City of New Richmond Comprehensive Planning Program

Issues & Opportunities Element

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s. 66.1001(2)(a) Wis. Stats

s. 66.1001(2)(a) Wis Stats:

The Issues & Opportunities Element is to provide background information on the local unit of government and a statement of overall objectives, policies, goals and programs to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local government unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental units.

Introduction

The City of New Richmond is a community of 7,244 located in the St. Croix River Valley, approximately 40 miles east of the Minneapolis-St. Paul Metropolitan Area. Located at the junction of State Highways (STHs) 64 and 65 and close to Interstate 94, residents enjoy both a small town atmosphere and access to the Twin Cities. New Richmond has been experiencing significant growth both internally and externally to its incorporated boundary. The City has concerns about the impact of this new growth and the need to better plan for and manage it. In recognition of these issues, the City has responded, deciding to prepare a Comprehensive Plan.

> "The City of New Richmond is a community of 7,244 population located in the St. Croix River Valley, approximately 40 miles east of the Minneapolis-St. Paul Metropolitan Area."

The history of New Richmond is interesting. It tells the story of an evolving early agricultural and logging community located in the scenic St. Croix Valley, and a community revival that occurred after a cyclone hit and destroyed all but a few homes in 1899. Led by B.C.B. Foster, settlers arrived in New Richmond in 1855. Foster built a sawmill on the Willow River and a home in the vicinity of what is today Glover Park. In its early decades, New Richmond existed mainly as an agricultural village. Along with farming, the lumber and milling industries became the main sources of employment for early settlers, who were mostly of Irish, Scandinavian and German descent.

The first railroad in New Richmond appeared in 1872, and subsequently growth began to accelerate. The first community bank was chartered in 1873 and began providing services in 1878. New Richmond was incorporated as a city in 1884. By 1885, daily passenger rail to and from St. Paul became available. The passenger service depot survives today and now is used as a railroad workstation.

The community that was shaped by early residents of New Richmond was threatened when, on June 12, 1899, a cyclone hit and demolished some 230 buildings, killing 117 people and injuring another 200. Remarkably, the community quickly rebuilt the city. The central business district was re-established and 39 brick and wood commercial buildings and 75 new houses were constructed by the end of that same year. The new construction occurring after the cyclone, influenced by architectural styles and construction methods popular at the turn of the century, brought a unified appearance. Few buildings remain from the pre-cyclone era. The area's first residence along the Willow River, the early home of B.C.B Foster, was one of the many buildings destroyed. However, from this new beginning grew the City of New Richmond as we know it today.

Introduction

> "Today, New Richmond is a thriving community of 7,244 residents."

Today, New Richmond is a thriving community of 7,244 residents. Its small town character and proximity to the Twin Cities Metro Area, the St. Croix River and other sites of interest continue to contribute to the City's high quality of life. However, the influence of the Twin Cities Metro Area also presents challenges. As time has passed, access to and from the region has been greatly enhanced through the construction of the State, County and local roadway system. With this increased access, many are looking to New Richmond and the region as a place to live, work and recreate. In an effort to guide growth now and in the future in a manner that is consistent with the vision of New Richmond residents, the City is preparing this Comprehensive Plan. The Issues and Opportunities Element provides background information about the City, analyzes current trends, and identifies the issues important to residents of the City of New Richmond. It forms the base from which the community develops the remaining Plan elements.

As prescribed by Wisconsin's Smart Growth legislation, this plan will address the nine (9) required plan elements as follows:

1. Issues & Opportunities
2. Agricultural, Natural & Cultural Resources
3. Housing
4. Economic Development
5. Utilities & Community Facilities
6. Transportation
7. Land Use
8. Intergovernmental Cooperation
9. Implementation

The Cyclone Strikes

At just the time New Richmond appeared to have come into its own as a new town happily and successfully launched, with its rough edges just being smoothed off, and all developments seeming to favor a rosy future the greatest catastrophe that Nature could throw at it hit with the force of an atom bomb and shattered it. That, of course, was the famous cyclone of June 12, 1899. In about four seconds the work of four decades was almost completely undone, and where once a charming little city had been you found only death, desolation, victims writhing in agony, wrecked houses, wrecked stores, fire, mud, twisted masses of iron, shapeless piles of debris, separated families, grief-stricken survivors searching for lost or dead brothers, fathers, wives, mothers, neighbors, and an entire community suddenly enveloped in an unbelievable nightmare and vainly endeavoring to grasp a tragedy of fathomless proportions.

-Excerpt from "Passing of A Century" by New Richmond resident William J. McNally, printed in the New Richmond Centennial, 1957.

Vision Statement – Adopted June 12, 2002

"The City Beautiful - Proud past - Bright Future

- History & Heritage
- Opportunity
- Resources

. . . In a small town atmosphere"

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Background Information: Existing Conditions and Trends Analysis

Before the city can effectively plan for its future, an understanding of current conditions and trends is essential. The following demographic information and background data provides a snapshot of the City and recent development trends.

Population
Between 1990 and 2000, St. Croix County's population grew by almost 13,000 or 26%. This represented the second fastest county rate of growth in the State of Wisconsin. Similarly, the City of New Richmond grew at a rate of 24% or 1,204 persons over this decade. The statewide growth rate during this same period was 10%.

Population Trends - Region and State

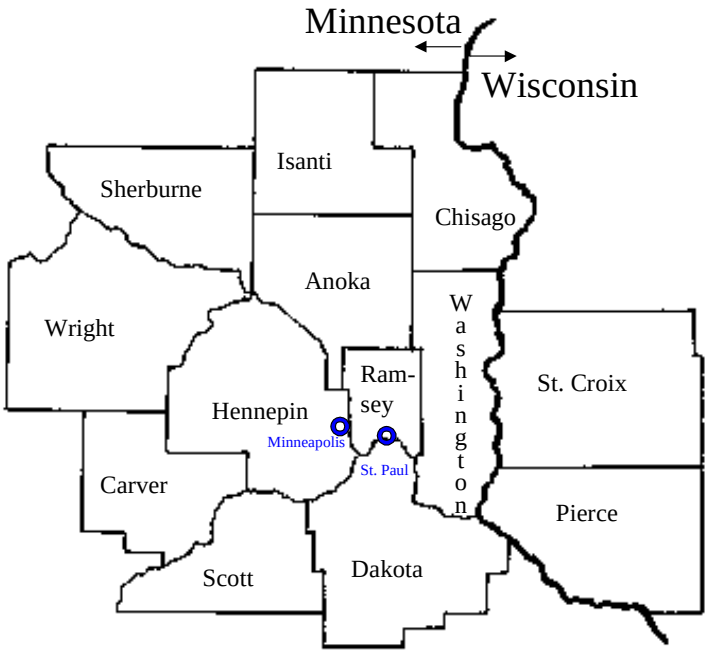
	1970	1980	1990	2000	# Change (90-00)	% Change (90-00)
New Richmond	3,707	4,306	5,106	6,310	1,204	24%
St. Croix County	34,354	43,262	50,251	63,155	12,904	26%
Minn./St. Paul MSA	1,965,159	2,137,133	2,538,564	2,968,806	429,972	17%
State of Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	471,906	10%

Source: U.S. Census Bureau, Profile of General Demographic Characteristics

> "Growth in the City of New Richmond is attributable to the City's proximity to the Twin Cities Metro Area."

Growth in the City of New Richmond is attributable to the City's proximity to the Twin Cities Metro Area. The influence of economic opportunities and residential migration from the Twin Cities was recognized by the U.S. Census Bureau in 1980 when St. Croix County was added to the Minneapolis-St. Paul Metropolitan Statistical Area (MSA). MSAs are defined as a county or counties with a central city of at least 50,000 people, a total population over 100,000, and the existence of significant social and economic ties between the central city and included counties. As a result of the 1990 Census, Pierce County, located to the south of St. Croix County also was included in the Minneapolis-St. Paul MSA. Growth

and expansion of the Minneapolis-St. Paul area is influencing growth patterns of nearby communities in Wisconsin.



Minneapolis-St. Paul, MN--WI MSA

As expected, communities on the western side of St. Croix County, closer to the center of the Metro Area, have experienced higher rates of growth than communities to the eastern side of the County during the last ten-year period. While New Richmond has experienced strong growth at 24%, the cities of Hudson and River Falls and the Village of Somerset, all located closer to the Twin Cities, experienced growth rates of 38%, 31% and 45%, respectively, during the 1990s. Unincorporated areas near the state border also experienced strong growth rates in terms of population, including the Town of Hudson, which increased by 68%.

Conversely, communities on the eastern side of St. Croix County experienced much slower rates of growth, with a few municipalities seeing a slight loss of population from 1990 to 2000. In rural townships, this decline may be the result of community efforts to preserve rural and agricultural character, as is the case in the Town of Stanton, and/or the

loss of population due to annexations by cities and villages. Other factors at play include an overall trend of decreasing household size and increased diversity in family types, migration patterns and births/deaths. As noted above, the slower rate of growth is likely also attributable to these communities being farther out from the Minneapolis-St. Paul Metro Area.

Although the growth pattern within the County is fairly well defined, there are a few exceptions, such as the Village of Baldwin, an eastern community that grew by 32%, and the Villages of North Hudson and Roberts, western communities that recorded 12% and –7% rates of growth.

New Richmond and Vicinity Population Data					
Municipality	**1970**	**1980**	**1990**	**2000**	**% Change (1990-2000)**
City of New Richmond	3,707	4,306	5,106	6,310	24%
City of Hudson	5,049	5,434	6,378	8,775	38%
City of River Falls	991	1,498	1,769	2,318	31%
City of Glenwood City	822	950	1,026	1,183	15%
Village of Deer Park	217	232	237	227	-4%
Village of Baldwin	1,399	1,620	2,022	2,667	32%
Village of Star Prairie	362	420	507	574	13%
Village of Hammond	768	991	1,097	1,153	5%
Village of Somerset	778	860	1,072	1,556	45%
Village of Roberts	484	833	1,043	969	-7%
Village of North Hudson	1547	2218	3101	3463	12%
Village of Wilson	130	155	163	176	8%
Village of Woodville	522	725	942	1104	17%

Source: U.S. Census Bureau

The townships surrounding the City of New Richmond are experiencing differing growth patterns. For instance, the Town of Star Prairie experienced a 40% increase in population between 1990 and 2000. The Town of Richmond experienced an 11% increase during this same period. Both of these communities lie within the City's extraterritorial jurisdictional boundary, as do the Towns of Stanton and Erin Prairie. It will be important to maintain and enhance relationships with these communities. The City of New Richmond has created an intergovernmental review team as it relates to the development of the Transportation Element. The review team includes St. Croix County and the adjoining towns of Erin Prairie, Stanton, Richmond, and Star Prairie. One of the goals is to discuss a transportation system to interconnect city facilities with growing subdivisions in adjacent rural communities. Erin Prairie and Stanton make up two of six towns possessing the highest concentration of productive agricultural land in the county. Seventy percent (70%) of the land area in the Town of Erin Prairie is comprised of prime farmland while 67% of the Town of Stanton is classified as prime farmland. Clearly, these areas of mutual concern can significantly benefit from intergovernmental coordination and cooperation.

Please see the attached map found on page 4-43 to see an overview of the transportation system developed.

In addition, the Towns of Stanton and Erin Prairie are participating in the St. Croix Heartland Planning Project. Through a partnership with St. Croix County and the Townships of Baldwin, Cylon, Hammond and Pleasant Valley, a single comprehensive plan is under development. The plan will explore the shared attributes of each community while addressing issues and concerns specific to each town. This process is scheduled for completion in 2003.

The City of New Richmond has a real opportunity to address issues of mutual concern as a result of the Heartland Planning Project, which is occurring simultaneous with the City's comprehensive planning effort. The extraterritorial jurisdiction boundary of New Richmond brings the need and opportunity to discuss future land use and how to manage it on the periphery of the City while, at the same time, respecting the rural identity associated with these towns.

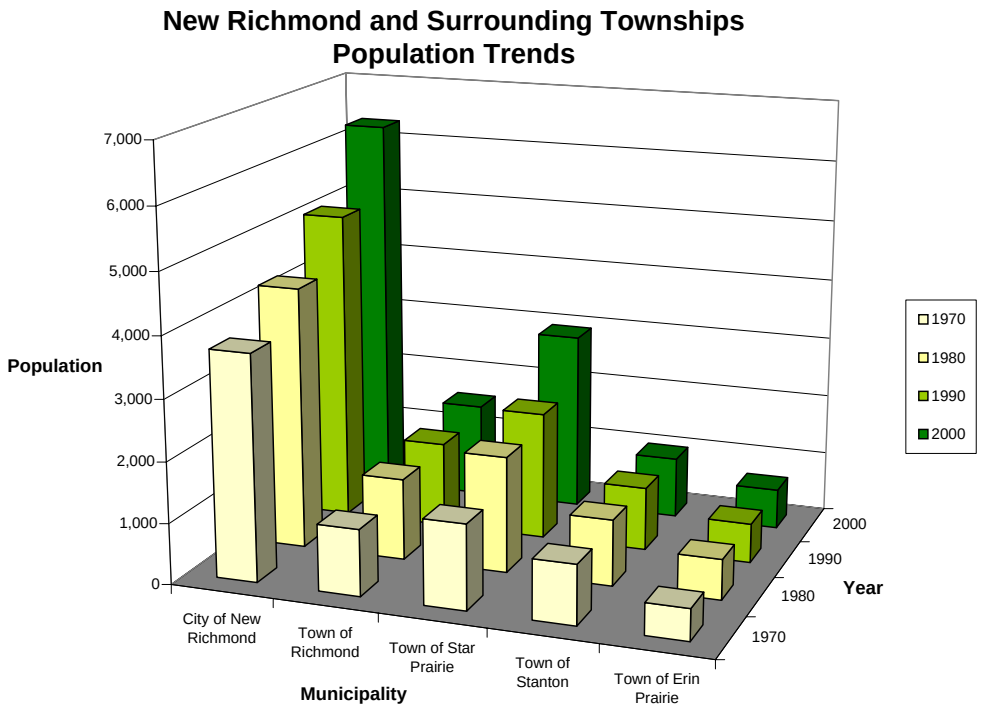
Stanton and Erin Prairie operate under St. Croix County zoning. In addition, both communities have adopted Exclusive Agricultural Zoning also administered by St. Croix County. The Town of Stanton administers a local Land Division Ordinance while the Town of Erin Prairie does not currently have a Land Division Ordinance in place. St. Croix County is in the process of updating its Zoning Ordinance. The Towns of Stanton and Erin Prairie are also under the jurisdiction of St. Croix County ordinances as follows.

- Shoreland/Wetland/Floodplain Zoning Ordinances
- Subdivision Regulations with Erosion Control/Stormwater Management Provisions
- Nonmetallic Mining Ordinance
- Animal Waste Ordinance
- Tire Management Ordinance

New Richmond and Surrounding Township Population Data

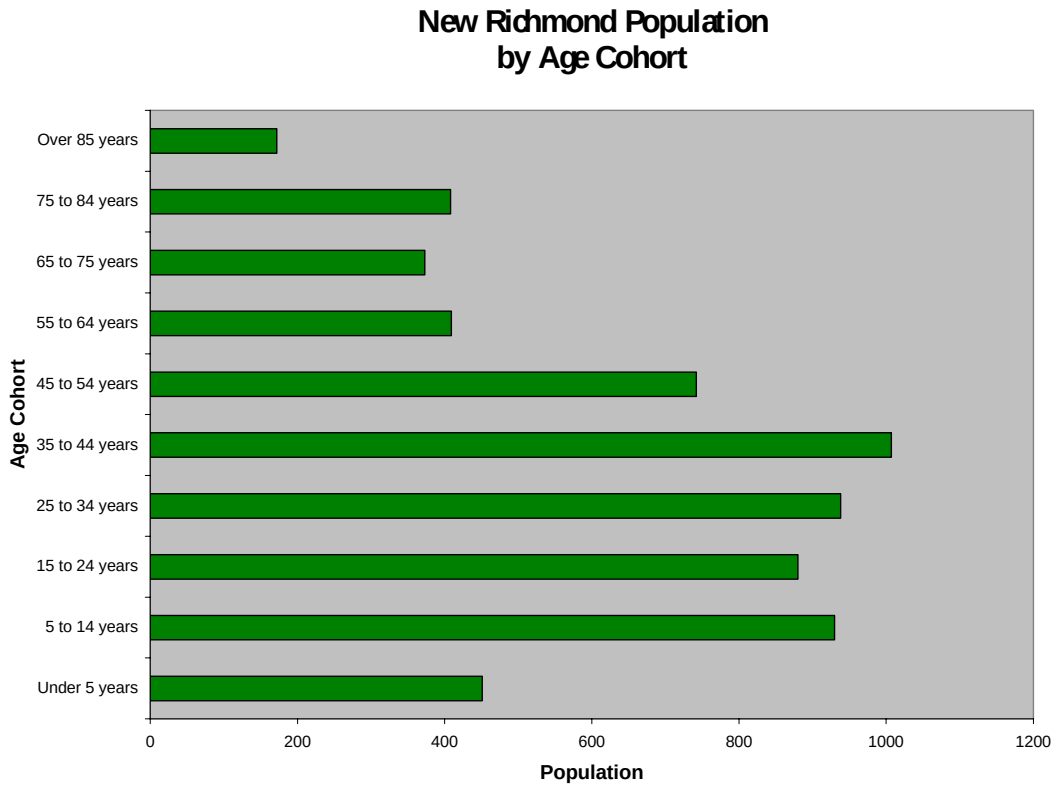
Municipality	1970	1980	1990	2000	% Change (1990-2000)
City of New Richmond	3,707	4,306	5,106	6,310	24%
Town of Richmond	1091	1338	1400	1556	11%
Town of Star Prairie	1,390	1,900	2,098	2,944	40%
Town of Stanton	975	1,083	1,042	1,003	-4%
Town of Erin Prairie	516	661	647	658	2%

Source: U.S. Census Bureau


New Richmond and Surrounding Townships
Population Trends
Population
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
City of New Richmond
Town of Richmond
Town of Star Prairie
Town of Stanton
Town of Erin Prairie
Municipality
2000
1990
1980
1970
Year
1970
1980
1990
2000

Age and Gender Distribution

The median age of residents of the City of New Richmond is 34.5, compared to 35 for St. Croix County and 36 for the State. Among surrounding townships, only Star Prairie (31.9) had a lower median age than the City. The Census also recorded 3,018 males (48%) and 3,292 females (52%) in the City of New Richmond. The following table illustrates the City's population by age group:

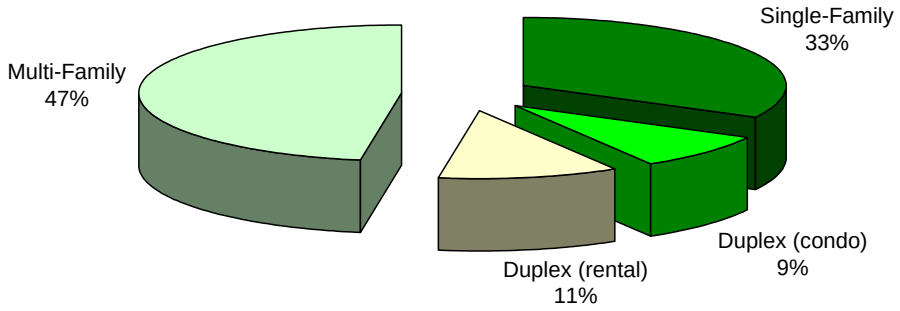


Source: U.S. Census Bureau. Profile of General Demographic Characteristics

Housing

The total number of housing units in New Richmond increased from 2,025 in 1990 to 2,657 in 2000 – a 31% increase. St. Croix County also experienced a 31% increase over this time period, from 18,519 housing units in 1990 to 24,265 in 2000. According to figures provided by the City, about 42% of new housing units developed over this decade were owner-occupied (282), which included 218 detached single-family homes and 64 condominium units within 2-unit buildings. In comparison, approximately 13,212 or 71% of new housing units developed in St. Croix County between 1990 and 2000 were owner-occupied.

New Housing Units Constructed 1990 - 2000



There were a total of 2,025 housing units in the City of New Richmond in 1990, which increased to 2,657 in 2000. Occupancy of these units breaks down as follows:

New Richmond Housing Occupancy				
Tenure	**1990**	**% (1990)**	**2000**	**% (2000)**
Owner occupied	1,285	63.5%	1,619	60.9%
Renter occupied	693	34.2%	942	35.5%
Vacant Units	47	2.3%	96	3.6%
Total Units	**2,025**		**2,657**	

Source: U.S. Census Bureau. Profile of General Demographic Characteristics: 2000

Median Housing Values (MHV) and Rent Levels				
	1990 MHV	**2000 MHV**	**1990 Rent**	**2000 Rent**
New Richmond	$62,300	$108,100	$322	$538
St. Croix Co.	$74,400	$139,500	$352	$587
Wisconsin	$62,500	$112,200	$331	$540

Source: U.S. Census Bureau. Profile of General Demographic Characteristics: 2000

Household Income

The 2000 median household income in the City of New Richmond was $43,475. This figures compares to $54,930 for St. Croix County and $43,791 statewide. The table below compares household income in New Richmond to that of the entire County.

2000 Household Income	New Richmond (%)	St. Croix County (%)
< $15,000	12.6%	8.1%
$15,000 - $24,999	12.5%	8.6%
$25,000-$34,999	11.3%	9.4%
$35,000-49,999	24.5%	17.6%
$50,000-74,999	21.5%	24.8%
$75,000 or more	17.7%	31.3%

Source: U.S. Census Bureau, Table DP-3, Profile of Selected Economic Characteristics: 2000

Population Projections:

The Wisconsin Department of Administration (DOA) and the West Central Wisconsin Regional Plan Commission (WCWRPC) prepared population projections for the City of New Richmond based upon data up to and including the 1990 Census. In addition, the WCWRPC has updated its projections based upon estimates of growth during the 1990s. Each set of projections suggests continued growth for the City, with the WCWRPC projecting slightly higher rates of growth than the DOA. However, when comparing the projections for year 2000 with the figures reported as a result of the 2000 Census, each set of projections underestimated the rate of growth that occurred during the 1990s, as illustrated in the following table.

Official Population Projections						
Agency	**1990***	**2000****	**2005**	**2010**	**2015**	**2020**
Wisconsin DOA	5,106	5,813	5,998	6,146	6,271	na
WCWRPC (1995)	5,106	5,958	6,367	6,776	7,185	7,594
WCWRCP (Revised)	5,106	6,043	na	7,177	na	8,218

* U.S. Census ** Actual 2000 Census count: 6,310

Based upon the 2000 Census, recent growth trends and development interests, and the reconstruction of State Highway 64 as a four lane limited access highway providing better access to the Twin Cities area, it appears that new projections for the City are warranted. The DOA is in the process of updating official population projections, which will become available around March 2003. Until this update is complete, the following projections are offered for consideration to assist with the preparation of this Comprehensive Plan.

Revised Population Projections						
	U.S. Census				**Projections**	
Growth Scenario	**1970**	**1980**	**1990**	**2000**	**2010**	**2020**
Rapid Growth	3,707	4,306	5,106	6,310	9,212	12,114
Increased Growth	3,707	4,306	5,106	6,310	8,266	11,573
Reduced Growth	3,707	4,306	5,106	6,310	7110	7710
Moderate Growth	3,707	4,306	5,106	6,310	7,509	8,710
20-Year Trend	3,707	4,306	5,106	6,310	7,761	9,546

Source: Vierbicher Associates, Inc.

Projection Methodology:

The following methodology was employed to produce the population projections listed in the above table. The projections are simple and only intended to provide a range of potential growth scenarios for the City. New projections developed by the DOA and the WCWRPC are likely to employ more scientific methodology and should be consulted after they are updated to include 2000 Census data.

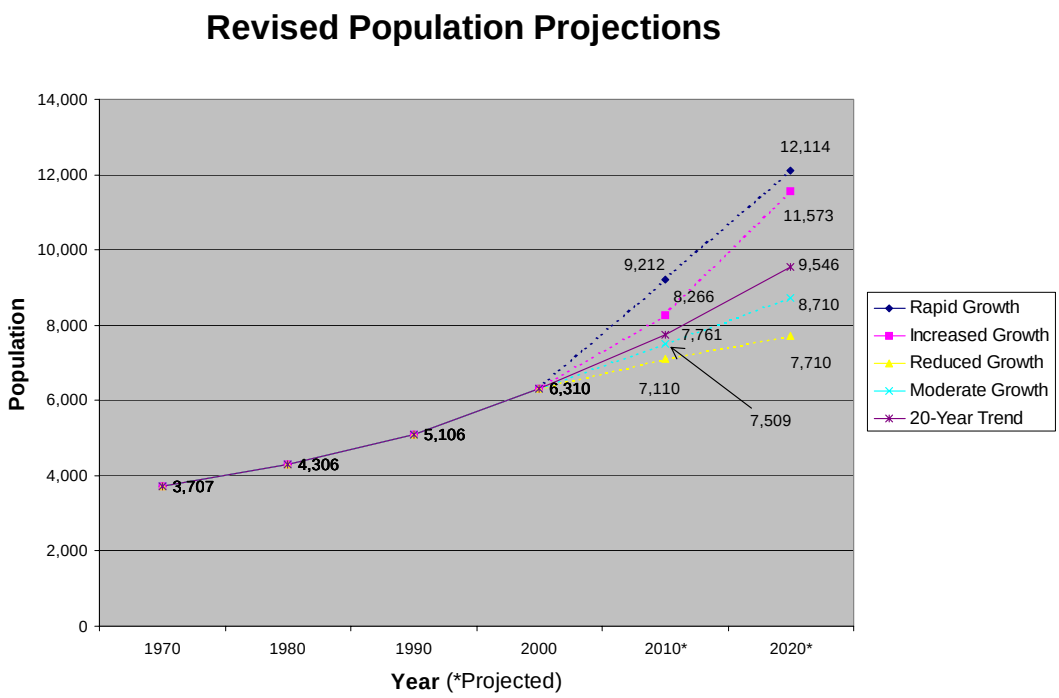
Rapid Growth: Looking at Twin Cities Metropolitan Area population and housing trend data it is apparent that more and more families are choosing to move into outlying communities. With access and quality of life being primary drivers behind this trend it can be projected to accelerate in New Richmond considering the coming Hwy 64 improvements. Population projections within this category were generated by doubling the 20 years trend.

Increased Growth: New Richmond has been experiencing increases in its rate of growth over the last several decades. Population projections within this category were generated by extending and continuing this growth rate increase into the future.

Reduced Growth: Looking at broad population trends, one might expect growth rates in many communities to begin to decline over the next two decades. This projection assumes a slow down in growth rates comparable in scale to the increases in growth rates experienced by the City over the past two decades.

Moderate Growth: This projection assumes an increase in population per year similar to what occurred during the 1990s – or about 1,200 persons added per decade.

20-Year Trend: This projection extends the rate of growth experienced by the City over the past 20 years another 20 years into the future.



Looking at broad population trends, with the baby-boomer segment of the general population beyond child-bearing age and trends toward smaller households, one might find the "Reduced Growth" and "Moderate Growth" scenarios to be the most reasonable of the four projections. However, at a micro level there are a host of additional factors that can impact population growth, including location within the MSA and the efficiency of the regional transportation system, the quality of life and desirability of the community, and local government policies and attitudes toward growth.

In addition, the availability of existing lots in New Richmond number approximately 754 with additional land in the amount of 600 acres (estimate) also available for future development. If we assume, as Census counts indicate, that the average household size in New Richmond is 2.38 and 754 existing lots are absorbed, we find a future population of, at minimum, 8,105. Adding the additional 600 acres available for residential development and assuming three units per acre, the population increase is even more substantial. These numbers will vary depending on the housing types ultimately developed. While an "Increased Growth" scenario may not occur (nearly doubling the population of the City within this 20-year planning window), it is important to consider this possibility and its potential impact on the community when developing policies to guide future growth.

Existing Land Uses and Acreage in the City of New Richmond		
Type of Land Use	**Total Acreage**	**Percent of Total (%)**
Residential	889	21%
Commercial	147	3%
Industrial	158	4%
Airport Runway	10	.2%
Agriculture	520	12%
Institutional	236	6%
Recreational	306	7%
Railroad	23	1%
Parking	2	.04%
Unclassified	823	19%
Environmental Corridor	38	1%
Open Space/Woodland	166	4%
Right-of-Way (ROW)	452	10%
Water	182	4%
Utility	308	7%
Total Acreage	4,258	100%
Total land area in square miles = 144		

Source: City of New Richmond & St. Croix County

Education

The School District of New Richmond operates four schools:

- West Elementary - (K-3)
- East Elementary - (4-5)
- Middle School - (6-8)
- High School - (9-12)

As of September 2002, total enrollment for the New Richmond School District was 2,425. Another 2,448 children were enrolled in the district's pre-kindergarten program at this same point in time. The two elementary schools, the high school, and administration building are all located on East Eleventh Street, while the middle school is in an older building located a few blocks to the north on Arch Street, just east of downtown.

Age and Gender Distribution

2000 Census data indicates school enrollment as follows:

City of New Richmond – School Enrollment		
Population 3 years and over enrolled in school	1,608	100%
Nursery School, preschool	161	10%
Kindergarten	85	5%
Elementary (grades 1-8)	752	47%
High School (grades 9-12)	345	22%
College or graduate school	265	17%

Source: U.S. Census Bureau. Profile of Selected Social Characteristics: 2000

City of New Richmond – Educational Attainment		
Population 25 years & over	3,981	*100%
Less than 9th grade	205	5%
9th to 12th grade	275	7%
High School graduate (including equivalency)	1,570	39%
Some college, no degree	825	20%
Associate degree	411	10%
Bachelor's Degree	515	13%
Graduate or Professional Degree	180	5%
Percent high school graduate or higher	88%	
Percent bachelor's degree or higher	18%	

Source: U. S. Census Bureau. Profile of Selected Social Characteristics: 2000
*Figures do not equal 100% due to rounding.

Local business training needs are primarily met through programs of the Wisconsin Indianhead Technical College in New Richmond. Twenty-two miles from New Richmond is the University of Wisconsin – River Falls. Educational institutions in the Twin Cities Metro Area are accessible to New Richmond residents as well.

Employment

Industry – City of New Richmond		
Industry	Number	Percent
Agriculture, forestry, fishing and hunting, mining	42	1%
Construction	252	8%
Manufacturing	798	25%
Wholesale trade	87	3%
Retail trade	385	12%
Transportation and warehousing, utilities information	42	1%
Finance, insurance, real estate, and rental and leasing	218	7%
Professional, scientific, management, administrative, and waste management services	166	5%
Education, health & social services	649	20%
Arts, entertainment, recreation, accommodations and food services	172	5%
Other services (except public administration)	117	4%
Public Administration	89	3%

Source: U. S. Census Bureau, Profile of Selected Economic Characteristics: 2000

Occupation – City of New Richmond		
Occupation	**Number**	**Percent**
Management, professional, and related occupations	779	24%
Service	463	15%
Sales & office	832	26%
Farming, fishing & forestry	20	1%
Construction, extraction & maintenance	364	11%
Production, transportation, and material moving	729	23%
TOTAL Workers 16 and over	3,164	*100%

Source: U.S. Census Bureau: Profile of Selected Economic Characteristics: 2000
Total does not equal 100% due to rounding.

The City has been successful in its efforts to recruit and retain businesses from varying sectors, in part due to the accessibility of rail and air transportation and proximity to larger market opportunities. Although not all-inclusive, the following table provides a snapshot of the businesses located in the City of New Richmond.

Major Area Employers and Number of Employees

Major Area Employers & Number of Employees

City of New Richmond – Business & Industry Base			
Company Name	**Number of Employees**	**Annual Sales**	**Product Type**
Advanced Wire EDM, LLC	5	$500,000 to 1 million	Molds, tools, and dies
Balsam Millwork & Cabinets	20	Over $1 million	Moulding & Commercial Cabinets
BOSCH	325	Not available	Packaging Machinery & Equipment
Blue Ribbon Feed Co.	5	$1 to 4.9 million	Animal & Pet Feeds Mixing & Blending
Cemstone Ready-Mix Inc.	20	Under $500,000	Ready Mixed Concrete
Countryside Plumbing & Heating	55	$5 to 9.9 million	Plumbing & Heating, Air Conditioning & Duct Work Services
Domain Inc.	50	$25 to 100 million	Animal formula feed, crop preservatives & milk replacers
Eagle Engineering	6	Under $500,000	Electrical Panels & Machine Systems
Federal Foam Technologies, Inc.	200	$10 to 25 million	Urethane Foam Fabricators
Flex-O-Sweep Co.	3	Under $500,000	Tube bending, dock ladders, & metal fabrication
Fusion Metal Products, Inc.	5	$500,000 to 1 million	Sheet metal fabrication
Isometric Tool & Design, Inc.	27	Over $500,000	Designs & Builds Plastic Injection Molds
Lakeside Foods	57	$10 to 24.9 million	Canned Vegetables
Mid-State Development	1	Under $500,000	Prototypes; Machine Shop
Moore Imprints	2	Under $500,000	Textile Screen Printing
New Richmond Industries, Inc.	100	$5 to 10 million	Wire Harnesses; Electro-Mechanical Assembly; & Packaging
New Richmond News	20	$500,000 to 1 million	Commercial Printing
Phillips Plastics Corp.	100	$10 to 24.9 million	Plastic Injection Molding Products for

Major Area Employers and Number of Employees

City of New Richmond – Business & Industry Base			
Company Name	**Number of Employees**	**Annual Sales**	**Product Type**
			Medical Industry; Engineering Services

City of New Richmond – Business & Industry Base			
Company Name	**Number of Employees**	**Annual Sales**	**Product Type**
Parkwood Composition Service	32	$1.5 million	Commercial typesetting
Printing Plus	4	Under $500,000	Commercial Offset Printing
Proto Type Machine	4	Under $500,000	General Machining Job Shop
S & S Coatings, Inc.	25	$1.5 to 5 million	Epoxy Coated Metal Parts, Parts Finishing & Assembly, Liquid Paints, Printer & Copier Roll Coatings & Roll Parts
S & S Service Parts, Inc.	5	$500,000 to 1 million	Packaging equipment
SMC Corporation	4	$500,000 to 1 million	Animal Feed
St. Croix Coatings, Inc.	10	1 to 4.9 million	Coating Service
St. Croix Press, Inc.	155	$10 to 25 million	Catalogue, magazine & commercial printing
St. Croix Valley Foundry	1	Under $500,000	Brass & Aluminum Castings
Wisconsin Wire Cloth	20	$2 million	Aggregate & Mining Screens
Zimmerman Welding	2	Under $500,000	Farm Equipment; Welding

Source: 2004 Wisconsin Manufacturers Directory

Major Area Employers and Number of Employees

Relevant Plans, Policies and Programs

1997 Chamber of Commerce "Community Awareness" Process

In 1997 the New Richmond Area Chamber of Commerce and the University of Wisconsin-Extension met with a "Community Awareness" Committee to identify ways to improve the quality of life in the New Richmond area. Through a series of exercises, the Committee discussed and recorded information regarding community values and strengths, developed a vision statement and a mission statement, identified issues and concerns, and developed action plans to address priority issues. The Vision Statement and Mission Statement developed as a result of this process follows. Building on the work of this committee, a Vision Statement was created as part of this planning process and appears earlier in this Plan Element.

Community Awareness Committee – 1997

Vision Statement: To provide New Richmond residents with cultural, spiritual and recreational experiences as well as employment and consumer opportunities in a small town atmosphere.

Mission Statement: New Richmond, "The City Beautiful," preserving the past, enjoying the present, and planning for the future.

The following relevant plan list is not exhaustive in detail but provides a general overview of the framework through which local plans and programs can be developed. Continuity across units of government can streamline processes and more efficiently use resources.

St. Croix County Development Management Plan

St. Croix County has taken an active role in planning, having developed a number of county plans with a broad array of constituent representation for which it is important to build upon locally.

The *St. Croix County Development Management Plan (2000-2020)* divides the County into three planning areas – urban, transitional and rural.

The Cities of **New Richmond** and Hudson and the Village of North Hudson fit in the ***Urban Planning Area***. ***Urban*** is described as that territory including and contiguous to the cities and villages where urban services could be provided over the next 20 years. The planning emphasis in the urban areas is to provide fiscally sound utility extensions and to accommodate urban uses such as high-density residential, industrial and large-scale commercial development.

The ***Transitional Planning Area*** is the next growth region contiguous to the urban areas. This area is in transition from a rural to a more urban or suburban form due to changes in land use and residential density. The emphasis in this area is to accommodate future utility extension through "ghost" platting and the strategic placement of dwellings, and to limit high-intensity urban uses. The Transitional Planning Area is located around the urban areas of Baldwin, Hammond, Hudson, ***New Richmond***, River Falls, Roberts and Somerset.

The ***Rural Planning Area*** is where most of the rural non-farm development will occur in the future. The planning emphasis is to retain rural character through control of gross residential density and site design characteristics. Additional emphasis is on protecting environmental corridors, preserving viable agriculture and open space, controlling access to improved or upgraded highway corridors and improving town and county roads.

> "The Rural Planning Area is where most of the rural non-farm development will occur in the future."

It will be important for the City to coordinate its plans with the Development Management Plan as general guidance with further refinement to reflect the particular desires of the City of New Richmond and regulatory amendments that may be needed to facilitate implementation.

St. Croix County Natural Resource Management Plan

The *Natural Resource Management Plan* was initiated to reflect changes in State Statute granting increased implementation authority to county land conservation committees and guide Land & Water Conservation Department initiatives through the year 2010. The focus of the plan was to identify and prioritize resource issues of concern and develop strategies to address those concerns. The following goals were developed to address issues identified during the planning process:

- Protect and improve groundwater quality.
- Protect and enhance surface water and wetlands.
- Protect and restore fish and wildlife habitats.
- Preserve agricultural land and soils for crops and livestock production, scenic values and wildlife habitat.

Relevant Plans, Policies and Programs

St. Croix County Outdoor Recreation Plan
Priorities identified in this plan are the result of St. Croix County's review of the Statewide Comprehensive Outdoor Recreation Plan (SCORP) as prepared by the Department of Natural Resources. The recreation needs identified at the County level are intended to coordinate SCORP priorities and local needs. County priorities include:

- Fishing – improved fishing habitat; more public access and better signage and parking at existing access points
- Boat launches – additional access sites due to boater and canoer demand.
- Additional play equipment and picnic areas
- Hiking, walking, running and biking – more trails especially separate from roadways
- Camping – more campsites
- Hunting – severe shortage of public and private land
- Swimming beaches
- Nature study
- Horseback riding – growing number of residents who own horses are driving increasing demand for trails and organized rides
- Cross-country skiing – rising demand for more trails

St. Croix Valley Development Design Study
Also important to consider in the City's Smart Growth planning efforts are the recommendations of the ***St. Croix Valley Development Design Study*** prepared for the Metropolitan Council by Calthorpe Associates of Berkeley, CA in January 2000. The Metropolitan Council (Met Council) is the Twin Cities area regional planning body and responsible for policy-making throughout seven counties encompassing 189 cities and townships.

The design study's goal is to demonstrate the possibilities of more pedestrian-oriented communities throughout the region and give local officials and citizens a better visual representation of ``smart growth," according to Peter Calthorpe, owner of Calthorpe and Associates.
(Source: St. Paul Pioneer Press).

> "The City of New Richmond is one of six communities or "opportunity sites" featured."

In addition, the proposed State Highway 64 bypass north of the City will take traffic away from downtown New Richmond. Creative reuse will be key to maintaining the City's downtown as a viable economic center and community gathering place once the bypass has been completed.

The specific recommendations introduced in the Calthorpe Study are as follows:

- Reuse, residential or other, of the mill immediately northwest of the Mill Pond to connect the area across First Street to the downtown and bring housing options. Enhanced pedestrian links to the site and throughout the downtown would encourage more pedestrian and bicycle activity.

- The intersection of West 4th Street and Knowles Avenue should function as the gateway into Downtown New Richmond. Vacant and underused lots at the intersection provide an important opportunity to activate the area with pedestrian-oriented uses.

- Any new construction should be oriented toward the street, with parking in rear, and should be designed to enhance the character of existing downtown buildings. In addition, a consistent tree and street light pattern along Knowles Avenue can help to aesthetically unify the downtown and increase pedestrian activity along and around Knowles Avenue.

- Parking east of the public library to accommodate downtown traffic and provide revenue to the city.

- Paving treatments (brick, cobblestone) at major downtown intersections could make Knowles Avenue more visually interesting and improve pedestrian circulation and safety.

- A civic amenity such as a community arts/theater complex or senior center could replace a vacant fast food restaurant and take advantage of the Mill Pond setting.

- The middle school building is an asset for the downtown and surrounding neighborhoods. Bicycle and pedestrian enhancements could make the area more accessible.

> "The middle school building is an asset for the downtown and surrounding neighborhoods."

- The move of the US Post Office to the corner of 4th Street and South Knowles Avenue could serve as a catalyst for mixed-use development at this prominent intersection. Buildings with residential and office uses above retail shops can bring new housing opportunities to the downtown and trigger more pedestrian activity. (Note: the new Post Office had been constructed by the time this Comprehensive Plan was developed. It did not include residential or office uses on the second floor.)

In developing the St. Croix Valley Development Design Study, leaders felt it was important to study growth scenarios on both sides of the St. Croix River and, in particular, communities along the State Highway 36/64 corridor. The City of New Richmond is one of six communities or "opportunity sites" featured. In addition to proposing planning and design options for New Richmond, the study offers a regional perspective that can help direct growth in the St. Croix Valley. Environmental and natural features, including land designated as part of the Lower St. Croix National Scenic Riverway, are included in the study area.

The design study's goal was to demonstrate the possibilities of more pedestrian-oriented communities throughout the region and give local officials and citizens a better visual representation of ``smart growth," said Peter Calthorpe, owner of Calthorpe and Associates. (Source: St. Paul Pioneer Press).

> "The design study's goal is to demonstrate the possibilities of more pedestrian-oriented communities throughout the region."

The study states that New Richmond is unique among the proposed "opportunity sites" in that it is a freestanding town, not yet really part of the Twin Cities Metropolitan Area. However with improvements to the St. Croix River crossing and to the Highway 36/64 corridor, New Richmond could see considerable growth in years to come. Planning for walkable new development and infill in its built-up areas would help New Richmond grow gracefully.

In addition, the proposed State Highway 64 bypass north of the City will take traffic away from downtown New Richmond. Creative reuse will be key to maintaining the City's downtown as a viable economic center and community gathering place once the bypass has been completed.

The City Beautiful Plan

Stella McNally donated property for Mary and Marita Parks and what eventually became the New Richmond Nature Center. Her donations sparked interest in "The City Beautiful" Contest sponsored by Better Homes and Gardens Magazine in 1930. New Richmond's entry earned sixth place in the contest and gained a slogan for the city. "

McNally's donation was accompanied by a flurry of interest in city planning, which was centered around an elaborate park plan for the city and corresponds loosely with the larger City Beautiful Movement, which contributed to the revival of city planning and its establishment as a permanent part of local government.

According to local history, only a small portion of the City Beautiful Plan, which included the acquiring of land and the construction of a parkway encircling the city, was ever developed. The entire expense for the project was reported to be $30.60!

Interesting remarks about the city park plan from the architect appeared in *the New Richmond News* as follows:

"A study of the future of New Richmond would indicate that its development as far as a center of a farming district is concerned has probably reached its maximum development, and that in order to expand New Richmond will necessarily have to expand its development by the location of new smaller industries and by the development of the town as a residential satellite area relating to St. Paul and Minneapolis…."

Everything that a town contains that makes living conditions better for these employees is an encouragement to the location of each industry. Therefore, the development of a proper system of parks and playgrounds and other means to increasing the recreative facilities and healthfulness of the citizens of a city is a great asset in promoting such future growth."

The City Beautiful Plan map is available today for review at the City's public library.

Multi-Purpose Pathway Study

Building on the "park idea" brought forth in the City Beautiful Plan, although many years later, a Multi-Purpose Pathway Study was commissioned in 2002 to improve conditions and increase opportunities in the New Richmond Area for bicycling, walking, and other non-motorized activities. In order to increase opportunities for cycling and walking the plan addresses the following issues:

- Travel Corridors
- Safety Education
- Enforcement and ordinances
- Bicycle parking facilities
- Resources

The Multi-Purpose Pathway planning process included meetings with representatives of adjacent towns in an effort to develop a seamless bicycle/pedestrian facility available to the New Richmond Area, which includes surrounding towns.

The plan recommends development of a trail corridor around the Hatfield Lake Area, support for the development of trail linkages with the Casey rail-trail west of Wisconsin Indianhead Technical College and working with St. Croix County and township officials to ensure continuity and connectivity. Adding sidewalks on at least one side of rural residential streets is recommended. Further, changes to better accommodate bicyclists should be part of any new road improvement or construction plan.

Sewer Service Areas

The Cities of Hudson and River Falls are the only two municipalities in St. Croix County with designated sewer service areas. Designation of sewer service areas is required for communities of 10,000 or more or for municipalities with treatment plants serving populations of 10,000 or more. No sewer service area exists today in the City of New Richmond but in order to manage future development in an organized fashion the City is considering development of a Sewer Service Area Plan.

Environmental Corridors

The West Central Wisconsin Regional Plan Commission and the St. Croix County Planning Department have identified environmental corridors throughout St. Croix County. Property within and surrounding the City of New Richmond identified as being within environmental corridors primarily includes the Willow Creek and Paperjack Creek and associated wetlands. It is important to identify these areas and develop policies that direct future growth and development away from these corridors. This issue will be explored more fully within the Agricultural, Natural and Cultural Resources and Land Use Elements of this Plan.

SWOT Analysis – Strategic Planning Committee

Community Participation/Input

Community involvement and input into the comprehensive planning process is essential in developing a plan that is supported by the community and that will address the true needs of the City. The City adopted a Public Participation Procedures Manual to guide the public participation process and provide for access to draft plan elements and other materials to the general public, community interest groups, adjoining municipalities and overlapping government agencies. This Manual is included in this Comprehensive Plan as Appendix A. In addition, a number of other activities have been incorporated into the planning process to allow the general public and City boards and commissions an opportunity to provide input into the development of plan elements and their respective goals, objectives and policies.

On June 4, 2001, Vierbicher Associates conducted a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) with the New Richmond Strategic Planning Committee. The Strategic Planning Committee is made up of City Council members, Plan Commissioners, and members of the City staff, and deals with general coordination of department operations, reviews and establishes short and long term community goals, and develops the City's Capital Improvements Program. To conduct the exercise, the Committee was split into two groups. The following series of tables summarizes the results of this exercise, with items listed in order of importance, as ranked by members of the two groups. The numbers in parentheses represent scores developed by each group in an effort to prioritize issues within each general category. Differences in the scores between the two groups are due to the use of different scoring and ranking methodology employed by each group.

SWOT Analysis: Strengths, Opportunities, Weaknesses, and Threats – Strategic Planning Committee, June 4, 2001.

SWOT Analysis
Strategic Planning Committee

Group 1	**Group 2**
Strengths	**Strengths**
Items Prioritized: 1. Wisconsin Indianhead Technical College (16) 2. Well kept streets and public and private property (12) 3. City Council and City Administration work well together (7) 4. Location to Twin Cities (6) 5. Strong community involvement (4) 6. Well maintained infrastructure with excess capacity (2) 7. Airport for business and pleasure (1) **Others Listed:** • Hospital (0) • Library (0) • Sewer/ water utility is well maintained and operated (0) • Parks (0) • Heritage Center (0) • Nursing Home and DHHS located in City (0) • Churches (0) • School system is good (0) • Aquatic and recreation center (0) • Golf courses (0) • Civics & fraternal clubs (0) • Sense of community and small town • atmosphere (0) • Senior citizen center (0) • Day care and pre-school opportunity (0) • Good city services (0)	**Items Prioritized:** 1. Sound economic base (3) 2. Close to MN/ St. Paul (but not too close) (3) 3. Close to major freeways (location) (3) 4. Good utilities (city owned) (3) 5. Good labor force (educated/ trained) (2) 6. New planned housing/ growth (1) 7. Main street/ downtown (1) 8. Hospital (1) 9. Park system & recreation (pool) (1) **Others Listed:** • Good school building (0) • New airport (0) • Golf course (municipal) (0) • Good local government – city services (0) • Good Streets • Planing (0) (engaged-in, will be good for the future) • Friendly city (0)

SWOT

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SWOT Analysis
Strategic Planning Committee

Group 1	Group 2
Weaknesses	**Weaknesses**
Items Prioritized: 1. Lack of adequate transportation facilities and services (8) 2. Lack of cooperation with surrounding government – County & Town (7) 3. Fiscal concerns regarding School 4. District funding and budgeting (7) 5. Location to Twin Cities (6) 5. Losing jobs and industry (5) 6. Lack of employment opportunities (3) 7. Lack of long range planning (3) 8. Lack fine dining opportunity (3) 9. Extraterritorial zoning (1) **Others Listed:** • City has image as being anti-business (0) • No retail clothing stores in City (0) • Recycling program (0) • Post Office (0) • Capacity on Hwy 65 (0)	**Items Prioritized:** 1. Infrastructure – age, capacity – sewage collection system (3) 2. Lack of planning of subdivisions (3) 3. Drugs in school system (2) 4. Lack of new business (2) 5. Landfill (2) 6. Lack of community identity (1) 7. School – aging buildings (1) 8. School/ community cooperation (1) **Others Listed:** • Aging population/ workforce (0) • Public participation (0) • Traffic bottlenecks (0)

SWOT

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SWOT Analysis
Strategic Planning Committee

Group 1	Group 2
Opportunities	**Opportunities**
Items Prioritized: 1. Wisconsin Indianhead Technical College (15) 2. Location to Twin Cities for amenities such as shopping, theater (9) 3. 600 Acre Farm (7) 4. Proximity to recreation areas (7) 5. Vibrant economy resulting in development (3) 6. Business and tech park (2) 7. Airport (2) **Others Listed:** • Willow River (0) • Extraterritorial Plat (0)	**Items Prioritized:** 1. Business exp. Available/ industrial sites (5) 2. New tax dollars with new housing (3) 3. Pending annexations will allow for growth (2) 4. Impact fees (2) 5. Promote existing recreation assets (1) 6. Opportunity/ availability of business space (1) 7. New highway – 64 (1) **Others Listed:** • Balance of residential and business growth (0) • Health center/ county farm property opportunity (0)

Group 1	Group 2
Threats	**Threats**
Items Prioritized: 1. Too Fast Growth (20) 1. Rural Development that blocks future City growth (annexation laws) (6) 3. Landfill (6) 4. Local Business leaving or going out of business downtown (5) 5. Lack of adequate transportation – network for future growth and emergency response (4) 6. Future utility demands including electric, water/ sewer (2) 7. Towns desire for City to create a utility district to avoid annexation. (2) 8. Too much multi-family (2)	**Items Prioritized:** 1. Sprawl – large lot rural growth (3) 2. Crime – spreading from Minneapolis/ St. Paul (3) 3. Loss of major businesses (potential) (3) 4. Potential for high taxes (2) 5. Lack of bypass/ bridge will stifle growth (1) 6. Potential for growth to outstrip capacity (1) 7. County government works for townships – not city (1) 8. Water supply quality – could be threatened (1) 9. Main street traffic – [illegible] crossings (1)

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9. High Taxes (1)	

Community Vision Forum

Background

On the evening of September 19 and the morning of September 20, 2001, the City of New Richmond hosted a Community Vision Forum to receive public input into the development of its Smart Growth Comprehensive Plan. The sessions were attended by approximately 60 New Richmond area residents, who participated in a series of discussions aimed at identifying issues important to the community and establishing parameters to help the City formulate a Vision for its future. The results of these sessions are summarized below and will become an important resource for the City's Plan Commission in developing goals, objectives and policies under each of the nine required Smart Growth planning elements.

One of the Plan Commission's tasks as part of the planning process will be to review the existing Vision Statement and consider its validity and applicability to New Richmond in 2001 and beyond. Does the statement still represent the community's goals and desires for the 20-year planning window under consideration? If not, can it be amended in a manner that adequately represents this Vision, or should a new statement be developed that better describes the feelings of the Community? The answers to these questions must come not from the consultants assisting the City with its planning process, but rather from the community - beginning with the participants in the Forum sessions and then refined by the City's Plan Commission. Once developed, the Vision Statement will help guide the rest of the planning process, which can be geared toward putting together a plan to help make the Vision Statement become a reality.

Vision Statement Exercise

At the Forum sessions, participants were asked to express their views about the New Richmond community. Specifically, participants were asked "when you think of the New Richmond community, what comes to mind?" This question elicited the following responses:

September 19, 2001 P.M. Meeting	September 20, 2001 A.M. Meeting
• A wonderful community to live in • "The City Beautiful" • Home • Less traffic • A great place to raise kids • A safe place • Small town/too close to the Cities • Friendly neighborhoods • Clean	• Small town with great sense of community • Access to Twin Cities • Fewer urban problems • Best of both worlds • Great place to raise family • Great recreational opportunities • Quality • Friendliness

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• Knowing the people you see • Friendly & progressive	• Beautiful parks/ponds/trees • Centralized downtown
September 19, 2001 P.M. Meeting	**September 20, 2001 A.M. Meeting**
• Family focus • Town with a building boom (housing) • Good economy • Great aquatics center • Parks • Hospitals • Nursing home • Schools • Good Police Department • Generous benefactors • Golf course • Churches & protection • Historically rich • Educational opportunities "outstanding" experiences	• Great location • "The City Beautiful" • Progressive • Cares about history/past • Seeking to preserve/enhance • Local community/medical services • Citizens participate – high level • Balanced economy – Agriculture – Manufacturing – Service – Commuter • Good educational opportunities • Service oriented Proximity to parks/natural resources

Other opinions were expressed at the sessions as follows:

- One individual felt that although many people mentioned New Richmond as having a "small town" appeal, he did not think of New Richmond as a small town.

- One individual felt that "small town" had nothing to do with size or population, but rather the people, their attitudes toward one another, and their associations with each other.

- One individual commented that the term "New Richmond residents" in the 1997 vision statement was too narrow – that the community is made up of more than that.

- A suggestion for adding a reference to safety in the Vision Statement was provided.

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Plan Element Discussion:

In addition to the Vision Statement exercise, participants were involved in more focused small group discussions to identify specific issues and concerns regarding several of the required smart growth comprehensive plan elements. Under each of the following elements, attendees were presented background information and some prompts or items to consider when discussing each topic. Small group discussion of each element resulted in a list of issues that were then ranked in each group, with the top three to five issues presented to the full group. The reported issues were then grouped into categories as listed below:

Housing:

September 19 Session

Good/Bad of Changing Housing Demands
- Housing for changing lifestyles
- Too many multiple family homes

Unplanned Growth
- Too many new housing developments, too fast
- Gobbling up green space
- Prohibit garages in front of houses and multi-family units – inconsistent with "The City Beautiful"

The Cost of Growth
- High Taxes

Planned Accessibility, connectivity
- Street layout accessibility/traffic flow
- Accessibility to plans and amenities
- Little connectivity between housing and the downtown & schools

Affordable Housing
- Affordable single family housing that is appropriate for young families
- Affordable single family housing
- Affordable housing
- Lack of low cost housing
- Labor
- Highway

September 20 session

Affordability
- Affordable Housing concerns and standards of affordable housing
- Affordability of entry-level single family homes
- Need for diverse supply of affordable housing
- Wide range of housing opportunities within a neighborhood with standards for property maintenance
- Disparity between locally derived income & housing costs
- Is there a need for senior & assisted living?

Planned Development
- Is there infrastructure to handle 1200 new lots? Impact fee
- Impact fee need
- Adequate planning for green space

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Transportation:	
September 19 Session *Public Transportation/Car Pooling* • Limited public transit • Car pool parking area *Miscellaneous* • City & Township must work together • Off-road pathways, particularly in new developments *Pedestrians* • Pedestrian safety • Incomplete network of pedestrian and bicycle facilities *Safety* • Railroad crossing & traffic safety • Congestion and traffic control on STH 65 • Volumes & speed of traffic through the downtown • Traffic speeds in residential neighborhoods • HYW 64/65 congestion	**September 20 Session** *Intersections* • Problem Intersections • Safety issue on Main Street – pedestrian and auto • Main Street Congestion/only road through town • Attention thoroughfares – (less cul-de-sacs- connect roads for better traffic flow) • Problem Areas – Crossing HWY 65 – 6th & Knowles – 140th – needs wide road/bike path *Alternative Transportation* • Public Transportation • Senior Transportation • Affordable • Light Rail • Alternative Transportation Local & Regional *Non-Vehicular* • Pedestrian/Bicycle Safety Transportation • Bike path and sidewalk as alternative to road/street construction • Road paths from schools to residential

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Township Input

Formal Participation Opportunities

- Participated at community vision forum
- Participated at Land Use Workshop
- Participated in Regional Multi-purpose Pathway Study
- Participated by siting on the Comprehensive Plan Committee
- Invited to respond to draft Comprehensive Plan as provided to them by law.
- Invited to participate in Public Hearing for Plan adoption by ordinance

Plans & Policies

- Town of Stanton; A joint meeting with the town was held 7/10/02. The town is just beginning to consider the need to plan. Discussion on conducting a community survey occurred. An initial design preference towards cluster subdivision design technique was expressed. Participating Town Board members felt that further discussion on future land use preferences would be premature prior to conducting their community Survey.
- Town of Star Prairie; the Town has begun a comprehensive planning process working with St. Croix County as the service provider. At the Time of drafting this Comprehensive Plan, they are in the initial inventory phase of their planning project.
- Town of Richmond; At this time the town has yet to undertake a local planning program.

Land Use Workshop

Summary of findings

On November 19, 2002 New Richmond area residents participated in a land use allocation and development preferencing workshop. Lead by professional planning staff from Vierbicher Associates, Inc., participants were taken through background data and a series of interactive exercises aimed at soliciting input while educating on underlying planning concepts. Specific to land use was a desire to seek greater understanding of public preferences with respect to future land use allocations for all development and redevelopment types and to gain insight into public desire and receptiveness of varying urban renewal practices.

In the first exercise land use forum participants were given eight photographs of existing urban renewal and "New Urbanism" practices. A description of each practice detailing what it is trying to accomplish was also given with each photograph. After reviewing these renewal techniques, participants were asked to provide feedback by writing what they thought about each potential application and how they felt it may or may not be useful in New Richmond. Of the eight possibilities surveyed for preference the top five, selected by participants for application in New Richmond, are listed below.

Urban Renewal/Development & Redevelopment Options - Top Five preferences

1. Historic Renovation & Improvements.
2. Streetscaping & Improvements for Enhanced Pedestrian Friendliness.
3. Surface Parking Improvements/Divides & Islands.
4. Apartments over street level stores.
5. Outdoor sculptures and landscaping.

In the second exercise participants were asked to complete a visual survey of thirteen different housing development types. Aerial photographs of varying development types were distributed and defined. Reviewing these development types participants were asked to rank them in order of preference from one being their most preferred to thirteen being their least preferred. Of the thirteen options given the top six are detailed in the graph on the following page.

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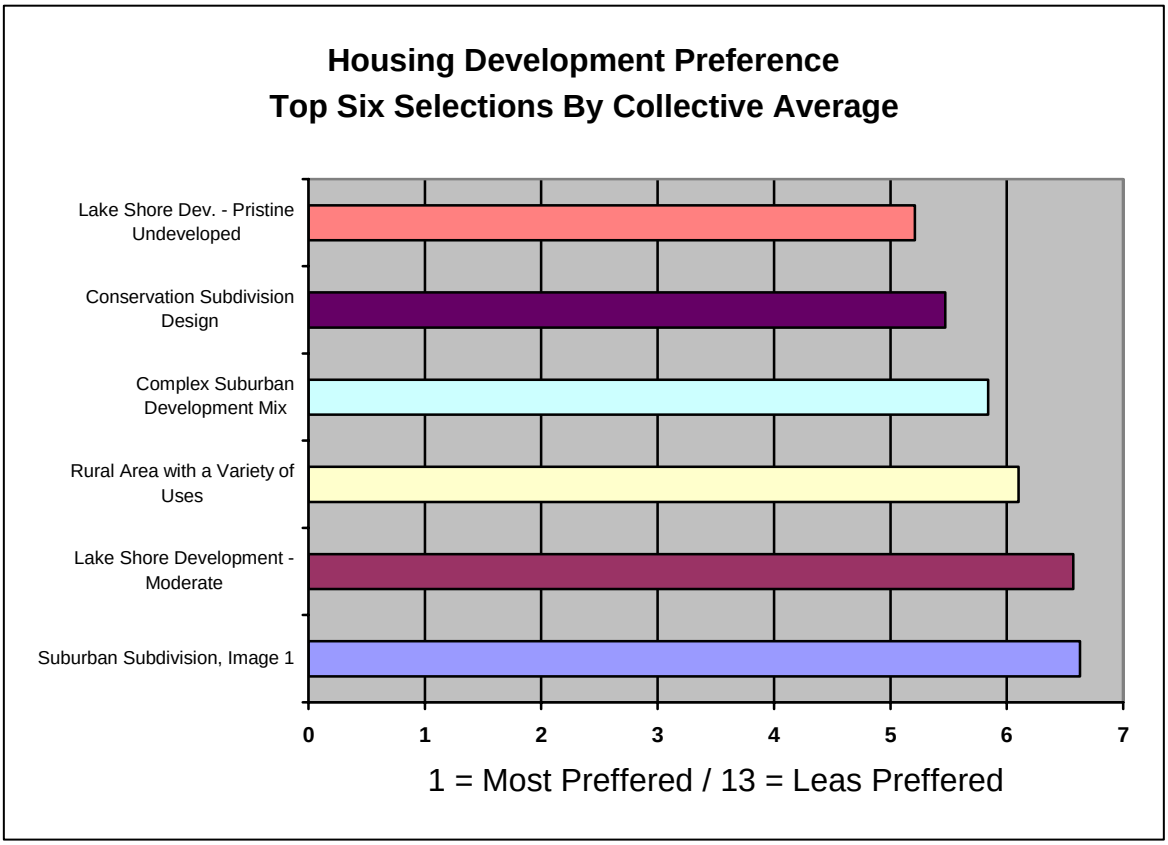
Housing and subdivision development options – Top Six Preferences



Future Land Use Allocation

For the third exercise program participants where divided into four working groups. A series of existing condition maps within New Richmond's extraterritorial area where provided for consideration and for utilization as base data. Existing conditions maps included: 1. Existing land cover 2. Traditional system septic suitability soils classifications 3. Prime farmland classifications 4. Soils suitability to support dwellings 5. Topography slope analysis 6. Wetlands and floodplain, and 7. Proposed multi-use trail systems and Hwy 64 bypass.

Participants where then asked to map future areas for development by land use type within a provided base map. Specifically they where to build consensus within their groups to visually illustrate where new development should go and what type of

development it should be. To do this they where given markers and sticky dots which corresponded with American Planning Association land use classification activity codes.

The results of this effort indicate several areas where common commercial corridors, new residential development, new industrial development, institutional uses, parks and open spaces out to be located.

Implications

Visual preferences provide planners and local decision-makers with the framework of what residents would like their community to look like and be developed into. These preferences define those attributes which when combined equate to ones sense of place. Participants in the City of New Richmond Land Use Forum, by their preferences, are advocating a City Beautiful with greatly enhanced commercial, residential, parks & open space, and industrial growth opportunities. In addition residents tend to approve of and advocate continued redevelopment efforts through the implementation of urban renewal practices such as streetscaping, construction of affordable housing units over storefronts, and the use of historic preservation and design practices.

Understanding these public preferences it now becomes the task of the City of New Richmond Plan Commission to incorporate these desires into the City's Comprehensive Plan while remaining true to the City's expressed vision.

"**The City Beautiful – Proud past – Bright Future**

- History & Heritage
- Opportunity
- Resources

… In a small town atmosphere"

Additional Opportunities for Community Input

As part of **Wisconsin's Smart Growth Legislation**, written procedures must be adopted by the governing body of a local government unit wishing to adopt a Comprehensive Plan. Specifically, the Act requires:

"The Governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services and public meetings, for which advanced notice has been provided, in every stage of the preparation of a Comprehensive Plan. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a Comprehensive Plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

In recognition of this new law, the City of New Richmond has prepared the following public information, education and participation plan. This document outlines the intentions of the City in this matter, its polices and procedures for compliance, and a schedule of proposed meetings and activities which have been specifically designed to maximize educated public participation in the Comprehensive Planning process.

I. Intent

The City of New Richmond, in its Comprehensive Planning process, desires to make the opportunity for public participation, input and contribution available to its residents and to all interested and/or potentially affected parties, public and private, within and surrounding the City of New Richmond. Confirming this desire, the following Public Participation Plan has been prepared in order to document the intent of the City and in order to demonstrate its compliance with Wisconsin State Statute 66.0295(4)(a).

Additional Opportunities for Community Input

II. Public Participation Program

The City's Plan Commission will guide the Comprehensive Planning effort, relying heavily on input from residents and property owners. Other stakeholders in the City will also routinely receive information about meetings and plan element topics. A lengthy mailing list will be developed to include such entities as the New Richmond Chamber of Commerce, the New Richmond Community School District, Economic Development Commission (EDC) and other business organizations, along with a large number of adjacent and overlying governments and agencies. The local media will be included to assure that the process is both understood and open for participation.

The City recognizes that the Comprehensive Plan's ultimate strength and ease of implementation grows from the degree of public involvement that occurs during plan preparation. The plan contains components that *exceed* the minimum public participation requirements and include the following points:

- The City will *publish meeting notices* in accordance with state statute. Meeting agendas will be posted at the City Hall. Every meeting agenda will include a time set aside for receiving public comment and questions.

- Periodic *public review meetings* will be held to explain the progress and the process to date. All City board and commission meetings at which the Comprehensive Plan is discussed shall be open to the public. In addition, two public sessions will be held to actively involve the public in the development of the Plan: a Community Vision Forum early on in the process and a Community Planning Workshop prior to finalization of the Land Use and Transportation Plan elements. A public presentation of a substantial draft of the plan and public hearings before the Plan Commission and City Council will also be held to ensure that the public is well informed and has an opportunity to be involved in the process.

- Draft plan materials, meeting agendas and other relevant documents will be *widely available* at the City Hall and other locations for review, such as the New Richmond Public Library. The intent is to reach area stakeholders beyond typical City Hall hours, which expands availability to the public. Specific instructions will accompany the materials explaining how to *submit written comments and questions*. These instructions will note the City's commitment to respond in writing to these comments and questions during the process.

- The City may use its Internet web site to serve both as an information source and another avenue for public comment during the planning process.

Additional Opportunities for Community Input

- The City will also use the public access channel on the cable franchise system to provide updates on the planning process, if available.
- Regular updates on the planning process will be provided to residents and property owners in the City's *newsletter*. This provides another opportunity to invite written comment.

- The City will make representatives available to present and explain the plan and its elements to community organizations, senior citizen groups, civic groups, homeowners associations and others, as requested.

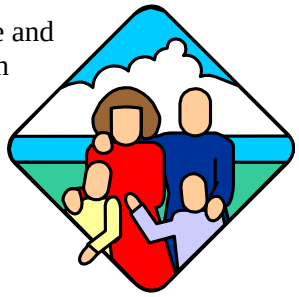
- Periodic *news releases* to the local newspaper will be prepared and issued that describe the progress to date and indicate public participation opportunities.

- Materials and work elements developed during the preparation of the Comprehensive Plan will be kept on display at the City Hall, and will be available for public review during normal business hours.

- Every reasonable effort will be made to accommodate persons with disabilities and non-English speaking persons. Individuals requiring an interpreter or needing assistance, are requested to contact the City Clerk at least one week prior to the scheduled meeting time.

- The City will maintain records of all public participation including meeting minutes, newspaper articles, copies of notices, newsletter articles and other information produced or received.

The City of New Richmond will undertake an aggressive and inclusive public information, education, and participation program in their Comprehensive Planning process. Through this commitment to the public participation program, the City of New Richmond assures itself of creating a consensus based Plan, which will be widely accepted and used.



Comprehensive Plan Goals

- Provide general guidance and direction for future growth and development.
- Provide meaningful opportunities for the public to take part in important community issues to address land use decisions.
- Cooperate among nearby and overlapping units of governments.
- Communicate the importance of a healthy economy to all city functions.
- Provide a range of viable transportation alternatives.
- Maintain the highest level of service quality to protect and preserve public health and safety.

Guiding Principles for the City of New Richmond Comprehensive Planning Program

1. **Compact Growth:** Direct most new development to areas currently served by public utilities and roads while providing sufficient additional arterial roads and trunk utilities to attract private investment and keep land prices competitive.

2. **Neighborhoods:** Continue to improve existing neighborhoods and districts while redeveloping blighted or obsolete properties, rehabilitating others and filling vacant or underutilized sites.

3. **Natural Environment:** Safeguard and improve environmental features as a means of promoting sustainable urban development, revitalization and quality of life.

4. **Municipal Growth:** Capture as much regional growth as possible and expand the municipal tax base while improving neighborhood quality and the natural environment.

5. **Transportation:** Build a diversified transportation system that supports other goals of this plan.

6. **Regional Planning:** Encourage adjacent towns and villages to adopt plans and zoning consistent with the preservation of agriculture, protection of natural resources and cost-efficient urban growth and assist to do so at the City level.

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