrupt the flow of traffic. Ideally, access to these activities should be from a local street which is connected with the freeway cross-street at a signalized intersection.

Buildings in freeway interchange areas should also have sufficient setbacks to avoid visibility problems and to provide adequate sight distances.

Industrial Land Use Principles

Industrial activities are a unique part of the overall land use scheme because their growth and expansion will generally increase employment opportunities and therefore, the growth of other land use activities within a community. Many industries require special conditions and facilities for their operation. Suitable soil and topographic conditions are primary site considerations. Soils with low bearing capacity, high shrink/swell potential and high groundwater levels are generally unsuitable for industrial development. Most manufacturing uses require nearly level terrain because of the large area needed for today's types of manufacturing plants. Stormwater drainage from industrial sites is also a concern because of the large amount of land covered by buildings and parking lots and the reduction in land normally used for rainwater infiltration.

The provision of adequate sanitary sewer and water service to industrial areas is critical for the establishment of new industries and for the expansion of existing manufacturers. The capacity and location of these facilities will have a direct bearing upon where and how much these industries can grow.

Industrial areas should be in close proximity to major arterial roadways to facilitate the movement of truck traffic for the transport of raw materials and finished products. Some industries may also require railway access. Over the years, however, there has been a shift in emphasis from rail accessible sites to highway accessible sites due in part to improved roads, an expanded trucking industry, and a declining rail industry.

The location of industry in relation to adjacent land uses is an important issue. Some manufacturers can create odor, noise and air pollution, and generate a large volume of truck and employee traffic which can be a nuisance to residential land uses. Although residential areas should be in close proximity to work places to reduce commuting time and conserve energy, residential districts should be buffered or segregated from industrial areas. Some communities establish multi-family or two family residence areas as buffers between manufacturing plants and single family areas. Fences and landscaped buffers can be required to provide screening between industrial uses in the park and adjacent land uses.

Recreation Land Use Principles

In the past 20 years, there has been a rapid increase in the demand for recreational facilities in urban areas throughout the United States. Meeting this demand will have an effect on the desirability of living in a particular neighborhood and will affect the overall attractiveness of a community. Planning for future park and recreation areas in a community should, therefore, be an important consideration.

Population growth in a community can have an extremely significant impact on outdoor recreation planning. As the population increases, the need for additional recreation areas will also increase. Population growth will also stimulate a need for expanded recreational facilities, such as more tennis courts at existing locations.

As the population grows and new housing units are added to the community, the choices for potential new park sites will be reduced and the cost of acquiring park sites will increase. Therefore, park sites should be acquired as soon as possible in areas of a community that are likely to experience significant residential development in the near future. If park sites are not acquired in a timely manner, the community may be forced to accept sites that are not in ideal locations. Furthermore, if sites are not acquired in advance of development, the future cost of land acquisition could escalate substantially.

Transportation Land Use Principles

For the various land uses within a community to "interact", an adequate transportation system is essential. Businesses need to be near major streets to attract customers; industries may require rail service to transport their products; and residents need streets and public transportation for their work, shopping, and leisure time trips.

The street network is probably the most important segment of the transportation system within a community. Every land use activity relies on the street system and, as a result, each activity will affect the system by the traffic it generates and also by the number, design, and location of driveways. Streets are classified according to their function and are designated as either major arterials, minor arterials, collector streets, or local streets.

Major arterials accommodate large volumes of thru traffic at relatively high speeds. Minor arterials also carry a large volume of traffic and supplement major arterials in heavily traveled corridors. Driveway access and parking should be restricted along these streets to maintain the street's design capacity and to facilitate smooth traffic flow.

There are essentially two ways that access can be controlled: by requiring the consolidation of driveways along a street or by requiring that access be provided from a side road or frontage road. Consolidating driveways reduces the number of conflict points between thru traffic and turning vehicles. Access from side roads allows for the convenient movement of vehicles from arterial streets, usually at controlled or signalized intersections.

Driveways along major arterials should also be designed to provide adequate sight distances and to assure that there is adequate space between the driveway and nearby street intersections to allow for pedestrian crosswalks, passenger loading areas, traffic control devices, and turning lanes.

Collector streets carry traffic from local streets to arterials. These collectors can provide access to adjacent land uses but some traffic and parking controls may still be necessary to ensure smooth traffic flow.

Local streets provide direct access to adjacent land uses and are most commonly known as residential streets. Thru traffic is generally discouraged on these streets by the use of stop signs, cul de sacs, low speed limits, and other traffic control measures.

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CHAPTER V
CITIZEN INPUT

Community Development Committee

The Rib Mountain Community Development Committee was responsible for preparation of the plan. This 15 member body brought together the interests and expertise from throughout the community. (See Table V-1 for a complete Committee list.) Technical assistance for preparing the plan was provided by the Marathon County Planning Department staff. In addition to County Planning staff, speakers from the Wausau School District, Rib Mountain Sanitary District and Wausau Metropolitan Transportation Planning Organization provided information in their area of expertise.

The Committee's major responsibilities in this planning effort included: formulating long range development goals and objectives; preparing guidelines for land use and community development activities; reviewing and revising the work of the staff; and adopting the final recommendations of the plan.

The Committee began meeting in September, 1988. All meetings were properly noticed and open for public input.

Important planning and community development ideas were generated by the Committee during a lengthy problem identification session known as the nominal group process. During this session, the Committee identified and prioritized 87 problems in Rib Mountain. (See Table V-2).

These issues provided a strong foundation for the Committee's work and were used extensively to prepare the Community Development Survey which gave all households in the town an opportunity to participate in the planning process.

Community Development Survey

To provide maximum citizen input and detailed information about the concerns and opinions of residents living in Rib Mountain, a survey was prepared and mailed to all households in the town in late November, 1988.

During preparation of the survey mailing list, great care was taken to ensure that all households, including mobile homes, apartments, and duplex units received a survey. Based upon 1988 population estimates and the household occupancy rates derived from the survey, it appears that almost every household in the town received the survey.

Overall, 1709 surveys were mailed; 982 surveys or 57% were returned.

TABLE V-1

RIB MOUNTAIN COMMUNITY DEVELOPMENT COMMITTEE

NAME	ADDRESS	CITY
ROBERT WYLIE	1102 PINTAIL LANE	WAUSAU
PAUL KLEMM	5301 THORNAPPLE ROAD	WAUSAU
CHARLES SCHLITZ	2610 RIB MOUNTAIN WAY	WAUSAU
CAL COOK	3308 SUNBIRD LANE	WAUSAU
RAY KIRSCHOFFER	806 LAKESHORE DRIVE	WAUSAU
STUART OSTRANDER	802 ORIOLE LANE	WAUSAU
BEV KORDUS	3407 KILDEER LANE	WAUSAU
JANE WILEY	2400 PARK ROAD	WAUSAU
LES MONTIE	802 EAST LAKESHORE DR.	WAUSAU
HENRY YACH	4913 LAKESHORE DRIVE	WAUSAU
ELLIS PETERSON	3006 BOB-O-LINK AVE.	WAUSAU
DALE MILLER	4801 INDIGO DRIVE	WAUSAU
DONNA KRAMER	2905 TEAL AVENUE	WAUSAU
GLENN DRAEGER	2001 FERN LANE	WAUSAU
WILLIAM PUSHECK	2004 JONQUIL	WAUSAU

PRIORITIZED LIST OF COMMUNITY PROBLEMS
IDENTIFIED BY
RIB MOUNTAIN COMMUNITY DEVELOPMENT COMMITTEE
OCTOBER, 1988

Problem Priority Rank Based Upon Total Score:

1. The current zoning plan appears to be a hodgepodge of unrelated uses depending on what type of land use has already been started, thus inviting developers to request zoning changes wherever they would wish to pursue a development. This in turn causes neighborhood opposition to projects that could substantially increase tax revenues. What is needed is a zoning plan subject to (one time) majority approval and then adhere to, so that developers will look toward appropriate development rather than expect the rules to be changed if the tax incentives are great enough. (10, 7, 9, 1, 10, 10, 4) = 51
2. Development and adoption of master street plan to assure preservation of arterial system. (8, 4, 10, 9, 10) = 41
3. Residential areas should remain residential in most instances. Explicitly designate any business-commercial zoning, and take into consideration that most people that live in Rib Mountain do so because it was known as a very family oriented, clean, safe place to live. The commercialization does not lower our taxes. (10, 1, 4, 3, 9) = 27
4. Junk cars - sitting in yards. Should be cleaned up. (6, 5, 8, 3) = 22
5. Consider and define majority opinion of town residents on the part Rib Mountain should take in area development, re: residential, commercial, industrial, tourism and recreation, transportation and how services such as police, fire and emergency should be provided. (9, 5, 8) = 22
6. Enforcement of town ordinances:
 - A. Set-backs.
 - B. Junk cars plus the number of cars allowed on one's property.
 - C. Lake front ordinance such as boathouses, decks, etc.
 - D. Ordinance enforcement on trailer homes, pole barns, sheds and temporary buildings.
 - E. Enforce the ordinance on semi-trailer trucks parked on residential streets. (6, 7, 3, 5) = 21

NOTE: Numbers after each problem statement are the individual Committee member rankings and cumulative score for each problem.

TABLE V-2 (CONTINUED)

7. Development and adoption of roadway design and traffic management plan for County Highway "N", from intersection County Highway "KK" to intersection with 11th Avenue; and County Highway "NN" from intersection with "N", west to Townline. (9, 4, 7) = 20
8. Police and fire protection. Enter into discussion with other communities regarding metro police. (5, 4, 6, 4) = 19
9. Review our options regarding a town, city or village, or annex to Wausau. (9, 9) = 18
10. Place stop sign at Lilac. (9, 8) = 17
11. Plans for increased police protection. (1, 10, 5) = 16
12. I feel that the business community should be given more of an opportunity to help plan the future of the Town of Rib Mountain. I strongly believe that they should have a business association. (2, 6, 7) = 15
13. Limiting big game hunting to shotgun only as somebody or their house is going to be shot. If areas are closed, deer will over populate. (6, 8) = 14
14. Consider moratorium on zoning changes and more restrictive set-backs on County Trunk Highway "N" and County Trunk Highway "NN" until development plan is adopted. (1, 3, 3, 7) = 14
15. Far flung "cluster" developments will blossom and create their own unique problems - i.e. sewer and water, access, business development. (5, 8) = 13
16. Help our spot zoning problem by identifying all vacant land and their present zone. Change zone to a higher use so that it would conform to surrounding lots. Identify business and residential zone plans and segregate as much as possible. (3, 4, 6) = 13
17. I think that the Board of Education of the Wausau School District should start thinking about a place for the second elementary school - preferably in the area on the south side of the mountain. (3, 10) = 13
18. Development of plan for desirable neighborhood parks and locations. (4, 8) = 12
19. Controlled zoning with realistic buffer zones of multi-family units. (4, 8) = 12
20. Need for knowledgeable full-time building inspector that actually cares about what is going on! (5, 6) = 11

21. The present Town Board does very little to enforce ordinances such as blacktopping commercial driveways, set-backs, large signs, minibikes, dogs on leash, building codes, junk cars, etc. (6, 5) = 11
22. Determine future growth pattern as it relates to sewer and water planning. (2, 5, 3) = 10
23. Opposition to closing of Tulip Lane, petition on file. (10) = 10
24. Dogs - ordinances and enforcement. e.g. use of leashes, poop scoops, barking. (10) = 10
25. Do not allow spot zoning as has been done in the past. (10) = 10
26. Inspection of roads - culverts, etc. done by developer before accepted by town. (9) = 9
27. Family garage - being used for repair shops. (7, 2) = 9
28. Develop long range plan for improvement or replacement of town hall and related facilities. (3, 2, 4) = 9
29. Traffic at intersection of Lilac, Tulip and Rib Mountain Drive should not allow trucks. (9) = 9
30. I believe that there should be a change in the fire department and ambulance services. There are a lot of internal problems, there are a lot of fellows that are getting to the age of retirement. We are very weak for ambulance and fire crew in the mornings especially in the winter time. With the amount of business real estate that we have here in Rib Mountain we have to give much better service in case a disaster hits. (9) = 9
31. Safer bike/pedestrian traffic - bike paths on main roads. (8) = 8
32. McCleary "Snake" Bridge - already inadequate and unsafe - urge state to plan for new bridge. (8) = 8
33. Pool should be built onto Rib Mountain School. (8) = 8
34. The Town of Rib Mountain is in very bad shape as far personnel are concerned. We cannot get the competent, experienced people to run our town. Most people are not interested except when it comes to tax time. We have supervisors that are just not available. I strongly believe that we should hire a manager to run both the town business and the sanitary business. I think that 3 supervisors would work out alright.

- I think some of the offices should be consolidated into the business manager's job. I don't think that we should have to go 50 miles down the road to get an accounting firm and then to wait 9 months to get a financial statement. (6, 2) = 8
35. Pressure on town officials by active special interests that are contrary to silent majority interests (general). (7) = 7
 36. Improve identification, delineation, and zoning of major wetland areas. (5, 2) = 7
 37. Enforcement of building code in new subdivision. (7) = 7
 38. The future of Rib Mountain school is a big issue. New homes are causing a crowding situation. (7) = 7
 39. Talk about tourism - one of the biggest things Rib Mountain has going for the town. We have the lake and the mountain. Possibly consider some type of theme for Rib Mountain. For example, Bavarian like at Frankenmuth, Michigan. This could be an attraction which brings in bucks. (2, 5) = 7
 40. Urge county to plan for at least 4 lanes on County Highway "NN", with middle turning lane. (7) = 7
 41. I think the Town of Rib Mountain and the business people should have more input regarding the advertising of our town and not leave it in entirely up to the Chamber of Commerce of Wausau to tell us what to do with the motel room tax. (6) = 6
 42. Spot zoning - especially on the fringes of residential areas. (6) = 6
 43. Uniform use of roadside ditches - now - one side of road has a ditch, other side does not! (4) = 4
 44. Traffic congestion on Rib Mountain Drive between N and NN requires some sort of rapid solution. (1, 3) = 4
 45. Notification of public hearings. Past practice only those in a 300 foot radius. Now just people in adjacent area. (4) = 4
 46. Size of lots to maintain country setting. (3, 1) = 4
 47. Identification of acceptable R-2 zoning areas - if any are acceptable. (2) = 2
 48. Keep Rib Mountain Golf Course as a golf course - do not subdivide it. (2) = 2

49. Plan for a 4 lane road with turning lanes on Rib Mountain Drive. (2) = 2
50. Development of low/moderate income housing/elderly housing? (2) = 2
51. Duplexes and multi-family residences - hold the line - (stop!). (1) = 1
52. Some organization to industrial/commercial development. (1) = 1
53. Increase the lighting at intersections on Rib Mountain Drive. (1) = 1
54. Keep trucks off of Town Hall parking lot. (1) = 1
55. Streets - general clean up of gutter trash. (1) = 1
- ___ Need more multi-family development. (0)
- ___ Review and strengthening, if necessary, of R-2 building codes. (0)
- ___ Commercial and industrial - future location and type. (0)
- ___ Identification of acceptable B-2, B-3, and all industrial zoning areas. (0)
- ___ Zoning - careful study of transition zoning on Highway N (Rib Mountain Drive). (0)
- ___ Subdivision - revise and expand ordinances. Consider performance bonds - try to separate single family from duplexes, etc. (0)
- ___ Look into pros and cons of becoming a village or city. (0)
- ___ Building permits and checks - return to full-time inspector. (0)
- ___ Federal and state programs - keep on top of for possible grants. (0)
- ___ Homes with unkept lawns. I really don't know if we can do anything about this. (0)
- ___ Lake access (6) in Rib Mountain. Identification and marking of each. Money now available for development to provide neighborhoods access. (0)
- ___ Recreation facilities - public access to Lake Wausau. (0)

- ___ Park and recreation - need more, or at least set aside.
(0)
- ___ Need additional free public access to lake or river - as
north on Partridge. (0)
- ___ Consider own police department. (0)
- ___ Alternate route to Rib Mountain Drive, example, frontage
road east of Highway 51 between N and NN. (0)
- ___ Plan for traffic control in the area of the travel center.
(0)
- ___ Too many driveways on Rib Mountain Drive. (0)
- ___ Intersection at Highway N and 51 must be upgraded,
however, I don't know where to get the money from. (0)
- ___ Stripe developed highways. (0)
- ___ More town road upkeep. (0)
- ___ Drainage off streets and lots. (0)
- ___ Have fewer deadend streets. (0)
- ___ Enforce as to vision - clearance triangles. (0)
- ___ Study use of stop signs to slow traffic. (0)
- ___ No uniform way to plat streets in new subdivisions. (0)
- ___ Town hall - develop and place - additions. (0)
- ___ Get more land north of Town Hall for future or recreation.
(0)
- ___ Any special problems associated with tourism and
transients as a result of significantly increased
interchange business activity. (0)
- ___ Needs - postal substation - drug store - elderly housing.
(0)
- ___ Rib Mountain needs to have a beautification plan such as
boulevards and green areas especially where roads and
parking lots take up a large portion of an area.
(Milwaukee would be a good example.) (0)
- ___ Solid waste - wood - trees. (0)

Several questions on the survey related to issues that were of specific geographic concern in the town. Therefore, the town was divided into five neighborhoods. Appendix I shows the boundaries of each of these neighborhoods. The number of housing units per neighborhood, the number of surveys returned per neighborhood and the percent return rate are shown below:

<u>Neighborhood</u>	<u>Total Number Of Housing Units</u>	<u>Number of Surveys Returned</u>	<u>Survey Return Rate</u>
One	418	247	59%
Two	264	147	56%
Three	376	211	56%
Four	413	234	57%
Five	238	134	56%
		9 (unallocated)	
TOTAL	1,709	982	57%

To segregate the surveys by these geographic areas, each survey was given a coded number prior to mailing. Upon return, the survey results were tabulated for the entire town and then by neighborhood.

To facilitate interpretation of the survey results, a survey summary and detailed analysis was prepared.

Survey Summary

The following is a brief summary of some of the conclusions that can be derived from the results of the Community Development Survey:

1. Nearly nine out of ten survey respondents feel satisfied about living in Rib Mountain.
2. Generally, town residents feel that they have a voice in local town government. However, one quarter of the survey respondents had "no opinion" on whether they feel that they have a voice in town government. These are probably people who have not had close contact with town government.
3. The two areas most often mentioned as needing additional planning in the town include land use and zoning and park and recreation.
4. Town residents were closely split on future population growth in the community. About half want the population to stay about the same over the next 15 years; the other half would like to see it double or triple.
5. Town residents are quite clear on the type of future development they would like to see in the community. Residents strongly favor more commercial development,

single family housing, industrial development, and elderly housing; and are very much opposed to more apartment housing, duplex housing, low income housing and condominiums.

6. Overall, there is strong support for zoning ordinances in the community. Of those people who support zoning, about one-third think the laws should be more restrictive; one-third feel existing laws are adequate; and one-third feel the laws are adequate but need more enforcement.
7. Residents are very supportive of having a postal station, drug store, and fast-food restaurant locate in Rib Mountain.
8. Residents are very satisfied with garbage collection, the condition of town roads, school facilities, fire protection and ambulance service. Residents were fairly satisfied with snowplowing of town roads and county police protection. Two areas where services were rated low included street lighting and the town park system.
9. Overall, there is more support than opposition to spending town funds to improve bicycle routes, buy parkland and provide public bus service in the town. Opposition for the other seven spending issues on the survey was generally quite high. Building a new municipal center received the lowest support with only 9% of the respondents favoring the project.
10. There is very strong support to enforce local ordinances. Junked cars, minibikes, all terrain vehicles, noisy dogs, snowmobiles, dogs running loose, semi-trailer trucks parked in residential areas and signs in residential areas are major concerns. Ordinances regulating the blacktopping of commercial driveways and signs in business areas were of slight concern. Overall, residents were not supportive of enforcing regulations governing the business use of homes or garages.
11. The majority of those responding indicated that a part-time building inspector has provided adequate service for the town. However, 47% of the survey respondents had no opinion on this issue.
12. Overall, town residents do not feel there is a need for additional police protection in the community.
13. There is very strong support to designate Rib Mountain as a shotgun only area for the deer hunting season.
14. Overall, driving the county and local roads in Rib Mountain is not a problem for the vast majority of town residents. However, when the responses are reviewed at

the neighborhood level, specific stretches of roadway can be identified as major concerns.

15. There is very strong support for developing local parks in the town. The most popular parks suggested by respondents are five to ten acres in size.
16. Seventy-eight percent of town residents think there are some park and recreation facilities that need development or improvement. Swimming facilities received the highest support; playgrounds and bicycle trails were second; picnic facilities, softball diamonds, hiking/ski trails and tennis courts received moderate support.

Detailed Analysis of Survey Results For the Entire Town

Appendix II provides a summary of the percentage response rates to the survey for the entire town. Appendix III compares the percentage response rate for each neighborhood and the entire town for most of the survey questions.

A detailed discussion of the survey questions follows. This discussion concentrates on the responses received from the entire town. Some analysis of the major differences in response rates between neighborhoods is also included. In addition, a comparison is made of the responses to certain questions which were also asked in the 1984 Rib Mountain Community Needs Survey. This survey was mailed to 1488 households in December, 1984; 895 surveys were returned, a response rate of 53%.

Question #1: Satisfaction with Town.

An overwhelming majority of town residents feel satisfied about living in the community.

Forty-four percent of the survey respondents feel "very satisfied" about living in the town; while 43% are "somewhat satisfied". Only 12% of the respondents expressed any dissatisfaction about living in Rib Mountain; 10% were "somewhat dissatisfied" and 2% were "very dissatisfied".

Question #2: Voice in Town Government.

Forty-four percent of the survey respondents indicated that they felt that they had a voice in local town government compared to 31% who felt they did not have a voice.

One-quarter of the survey respondents did not have an opinion on this issue. Many of these people probably have not had close contact with town government or are relatively new to the community.

In 1984, the same question was asked on the Community Needs Survey. The results at that time were almost identical to those received in 1988: 45% responded "yes"; 35% responded "no"; and 20% had no opinion.

There may be some relationship between satisfaction about living in the community (Question #1) and having a voice in local government. Those people who feel "very satisfied" about living in Rib Mountain are more likely to feel that they have a voice in local government. Overall, 44% of the survey respondents felt that they had a voice in local town government, however, 59% of those people who are very satisfied about living in Rib Mountain feel that they have a voice in local town government.

Question #3: More Planning.

Forty-nine percent of the survey respondents feel that more land use and zoning plans are needed in the town. More park and recreation planning was recommended by 39% of the respondents and more police protection planning was suggested by 27% of the respondents. Planning for fire protection, road maintenance, road improvements, and sewer and water generally received low support.

Responses to this question seem to reflect a high degree of satisfaction with various services and facilities in the town such as town roads and fire protection; and a concern with zoning and land use planning, park and recreation planning, and to a lesser extent police protection. These services and facilities are discussed extensively under Question #9.

Question #4: Population Growth.

Forty-five percent of survey respondents would like to see the town population stay about the same over the next 15 years; 38% would like to see the population double in size and only 6% would like to the population triple.

The responses to this question suggest that the town pursue growth policies that would tend to balance the no growth respondents against those who favor substantial growth in the community. The net result might be land use and development policies that would encourage moderate growth. These policies might include:

- a. Requiring developers to pay all costs related to subdivision development, especially roadway construction and improvement costs.
- b. Maintaining strict, high quality standards for residential subdivision design and development.
- c. Establishing stringent guidelines for granting zone change requests for higher density residential development such as apartment buildings and duplexes.

Question #5: Future Development.

Overall, survey respondents were very supportive of additional commercial development, single-family housing, and industrial development in the community. Seventy-three percent of the respondents indicated that the town "needs a little more" or "needs a lot more" commercial development; while 69% checked those responses for single-family housing and 57% of the respondents checked those responses for more industrial development. Fifty-three percent of the respondents felt that more elderly housing was needed in Rib Mountain.

In the 1984 Community Needs Survey, 49% of the respondents said, "yes" when asked if they would like to see more industry in Rib Mountain.

The current overall desire for more commercial and industrial development in the town should give local officials encouragement to develop and implement policies that would help expand commercial and industrial activities in the community. Development of single family and elderly housing should also be encouraged by local officials.

Overall, survey respondents felt that the community has enough apartment housing, duplex housing, low-income housing and condominiums. Seventy-one percent of the respondents felt that the town has enough apartment housing. This is very close to the response rate in the 1984 Community Needs Survey when 68% of the respondents said "no" when asked if the town should encourage the development of more apartments.

In 1988, 63% of the respondents said that the town had enough duplex housing units; in 1984, 60% of the respondents said "no" when asked if the town should encourage the development of more duplex housing.

More condominium type housing and low-income housing also received low support with 63% and 58% respectively of the respondents indicating that the town "has enough" of these types of development.

People who said that they wanted the town to stay about the same size over the next 15 years (Questions #4) were much more likely to say that the town "has enough" of the various types of development listed in the Question #5. For example, 39% of all survey respondents felt that the community had enough industrial development, however, 56% of the respondents who felt that the community should stay about the same felt that the town had enough industrial development. Below is a comparison of the percentage response rates between the entire town population and those who would like to see the town "stay about the same".

Comparison of Percent Response Rates
for Question #5, "Has Enough" Development

<u>Question #5 "Has Enough"</u>		
<u>Type of Development</u>	<u>Percent Response For Entire Town</u>	<u>Percent Response Rate for Those Who Indicated In Question #4 That They Would Like to See the Town "Stay the Same"</u>
Industrial	39	56
Commercial	24	44
Single family housing	24	44
Duplex housing	63	80
Apartment housing	71	84
Elderly housing	31	42
Low-income housing	63	70
Condominiums	58	74

On a neighborhood basis, Neighborhood #2 was much more pro-development than any of the other neighborhoods in the town. For several types of development, the difference between the response rate for the entire town and Neighborhood #2 was more than ten percentage points. For example, 63% of all survey respondents said the town had enough duplexes, but only 48% of the respondents in Neighborhood #2 answered in this way.

Question #6: Zoning Ordinances.

There is overwhelming support for zoning in Rib Mountain. Furthermore, town residents favor more restrictive zoning ordinances over less restrictive ordinances, by a four-to-one margin. Forty-eight percent of the survey respondents said that existing zoning ordinances are adequate, with about half of these people indicating that the existing ordinances need more enforcement. Twenty-nine percent of the survey respondents said that the town's zoning ordinances should be made more restrictive. Only 7% of the respondents said that zoning ordinances should be less restrictive.

As previously discussed, 49% of the survey respondents said the town should do more land use and zoning planning (Question #3). These same people were much more likely to suggest that the zoning ordinances should be more restrictive (40% versus 29% for the entire town) and much less likely to say that the zoning ordinances are adequate (16% versus 24% for the entire town).

Question #7: Business Development.

Survey respondents showed a very strong interest in having three types of businesses locate or expand in the town: 61% of

the respondents indicated that a postal station should be established; 48% wanted to see a fast food restaurant; and 44% felt a drug store should be opened. In addition, there was good support for a shopping center (29%), a medical clinic (26%), and a clothing store (25%).

The strong support for these services and businesses could be used by the Town Board to encourage the private sector to establish these types of businesses in the community. For example, the Town Board could contact a drug store franchise to discuss the survey results and request that this corporation consider establishing a store in Rib Mountain.

Realtor and entrepreneurs might also use this information to capitalize on commercial development opportunities in the town.

Question #8: Resident Shopping.

Not surprisingly, most of the shopping and common service needs of residents in the town are satisfied by commercial establishments which are located in the City of Wausau. Local firms in Rib Mountain, however, do meet a substantial amount of the need for hardware (76%) and banking services (45%). In addition, 35% of the survey respondents do the majority of their food shopping in Rib Mountain and 25% of the respondents get the majority of their car repair work done in Rib Mountain.

Question #9: Community Services and Facilities.

Residents in the town rated garbage collection, the condition of town roads, school facilities, and fire protection highest among the nine services and facilities that are most common in the town. Eighty-one percent of the respondents ranked garbage collection as "good" or "very good"; 75% graded the condition of town roads as "good" or "very good"; 72% rated school facilities as either "good" or "very good" and 70% rated fire protection as "good" or "very good".

At the other end of the spectrum, street lighting, the town park system, and snow plowing of town roads were rated the lowest, with 58%, 46% and 43% of the respondents rating the respective service or facility as either "fair" or "poor".

A careful review of the responses to this question suggests that residents gave considerable thought before answering. For example, few town residents have probably had experience with ambulance service in the community and, therefore, 24% of the respondents indicated that they had "no opinion" in ranking this service. On the other hand, only 1% of the respondents had "no opinion" regarding the condition of town roads since almost all residents drive on the town roads.

Based upon the responses to this question, it would seem that the town should concentrate its public facility improvement

efforts in the areas of street lighting, the town park system, and winter roadway maintenance.

On an individual neighborhood basis, the response rates for the various services and facilities were fairly consistent when the "very good" and "good" responses are combined and also when the "fair" and "poor" responses are combined.

Question 10: Spending Town Funds.

Survey respondents were asked whether or not the town should spend funds on 10 different building or public facility improvement projects. For some projects the support was fairly strong, for other projects the opposition was extremely strong.

Overall, there is support to spend town funds to improve bicycle routes, buy parkland and provide public bus service in the Town. Fifty-four percent of the respondents supported bicycle routes, 46% favored buying parkland and 46% favored public bus service.

Building a new municipal center, building a marina, and spending Town funds to provide public boat access to Lake Wausau were opposed by the vast majority of the respondents. Seventy-five percent of the survey respondents said "no" to the marina and new municipal center, while 62% opposed spending money for public access to Lake Wausau. Fifty-eight percent opposed spending Town funds to help buy another elementary school site in the community.

Other projects that had low support and generally high opposition include expanding the municipal center (33% "yes", 49% "no"); building an outdoor swimming facility (40% "yes", 49% "no"); and building an indoor swimming facility (33% "yes", 55% "no").

Those people who support spending Town funds to buy parkland are more likely to feel that the existing town park system is in "fair" or "poor" condition (Question #9). Town-wide, 28% of the survey respondents rated the town park system "fair" and 18% rated it "poor". However, of those people who said that the town should spend local funds to buy parkland, 36% rated the town park system "fair" and 29% rated it "poor".

On a neighborhood basis, the largest variation in response rates were recorded for bus service. In Neighborhood #1, 59% of the respondents favored spending town funds to provide bus service while only 30% favored this expenditure in Neighborhood #5.

Question #11: Enforcement of Local Laws.

There is extremely strong support for increasing the enforcement of many local laws within the Rib Mountain.

Seventy-six percent of the respondents felt that ordinances governing junked cars should be more strictly enforced; 69% felt minibike and all terrain vehicle ordinances needed more enforcement; 67% wanted more enforcement against noisy dogs; 65% wanted increased enforcement of regulations governing snowmobiles; 63% were concerned about dogs not being on a leash; 61% wanted more enforcement of the regulations prohibiting semi-trailer trucks from parking on residential streets; and 50% wanted more enforcement of the regulations governing signs in residential areas.

Rather weak support was indicated for increasing enforcement of regulations governing the blacktopping of commercial driveways (39% said "yes" and 34% said "no") and added enforcement of the regulations governing signs in business areas was supported by 37% of the respondents but opposed by 36%.

Finally, respondents generally did not favor increased enforcement of laws governing the business use of homes or garages in the town. Forty-two percent of the respondents indicated that they did not support increased enforcement of these regulations while 36% indicated that they did.

Overall, four of the ten enforcement areas had a fairly large proportion of the respondents not expressing an opinion. Twenty-seven percent of the respondents checked "no opinion" on the issue of blacktopping of commercial driveways and signs in business areas. Twenty-two percent of the respondents had no opinion with respect to the business use of homes or garages; while 21% of the respondents did not have an opinion on signs in residential areas. It may be that the people who did not have an opinion on these enforcement questions may not perceive these as being issues where they either live or along the routes that they frequently travel.

On a neighborhood basis, there is strong consistency of opinion on enforcement of local laws.

Question #12: Building Inspector.

Forty-seven percent of the survey respondents checked "no opinion" on whether the change from a full-time to a part-time building inspector has provided adequate service for the town. This high response rate is probably due to the fact that most Rib Mountain residents do not deal with the building inspector on a regular basis.

Of those who did respond with an opinion, 31% felt that a part-time building inspector has provided adequate service for the Town, while 22% said "no".

Question #13: Additional Police Protection.

Overall, Town residents do not feel there is a need for additional police protection. Thirty-seven percent feel there is a need while 46% said there is not a need. Seventeen percent of the respondents did not have an opinion on this issue.

As a follow-up question, those people who responded "yes" to the issue of need were asked if the town should add local police protection to its services. Eighty-one percent of the people who feel there is a need for additional police protection also feel the town should add police protection to its services.

Generally, those people who feel that the Marathon County Sheriff's Department is doing a very good or good job are less likely to feel there is a need for additional police protection in the town. Overall, 51% of the survey respondents rated county police protection as very good or good, while 38% rated it fair or poor (Question #9). However, only 34% of the respondents who feel there is a need for additional police protection in the town rated county police protection as good or very good, while 62% rated it as fair or poor.

On the other hand, 67% of the respondents who said the town does not need additional police protection felt that county police protection was very good or good, while only 25% said it was fair or poor.

Question #14: Shotgun Use for Deer Hunting.

There is very strong support in the community to designate Rib Mountain as a shotgun only area for the deer hunting season. Fifty-three percent of the survey respondents said "yes" when asked if only shotguns should be used for deer hunting in the town, while only 28% said "no".

Question #15: Driving on County Highway "N".

On a community-wide basis, 23% of the respondents indicated that driving on County Highway "N" is a problem for them. However, on a neighborhood basis the results are dramatically different.

For example, in Neighborhood #2 49% of the survey respondents have a problem driving on County Highway "N" while in Neighborhood #3 only 7% have a problem driving on County Highway "N". The difference in response rates for these two neighborhoods is related to the importance that this highway plays in each of these neighborhoods. County Highway "N" is the primary arterial roadway serving Neighborhood #2 while Neighborhood #3 is primarily served by County Highway "NN".

As a follow-up question, respondents were asked to identify the nature of the problem they were experiencing on County Trunk Highway "N". The responses received from the first 100 surveys are listed in Appendix IV. Of the 19 responses received, 13 indicated that traffic volume or congestion were the main problem they experienced on County Highway "N" or at the interchange with U.S. Highway "51". The Rib Mountain Travel Center, slow moving trucks, and dark and twisting roadway were each listed by 2 respondents as the major problem.

Question #16: Driving on County Highway "NN".

Overall, only 10% of the survey respondents indicated that they had a problem driving on County Highway "NN". However, unlike the previous question, the neighborhood responses were fairly similar. For example, nearly all residents in Neighborhood #3 must use County Trunk Highway "NN" to travel from home to work or for shopping. However, only 12% of the respondents in this neighborhood indicated they had a problem driving on Highway "NN". In Neighborhood #2, where County Trunk Highway "NN" plays almost no role in accommodating through or local traffic, 8% of the neighborhood's residents still said they had a problem driving on this highway.

Appendix V lists the reasons given by the first 100 survey respondents as to why they have a problem driving on County Highway "NN". Although there were only 12 total problems listed on the first 100 surveys received, the diversity was much greater for County Highway "NN" than for County Highway "N". The problems mentioned included such issues as heavy traffic, slow vehicles, speeding vehicles, problems with the interchange at U.S. Highway "51" and with the intersection at County Highway "NN" and County Highway "N".

Question #17: Driving Town Roads

Only 17% of the survey respondents indicated that they had problems driving on town roads. The low response rate for problems driving on town roads is also reflected in Question #9 where 75% of the survey respondents indicated that town roads were in "good" or "very good" condition and only 24% indicated they were "fair" or "poor" condition. On a neighborhood basis, Neighborhood #2 had an extremely high rate of problems with town roads compared to the other neighborhoods. In Neighborhood #2, 31% of the survey respondents said they had problems driving on town roads compared with only 17% town-wide. In Neighborhoods #1 and #3 only 12% of the respondents indicated they had problems driving on town roads.

Appendix VI provides a list of the problems identified on the first 100 surveys received. Twenty-six of the survey respondents identified specific problems. There is a wide variety of problems identified many of which name specific town

roads. Snowplowing, sanding, and problems with icy roads were mentioned by 6 respondents.

Question #18: Size of Parks.

There is very strong support for developing local parks in the town. Sixty-seven percent of the survey respondents indicated that the Town should develop either small, medium or large sized parks. Twenty percent said that the Town should not develop any parks; while 13% had "no opinion".

The most popular park recommended by respondents was the medium size park covering 5 to 10 acres in area.

Those people who supported spending town funds to buy parkland (Question #10) were very supportive of developing parks that were "medium, 5 to 10 acres" in size. Overall, 42% of the Town indicated that Rib Mountain should develop medium size parks. However, 62% of the people who support spending town funds to buy parks wanted to see medium size parks developed.

In the 1984 Community Needs Survey, two questions were asked regarding park development. The first, "Do you favor development of a central park in the town?" had 34% of the respondents answering "yes" and 50% of the respondents answering "no". The second question, "Do you favor development of neighborhood parks in the town?" had 37% answering "yes" and 47% answering "no". Since these were two different questions, the conclusion that was derived at that time was that the majority of town residents did not favor development of a central park or neighborhood parks. However, many of those people who favored development of a central park may not have favored development of neighborhood parks and vice versa. The question as asked in the 1988 survey clearly identifies a strong support for parks in the town with a specific acreage size (5 to 10 acres) as the most popular.

On an neighborhood basis, the highest support for parks was in Neighborhood #2 where only 14% of the survey respondents said that no parks should be developed.

Question #19: Park and Recreation Facility Needs.

Seventy-eight percent of the survey respondents think that there are some park and recreation facilities that need development or improvement in their neighborhood.

Swimming facilities received the highest support with 42% of the respondents indicating a need in their neighborhood. Playgrounds and bicycle trails were second with 31% of the respondents indicating a need for development or improvement of each of these facilities. Picnic facilities (26%), softball diamonds (21%), hiking/ski trails (21%), and tennis courts (20%) received moderate support for development.

Overall, support for additional recreational facilities was highest in Neighborhood #2. In this neighborhood, town residents indicated that the neighborhood need for each of the facilities was much higher than for the entire town. Conversely, only 15% of the residents in this neighborhood indicated that there was not a need for any recreation facility improvements compared to 22% of the respondents on a town-wide basis.

Question #20: What do you like about Rib Mountain?

Appendix VII contains a listing of the responses contained on the first 100 surveys received. Eighty of the 100 respondents wrote in a response to this question. Respondents were very supportive of the scenery, peacefulness, and quiet atmosphere of the community. In addition, many mentioned the fact that Rib Mountain is in close proximity to the Wausau urban area.

Question #21: What don't you like about Rib Mountain?

Appendix VIII contains a list of the 64 responses to this question that were contained on the first 100 surveys received. Twenty-eight of the people responding to this question indicated that taxes or the sewer and water charges were too high. The remaining responses covered a wide variety of issues, services, facilities, and town administrative matters.

Question #22: Town's biggest problems or needs.

Appendix IX is a list of the 59 responses from the first 100 surveys received to the open-ended question, "What are the town's biggest problems or needs?" Many of the responses identified taxes, sewer and water bills, and other issues that were previously addressed earlier in the survey such as more parks, various park facilities, enforcement of certain town ordinances, and certain building and development issues.

Demographic Questions

Question #23: Age of respondent.

Forty-nine percent of the survey respondents were between the age of 22 to 44; 33% were age 44 to 61; and 17% of the survey respondents were 61 years old or over.

Age of respondent was reviewed to see if age was related to the responses for spending town funds (Question #10). On all of the spending issues identified in Question #10 support by elderly respondents was considerably lower than for the entire town population except for providing bus service. However, the additional support for bus service was only three percentage points higher than for the entire town (49% versus 46%).

In addition, respondents who were 61 years old or over were almost twice as likely to check "no opinion" on issues related to spending town funds.

Question #24: Persons per household.

Two person households in Rib Mountain are the most common with 34% of the respondents living in two person households. Twenty-four percent of the respondents had four persons residing in their home while 21% of the respondents had three persons in their home.

Based upon the survey results, the average number of persons per household in the community was 3.07. This is almost identical to the 3.08 persons per household identified by the U.S. Bureau of the Census in 1980.

Question #25: Persons under 19 years of age.

To get some idea of how many school age persons are living in the Town, the question, "How many people residing in your household are under 19 years of age?" was asked. Forty-nine percent of the survey respondents have people in their household who are under 19 years of age.

Question #26: Term of residence in Rib Mountain.

Overall, 58% of the survey respondents have lived in Rib Mountain for more than 10 years. The next highest single group are people who have lived in the town for only one year (13%). The third highest group are those people who have lived in the town for two years (6%).

Question #27: Place of employment.

Fifty percent of the head of households responding to the survey work in the City of Wausau; only 8% work in the Town of Rib Mountain; 9% are unemployed and 17% work in "other" communities.

Question #28: Own or rent.

Ninety-seven percent of the survey respondents indicated that they own their home.

In 1980, almost 9% of the occupied housing units in the Town were renter occupied. However, many of these households may have been annexed to the City of Wausau when the "hollow" area joined the City.

Question #29: Primary occupation.

Thirty-three percent of the head of households in the community are professional/technical people. Sixteen percent are retired; 11% are managerial/proprietor and 11% are laborers.

Comments

The final section of the survey contained an area for comments. Appendix X lists the 38 comments taken from the first 100 surveys received. These comments cover a wide variety of topics and include some positive suggestions for improving the community as well as complaints.

CHAPTER VI

GOALS, OBJECTIVES AND RECOMMENDATIONS

planning can be viewed as a series of related actions and decisions that are organized around and moving toward the accomplishment of objectives.

Therefore, before the development of a plan proceeds too far, it is extremely important that the desired results of the planning process are carefully identified. These results are stated in terms of goals and objectives which are the cornerstone of the planning process since they form the framework for public and private decision-making.

Goals can be defined as broad statements of direction in which action is aimed. They are formulated in light of identified issues, problems, community desires and development principles. To a great extent, goals represent common ideals which a community wants to attain. Once goals are established, objectives and recommendations are developed.

Objectives can be viewed as specific statements of desired results. Accomplishing several objectives contributes to the fulfillment of a goal. Recommendations are usually specific courses of action, standards, or guidelines directed toward achieving an objective. A recommendation can be followed or established during the decision-making process, when implementing programs, or when enforcing various land use or other community development regulations. Recommendations may also suggest that additional studies be conducted to better define certain objectives.

The recommendations are the most definitive element of a plan because they suggest how the town should manage its growth and improvement. The recommendations included in this plan are intended to serve as a general guide for the Town Planning Commission and the Town Board as their members evaluate land use and other community development plans and proposals. Many of the recommendations address an existing problem or a set of problems in the community, such as poor street lighting or land use conflicts.

Since problems, whether within a neighborhood or community-wide are constantly changing, goals, objectives and community priorities will likewise change. Such change must be recognized by the governing and administrative officials and should be reflected in their decisions and actions. These changes must also be reflected in the community development recommendations, as well as in the means by which the plan is implemented (zoning, subdivision ordinances, official map, etc.) Without a review and update of this plan in light of changing values, this document will gradually become unworkable and will no longer provide the guidance needed for the town's development and improvement. Generally, the time span between updates of the plan will be contingent upon how effective the plan expresses the development desires of the community.

In order to establish developmental goals and formulate recommendations that would be effective in reaching these goals, the Rib Mountain Community Development Committee first identified community develop problems and needs within the town. These issues were identified by utilizing two sources of input: the expertise and local experience of the Community Development Committee; and the responses by local citizens to the 1988 Community Development Survey, in which over 57% of the town's households participated. (A detailed discussion of the survey can be found elsewhere in this report.) Many of the goals and objectives were derived from the information gathered through the survey; others were based upon what the Committee felt was necessary to improve or maintain the high quality living environment in Rib Mountain.

The goals, objectives and recommendations developed by the Committee were categorized under the following headings: Residential Development, Commercial Development, Industrial Development, Transportation Facilities, Recreational Development, Environmental Protection and Community Development Plan Administration. The following overall goals for the community were adopted:

- . To protect and enhance the quality of Rib Mountain's residential living environment.
- . To identify and designate areas for small-lot suburban housing developments which are located in a healthy, safe, convenient, efficient, and attractive environment, while controlling the overall rate of residential growth.
- . To establish commercial areas that provide goods and services in a convenient, safe and attractive environment.
- . To restrict industrial areas to those locations where industrial activities will not degrade the town's natural or residential living environment.
- . To provide a safe and efficient transportation network that will facilitate the movement of people and goods.
- . To provide a diversified local recreational system that will meet the needs and desires of town residents.
- . To develop a pattern of land use that will protect the natural environment of Rib Mountain.
- . To maintain a comprehensive, continuous, and coordinated community planning effort.

RESIDENTIAL DEVELOPMENT

GOAL I: To protect and enhance the quality of Rib Mountain's residential living environment.

- A. OBJECTIVE: Protect the aesthetic character of residential areas.

Recommendations:

- 1) Encourage subdividers to place restrictive covenants dealing with aesthetics on newly subdivided property.
- 2) Encourage the installation of underground power and other utility lines.

- B. OBJECTIVE: Buffer residential areas from conflicting developments such as businesses, industries, and high volume traffic routes.

Recommendations:

- 1) Establish duplex or multi-family buffer zones where major conflicts in land use are likely to occur between single family residences and other land uses.
- 2) Review and strengthen buffer area requirements in the town's commercial and industrial zoning districts. These requirements would govern such issues as building setbacks, outside storage, parking lot paving, parking lot landscaping, transitional yard regulations, signs, vegetative screening, and other elements.
- 3) Restrict the location of duplex and multi-family residential structures. Such zones should mainly be used to buffer single family areas from major conflicting land uses.
- 4) Route major traffic flows around residential neighborhoods rather than through these neighborhoods.

- C. OBJECTIVE: Protect residential neighborhoods from land uses that could create an undesirable living environment.

Recommendations:

- 1) In stable single family areas, grant zone change requests for duplexes and apartment buildings only along major collector or arterial streets or as a buffer between single family residential uses and business or industrial uses. Generally, these buffer zones should be quite narrow in depth.
- 2) Deny requests for zone changes that would allow the development of large traffic generators in residential neighborhoods.

- 3) Deny zone change requests that would establish an unrelated zoning district in the center of a residential area (spot zone).

GOAL II: To identify and designate areas for small-lot suburban housing which are located in a healthy, safe, convenient, efficient, and attractive environment, while controlling the overall rate of residential growth.

- A. OBJECTIVE: Encourage moderate residential growth that will produce a town population of less than 6,900 people by the year 2000 (1988 population estimate is 5,170).

Recommendations:

- 1) Insure that zone change requests for higher density residential development such as duplexes and apartment buildings are in conformance with this plan.
- 2) Require developers, without exception, to pay all costs related to subdivision development especially roadway construction and improvement costs.
- 3) Maintain strict standards for subdivision design and development by carefully reviewing proposed subdivisions through use of a review checklist. Grant few deviations from the adopted subdivision code except in cases of extreme hardship.
- 4) The Town Planning Commission should monitor and annually report the estimated population and housing unit changes to the Town Board.

- B. OBJECTIVE: Coordinate subdivision development in a long range context.

Recommendations:

- 1) In new subdivisions, permanent dead end roadways should be developed as cul de sacs; on dead end roadways that will be extended, a temporary cul de sac should be required.
- 2) Concentrate small lot residential development within the boundaries of the Sanitary District. Larger lots with a minimum size of three acres should be required in the rural areas of the town where on-site waste water disposal systems are used.
- 3) The use of holding tanks for new residential development should not be permitted.

COMMERCIAL DEVELOPMENT

GOAL III: To establish commercial areas that provide goods and services in a convenient, safe and attractive environment.

- A. OBJECTIVE: Encourage clustering of commercial uses and discourage strip commercial development.

Recommendations:

- 1) Deny requests for strip commercial zones along arterial and major collector roadways where the change could contribute to traffic flow problems or the encroachment of business uses into residential areas.
- 2) Approve zone change requests where an existing commercial district would be strengthened by the expanded activity.
- 3) Discourage the generation of commercial traffic in residential areas.
- 4) Existing residential areas that are zoned for commercial uses should be reviewed and, if appropriate, rezoned for residential purposes.

- B. OBJECTIVE: Establish commercial areas that are adequate in size and properly located to meet the daily shopping needs of residents in Rib Mountain.

Recommendations:

- 1) The town should consider expanding the commercial area between U.S.H. "51" and County Trunk Highway "N" north of Oriole Lane.
- 2) Zone an adequate amount of commercial area to meet the long term needs of the community.
- 3) Ensure that commercial uses do not have a serious negative impact on nearby residential uses.
- 4) Avoid the establishment of small, scattered commercial areas.
- 5) Appropriate committees or commissions should encourage certain businesses to locate in the community. These businesses include: a postal station, drug store, and fast food restaurant.

- C. OBJECTIVE: The positive and negative elements related to establishing or expanding a commercial zoning district should be considered before these types of actions are taken.

Recommendations:

- 1) Reduce conflicts with adjacent land uses by providing buffer zones, dividing and screening parking areas, and limiting the number of entrance and exit points.
- 2) Where conflicts are too great to mitigate, avoid establishing or expanding the commercial zone.
- 3) Improve the aesthetics of commercial areas of the town by strengthening the zoning regulations related to sign height, sign size, and illumination; building setbacks and yards; site landscaping and parking lot design.
- 4) The traffic impact of requests for new commercial zones should be carefully considered, especially along Rib Mountain Drive.

INDUSTRIAL DEVELOPMENT

GOAL IV: To restrict industrial areas to those locations where industrial activities will not degrade the town's natural or residential living environment.

Recommendations:

- 1) Encourage the clustering of industrial activity in planned industrial parks or in areas adjacent to existing industrial users.
- 2) Develop and adopt a strict industrial zoning district that could be used in areas that are near residential developments. This ordinance would help mitigate the negative impacts that might result from the establishment of industrial operations near residential uses.
- 3) Locate industrial areas along sanitary sewer lines and where efficient access can be provided to the town's highway system.
- 4) Discourage isolated industrial locations in agricultural areas where they may result in environmental degradation or disrupt travel patterns.

TRANSPORTATION FACILITIES

GOAL V: To provide a safe and efficient transportation network that will facilitate the movement of people and goods.

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- A. OBJECTIVE: Assure that existing and future land uses are adequately served by transportation facilities.

Recommendations:

- 1) The town must develop and keep up-to-date an official town map which will identify the location of new streets and where additional roadway right-of-way is needed.
- 2) Maintain and upgrade the existing street system to accommodate current and projected traffic.
- 3) Eliminate dead end streets where economically feasible and discourage the creation of additional dead end streets.
- 4) Additional bicycle routes should be identified along selected collector and local streets for those people wishing to use bicycles as a means of transportation.

- B. OBJECTIVE: Properly locate and design the street system to facilitate the interaction of various land use activities while protecting those activities from possible adverse effects.

Recommendations:

- 1) Ensure that subdivision proposals contain streets that are properly designed and located.
- 2) Route major traffic flows, especially truck traffic, around residential areas.
- 3) Consider the type of traffic, parking and projected traffic volume of potential uses when examining a request for a zone change.
- 4) Control access along arterial and major collector roadways to maintain the street's traffic carrying capacity and reduce the potential for traffic accidents.
- 5) The Town Board should consider preparation of a comprehensive street lighting program as a first step toward improving street lighting within the community.
- 6) The Town Board should review the costs, feasibility, and overall benefits of providing public bus service to certain segments of the community.
- 7) The Town Board should support accelerating the planning and implementation of major transportation

improvement efforts for County Trunk Highway "N", the McCleary Bridge (Snake Bridge), State Trunk Highway "29" West, County Trunk Highway "NN", and County Trunk Highway "K".

RECREATIONAL DEVELOPMENT

GOAL VI: To provide a diversified local recreational system that will meet the needs and desires of town residents.

Recommendations:

- 1) The Town Park Commission should buy additional park land and develop parks that are between five to ten acres in size.
- 2) The Town Park Commission should work to improve bicycle routes within the community.
- 3) Development of swimming facilities, playgrounds, picnic areas, softball facilities, and hiking and ski trails should be emphasized by the Park Commission in addition to bicycle routes.
- 4) The Town Board should take the appropriate action to designate Rib Mountain as a shotgun only area for the deer hunting season.

ENVIRONMENTAL PROTECTION

GOAL VII: To develop a pattern of land use that will protect the natural environment of Rib Mountain.

Recommendations:

- 1) The town should have wetland areas carefully delineated and protected from development.
- 2) Protection of the town's municipal well site from groundwater contamination should continue to be a high priority. The town should continue to enforce strict land use controls in the recharge area and residents should continue to be educated about the importance of protecting this area from groundwater contamination.
- 3) Since groundwater can be severely contaminated by failed septic systems, the town should work closely with the county health department to carefully monitor the condition of existing on-site disposal systems.

- 4) Holding tanks should not be allowed for new construction projects.
- 5) The town should require that all septic tanks in the community be pumped every three years.

COMMUNITY DEVELOPMENT PLAN ADMINISTRATION

GOAL VIII: To maintain a comprehensive, continuous, and coordinated community planning effort.

Recommendations:

- 1) A comprehensive update of the Community Development Plan should be completed within the next ten years to account for changing trends, major community accomplishments, and unforeseen occurrences.
- 2) The Community Development Plan should be reviewed or consulted by the Town Planning Commission and the Town Board before decisions on community development issues are made.
- 3) The Plan should be reviewed and amended as necessary to keep it up-to-date with changing conditions within the community.
- 4) The Community Development Plan should be adopted by resolution by the Town Planning Commission in accordance with State Statute 62.23(3). Amendments to the Plan should be made in the same manner as plan adoption.
- 5) The Town Planning Commission should develop and adopt written bylaws or rules for the functioning of the Planning Commission.
- 6) The town should increase its enforcement of local ordinances governing: junked cars, minibikes and all-terrain vehicles, noisy dogs, snowmobiles, dogs running loose, semi-trailer trucks parked on residential streets, and signs in residential areas.
- 7) The Town Board should review all of the Community Development Survey comments which list problems on County Trunk Highway "N", County Trunk Highway "NN", and various town roads. The Community Development Committee does not have any specific recommendations on solving these problems at this time.
- 8) There are a number of commercially zoned properties in the community that probably should be rezoned for residential use. The Town Planning Commission and

Town Board should further review these areas and give consideration to rezoning them for residential use.

- a. 2002, 2004, 2006, 2008, 2102, 2104, 2106, and 2110 Robin Lane. These residential structures are all zoned I-B, Interchange Business.
- b. 2504 and 2502 Bluebird Lane. These two residential structures are zoned Interchange Business.
- c. 1601, 1603, and 1605 Bluebird Lane. These residential structures are zoned B-1. In addition, the vacant parcels at 1501 Bluebird Lane and 1506 Robin Lane should be considered for rezoning from a B-1 to a residential use.
- d. The residential structures at 2903, 2905, 3001, and 3003 Bob-O-Link Avenue are zoned B-2. This area should be considered for rezoning back to residential use.
- e. The residential structure at 2001 Robin Lane, Rib Mountain Lutheran Church, and the residential structures at 3106, 3202, 3206, and 3302 Eagle Avenue are all located in B-2 a commercial district.
- f. The homes at 4905 Lilac Avenue, 1008 and 1003 Phlox Lane are zoned B-2. In addition, the vacant lots at 1005, 1007, and 1010 Phlox and 5007 Lilac Avenue are zoned B-2. Consideration should be given to rezoning these vacant parcels for residential use. Aside from this area's close proximity to existing residential uses, it is also located within the municipal well recharge area.
- g. 5301 Lilac Avenue is zoned B-2 yet it is used for residential purposes. This area should be considered for rezoning to residential use.
- h. The B-2 Commercial zone at 1507, 1505, 1503 Fern Lane and 1508, 1506 Jonquil Lane and 5406 Rib Mountain Drive should be considered for rezoning to residential use.
- i. There is a huge, 320 acre R-3, General Residence District, north of Nine-Mile Forestry unit (Sections 20 and 21 on Table III-5). The property has been designated as a planned residential development through a conditional use permit which has been granted to the property owners. This entire R-3 area should be

carefully analyzed by the Town Planning
Commission, and parts of it should be rezoned
R-1, Single Family Residence District.

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CHAPTER VII

GENERAL LONG RANGE COMMUNITY DEVELOPMENT PLAN

This section of the report describes in very general terms an overall picture or vision of how Rib Mountain should look and function 20 years from now. This vision is being prepared to provide community leaders and other officials with a view of how the Community Development Committee feels Rib Mountain should develop over the next 20 years.

Since residents are generally satisfied with the overall quality of life in the town, the Committee felt that those community attributes that contribute to this satisfaction should be protected or improved if at all possible.

By following the goals and objectives of the plan and its recommendations, community leaders in the town should be able to maintain Rib Mountain's strong, single family residential character and continue to develop the community as a compact unit rather than a sprawling suburban area. This compact growth will allow for the efficient provision of municipal sewer, water and other services while protecting some of the community's most important natural resources.

The primary emphasis of development in the town will be to enhance the residential living environment. Therefore, community leaders will continue to protect those elements of the town which create the setting and atmosphere that make the community so attractive and unique. These elements include the natural features such as the forested areas of Rib Mountain, Nine-Mile Forestry Unit, and other open spaces and small wooded areas. In addition, the shores and waters of Lake Wausau and the Big Rib River contribute to the natural scenic beauty and recreational opportunities in the community.

The vision for the year 2010 pictures Rib Mountain as maintaining that quiet, uncongested atmosphere with an enhancement of its scenic qualities through improved design standards for commercial areas and stepped up code enforcement activities related to abandoned automobiles, residential housing codes, property maintenance ordinances, and even a public relation effort to further stimulate pride in the community.

Groundwater quality and waste water disposal will continue to be thorny issues for the community if not closely monitored and regulated. Increased residential lot sizes in the rural areas will discourage high density development outside the sanitary district, maintain a rural open character in the more remote reaches of the town and help insure that groundwater quality in these remote areas does not deteriorate and become a wide spread health hazard.

Commercial development in the town will be concentrated in the area generally bounded by U.S. "51" on the west, CTH "N" on the east and on the north by Oriole Lane extended. This largely undeveloped commercial area will be able to provide nearly all of the daily shopping needs of residents in the town as well as accommodate uses that serve the commercial needs of people from throughout the Wausau Urban Area and beyond, such as the Rib Mountain Travel Center and Jim Carter Chevrolet.

Commercial uses in other parts of the community will be discouraged and in some places discontinued and replaced by residential uses. This will be accomplished by rezoning certain areas in the town from commercial use to residential use. (These areas have been identified elsewhere in this report.) By 2010, the commercial activity in the town should be largely concentrated in the area described above. County Trunk Highway "N" between Highway "51" and McCleary Bridge should, by this time, be reconstructed to accommodate four moving lanes of traffic. The large area of commercial development between CTH "N" and U.S. "51" will be served by a local road system that will keep traffic congestion problems on CTH "N" to a minimum and improve safety and access to this commercial property. Along CTH "N", the existing commercial uses will be upgraded through revised zoning ordinances covering landscaping, sign improvements, parking lot blacktopping, and other design features.

Community aesthetics will continue to remain an important issue and the town will address this area of concern by appointing a design review committee that will be responsible for developing and maintaining building and site improvement standards for future commercial and any large scale, high density (apartment) residential development.

Rib Mountain will continue to place very low emphasis on industrial development in the community. The physical features of land that might be available for industrial uses and the proximity of this land to residential areas will severely limit industrial development. In addition, other communities in the Wausau Urban Area will continue to expand their industrial parks for job creation purposes.

To maintain the high quality residential character of Rib Mountain, continued improvements to the town's recreational facilities will be made. This will include routes for bicycling and ongoing development and expansion of the local park system. By 2010, the Town will have a fine local park system that will include bicycle routes as well as a professional recreation program for the children in the community.

A second elementary school will be developed in the town to reduce the crowded conditions at Rib Mountain elementary school and allow for overall improvements to the education programs provided for elementary students.

The town will probably see the development of several elderly housing complexes.

There are alternative visions for the community that could be promoted. Controlled, selective growth and development, however, is the preferred alternative that will generate the most benefits to the community and certainly minimize the negative affects.

CHAPTER VIII

IMPLEMENTATION METHODS

Carrying out the recommendations of any planning program is, of course, the key to the entire planning process. Community plans are of little value without identifying some of the methods for implementing the recommendations they contain. While some elements of the plan should be carried out immediately, others should be further studied for implementation in the future.

Throughout this report, references were made to implementation methods including: zoning ordinances, subdivision regulations, official map procedures, and additional studies. These methods will be further explored in this section of the report.

It must be remembered that the primary purpose of this plan is to aid the Town Planning Commission and the Town Board in the performance of their duties. The plan is the principal document which should be used to guide future land use, public service extensions, and transportation decisions in the town. It contains many general and specific statements of town policies on these matters.

The plan should be reviewed or consulted by the Planning Commission and the Town Board before decisions on these community development issues are made. The plan is also a source of identifying deficiencies in various town planning and public facility programming efforts that should receive further attention.

It must be stressed that this planning effort is by no means a final determination of the future development of Rib Mountain. As the many factors which influence the recommendations contained in this report change, so too should the recommendations. These changes require that the plan be reviewed and amended as necessary to keep it up-to-date with changing conditions. In the long run, perhaps ten years, the entire plan should be updated.

Planning Commission Rules and Regulations

Written bylaws or rules and regulations for a planning commission can help insure order and continuity at planning commission meetings and be especially helpful to new planning commission members and private citizens interested in the planning commission's activities. Often, a new planning commissioner knows very little about the responsibilities of the commission, its authority or its procedures. Similarly, citizens who seldom deal with the planning commission need some idea as to how the commission functions, what the commission expects from petitioners and the audience, and how recommendations are formulated by the commission. Finally, rules and regulations will help ensure that order is maintained during the course of the commission's meetings,

that a regular procedure is followed for similar types of proceedings, that favoritism is avoided and that efficiency in the commission's operations is ensured.

A model set of rules and regulations for town planning commissions is shown in Appendix XI. These rules cover such items as meetings, duties and responsibilities of the planning commission, duties and powers of the officers of the planning commission, public hearings, and decisions.

The Rib Mountain Planning Commission should consult these model rules and develop their own written rules which could be structured after the model.

Plan Adoption/Amendment

In accordance with State Statute 62.23(3) this plan should be adopted, by resolution, by the Town Planning Commission. Following adoption by the Commission, a copy of the plan and resolution should be certified to the Town Board. The Town Board may also adopt the plan.

Amendments to the plan should be made in the same manner as plan adoption. These amendments should be made when major policy recommendations are changed or when specific recommendations are implemented or completed.

Zoning Ordinances

The authority and procedures for adopting zoning are provided in Section 62.23(7) of the Wisconsin Statutes.

The zoning ordinance is the primary regulatory means for implementing various land use recommendations related to the community development plan. At the same time the zoning ordinance can be the weakest link in the whole planning process, and the place where the planning process often breaks down. This is usually the result of the Planning Commission and Town Board issuing an extraordinary number of zoning amendments.

One reason for this might be the "pro-growth and development" attitude on the part of local officials and plan commission members. With this type of attitude, it is easier to perceive short-term/immediate fiscal benefits (increased tax base) rather than considering the long-range/overall (physical, social and economic) impacts that accompany growth. A second reason might be that local decision makers obviously wish to maintain the confidence of the voters and may find it difficult at times and often unpopular to stick to the rules, especially if a special request comes from a local resident. It should be remembered, however, that once a request for a zoning amendment is issued to one person, it will set a precedent for other zone changes.

The zoning ordinance is a local law consisting of two parts: a zoning text (or zoning code) and a map. The zoning text is a written narrative that describes land use requirements and regulations in each of the different zoning districts in the community, such as residential, commercial and industrial districts. The zoning map shows the physical location of these different zoning districts within the community.

A number of the recommendations contained in this plan suggest that certain elements of the zoning text and map be amended. A zoning map amendment changes the zoning district designation of a particular geographic area (rezoning). For example, a ten acre parcel might be rezoned from residential to commercial uses. The zoning text amendment, changes the regulations governing a particular zoning district. Changes in the map only apply to a relatively small land area. However, changes in the text apply to all areas in the community that are located within that particular zone.

There are a number of reasons why a locality may want to amend the zoning ordinance. One is to reflect a significant and unanticipated change in the community brought about through rapid changes in technology, urban development or social behavior. A second reason is to reflect changes in policy by the locality. A third reason is to correct mistakes which were made at the time the zoning ordinance was developed and adopted.

Two problem areas dealing with zoning amendments need to be discussed at further length, one is spot zoning and the other is down zoning.

Spot zoning has been defined as the rezoning of a single parcel of land or a relatively small area for higher intensity use than the land surrounding the particular parcel of land. Usually spot zoning involves a single parcel of land which is rezoned for the benefit of the landowner and not in accord with the community's plan. Spot zoning usually results when local decisionmakers are too liberal in granting requested zoning amendments. There may be many reasons why a property owner may want a rezoning or zoning amendment, some of which are legitimate but some of which are not, in relation to the local planning process. For example, a property owner may want a rezoning to enhance the opportunities of selling his land, or to gain a competitive, locational advantage with a business enterprise, even though the proposed rezoning may be incompatible with the surrounding homes due to excessive noise, glare, and traffic.

Local officials should also be aware of some of the problems involved in down zoning; that is, amending the zoning ordinance in such a way as to change a zoning district from a higher economic use to a lower economic use. For example, rezoning from a commercial use to a lower use like residential. It has been maintained by some individuals and landowners that a locality cannot down zone since it will adversely affect property values.

The theory behind this argument is that somehow a zoning ordinance vests absolute rights to a property owner of some of his anticipated profits and that this amounts to inverse condemnation.

It is clear that if all down zoning were held to be illegal, it would substantially limit the local community's ability to plan and change their plans and zoning ordinance. In a recent law case in California (Eldridge vs. City of Palo Alto) the court upheld the City of Palo Alto in down zoning an area by creating an open-space district from a high-density residential district. The city attorney argued successfully that this did not amount to inverse condemnation and cited the case of Morse vs. County of San Luis Obispo where the court stated that "...owners have no vested right in an existing zoning ordinance. A purchaser merely acquires a right to continue a use instituted before the enactment of a more restricted zoning."

It must be stressed that zone changes, especially changes in the zoning map, should not be made hastily since the consequences of a zone change will last for many years. These changes should only be made after considerable study by the Town Planning Commission and Town Board.

Rib Mountain's zoning ordinance identifies a number of matters which should be considered by the Planning Commission prior to formulating recommendations on zone changes. These issues are listed below:

- a. "Existing use of property within the general area of the property in question.
- b. The zoning classification of property within the general area of the property in question.
- c. The suitability of the property in question to the uses permitted under the existing zoning classification.
- d. The trend of development, if any, in the general area of the property in question, including changes if any which have taken place since the day the property in question was placed in its present zoning classification.
- e. Minimum size of parcel: A lot, lots, or parcel of land shall not qualify for a zoning amendment unless it possesses 200 feet of frontage or contains 25,000 square feet of area, or adjoins a lot, lots, or parcel of land which bears the same zoning district classification as the proposed zoning amendment.

The Town Planning Agency shall not recommend the adoption of a proposed amendment unless it finds that the adoption of such amendment is in the public interest and it not solely for the interest of the applicant."

In addition to the above, the following matters should be taken into consideration before amendments to the map are made:

- 1) Whether the parcel requested for rezoning is an appropriate area for treatment as a unit in zoning.
- 2) The degree of impact the zone change will have upon the surrounding area.
- 3) The impact the zone change will have upon the need for public facilities, and thus the true financial cost to the municipality.
- 4) Whether the land rezoned is the most suitable for the requested purpose after considering other areas.
- 5) What the implication of the zone change is upon the demand for similar zone change requests in other parts of the community.
- 6) How the proposed zone change fits into the overall community development plan.

As discussed in the Land Use Planning Principles section of this report there are other subtle issues related to zone change requests that should not be over-looked by the Town Planning Commission or the Town Board.

If zone change recommendations are made which are contrary to the recommendations of this plan, the Planning Commission should provide adequate justification for these recommendations and consider amending the plan.

Subdivision Regulations

Subdivision regulations are locally-adopted laws governing the process of converting raw land into building sites. This process is accomplished through the plat approval procedure, under which a developer is not permitted to make improvements or to divide and sell his land until the Planning Commission and Town Board have approved a plat (map) of the proposed subdivision design. The approval or disapproval by the town is based upon compliance or noncompliance of the proposal with development standards set forth in the subdivision regulations.

Local subdivision regulations are adopted in accordance with Chapter 236 of the Wisconsin Statutes. Rib Mountain has had subdivision regulations for over 20 years.

Probably the most important issues related to subdivision development in the Town of Rib Mountain are the roadways which are dedicated as part of the subdivision approval process. Street alignment, dead end streets, construction of temporary and

permanent cul-de-sacs, and the quality of roadway improvements are important issues that should be carefully reviewed during the town's plat approval process.

In addition to the Town's review of subdivision plats, Marathon County also has review and approval authority. Generally, if the Town approves a plat, the County will also approve it unless there are concerns regarding the plat's impact upon County facilities such as County Highways, County Parks or the County Airport.

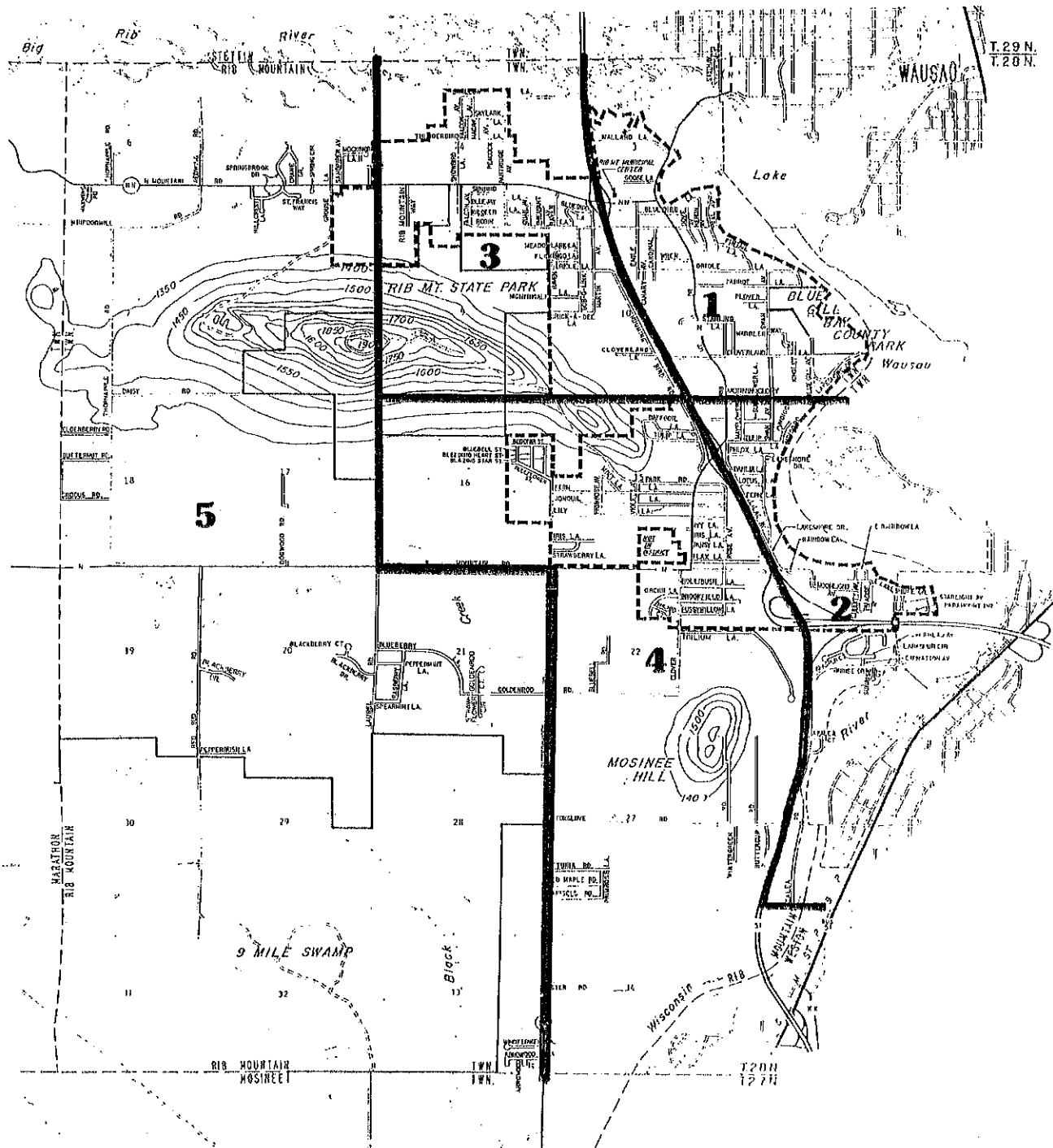
Official Map

The primary purpose of the official map is to prohibit construction of buildings or other structures on land that has been designated for future public use. Land needed for future streets, street widening, parkways, recreation areas, and waterways may be identified on the official map.

Adopting an official map will be particularly important if the town completes neighborhood plans or prepares a roadway improvement plan. These neighborhood plans would identify the location of major future streets within each neighborhood and show where additional right-of-way is needed to widen, straighten or connect two streets. Currently, Rib Mountain does not have an official map program. To adopt an official map, the Town should follow the procedures and requirements of State Statute 62.23(6).

Other Implementation Methods

1. Code enforcement.
2. Coordinate development activities with town sanitary district.
3. Develop/adopt design standards.
4. Capital improvement program.



NEIGHBORHOODS FOR COMMUNITY DEVELOPMENT SURVEY

Prepared by: Marathon
County Planning Dept.

December 29, 1988

APPENDIX I

<p>1:10N, R.7E.</p>	<p>MARATHON COUNTY PLANNING COMMISSION PREPARED 27 OCTOBER 1990 REVISED 27 OCTOBER 1990 BY: J. R. H. H. H.</p>	<p>TOWN OF RIB MOUNTAIN MARATHON COUNTY, WISCONSIN</p>	<p>BARITARY DISTRICT BOUNDARIES</p>	<p>1" = 2,000'</p>
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DRAWN BY: J. R. H. H. H.

TOWN OF RIB MOUNTAINCOMMUNITY DEVELOPMENT SURVEY

Responses From Entire Town Expressed As A
Percent Of The Total Responses To Each Question

INSTRUCTIONS: Please check (✓ or X) the appropriate space for each question.

HERE ARE SOME QUESTIONS ABOUT LOCAL GOVERNMENT AND FUTURE DEVELOPMENT:

- 1) Overall, how do you feel about living in the Town of Rib Mountain?
(Check one.)

<u>44</u>	Very Satisfied.
<u>43</u>	Somewhat Satisfied.
<u>10</u>	Somewhat Dissatisfied.
<u>2</u>	Very Dissatisfied.
<u>1</u>	No Opinion.

- 2) Do you feel that you have a voice in your local town government?

44 Yes 31 No 25 No Opinion

- 3) In which areas should the town do more planning? (Check one or more.)

<u>49</u>	Land use and zoning.
<u>18</u>	Sewer and water.
<u>16</u>	Long range road improvements.
<u>17</u>	Road maintenance.
<u>39</u>	Park and recreation.
<u>13</u>	Fire protection.
<u>27</u>	Police protection.
<u>8</u>	No Opinion.
<u>11</u>	Other: _____

- 4) About 5,000 people live in the town. What would you like to see the population of Rib Mountain be in the next 15 years? (Check one.)

<u>45</u>	Stay about the same.
<u>38</u>	Double in size.
<u>6</u>	Triple in size or larger.
<u>11</u>	No opinion.

- 5) How do you feel about future development in the town? For each type of development listed below, indicate whether you feel the town has enough, needs a little more or needs a lot more.

	Has Enough	Needs a Little More	Needs a Lot More	No Opinion
Industrial development.	<u>39</u>	<u>30</u>	<u>27</u>	<u>4</u>
Commercial development.	<u>24</u>	<u>44</u>	<u>29</u>	<u>3</u>
Single family housing.	<u>24</u>	<u>41</u>	<u>28</u>	<u>7</u>
Duplex housing.	<u>63</u>	<u>21</u>	<u>6</u>	<u>10</u>
Apartment housing.	<u>71</u>	<u>15</u>	<u>5</u>	<u>9</u>
Elderly housing.	<u>31</u>	<u>32</u>	<u>21</u>	<u>16</u>
Low-income housing.	<u>63</u>	<u>14</u>	<u>8</u>	<u>15</u>
Condominiums.	<u>58</u>	<u>20</u>	<u>6</u>	<u>16</u>

- 6) Are existing zoning ordinances adequate for Rib Mountain, or would you like to see more restrictive or less restrictive ordinances to control business, industrial and residential development? Please check (//) one of the following responses:

<u>24</u>	Ordinances are adequate.
<u>24</u>	Ordinances are adequate but need more enforcement.
<u>29</u>	Ordinances should be more restrictive.
<u>7</u>	Ordinances should be less restrictive.
<u>16</u>	No Opinion.

- 7) Which of the following types of businesses would you prefer to have locate or expand in Rib Mountain? (Check one or more.)

<u>25</u>	Clothing store.	<u>6</u>	Legal services.	<u>4</u>	Hardware store.
<u>23</u>	Laundromat.	<u>16</u>	Supper club.	<u>29</u>	Shopping center.
<u>3</u>	Service station.	<u>16</u>	Supermarket.	<u>23</u>	Manufacturing firms.
<u>14</u>	Office center.	<u>13</u>	Bakery.	<u>48</u>	Fast food restaurant.
<u>8</u>	Dentist office.	<u>44</u>	Drug store.	<u>7</u>	None.
<u>61</u>	Postal station.	<u>26</u>	Medical clinic.	<u>2</u>	No Opinion.
<u>5</u>	Other: _____				

- 8) Where do you do the majority of your shopping for these items? (Check one community for each item.)

ITEM	Rib Mountain	Weston Rothschild Schofield	Wausau	Stevens Point	Other (Specify)
Car Repair.	<u>25</u>	<u>9</u>	<u>58</u>	<u>0</u>	<u>7</u>
Clothing.	<u>0</u>	<u>6</u>	<u>92</u>	<u>0</u>	<u>2</u>
Food.	<u>35</u>	<u>3</u>	<u>62</u>	<u>0</u>	<u>0</u>
Medical Services.	<u>0</u>	<u>2</u>	<u>94</u>	<u>0</u>	<u>4</u>
Medicines or Drugs.	<u>0</u>	<u>11</u>	<u>89</u>	<u>0</u>	<u>1</u>
Furniture and Appliances.	<u>1</u>	<u>3</u>	<u>92</u>	<u>3</u>	<u>1</u>
Banking.	<u>45</u>	<u>5</u>	<u>49</u>	<u>0</u>	<u>1</u>
Hardware.	<u>76</u>	<u>2</u>	<u>22</u>	<u>0</u>	<u>0</u>
Building Materials.	<u>3</u>	<u>2</u>	<u>94</u>	<u>0</u>	<u>1</u>

HERE ARE SOME QUESTIONS ABOUT COMMUNITY SERVICES AND FACILITIES:

9) Please rate the following services and facilities:

<u>Service/Facility</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
County Police Protection.	<u>11</u>	<u>40</u>	<u>27</u>	<u>11</u>	<u>11</u>
Fire Protection.	<u>21</u>	<u>49</u>	<u>15</u>	<u>3</u>	<u>12</u>
School Facilities.	<u>26</u>	<u>46</u>	<u>11</u>	<u>2</u>	<u>15</u>
Garbage Collection.	<u>32</u>	<u>49</u>	<u>9</u>	<u>6</u>	<u>4</u>
Town Park System.	<u>12</u>	<u>32</u>	<u>28</u>	<u>18</u>	<u>10</u>
Ambulance Service.	<u>17</u>	<u>43</u>	<u>12</u>	<u>4</u>	<u>24</u>
Condition of Town Roads.	<u>19</u>	<u>56</u>	<u>21</u>	<u>3</u>	<u>1</u>
Snowplowing of Town Roads.	<u>13</u>	<u>40</u>	<u>26</u>	<u>17</u>	<u>4</u>
Street Lighting.	<u>9</u>	<u>29</u>	<u>32</u>	<u>26</u>	<u>4</u>

10) Do you favor spending town funds to:

Provide Public Access to Lake Wausau.	<u>23</u>	Yes	<u>62</u>	No	<u>15</u>	No Opinion
Buy Parkland.	<u>46</u>	Yes	<u>41</u>	No	<u>13</u>	No Opinion
Help Buy a Second Elementary School Site.	<u>24</u>	Yes	<u>58</u>	No	<u>18</u>	No Opinion
Expand the Existing Municipal Center.	<u>33</u>	Yes	<u>49</u>	No	<u>17</u>	No Opinion
Build a New Municipal Center.	<u>9</u>	Yes	<u>75</u>	No	<u>15</u>	No Opinion
Build an Outdoor Swimming Facility.	<u>40</u>	Yes	<u>49</u>	No	<u>11</u>	No Opinion
Build an Indoor Swimming Facility.	<u>33</u>	Yes	<u>55</u>	No	<u>12</u>	No Opinion
Build a Marina.	<u>13</u>	Yes	<u>75</u>	No	<u>13</u>	No Opinion
Improve Bicycle Routes.	<u>54</u>	Yes	<u>33</u>	No	<u>13</u>	No Opinion
Provide Public Bus Service.	<u>46</u>	Yes	<u>42</u>	No	<u>13</u>	No Opinion

11) Should the town increase enforcement of local laws governing:

Junked Cars.	<u>76</u>	Yes	<u>11</u>	No	<u>13</u>	No Opinion
Dogs On Leash.	<u>63</u>	Yes	<u>26</u>	No	<u>11</u>	No Opinion
Signs In Residential Areas.	<u>50</u>	Yes	<u>29</u>	No	<u>21</u>	No Opinion
Signs In Business Areas.	<u>37</u>	Yes	<u>36</u>	No	<u>27</u>	No Opinion
Minibikes and ATV's.	<u>69</u>	Yes	<u>20</u>	No	<u>11</u>	No Opinion
Snowmobiles.	<u>65</u>	Yes	<u>24</u>	No	<u>11</u>	No Opinion
Noisy Dogs.	<u>67</u>	Yes	<u>17</u>	No	<u>16</u>	No Opinion
Business Use of Homes or Garages.	<u>36</u>	Yes	<u>42</u>	No	<u>22</u>	No Opinion
Blacktopping of Commercial Driveways.	<u>39</u>	Yes	<u>34</u>	No	<u>27</u>	No Opinion
Semi-trailer Trucks Parked On Residential Streets.	<u>61</u>	Yes	<u>21</u>	No	<u>17</u>	No Opinion

12) Do you feel the change from a full-time to a part-time Building Inspector has provided adequate service for the town?

31 Yes 22 No 47 No Opinion

- 13) Do you feel there is a need for additional police protection in the town?

37 Yes 46 No 17 No Opinion

If "Yes", should the town add local police protection to its services?

* 81 Yes 12 No 7 No Opinion

- 14) Should the Town of Rib Mountain be designated as a shotgun only area for the deer hunting season?

53 Yes 28 No 19 No Opinion

- 15) Is driving on County Highway "N" a problem for you?

23 Yes 71 No 6 No Opinion

If "yes," what is the nature of the problem: _____

- 16) Is driving on County Highway "NN" a problem for you?

10 Yes 81 No 9 No Opinion

If "yes," what is the nature of the problem: _____

- 17) Do you have any problems driving on any town roads?

17 Yes 78 No 6 No Opinion

If "yes," please name the town roads and describe the problems: _____

- 18) What size of parks should the town work to develop? (Check one or more.)

21 Small, one to two acre parks.
42 Medium, five to ten acre parks.
10 Large, ten to twenty acre parks.
20 None.
13 No Opinion.

* NOTE: The response rates for this question are only for those people who answered #13 "Yes" (351 respondents).

- 19) Which, if any, of the following park and recreation facilities need development or improvement in your neighborhood? (Check one or more.)

<u>26</u> Picnic.	<u>16</u> Baseball.	<u>31</u> Bicycle trails.
<u>42</u> Swimming.	<u>21</u> Softball.	<u>12</u> Recreation program.
<u>11</u> Soccer.	<u>31</u> Playground.	<u>21</u> Hiking/ski trails.
<u>20</u> Tennis.	<u>18</u> Ice skating.	<u>12</u> Snowmobile trails.
	<u>22</u> NONE.	

Other (list): 5

HERE ARE SOME GENERAL OPINION QUESTIONS. PLEASE WRITE IN YOUR RESPONSES:

- 20) What do you like about Rib Mountain? _____
- _____
- _____
- 21) What don't you like about Rib Mountain? _____
- _____
- _____
- 22) What are the town's biggest problems or needs? _____
- _____
- _____

HERE ARE SOME GENERAL BACKGROUND QUESTIONS:

- 23) How old are you? Under 22 0 5 = 11
 22 to 44 49 6 = 2
 44 to 61 33 1 = 8 7 = 0
 61 or over 17 2 = 34 8 = 0
 3 = 21 9 = 0
 4 = 24 10+ = 0
- 24) How many people reside at your household? 49% HAVE PEOPLE UNDER 19 IN HOUSEHOLD.
- 25) How many of these people are under 19 years of age? 49%
- 26) How long have you lived in Rib Mountain? years
- 27) Where is the head of the household employed?
- | | | | | |
|--------------|-----------|--------------|-----------|---------|
| Rib Mountain | <u>8</u> | Rothschild | <u>4</u> | 1-13 |
| Weston | <u>2</u> | Schofield | <u>8</u> | 2-6 |
| Mosinee | <u>1</u> | Not employed | <u>9</u> | 3-3 |
| Wausau | <u>50</u> | Other | <u>17</u> | 4-4 |
| | | | | 5-3 |
| | | | | 6-3 |
| | | | | 7-2 |
| | | | | 8-3 |
| | | | | 9-2 |
| | | | | 10-3 |
| | | | | + 10-58 |
- 28) Do you own your home? Yes 97 No 3

29) What is the head of household's primary occupation?

Professional/Technical	<u>33</u>
Managerial/Proprietor	<u>11</u>
Service worker	<u>4</u>
Laborer	<u>11</u>
Machine operator	<u>4</u>
Clerical	<u>2</u>

Sales	<u>8</u>
Farmer	<u>1</u>
Retired	<u>16</u>
Self-employed	<u>6</u>
Unemployed	<u>1</u>
Other	<u>4</u>

PLEASE WRITE ANY ADDITIONAL COMMENTS YOU MIGHT HAVE HERE: _____

PLEASE PLACE THE SURVEY IN THE ENCLOSED STAMPED, SELF-ADDRESSED ENVELOPE AND MAIL IT BY MONDAY, DECEMBER 5, 1988.

Results of the survey will be available at the Town Hall in early January, 1989.

THE MEMBERS OF THE RIB MOUNTAIN COMMUNITY DEVELOPMENT PLAN COMMITTEE
THANK YOU FOR YOUR PARTICIPATION:

Robert Wylie
 Paul Klemm
 Charles Schlitz
 Cal Cook
 Ray Kirschhoffer
 Stuart Ostrander
 Bev Kordus
 Jane Wiley

Les Montie
 Henry Yack
 Ellis Peterson
 Dale Miller
 Rod Nelson
 Donna Kramer
 Glenn Draeger
 William Pusheck

TOWN OF RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY RESPONSES FROM ENTIRE TOWN AND EACH OF THE FIVE NEIGHBORHOODS EXPRESSED AS A PERCENT OF THE TOTAL RESPONSES TO EACH QUESTION

Below are six percent response rates for each of the questions. The first number on each answer line is the percent response from Neighborhood #1; the second number is the percent response from Neighborhood #2; and so on.

The last, or sixth number, is the percent response for the entire town.

- 1) Overall, how do you feel about living in the Town of Rib Mountain? (Check one.)

<u>45</u>	<u>34</u>	<u>50</u>	<u>40</u>	<u>57</u>	<u>44</u>	Very Satisfied.
<u>41</u>	<u>47</u>	<u>40</u>	<u>46</u>	<u>37</u>	<u>43</u>	Somewhat Satisfied.
<u>11</u>	<u>12</u>	<u>9</u>	<u>11</u>	<u>4</u>	<u>10</u>	Somewhat Dissatisfied.
<u>1</u>	<u>5</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>2</u>	Very Dissatisfied.
<u>1</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	No Opinion.

- 2) Do you feel that you have a voice in your local town government?

43, 42, 49, 42, 42, 44 Yes 30, 35, 28, 35, 37, 31 No 27, 23, 23, 23, 31, 25 No Opinion

- 3) In which areas should the town do more planning? (Check one or more.)

<u>52</u>	<u>55</u>	<u>53</u>	<u>45</u>	<u>41</u>	<u>49</u>	Land use and zoning.
<u>15</u>	<u>22</u>	<u>19</u>	<u>19</u>	<u>13</u>	<u>18</u>	Sewer and water.
<u>10</u>	<u>25</u>	<u>10</u>	<u>19</u>	<u>18</u>	<u>16</u>	Long range road improvements.
<u>19</u>	<u>14</u>	<u>16</u>	<u>21</u>	<u>14</u>	<u>17</u>	Road maintenance.
<u>34</u>	<u>42</u>	<u>42</u>	<u>44</u>	<u>31</u>	<u>39</u>	Park and recreation.
<u>15</u>	<u>14</u>	<u>8</u>	<u>14</u>	<u>15</u>	<u>13</u>	Fire protection.
<u>31</u>	<u>27</u>	<u>22</u>	<u>23</u>	<u>22</u>	<u>27</u>	Police protection.
<u>6</u>	<u>7</u>	<u>9</u>	<u>10</u>	<u>9</u>	<u>8</u>	No Opinion.

- 4) About 5,000 people live in the town. What would you like to see the population of Rib Mountain be in the next 15 years? (Check one.)

<u>41</u>	<u>34</u>	<u>45</u>	<u>52</u>	<u>52</u>	<u>45</u>	Stay about the same.
<u>41</u>	<u>44</u>	<u>39</u>	<u>32</u>	<u>33</u>	<u>38</u>	Double in size.
<u>6</u>	<u>9</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>6</u>	Triple in size or larger.
<u>12</u>	<u>13</u>	<u>11</u>	<u>11</u>	<u>10</u>	<u>11</u>	No opinion.

- 5) How do you feel about future development in the town? For each type of development listed below, indicate whether you feel the town has enough, needs a little more or needs a lot more.

	Has Enough	Needs a Little More	Needs a Lot More	No Opinion
Industrial development.	<u>40, 33, 38, 44, 36, 39</u>	<u>31, 28, 28, 29, 38, 30</u>	<u>25, 35, 30, 24, 23, 27</u>	<u>4, 4, 4, 3, 3, 4</u>
Commercial development.	<u>23, 15, 27, 28, 24, 24</u>	<u>44, 47, 41, 44, 43, 44</u>	<u>30, 34, 29, 25, 29, 29</u>	<u>3, 4, 3, 3, 4, 1</u>
Single family housing.	<u>24, 14, 20, 28, 29, 24</u>	<u>35, 48, 45, 41, 39, 41</u>	<u>33, 32, 27, 25, 21, 28</u>	<u>8, 6, 8, 6, 11, 7</u>
Duplex housing.	<u>63, 48, 70, 66, 60, 63</u>	<u>22, 26, 18, 21, 21, 21</u>	<u>5, 12, 5, 5, 1, 6</u>	<u>10, 14, 7, 8, 18, 8</u>
Apartment housing.	<u>70, 59, 75, 77, 70, 71</u>	<u>18, 19, 12, 12, 12, 15</u>	<u>5, 9, 6, 2, 3, 5</u>	<u>7, 13, 7, 9, 15, 6</u>
Elderly housing.	<u>34, 27, 28, 33, 33, 31</u>	<u>31, 25, 37, 36, 25, 32</u>	<u>22, 28, 22, 15, 19, 21</u>	<u>13, 20, 13, 16, 23, 1</u>
Low-income housing.	<u>61, 52, 69, 66, 66, 63</u>	<u>13, 22, 13, 12, 13, 14</u>	<u>12, 5, 7, 7, 5, 8</u>	<u>14, 21, 11, 15, 16, 1</u>
Condominiums.	<u>57, 44, 63, 64, 51, 58</u>	<u>25, 18, 21, 16, 23, 20</u>	<u>6, 11, 6, 4, 6, 6</u>	<u>12, 27, 10, 16, 20, 1</u>

- 6) Are existing zoning ordinances adequate for Rib Mountain, or would you like to see more restrictive or less restrictive ordinances to control business, industrial and residential development? Please check one of the following responses:

20, 22, 22, 28, 28, 24
29, 27, 24, 24, 13, 24
29, 25, 34, 36, 32, 29
6, 9, 7, 6, 6, 7
16, 17, 13, 16, 21, 16

Ordinances are adequate.
 Ordinances are adequate but need more enforcement.
 Ordinances should be more restrictive.
 Ordinances should be less restrictive.
 No Opinion.

- 9) Please rate the following services and facilities:

Service/Facility	Very Good	Good	Fair	Poor	No Opinion
County Police Protection.	<u>11, 10, 14, 12, 8, 11</u>	<u>40, 34, 47, 38, 40, 40</u>	<u>27, 30, 23, 29, 30, 20</u>	<u>13, 13, 7, 10, 9, 11</u>	<u>9, 13, 9, 11, 13, 11</u>
Fire Protection.	<u>24, 20, 30, 16, 12, 21</u>	<u>54, 48, 52, 43, 46, 49</u>	<u>11, 13, 11, 22, 20, 15</u>	<u>3, 3, 1, 4, 1, 3</u>	<u>8, 16, 6, 15, 21, 12</u>
School Facilities.	<u>23, 28, 29, 29, 21, 26</u>	<u>53, 44, 46, 39, 46, 46</u>	<u>9, 11, 11, 14, 14, 11</u>	<u>1, 1, 3, 2, 3, 2</u>	<u>14, 16, 11, 16, 16, 15</u>
Garbage Collection.	<u>31, 37, 31, 32, 28, 32</u>	<u>52, 44, 57, 44, 48, 49</u>	<u>9, 7, 7, 10, 11, 9</u>	<u>4, 8, 3, 9, 7, 6</u>	<u>4, 4, 2, 5, 6, 4</u>
Town Park System.	<u>11, 12, 11, 12, 12, 12</u>	<u>34, 24, 37, 31, 29, 32</u>	<u>20, 33, 31, 23, 24, 28</u>	<u>16, 22, 13, 23, 20, 18</u>	<u>9, 9, 8, 11, 15, 10</u>
Ambulance Service.	<u>18, 16, 21, 14, 14, 17</u>	<u>50, 41, 51, 34, 35, 43</u>	<u>8, 14, 10, 16, 18, 12</u>	<u>5, 4, 1, 6, 1, 4</u>	<u>19, 25, 17, 30, 32, 21</u>
Condition of Town Roads.	<u>19, 19, 16, 20, 21, 19</u>	<u>54, 59, 64, 51, 54, 51</u>	<u>22, 19, 17, 22, 20, 21</u>	<u>4, 2, 3, 5, 2, 3</u>	<u>1, 1, 0, 2, 1, 1</u>
Snowplowing of Town Roads.	<u>9, 13, 11, 13, 20, 13</u>	<u>42, 41, 48, 33, 38, 40</u>	<u>25, 26, 23, 30, 28, 26</u>	<u>19, 16, 16, 20, 9, 17</u>	<u>5, 4, 2, 4, 5, 4</u>
Street Lighting.	<u>7, 7, 10, 8, 15, 9</u>	<u>34, 27, 33, 22, 28, 29</u>	<u>35, 44, 28, 31, 25, 32</u>	<u>22, 21, 29, 31, 23, 26</u>	<u>2, 1, 0, 8, 9, 4</u>

10) Do you favor spending town funds to:

Provide Public Access to Lake Wausau.	<u>21, 30, 24, 19, 25, 23</u>	Yes	<u>65, 57, 60, 11, 59, 62</u>	No	<u>14, 13, 16, 15, 16, 15</u>	No Opinion
Buy Parkland.	<u>43, 50, 48, 47, 44, 46</u>	Yes	<u>46, 38, 38, 40, 44, 41</u>	No	<u>11, 12, 14, 13, 12, 13</u>	No Opinion
Help Buy a Second Elementary School Site.	<u>18, 24, 31, 24, 27, 24</u>	Yes	<u>65, 56, 52, 57, 58, 58</u>	No	<u>17, 20, 17, 19, 15, 18</u>	No Opinion
Expand the Existing Municipal Center.	<u>38, 33, 36, 27, 32, 33</u>	Yes	<u>49, 50, 48, 52, 45, 49</u>	No	<u>13, 17, 16, 21, 23, 17</u>	No Opinion
Build a New Municipal Center.	<u>10, 14, 8, 11, 5, 9</u>	Yes	<u>77, 73, 75, 71, 80, 75</u>	No	<u>13, 13, 17, 18, 15, 15</u>	No Opinion
Build an Outdoor Swimming Facility.	<u>39, 38, 47, 36, 39, 40</u>	Yes	<u>51, 54, 44, 51, 49, 49</u>	No	<u>10, 8, 9, 13, 12, 11</u>	No Opinion
Build an Indoor Swimming Facility.	<u>30, 30, 35, 35, 36, 33</u>	Yes	<u>56, 61, 55, 52, 52, 55</u>	No	<u>14, 9, 10, 13, 13, 12</u>	No Opinion
Build a Marina.	<u>16, 16, 9, 12, 13, 13</u>	Yes	<u>70, 75, 78, 76, 73, 75</u>	No	<u>14, 9, 13, 12, 14, 13</u>	No Opinion
Improve Bicycle Routes.	<u>52, 59, 60, 46, 55, 54</u>	Yes	<u>32, 30, 31, 40, 31, 33</u>	No	<u>16, 11, 9, 11, 14, 13</u>	No Opinion
Provide Public Bus Service.	<u>47, 59, 52, 40, 30, 46</u>	Yes	<u>40, 34, 36, 46, 54, 42</u>	No	<u>13, 7, 12, 14, 16, 13</u>	No Opinion

11) Should the town increase enforcement of local laws governing:

Junked Cars.	<u>79, 73, 77, 76, 73, 76</u>	Yes	<u>10, 10, 10, 14, 12, 11</u>	No	<u>11, 17, 13, 10, 15, 13</u>	No Opinion
Dogs On Leash.	<u>46, 60, 68, 62, 56, 63</u>	Yes	<u>27, 23, 25, 25, 27, 26</u>	No	<u>7, 17, 7, 13, 17, 11</u>	No Opinion
Signs In Residential Areas.	<u>52, 51, 52, 47, 46, 50</u>	Yes	<u>29, 24, 29, 33, 27, 29</u>	No	<u>19, 25, 19, 20, 27, 21</u>	No Opinion
Signs In Business Areas.	<u>39, 42, 34, 37, 40, 37</u>	Yes	<u>39, 31, 40, 39, 34, 36</u>	No	<u>22, 27, 26, 24, 26, 27</u>	No Opinion
Minibikes and ATV's.	<u>68, 65, 73, 69, 70, 69</u>	Yes	<u>21, 18, 18, 23, 20, 20</u>	No	<u>11, 17, 9, 8, 10, 11</u>	No Opinion
Snowmobiles.	<u>66, 64, 62, 65, 65, 65</u>	Yes	<u>24, 21, 24, 25, 23, 24</u>	No	<u>10, 15, 9, 10, 12, 11</u>	No Opinion
Noisy Dogs.	<u>67, 62, 71, 67, 67, 67</u>	Yes	<u>18, 17, 15, 15, 19, 17</u>	No	<u>15, 21, 14, 18, 14, 16</u>	No Opinion
Business Use of Homes or Garages.	<u>38, 37, 37, 32, 34, 36</u>	Yes	<u>42, 39, 41, 46, 40, 42</u>	No	<u>20, 24, 22, 22, 26, 22</u>	No Opinion
Blacktopping of Commercial Driveways.	<u>39, 42, 37, 36, 44, 39</u>	Yes	<u>35, 28, 33, 38, 31, 34</u>	No	<u>26, 30, 30, 26, 25, 27</u>	No Opinion
Semi-trailer Trucks Parked On Residential Streets.	<u>62, 63, 65, 56, 58, 61</u>	Yes	<u>21, 18, 20, 26, 21, 21</u>	No	<u>17, 19, 15, 18, 21, 17</u>	No Opinion

12) Do you feel the change from a full-time to a part-time Building Inspector has provided adequate service for the town?

32, 32, 28, 31, 31, 31 Yes 18, 21, 26, 23, 21, 22 No 50, 47, 46, 46, 48, 47 No Opinion

13) Do you feel there is a need for additional police protection in the town?

44, 38, 41, 31, 30, 37 Yes 45, 40, 46, 48, 48, 46 No 11, 22, 13, 21, 22, 17 No Opinion

If "Yes", should the town add local police protection to its services?

56, 58, 63, 50, 50, 81 Yes 31, 22, 20, 29, 21, 12 No 13, 20, 17, 21, 29, 7 No Opinion

- 14) Should the Town of Rib Mountain be designated as a shotgun only area for the deer hunting season?

50, 48, 57, 56, 50, 53 Yes 27, 27, 26, 27, 37, 28 No 23, 25, 17, 17, 13, 19 No Opinion

- 15) Is driving on County Highway "N" a problem for you?

20, 49, 7, 30, 14, 23 Yes 75, 45, 86, 67, 78, 71 No 5, 6, 7, 3, 8, 6 No Opinion

- 16) Is driving on County Highway "NN" a problem for you?

10, 8, 12, 5, 14, 10 Yes 85, 73, 83, 83, 80, 81 No 5, 19, 5, 12, 6, 9 No Opinion

- 17) Do you have any problems driving on any town roads?

12, 31, 12, 17, 14, 17 Yes 81, 63, 83, 79, 79, 78 No 7, 6, 5, 4, 7, 6 No Opinion

- 18) What size of parks should the town work to develop? (Check one or more.)

<u>20</u>	<u>32</u>	<u>18</u>	<u>20</u>	<u>19</u>	<u>21</u>	Small, one to two acre parks.
<u>37</u>	<u>41</u>	<u>48</u>	<u>44</u>	<u>43</u>	<u>42</u>	Medium, five to ten acre parks.
<u>13</u>	<u>10</u>	<u>10</u>	<u>7</u>	<u>10</u>	<u>10</u>	Large, ten to twenty acre parks.
<u>16</u>	<u>14</u>	<u>17</u>	<u>23</u>	<u>23</u>	<u>20</u>	None.
<u>14</u>	<u>14</u>	<u>11</u>	<u>12</u>	<u>11</u>	<u>13</u>	No Opinion.

- 19) Which, if any, of the following park and recreation facilities need development or improvement in your neighborhood? (Check one or more.)

<u>18</u>	<u>35</u>	<u>29</u>	<u>29</u>	<u>22</u>	<u>26</u>	Picnic.
<u>14</u>	<u>23</u>	<u>13</u>	<u>18</u>	<u>12</u>	<u>16</u>	Baseball.
<u>27</u>	<u>37</u>	<u>38</u>	<u>27</u>	<u>32</u>	<u>31</u>	Bicycle trails.
<u>39</u>	<u>44</u>	<u>51</u>	<u>38</u>	<u>40</u>	<u>42</u>	Swimming.
<u>19</u>	<u>29</u>	<u>18</u>	<u>22</u>	<u>21</u>	<u>21</u>	Softball.
<u>11</u>	<u>17</u>	<u>12</u>	<u>12</u>	<u>4</u>	<u>12</u>	Recreation program.
<u>7</u>	<u>17</u>	<u>11</u>	<u>12</u>	<u>10</u>	<u>11</u>	Soccer.
<u>23</u>	<u>52</u>	<u>22</u>	<u>35</u>	<u>30</u>	<u>31</u>	Playground.
<u>21</u>	<u>24</u>	<u>23</u>	<u>15</u>	<u>22</u>	<u>21</u>	Hiking/ski trails.
<u>16</u>	<u>35</u>	<u>14</u>	<u>22</u>	<u>16</u>	<u>20</u>	Tennis.
<u>11</u>	<u>27</u>	<u>14</u>	<u>21</u>	<u>19</u>	<u>18</u>	Ice skating.
<u>11</u>	<u>14</u>	<u>14</u>	<u>11</u>	<u>13</u>	<u>12</u>	Snowmobile trails.
<u>23</u>	<u>15</u>	<u>20</u>	<u>28</u>	<u>19</u>	<u>22</u>	NONE.

- 23) How old are you?

<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	Under 22
<u>40</u>	<u>50</u>	<u>47</u>	<u>56</u>	<u>59</u>	<u>49</u>	22 to 44
<u>32</u>	<u>34</u>	<u>34</u>	<u>23</u>	<u>33</u>	<u>33</u>	44 to 61
<u>28</u>	<u>15</u>	<u>19</u>	<u>11</u>	<u>8</u>	<u>17</u>	61 or over

26) How long have you lived in Rib Mountain?

<u>16</u>	<u>11</u>	<u>10</u>	<u>13</u>	<u>16</u>	<u>13</u>	1 year
<u>5</u>	<u>10</u>	<u>6</u>	<u>7</u>	<u>4</u>	<u>6</u>	2 years
<u>3</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>3</u>	3 years
<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>4</u>	4 years
<u>4</u>	<u>2</u>	<u>4</u>	<u>3</u>	<u>1</u>	<u>3</u>	5 years
<u>1</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u>8</u>	<u>3</u>	6 years
<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	7 years
<u>0</u>	<u>4</u>	<u>1</u>	<u>4</u>	<u>5</u>	<u>3</u>	8 years
<u>1</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>2</u>	9 years
<u>1</u>	<u>4</u>	<u>2</u>	<u>5</u>	<u>5</u>	<u>3</u>	10 years
<u>65</u>	<u>56</u>	<u>66</u>	<u>55</u>	<u>45</u>	<u>58</u>	10 + years

27) Where is the head of the household employed?

Rib Mountain	<u>7</u>	<u>12</u>	<u>9</u>	<u>7</u>	<u>6</u>	<u>8</u>	Rothschild	<u>4</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>6</u>	<u>4</u>
Weston	<u>1</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>5</u>	<u>2</u>	Schofield	<u>6</u>	<u>9</u>	<u>6</u>	<u>9</u>	<u>9</u>	<u>8</u>
Mosinee	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>	Not employed	<u>17</u>	<u>7</u>	<u>8</u>	<u>7</u>	<u>5</u>	<u>9</u>
Wausau	<u>48</u>	<u>48</u>	<u>50</u>	<u>54</u>	<u>51</u>	<u>50</u>	Other	<u>16</u>	<u>14</u>	<u>22</u>	<u>16</u>	<u>18</u>	<u>17</u>

28) Do you own your home? Yes 95, 94, 99, 98, 98, 97 No 5, 6, 1, 2, 2, 3

29) What is the head of household's primary occupation?

Professional/Technical	<u>31</u>	<u>39</u>	<u>28</u>	<u>34</u>	<u>35</u>	<u>33</u>
ales	<u>7</u>	<u>9</u>	<u>9</u>	<u>11</u>	<u>4</u>	<u>8</u>
anagerial/Proprietor	<u>9</u>	<u>12</u>	<u>12</u>	<u>8</u>	<u>16</u>	<u>11</u>
Farmer	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Service worker	<u>3</u>	<u>2</u>	<u>5</u>	<u>6</u>	<u>1</u>	<u>4</u>
Retired	<u>25</u>	<u>12</u>	<u>19</u>	<u>12</u>	<u>10</u>	<u>16</u>
Machine operator	<u>4</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>4</u>	<u>4</u>
Clerical	<u>1</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>1</u>	<u>2</u>
Self-employed	<u>5</u>	<u>7</u>	<u>3</u>	<u>7</u>	<u>8</u>	<u>16</u>
Laborer	<u>10</u>	<u>10</u>	<u>16</u>	<u>7</u>	<u>16</u>	<u>11</u>
Unemployed	<u>1</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>1</u>

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY - COUNTY HIGHWAY "N"

In question number 15, "Is driving on County Highway "N" a problem for you?", survey respondents were asked to write in the nature of any problem that they had while driving on CTH "N".

The following is a list of the problems identified on the first 100 surveys received.

1. Dark and twisting between McFauls and Valley Inn.
2. Too much traffic for single lane.
3. Very heavy traffic; hard to get on.
4. Too much traffic at Highway "51" and "N" interchange.
5. Very busy on Lilac Avenue, and getting out off the exit ramps it becomes busy at times.
6. "51" Interchange and Rib Mt. Travel Center - needs four lanes, possibly lights.
7. Major congestion by the highway entrance.
8. Can't get onto "N" because of traffic increase.
9. Too much traffic at Travel Center and Lakeshore Dr.
10. Gravel trucks speeding and most gravel trucks with no mud flaps throwing stones.
11. Too much traffic that is not local (most of the people could use "51" by-pass).
12. Getting onto CTH "N" from Robin Lane.
13. Can't get out from Robin Lane on CTH "N", too much traffic.
14. Road too curvy, too narrow, poorly lighted, slow moving construction equipment from Wimmer ties up traffic.
15. There's so much traffic it's hard to get on "N".
16. Truck center.
17. Too many slow moving large trucks.
18. Traffic congestion at Travel center.
19. Too much traffic entering at Valley Inn area and truck stop.

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY - COUNTY HIGHWAY "NN"

In question number 16, "Is driving on County Highway "NN" a problem for you?", survey respondents were asked to write in the nature of any problem that they had while driving on CTH "NN".

The following is a list of the responses from the first 100 surveys received.

1. Only at the Northwest interchange at beltline.
2. Heavy traffic.
3. During race night - Thursday night.
4. Stop lights at corner of NN and N.
5. Speed enforcement inadequate.
6. At U.S.H. "51" ramps only.
7. Slow vehicles.
8. A lot of traffic by STH "51" by pass and gas station.
9. Getting onto CTH "NN" from Martin Avenue.
10. Difficult to come onto CTH "NN" at off ramp from north, traffic congestion, cannot see approaching cars from east because of bridge railing. Need stop lights and street lights.
11. Congestion near Lilac intersection.
12. Too many entrances onto "NN" by U.S.H. "51" and "NN" interchange.

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY - TOWN ROADS

In question number 17, "Is driving on town roads a problem for you?", survey respondents were asked to write in the nature of any problem that they had while driving on town roads.

The following is a list of the responses from the first 100 surveys received.

1. Getting off the beltline by Mt. View Mobile. There are four sign posts obstructing vision. Also the traffic pattern requires extreme caution when turning east.
2. Intersection of Rib Mt. Drive and Robin Lane. Speed limit should be lower or stop lights installed.
3. Carnation and Larkspur.
4. Slow snow removal.
5. Winter roads are very icy and are seldom sanded.
6. People run yield and stop signs.
7. Lots of pedestrians and bicycles are on the roads.
8. Lilac Avenue is always too slippery.
9. Robin Lane is too narrow. We need a much wider road plus a bike lane for kids going to school.
10. Flax Lane people speed and no stop sign on corner of Flax and Rose.
11. Azalea in dire need of striping.
12. Foxglove from Azalea to Bittersweet needs some street lights.
13. Street lights on Lake Shore Drive, Sunrise Drive and Azalea Road.
14. No marking on Azalea Road for two years.
15. Some do not have middle lines painted - Azalea Rd.
16. Buses, garbage trucks and other large vehicles have trouble on Waxwing Road.
17. Coming to intersection of town and county roads at night is bad. There should be street lights at these intersections.
18. Snow removal and road sanding.
19. Snake Bridge is too narrow.
20. Need for plowing secondary roads.
21. Building trucks and owners cars parked on top of hills.
22. Lilac - should have a bike and walk lane on both sides.
23. In winter I feel the main roads should be plowed first and hill areas second not last.
24. Unmarked intersection in residential areas for example at the corner of Jonquil.
25. Rosebud going into 9-Mile Swamp.
26. Thornapple is a mess.

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY RESULTS - LIKES

One of the open-ended questions on the survey was, "What do you like about Rib Mountain?"

Below are the responses listed by the first 100 surveys returned:

1. Nice area, within driving range of all facilities.
2. Location, beauty of mountain.
3. Peace and quiet.
4. Not crowded.
5. The woodsey atmosphere and scenery.
6. The absence of low rental district (catering to Hmongs, etc.)
7. The country-like atmosphere.
8. Location, beauty, near hill, the small size, easy access to Wausau.
9. I like living on the lake.
10. I don't like living in the "City".
11. Crime is low and it is peaceful.
12. Very nice area, nice small town, close enough to everything around. It's convenient to most everything.
13. It is a nice safe, quiet place to live and the people are very friendly.
14. Quiet bedroom community.
15. We appreciate the new sewer and water and the blacktop roads.
16. The location: in relation to out-of-town, shops, work places, commercial and industrial parks (without the necessity of such being located in Rib Mountain.)
17. Easy access to Wausau and Schofield\Rothschild area.
18. Close to Highway "51".
19. It's just a very nice place to live.
20. Small town atmosphere - out of Wausau but easily accessible to Wausau.
21. We don't need all that junk out here, keep it in Wausau.
22. It's a reasonably quiet dormitory community.
23. Nice clean air - no smoke or factory pollution.
24. Quiet neighborhoods.
25. It's economic and social mix.
26. It's potential for smart industrial, commercial and residential development.
27. We have about everything a person needs.
28. Organized government, good emergency services, good schools, pleasant surroundings.
29. Clean, nice size.
30. Enjoy the beauty, close to access to Highway "51".
31. Peacefulness, not much traffic, school.
32. Rural setting.
33. Located close to Wausau.
34. People, good place to live.
35. The view.
36. It's not as populated as living in a big city.
37. Easy access to all areas with a small community feel.
38. Beauty, its people - quality of life - schools.

39. We need more police protection and enforce local ordinances more.
40. Size. Good government in past and present, tax base.
41. Your lots are bigger in Rib Mountain. Less noisy.
42. Location.
43. No Hmongs live here.
44. Good municipal services, good resale value on residential property.
45. We like the general atmosphere of a residential community.
46. Reasonable tax rate.
47. Beautiful.
48. Its a nice place to live.
49. Quiet, wooded area but still close enough to Wausau.
50. Rural, yet close to activity.
51. Scenic beauty.
52. School system.
53. Peaceful nature of township.
54. Easy access to city but country living atmosphere.
55. Location - peacefulness.
56. Less all the time !
57. The wooded areas! Good communications to residents through various publications (e.g. The Town Beat).
58. Easy access to express way, downtown shopping nearby; the appearance (no sidewalks, etc.), the wooded areas.
59. Its beauty, feeling of living away from a city.
60. Close to Wausau yet smaller than Wausau area.
61. Friendly people, its size.
62. Its suburban atmosphere and proximity to shopping and recreation.
63. Its very peaceful and still fairly small.
64. It just feel that it is the most pleasant place to live.
65. Quiet! Beautiful area to raise a family. Close to town (Wausau) yet far enough away.
66. Its not part of the City of Wausau. Now if we could only have our own school system, we could straighten that out.
67. Location to Wausau. Suburban setting yet with woods and Rib Mountain Park near by.
68. Not over crowded. Lot sizes are nice and large.
69. I like the quiet area want to keep it so.
70. Rural and roomy area.
71. Travel Center.
72. Nice place to live.
73. The good standard of living.
74. It feels like county yet close enough to town.
75. Just about everything. Its home to me, I lived here all my life.
76. Clean and quiet township.
77. Closeness to Wausau yet in the country.
78. Easy access to many surrounding shopping areas - friendly merchants - primarily residential communities.
79. Not much any more.
80. I like the scenery and the Blue Gill Bay Park.

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY RESULTS - DISLIKES

One of the open-ended questions on the survey was, "What don't you like about Rib Mountain?"

Below are the responses listed by the first 100 surveys returned:

1. Over population too rapidly. Sewer and water charges too high and unfair.
2. The messy development between McFauls and Valley Inn. Lack of enforcement of junked cars ordinance.
3. The intersection on Rib Mountain Drive and Robin Lane. Stop lights could slow down traffic. There are a lot more trucks now.
4. You have to drive your children everywhere - more bus service.
5. Taxes are much too high.
6. Lack of street lights.
7. High water/sewer rates.
8. We don't have an ordinance to control ground fires or cooking fires which are allowed by DNR.
9. Insensitive nature of elected officials who reward financially their political friends at the expense of town tax payers.
10. The garbage collection should be included in the high taxes - like Wausau.
11. The bus service is poor.
12. Don't like the high price of water and sewer. Water doesn't taste very good.
13. Need more stores (fast food, grocery, service stations).
14. Growing too fast, developing too much up the sides of the mountain.
15. Taste of water could be improved.
16. Not enough future planning.
17. People driving 70 m.p.h. on Robin Lane.
18. It's starting to grow very fast.
19. Its sewer and water bills are three times what I have seen all over the U.S.A., yet you give funds to the University of Wisconsin - Why?
20. Taxes - water and sewer bills.
21. Not enough shopping. Industrial Park looks bad.
22. Dogs at large; ATV's and minibikes running on roads in residential areas.
23. Too many trees coming down for new houses\development.
24. The lack of quality people in town government.
25. Over priced water bills.
26. Taxes are too high.
27. Personally, Rib Mountain is okay it's just that I'm on the wrong side of Mosinee Hill to get TV reception.
28. Road service.
29. We need more street lights.
30. Snow plowing.
31. I realize that it is not purely Rib Mountain's problem but I don't think they could have done a worse job of picking managers\supervisors at the new sewage plant.

32. No public transportation available for non-drivers.
33. High taxes.
34. Taxes too high for the services received.
35. The town officers.
36. State Park Speedway.
37. State Park Speedway.
38. Taxes, our grade school is getting too small.
39. Too many snowmobiles running up and down the road.
40. Rib Mountain needs a child care center at reasonable rates.
41. The incompetence of the Town Board. They forgot they are responsible to the people who put them in office. They do not listen the people at town meetings and say one thing then enforce another without anything recorded in the minutes.
42. Hunting allowed in my neighborhood, no park facilities, worried that our home may not be safe while we're away, no cable TV.
43. Not enough shopping facilities.
44. Taxes, drugs in Rib Mountain school, poor street lighting, Town Chairman siding with Groshek in regards to his cheaply built buildings.
45. The high taxes and the empty lateral fees.
46. Encroachment and lack of regulating of business and industry.
47. Taxes, sewer and water bills.
48. A few ornery people.
49. Not enough information on what's going on and no response or follow-up on problems because of who owns the affected property. High sewer bills and school taxes. Lack of an aesthetic ordinance to insure maintenance of residential properties and landscaping business properties.
50. The commercialism is moving in.
51. The proliferation of industrial and commercial development (usually a detriment to surrounding residential properties).
52. The high sewer and water bills and paying sewer and water bills on an empty lot.
53. There are no sidewalks in the Blue Gill Park area. This added to the fact that there are no street lights makes walking unsafe.
54. Water, sewer development of Rib Mountain Road. Water bills for unimproved property. Size of lots should be reduced for building permits.
55. Lack of street lights on some roads.
56. Sewer/water bills are extremely high - no fluoride in water.
57. Some big time decisions (like sewer and water) with small town management. As a homeowner we were at the mercy of contractors.
58. The bad tasting and cloudy water.
59. High taxes and utility bills.
60. Lack of neighborhood parks with play equipment. We need to go to Wausau to have our kids go on swing sets. The high taxes and sewer and water rates.

- 61. Taxes.
- 62. Sewer and water is way out of line.
- 63. Taxes rise an average 10 to 15 percent per year.
- 64. Too high taxes and sewer and water bills.

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RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY RESULTS -
NEEDS AND PROBLEMS

Below are the responses from the first 100 surveys returned to the open-ended question, "What are the Town's biggest problems or needs?"

1. Keeping taxes down.
2. Being able to manage growth.
3. Traffic control lacking.
4. Communication.
5. Water quality.
6. Smell of sewer gas polluting the air.
7. Noisy motorcyclists.
8. Stray dogs, cats roaming at night.
9. Noise from summer time race track and lack of ordinance enforcement.
10. Holding down taxes.
11. Enforcing use of ATV's and minibikes.
12. Failure of the Town to consider the wishes of present residents when allowing development other than single family.
13. Lets work on our beauty - our lakes, rivers, woods.
14. Clean up business and industrial areas on Rib Mt. Drive and Cloverland and make them improve appearance of property.
15. Letting people know what's happening.
16. Recreation for the kids.
17. Strong, intelligent resourceful long range planning. Let's not think of the next election but the next generation.
18. Sewer and water bills.
19. I think schooling maybe in a later date.
20. Possible rapid growth - destruction of environment by business and industry.
21. Taxes too high.
22. Taxes.
23. Decent park and recreation areas, insure adequate police and fire protection.
24. Taxes.
25. Grater and mower operator can't see two feet in front of his nose.
26. School crowding; try year round school and add air conditioning to present school.
27. They don't enforce the laws very well.
28. I feel if we're going to put our money into a park system it should include a pool. Indoor would be super but I'd settle for an outdoor.
29. The speedway in a residential neighborhood is unbelievable. It should be banned.
30. Too many corners were cut on some town services.
31. Need for continued growth that will enhance our township.
32. Town officials not communicating what is going on or directions. What happened to the last survey?
33. People who run it.

34. Indoor swimming pool with recreation facilities - youth entertainment.
35. Swimming pool and places for kids to play.
36. Not enough street lights.
37. Plowing and road conditions.
38. Keeping us cranks satisfied.
39. Lack of recreational facilities.
40. Lower water bills.
41. Need street lights on roads.
42. Excessive water and sewer rates.
43. Small playground type parks.
44. Enforcement of speed limit on some residential streets.
45. Lower taxes and sewer and water bills.
46. Lower sewer and water bills and garbage pick up including a leaf vacuum.
47. I think at the rate it is going it needs a fast food restaurant and more police service.
48. Haphazard building-zoning and planning. Being specific about what buildings and roads and their uses and locations.
49. Growing too fast yet keeping sewer and water costs down.
50. Lack of police protection.
51. Hiking/biking trails.
52. Recreation facilities bringing commercial and manufacturing to the area.
53. Traffic congestion at Highway 51 and "N" interchange generated by the new travel center.
54. Look to the future, to make good sound township.
55. Street lights, fair tax levy, allow people to water lawns without assessing sewer charge.
56. A plan - long range for development.
57. Build a marina on Lake Wausau, soccer field and playground/park.
58. Better street lighting. More frequent plowing of residential streets. Lack of law enforcement facility. In my neighborhood dogs constantly bark, someone uses our street as an ATV raceway or my neighbors' yard looks like a junk pile of old cars, etc. I don't know who to call.
59. With the increase in traffic (truck traffic especially) snake bridge should be doubled to four lanes.

RIB MOUNTAIN COMMUNITY DEVELOPMENT SURVEY RESULTS - COMMENTS

Below are most of the comments as they appeared in the "Comment" section of the first 100 surveys that were returned:

1. Overall Rib Mountain is a very fine community. The one commercial "industrial park" type area is somewhat of an eyesore. It would be nice to hide some of that mess. As the entire area between McFauls and Valley Inn becomes more developed, something should be done to improve Highway "N". Jonas used to say the secret to keeping roads clean in winter was to plow after the 1 inch snow falls - that hasn't been done in recent years.
2. I think sewer and water is the best thing that ever happened to this town. It has already brought so much business and new homes to the area. Keep up the great job.
3. LeRoy Jonas seems to be on the track of providing good prudent leadership. Keep up the good work. Rib Mountain needs to give serious attention to reducing the tax rate. People building the "nicer" homes are being taxed to death. Seems like the town wants a nice appearance but the owner becomes the loser. Lets stop the unfair taxation.
4. I believe the town should have complete control over fire protection within the sanitary district. The DNR now allows fires and has control in our highly populated areas. Anyone in the town can have fire as long as they say they are cooking and no permits are required this is a very big problem.
5. Rib Mountain city water is too expensive. My brother in Middleton, Wisconsin paid \$20 for sewer and water last month. I paid \$90. We are both single and use about the same amount of water, however, he is at home all day while I'm at work all day and he probably uses less water than me. I don't drink the water in my house because it tastes bad and is brown. Why do I pay so much more?
6. We requested that the existing road be retained in the new Liberty Park. This could then be used to put the parking lot at the south end of the park and away from adjoining property owner's homes. No explanation was given as to why this could not be done. I can only assume that this was ignored because the park department official does not want his boat landing at his home utilized by the public. If he can get the boat landing designation removed from his land, his property value will increase by at least \$50,000. His first step is to establish a parking lot in the north side of Liberty Park.
7. I think it should be made mandatory that people who walk dogs have to pick up after them, like they do in Wausau. It's most annoying to go to get your mail and have dog dirt by your box.
8. Duplex housing-apartment housing-condo housing should be

- limited. All industrial and manufacturing and wholesale commercial businesses should be confined to one area. All retail business should be confined to a certain area. Areas of retail or wholesale business should be established. Also areas for (limited) apartment-condo-low income housing hotels should be established - not included in single family dwelling areas.
9. You have asked questions about a number of things which is good! However, nowhere is there any mention of trash removal (including the fall leaf clean up) nor have you addressed the high sewer and water charges! Two very prominent problems!
 10. Ease up on restrictions for ATV use and other recreational vehicles.
 11. We are not planning ahead for the increase in population that sewer and water will bring - the land next to the school should have been purchased for expanding population at the school and for a park with a pool. It was easy to get to from all ends of Rib Mountain. Now how do you please each end!
 12. Because of the travel center, the "N"-51 interchange traffic is getting to be a real pain. I expect it will be a real joy next summer when the tourist traffic peaks. I think the Rib Mountain town government has done an excellent job of providing good services while keeping the tax rates relatively low. Too bad the school district can't say the same.
 13. I feel even though we are not in the sanitation district we are paying for this in my taxes. I have a friend who has an \$81,000 home in Wausau and our taxes are higher than his. My house is less. With the additional revenue in the township I would think a reduction in property taxes could be the results. Do not drive people out of our township by high taxes.
 14. Please don't penalize all hunters to use shotguns because of a few slob hunters. Check the records at sheriff's department to see if there is a real problem.
 15. This town is big and it is about time Rib Mountain has a nighttime patrol with their own marshall car so people see it on our streets. This would help keep down some of the thefts and damage done by kids.
 16. Appreciate your requesting our opinions. Rib Mountain is a great place to live - lets make it even greater.
 17. As far as problems - traffic on County Highway N; traffic near travel center and traffic on Robin and County Highway N intersection. There should be a gas station on County Highway N east/west with all the traffic.
 18. I would like to see the town change the ordinance on hunting with high powered guns to hunting with shotgun. I live in a newly developed neighborhood on Blackberry Drive and I'm very concerned on the amount of hunters in the area.
 19. The present town chairman and his two puppets must learn that the excuse of blaming problems on the past

- administration is getting awfully over used. They also must learn that if they don't have an answer to a question, not to try to bluff their way through.
20. The town needs to better mark the roads with street signs that one can see and read. Need, in winter, more sanding at intersections not only at street intersections but at road intersections.
 21. To definitely get after the county to replace the cheap dirt and stones on the shoulders of County Highway KK. That's a disgrace and unsafe.
 22. Town laws should coincide with state laws.
 23. Every time somebody moves into the township school taxes go up regardless if they got children going to school or not going to school. Water and sewer bills should go down with more people moving into the township.
 24. This survey is a good idea but it's just a start and certainly not a source of definite answers. The questions sound like we're resigned to being a bedroom community but I think we can be more - and better.
 25. The ice rink should be flooded much sooner than it is every year. If you flood it early in the morning or late at night the weather won't be such a factor you always claim it to be.
 26. Please try to do a better job on snow plowing - leaving 4 inches on the street just makes icy ruts. Put the blades down. Also, the corner west of Oriole and Highway "N" could be widened when plowed. Also if they turn around in the driveway twice why not plow it instead of packing it down. Also looking into contracting for garbage collection for whole area.
 27. Relocate town hall/fire station. Present town hall/fire station site should be developed for commercial development.
 28. I believe the town of Rib Mountain should remain a dormitory community with the service units and some light manufacturing that will enhance the community. Do not compete with Wausau. Relocate the town hall and build a community center including a park, library, meeting rooms for service organizations. Then the existing property could be used for business development. Enact and enforce an aesthetic ordinance to ensure the beauty of all business and private property when developed and the maintenance thereof.
 29. We moved to Rib Mountain 10 years ago. We did a lot of looking around before we selected Rib Mountain. We have been very happy here. I find driving down Rib Mountain Drive very scary now. It is like an ugly blot on our beauty little community. Money isn't everything. Driving over snake bridge - so beautiful - so relaxing - heading home to comfort and peace. I don't want the stress and mess of a big city out here. We will have to move if it keeps heading in its current direction.
 30. I think the township should strive to foster and promote more summer and winter sports and recreational events.

- With the mountain and the lake more should be done than has been done.
31. I believe that the majority of this township's present population was drawn to the Town of Rib Mountain because of the township's proximity to Wausau (and other townships) shopping, commercial and industrial areas without having these businesses in their own backyard. Commercial and industrial development and the resulting eyesores should be discouraged in this township as I don't believe it is either necessary nor is it desired by the majority of the town's people.
 32. We don't feel it is fair to have to pay sewer and water charges on an empty lot when the towns and cities all around don't have to pay charges on an empty lot.
 33. Would like to see at least one fast food place. Plow side roads at least 24 hours after snow storm.
 34. Also I feel that trash collection containers should not be left out as eyesores. There should be community involvement in recycling. Lights and sidewalks should be required in all new development and installed in every area.
 35. Would be nice to know who are town supervisors. Should see each home owner on list and who and what is his job.
 36. The town has to remember that not everyone was born in Rib Mountain or even the Wausau area. With growth will come new thinking on how to solve problems.
 37. Please take note that some people got breaks on their tax. Some people got the sewer and water paid for free. Other people do all the paying.
 38. I am pleased to see that there is some interest in developing Rib Mountain from within, before someone else decides what our future should look like.

In response to your survey, I feel that one area that is lacking is the waterfront in Rib Mountain, and around Wausau in general. There is a lovely area, Blue Gill Park, for people from all over Central Wisconsin to launch their boats and other water craft and take advantage of the mile of Wisconsin River and Rib River. Something has to be done to provide a swimming beach for those who don't have boats.

Many time during the summer we will run down to the park for a quick dip before dinner and find the only suitable spot for swimming, the sandy area to the south of the boat launch, occupied by boats! Tied up to the trees while their owners relax on shore. Even the boaters would like a place to swim it might seem.

Lake Forest, Illinois recently renovated their waterfront, and closed it to the public, except for residents of Lake Forest. Rib Mountain doesn't have to spend \$10 million dollars to do it, but quite a bit could be done for a few dollars and volunteers. Close it to Rib Mountain

residents only to insure that it is well maintained and looked after. Enough about the waterfront.

As Rib mountain continues to grow, we are going to need a full time Police Force to keep pace with the changes in the community. Living on Kildeer Lane, we don't have the problems of fast moving traffic all of the time. However, there are occasions on which drivers have played "Starsky Hutch" running around the neighborhood! It would be nice to have an on patrol officer who could apprehend these offenders.

The other main problem is the traffic on Robin Lane. The road is too narrow, too many kids and people are driving too fast! I sincerely hope that it doesn't take some tragedy for the people of Rib Mountain to do something about this problem.

Model Rules for
Town Planning Commission

1. Responsibility - The Town Planning Commission shall have all the powers and duties granted or assigned by Town ordinance and by Section 62.23 of the Wisconsin Statutes. Generally, these duties include:

- A. Reports: The Commission should make reports and recommendations relating to the planning and development of the town to public officials, public agencies and others.
- B. Plan: It is the function of the Planning Commission to prepare and adopt a community development plan for the physical development of the town. The purpose of the plan shall be solely to aid the Town Planning Commission and the Town Board in the performance of their duties. The community development plans should be prepared to guide and coordinate development of the town in accordance with existing and future needs, while promoting the public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development.

The plan should show the commissioner's recommendations for such physical development, and may include, among other things, the general location and character of streets and highways; parks and playgrounds; sites for public buildings and structures, waterways, and the general location and extent of sewers, water mains and other public utilities; the general location, character and extent of neighborhood units; and a comprehensive zoning plan for the town.

The Commission should from time to time amend the plan as they deem appropriate.

2. Membership - The Town Planning Commission is appointed by the Town Board and shall consist of five members. Officers of the Commission include:

- A. A chairman who shall preside at the meetings of the Commission, supervise the work of the secretary, and decide all points of procedure unless otherwise directed by a majority of the Commissioners present.
- B. A vice-chairman who shall perform the chairman's duties in his absence.
- C. A secretary who shall prepare all correspondence for the Commission; receive and file all referrals, applications,

Commission may table or take action to deny, authorize, or make a recommendation to deny or grant the petition or application.

Order of Business at hearings shall be substantially as follows:

Introduction by the Chairman.
 Explanation by the planning staff.
 Hearing of the Petitioner or Applicant.
 Hearing of interested property owners in favor of proposal.
 Hearing of interested property owners against proposal.
 Response of the Petitioner or Applicant.
 Response of any interested property owners.

Withdrawal. A petitioner or applicant may withdraw his petition or application at any time prior to a decision thereon; but if a motion is pending to grant, deny, or make a recommendation to grant or deny, such motion shall have precedence. Withdrawal shall not entitle the petitioner or applicant to a refund of the filing fee.

5. Procedure for Public Hearing:

- A. The chairman should introduce himself and the Commission and explain briefly the purpose of the public hearing.
- B. The chairman should let it be known just how the hearing will proceed and that decorum and order will prevail. He should also make it clear that the Commission, while attempting to answer all questions, will not engage in debates or lengthy discussions with anyone.
- C. The chairman should briefly introduce the subject matter under discussion.
- D. Each person testifying should be instructed to give his full name and address and state his views as briefly and clearly as possible. If a large audience is anticipated, it may be desirable to limit each speaker to a specified period of time such as five minutes.
- E. Upon conclusion of each individual's statement, the chairman should thank the person politely and assure them that their views will be considered and then move immediately on to the next person. Upon conclusion of all the statements of the public, the chairman should again thank them for their interest and attendance and assure them that their views will be carefully studied.
- F. The hearing should then be adjourned and careful study should be given to the views expressed. A decision could follow immediately or be postponed for one month.

After adoption by a majority of the full Commission and filing
with the Town Clerk.

Chairman

Secretary

Date Adopted _____

Date Filed _____