

*City of New Richmond  
Comprehensive Planning Program  
Land Use Element*

# Contents



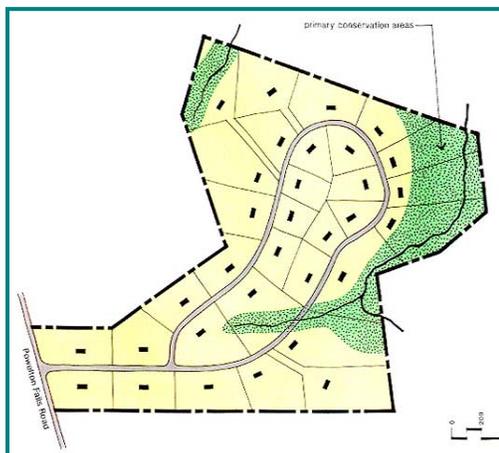
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## *s. 66.1001(2)(h) Wis. Stats*

### **s. 66.1001(2)(h) Wis. Stats**

The Land Use Element is a compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The Element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The Element shall analyze trends in the supply, demand, and price of land, opportunities for redevelopment and existing and potential land use conflicts. The Element shall contain projections, based on the background information specified in par.(a), for 20 years in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The Element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future consistent with the timetable describe in par. (d), and the general location of future land uses by net density or other classifications.



## Introduction

The City of New Richmond consists of a diverse mix of commercial and recreation/conservation property mixed with lesser amounts of housing, industrial and institutional lands. It is in short “The City Beautiful”. This unique mix of land uses sets the City apart from all other Wisconsin communities. From an economic perspective the City is focused on the provision of lands for uses within the white collar and industrial market while maintaining a balance with the retail and service industry. Likewise from a recreational and environmental perspective the City is seeking to protect its unique ecosystems and natural environment while affording access to them for passive and active recreational enjoyment. Balancing the popularity of the City’s commercial, recreational and environmental resources with sufficient levels of residential, industrial and institutional uses is key to the City’s future growth and overall development. Foremost in this struggle is the need to grow and maintain sufficient business and employment opportunity locally against the pull of the “Twin Cities” metro marketplace. Also key to the City’s future growth and development is the need for expansion of its incorporated boundary from where it exists today while maintaining and reinventing its inner core.

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“Key to the City’s future growth and development is the need for it to maintain and enhance its downtown core while accommodating outlying residential and commercial growth.”

Among the most effective tools a community possesses to influence its future environment and quality of life is the ability to control and direct future growth patterns through its zoning and development ordinances, and its provision of infrastructure to serve newly developing areas. Through its zoning powers, the City of New Richmond has an opportunity to guide future growth in a manner that enhances its residents’ quality of life and fits within its future vision. Misguided use of these tools, however, can lead to undesired results in terms of land use conflicts, inefficient service delivery, and a decreased quality of life, among other potential problems. The foundation for sound decision making and implementation of these tools is a clear land use plan based upon sound planning principles and the community’s vision for its future.

This land use plan is intended to illustrate this vision and guide the future growth and development of the City over the next 20 years and beyond. It will serve as a guide for the City Plan Commission, City Council and professional staff when making land use, zoning, and infrastructure related decisions. It will also provide direction for private sector property owners and potential developers when making decisions about the future of their properties within and adjacent to the City of New Richmond.

# *Introduction*

The City must study the suitability of land in order to effectively plan for efficient and environmentally sound growth. Therefore, the land use analysis and future land use plan is not limited to properties within the City's existing developed areas, but looks beyond to consider areas that might be appropriate for growth over the next 20 years and beyond. In order to ensure that sufficient growth areas are maintained to accommodate a reasonable level of development expansion, strategies must also be implemented to control the development of residential and commercial growth immediately surrounding key transportation corridors and environmentally sensitive areas. At the same time, the City of New Richmond has expressed concerns about the impacts of urban development on rural properties, primarily having to do with storm water run off onto all properties.

The relationship between the Land Use Element and other plan elements is extremely important, and coordinating this information is essential in developing an effective Comprehensive Plan that is useful to the City and its constituents. All of the eight other elements of this plan should influence the decision making process in the approval considerations of new development proposals. As time progresses this plan must be updated and coordinated with its balance in order to ensure that local development preferences are maintained. By statutory law this Comprehensive Plan must be updated at least once every ten years.

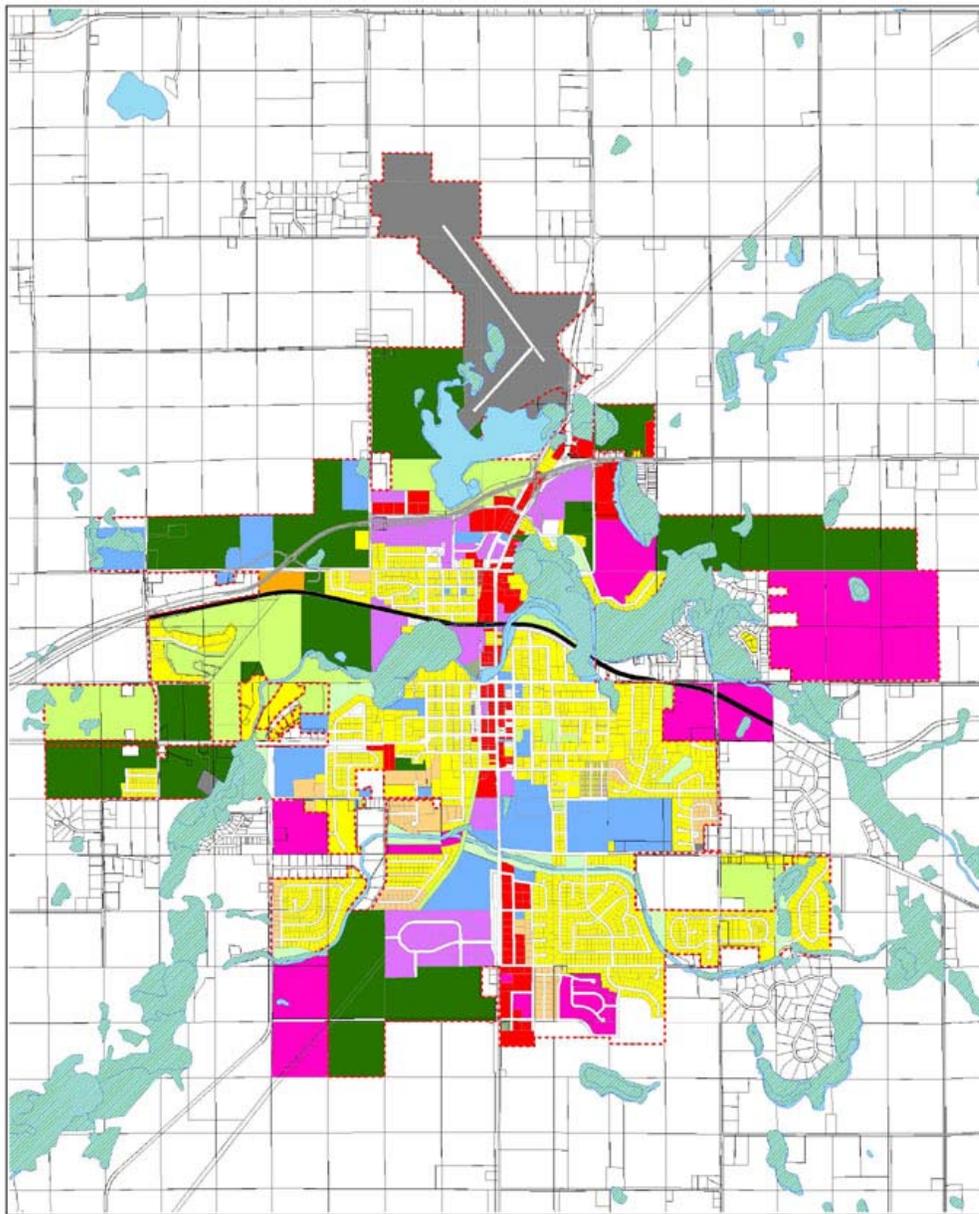
# *Existing Land Use*

## **Existing Land Use**

Existing land use in the City of New Richmond can be noted to have occurred in a typical urban fashion. The central core or downtown area contains development, which appears to have occurred in a fairly traditional grid pattern to this point. This area has generally occurred as an extension of previously platted neighborhoods, and relatively little “leap-frog” development has occurred. It contains a traditional main street USA commercial strip and is backfilled with professional offices, higher density residential uses and other like uses. To the north of the Willow River development to date has followed a mixed-use small lot residential and large-scale commercial and light industrial use pattern. With the river acting as a natural divide this pattern has served the cities needs well balancing its residential, smaller scale commercial and institutional needs with its growing larger scale commercial operations. In more recent years the city has seen more significant growth to the south of Paperjack Creek. A new industrial park and the development of major retail outlets with strip commercial along the HWY 65 corridor exemplifies the transition of the city. Much of the lands behind this new economic focused development have seen the platting of larger lot curvilinear subdivisions. While infill, redevelopment and growth to date have resulted in a vibrant and walkable community, concerns over the ability to sustain projected growth have been raised throughout the planning process by elected officials and citizens alike. Chief among the expressed concerns is the need to accommodate the realignment and improvements, which are being made to HWY 64. This realignment is not viewed as a negative force, but rather an opportunity from which to plan for accommodating the ongoing outgrowth coming from the Twin Cities metro region.

The existing land use maps illustrate the current land use patterns within the City and the application of the City’s existing zoning code. This land use plan contains recommendations for long-range improvements to address current identified needs. It fully recognizes that growth management is one of the most complex, difficult and important responsibilities faced by local governments.

# Existing Land Use



## Existing Land Use

City of New Richmond

June 28, 2004

### Legend

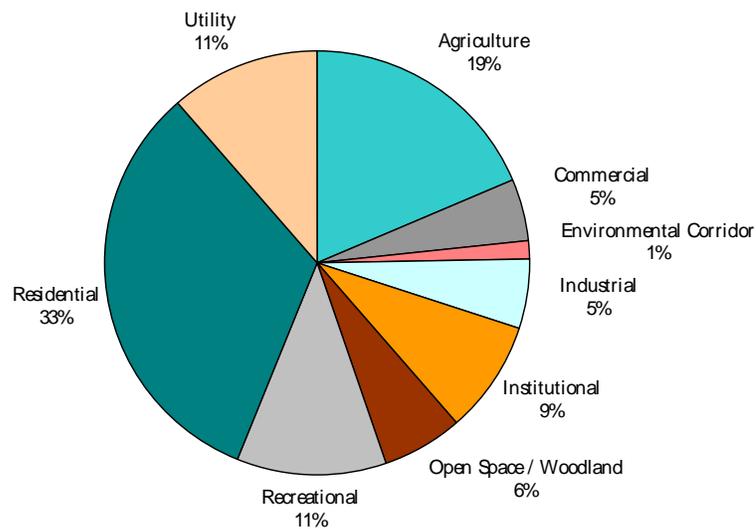
Existing Land Use		
Surface Water	Commercial	Recreational
Wetlands	Agriculture	Industrial
	Open Space / Woodland	Rail Road
	Environmental Corridor	Institutional
		Utility
		Mobile Home Park
		Multi-Family Residential
		Residential
		Residential Being Platted



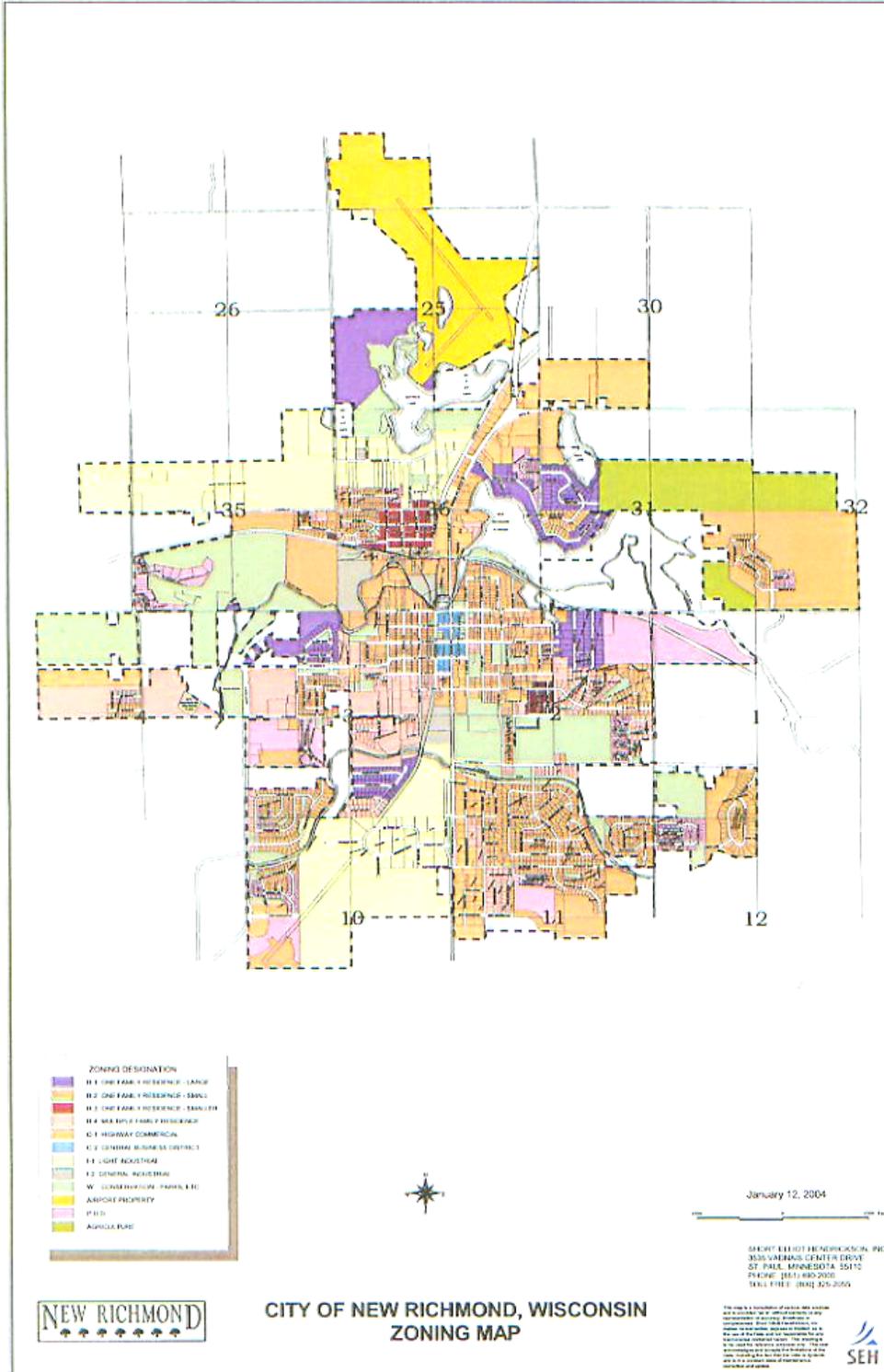
# Existing Land Use

City Land Use	Acreage
Agriculture	497.93
Commercial	131.51
Environmental Corridor	38.33
Industrial	136.00
Institutional	236.23
Open Space / Woodland	165.79
Recreational	305.66
Residential	872.19
Utility	307.53
Total	2,691.17

City Land Use by Type



# Existing Land Use



# Existing Land Use

Existing Zoning in the City of New Richmond	
City Zoning	Acreage
One Family Residence District – Large (R-1)	278.02
One Family Residence District - Small (R-2)	757.04
One Family Residence District – Smaller Lot Size (R-3)	
Multiple-Family Residence District (R-4)	316.16
Highway Commercial District (C-1)	198.71
Central Business District (C-2)	15.45
Light Industrial District (I-1)	635.82
General Industrial District (I-2)	51.55
Agricultural District (A-1)	
Conservancy District (W-1)	464.02
Mobile Home Park District (MH-1)	
Airport Zoning District (AZ-1)	
Airport Approach Zoning District (AZ-2)	
<b>Total =</b>	<b>2,271.30</b>

Single Family Residential: Residential development within the City has predominantly consisted of detached single-family homes of varying lot sizes. The current City zoning ordinance contains a total of three residential zones, the first of which is a single-family zone which also allows for churches, schools, libraries, parks and playgrounds, attached or detached garage or accessory buildings, farming without livestock or sale of goods, and state licensed community living arrangements as permitted uses. Conditional uses are customary home occupations, two-family residences, hospitals, clinics, nursing homes, utilities, public buildings, day care centers, bed and breakfasts and state-licensed community living arrangements for 9-15 people (R-1). The second of which allows for all of the same permitted and conditional uses as R-1 (R-2). The third of which allows for all of the same permitted and conditional uses as R-1 & R-2 (R-3).

# Existing Land Use

Area Requirements			
	R-1	R-2	R-3
Height Regulations	35ft. max	35ft. max	35ft. max
Front Yards	30ft. min.	30ft. min.	25ft. min.
Side Yards	10ft. min.	5ft. min.	5ft. min.
Side Yard Total	20ft. min.	12ft. min.	10ft. min.
Rear Yard	35ft. min.	35ft. min.	35ft. min.
Lot Area	12,500 sf. min.	8,500 sf. min.	6,000 sf. min.
Lot Width	100ft. min. 55ft. cul-de-sac lot	70ft. min.	50ft. min.
Area Per Family	One story - 1,000sf. min. Two story - 1,200sf. min.	One story - 800sf. min. Two story - 1,000sf. min.	One story – 700sf. min. Two story - 900sf. min.
Lot Coverage	30% max.	40% max.	40% max.

Multiple-family Residence District: The R-4 District is intended provide for apartments to include family or garden types, elevator and walk-up type, efficiency or studio types and apartment conversions in existing single family dwellings. Permitted uses include; any use from the R-1 District, multiple-family dwellings, hospitals and clinics, charitable institutions, rest homes, nursing homes and private, non-profit clubs and lodges, garages and accessory buildings and state licensed community living arrangements serving eight or fewer residents. Conditional uses include; customary home occupations and all conditional uses permitted within the R-1 District.

Area Requirements	
	R-4
Height Regulations	45ft. max principal 25ft. max. accessory
Front Yards	30ft. min.
Side Yards	10ft. min.
Side Yard Total	20ft. min.
Rear Yard	45ft. min.
Lot Area	10,000 sf. min. 2,000 sf. each additional
Lot Width	100ft. min.
Area per family	500 sf. min.
Lot Coverage	30% max.

# Existing Land Use

Commercial development within the City ranges from high-density intensive operations to large lot large-scale operations to more traditional point of sale and home based business operations. Within this broad diversity of business mix, the City zoning ordinance divides these uses up into two commercial district categories, (C-1 Highway Commercial District) and (C-2 Central Business District). Uses within each of these districts include permitted uses (PU) and conditional uses (CU).

C-1 Highway Commercial District – (PU's)	
1. Retail stores and shops	9. Tavern and cocktail lounges
2. Business, professional or public service offices	10. Bowling alleys
3. Dental or medical clinics	11. Banks and financial institutions
4. Private lodges and clubs	12. Radio and television broadcasting stations excluding towers and relay equipment
5. Automobile service stations	13. Clinics
6. Public administrative offices and public service building	14. Hotels, motels and inns
7. Service and sales establishments for automobile or farm implements including body repair shops and used car lots, but not including the storage of junked or wrecked automobiles	15. Barber and beauty shops
8. Appliance and small machinery repair establishments	16. Tanning salons
	17. Video sales and rental
	18. Theaters and playhouses
	19. Retail service establishments
	20. Convenience stores

C-1 Highway Commercial District – (CU's)	
1. Nursing home, rest home and home for the aged	3. Veterinary clinics
2. Rental apartment as a secondary use of a commercial use, not located on the primary floor	4. Day care centers for over eight children

# Existing Land Use

## C-2 Central Business District – (PU's)

1. Retail stores and shops
2. Business, professional or public service offices
3. Dental or medical clinics
4. Private lodges and clubs
5. Public administration office and public service building
6. Appliance and apparel repair shop
7. Tavern and cocktail lounges
8. Bowling alleys
9. Banks and financial institutions
10. Radio and television broadcasting stations excluding towers and relay equipment
11. Clinics
12. Hotels, motels and inns
13. Barber and beauty shops
14. Tanning salons
15. Video sales and rentals
16. Theaters and playhouses
17. Retail service establishments
18. Convenience stores

## C-2 Central Business District – West (CU's)

- Rental apartments as a secondary use.

# *Existing Land Use*

With this visual, statistical and regulatory understanding of internal land use patterns, and understanding the City's need and desire to grow, the City Plan Commission undertook a series of discussions relative to the plausibility of where development, redevelopment and growth could occur. Key points in determining desirability and feasibility included:

- The need to grow the City's historic Main Street District concept.
- The need to address housing demands made on the City by the nature of its natural growth and migrant relocation pressure stemming from the twin cities.
- The need to alleviate traffic congestion and vehicular/pedestrian conflicts by the development and continuance of multi-purpose pathway systems.
- The need to better capitalize upon the areas unique natural resource amenities.
- The need to develop/enhance centralized commercial clusters the City so as to encourage visitors and developments to capitalize on the City's potential.

# Existing Land Use

## Projections/Expectations

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 following projections are offered for consideration to assist with the preparation of this Comprehensive Plan. They have been prepared under the direction of the City Plan Commission utilizing the input of the public participation process. They are offered as the most likely to occur and preferred scenarios of the cities future growth.

Revised Population Projections								
Growth Scenario	U.S. Census				Projections			
	1970	1980	1990	2000	2005	2010	2015	2020
Low Growth 3.5%	3,707	4,306	5,106	6,310	7494	8901	10571	12556
Medium Growth 4.25%	3,707	4,306	5,106	6,310	7770	9567	11781	14506
High Growth 5%	3,707	4,306	5,106	6,310	8053	10278	13118	16742

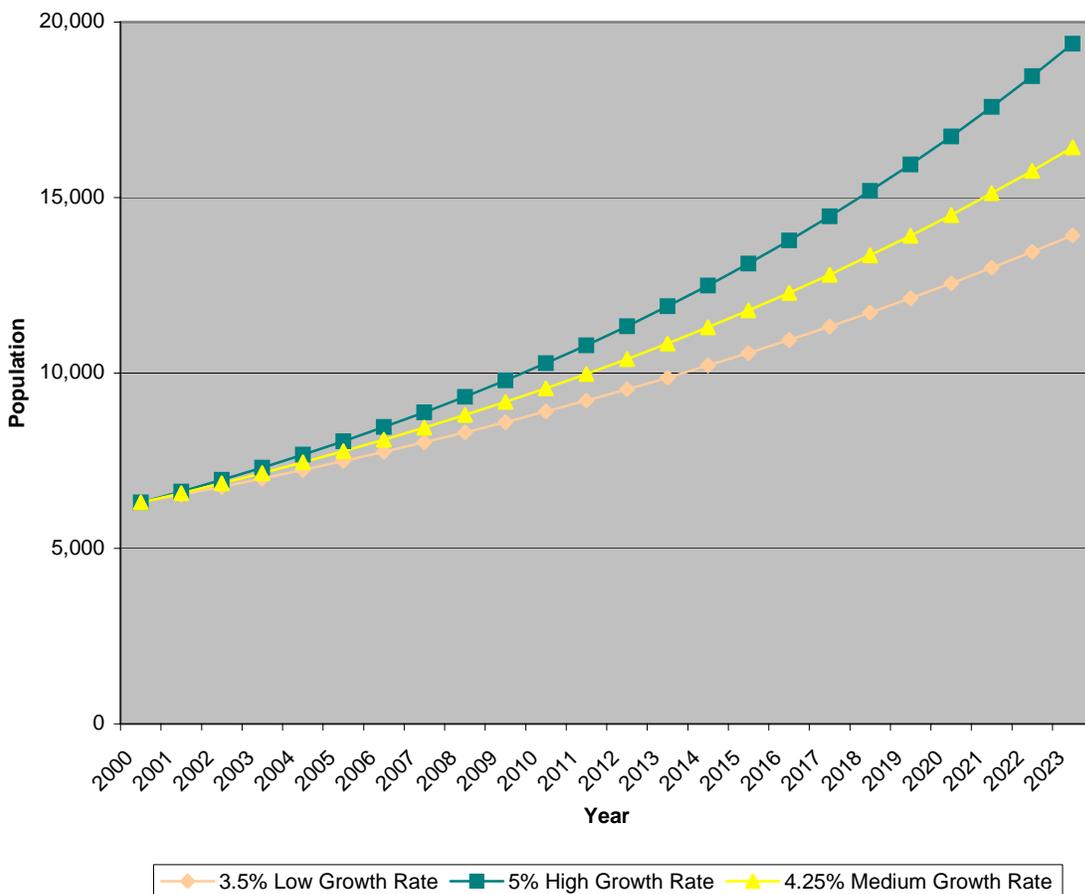
Source: Vierbicher Associates, Inc.

Looking at broad population trends, with the baby-boomer segment of the general population beyond childbearing age and trends toward smaller households, one might find the “Low Growth” and “Medium Growth” scenarios to be the most reasonable of the three 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.

# Existing Land Use

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 a “High Growth” scenario may not occur it is important to consider this possibility and its potential impact on the community when developing policies to guide future growth.

City of New Richmond Population Projections



## Future Land Use

Housing: The distinction between general housing units and affordable housing units is very important to consider and has potential implications for the City in the future as the State's Smart Growth Dividend Aid Program is finalized and implemented. The Dividend Aid Program is scheduled to be implemented in 2005, and is structured such that communities that have adopted a smart growth plan and meet specified criteria earn "points" which are to be considered in the allocation of State funds. Whether this means that a new funding source will be established or this will involve the reallocation of existing funds has not yet been determined. The two criteria that have been established thus far to earn these points include the creation of lots less than ¼ acre in area, and the sale of new homes at less than 80% of the median housing costs for the County within which a community is located. Given these parameters, the City recognizes the need to establish areas for all types of housing catering to the multifaceted needs of its dynamic tourism based economy. Specific to the City's future land use several areas have been designated for specific types of development. These include:

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“The distinction between general housing units and affordable housing units is very important to consider and has.”

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- Expansion of the City to the north on its east and west sides utilizing curvilinear single family subdivision design techniques and unique designs such as clustering, are the proposed patterns of development pattern of development. Associated lot sizes and land uses within this pattern of development are proposed to be more tradition larger lot sizes in configuration with typically more higher end units being constructed. Development in this area will utilize the established grid street layout to serve as the functional collector street system. This “smart growth” area will also maximize the efficient delivery of public services and enhance transportation alternatives for local residents.
- Expansion of the City to the south on its south and southeast side of HWY 65. Expansion in this area is anticipated to afford the development of more traditional subdivisions in type and design layout. Planned unit developments, conservation and cluster subdivision designs and traditional neighborhood designs are appropriate and encouraged in these general locations.
- Expansion of the City to the south, southwest of HWY 65. Expansion in this general area calls for a transition in development types between higher density grid pattern residential into lower density traditional subdivision designs in the outlying areas. This “smart growth” area will also maximize the efficient delivery of public services and enhance transportation alternatives for local residents.

# *Future Land Use*

- The HWY 64 diamond interchange region, located to the west of the City, is planned to afford new growth and development in the form of commercial uses back filled with higher density grid pattern residential and multi-family uses.
- Vacant lot infill development. Within existing neighborhoods throughout the City scattered vacant lots are currently available. It is the hope and plan of the City that each of these locations will be developed by their owners in correlation with surrounding uses and design characteristics.

As each plan element was discussed and developed, many issues regarding development types, lot sizes, affordability, and specific needs were documented and prioritized. Each element should be referenced for their details related to their title of content. With the changing nature of our society, communities are now faced with meeting the housing needs of a much more diverse spectrum of family types. Single-parent households, empty nesters, and childless professionals, demanding alternatives to the large-lot, detached single-family home and its associated maintenance, are changing the dynamics of today's housing market. This Land Use Element provides opportunities for the development of a diverse set of housing types in new neighborhoods in order to accommodate all family types and families of varying incomes.

**Commercial:** Commercial development and land uses are the life's blood of the City of New Richmond. Existing commercial development is focused in the downtown corridor areas on both the east and west sides of the Willow River. Current commercial uses can be categorized into three basic types; 1) Community commercial, 2) Hospitality commercial, and 3) Large-scale or strip commercial operations. Community commercial can be defined as operations with goods and services that mostly focus on meeting every day needs. These are businesses such as the local grocery store, eye doctor or pharmacy upon which local residents depend. While these businesses also capitalize on extended stay visitors to the area, their scattered nature throughout the community can cause increased rates of traffic and general congestion by not being located in any centralized area. Hospitality commercial can be defined as tourism oriented businesses such as restaurants, taverns, lodging facilities, small-scale attractions and convenience operations. These businesses are ideally suited for pedestrian based foot traffic and currently line the major Knowles Avenue downtown corridor. While ideal from the standpoint of visibility, pedestrian vehicular conflicts, random use placement and contrasting operation theme and design styles all contribute to the potential for improvement. Large operations by nature require larger tracts of land in order to accommodate not only the facility but also needed parking. To date the majority of these uses have been constructed on the south side of the Willow River. While this general area is appropriate for these uses, the challenge ahead is in finding areas to plan for future like uses and developments.

Given these parameters, the City recognizes the need to establish areas for all types of commercial uses catering to the multifaceted needs of its dynamic economy. Specific to the City's future land use several areas have been designated for specific types of development. These include:

## *Future Land Use*

- HWY 65 south corridor. Planned development along this active transportation corridor calls for the development of some additional commercial uses adjacent to the existing city proper followed by a residential use transitional break before converting back to a commercial intersection at HWY 65 and CTH G.
- The HWY 64 diamond interchange region, located to the west of the City, is planned to afford new growth and development in the form of commercial uses back filled with higher density grid pattern residential and multi-family uses.
- Knowles Avenue historic main street corridor. With the establishment of design guidelines, the community core is poised for redevelopment efforts linked to the design guideline through an overlay-zoning district to perhaps be named “Fosters Crossing District”.

Potential opportunity for expanding commercial operations in the City abound. If developed, these sites offer a good opportunity to invigorate economic activity throughout the City area with new development and an expanded array of commercial services for City residents and visitors alike. As the economic development element was discussed and developed, many issues regarding commercial uses, lot sizes, access, and specific needs were documented and prioritized. This element should be referenced for these details. This Land Use Element provides opportunities for the development of a diverse set of economic opportunities in new and existing locations in order to accommodate the population and the diverse needs of retail and services industry.

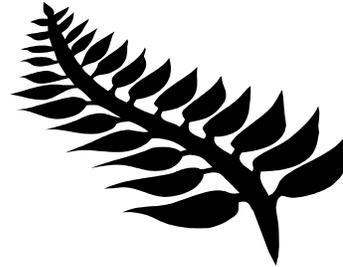
Industrial: Industrial development and land uses in the City of New Richmond are limited to the City’s two industrial Parks located on its far southwestern edge just off of HWY 65 and to the south and west of the HWY 65 and HWY 64 interchange. While detailed discussion about the role of industry in the City’s economy where held as part of this planning program, conclusions of leadership focus on expansion of the service, high tech. Industrial, traditional manufacturing and retail base. Opportunity in the form of available sites exist within the Industrial Park and it is the City’s hope that these sites will one day be filled. See Economic Development Element for further detail”.

- Infill and expansion of the existing industrial park on the City’s southwest end is being proposed.
- To the north of the diamond interchange it is proposed that a new “high tech” industrial park be sighted.

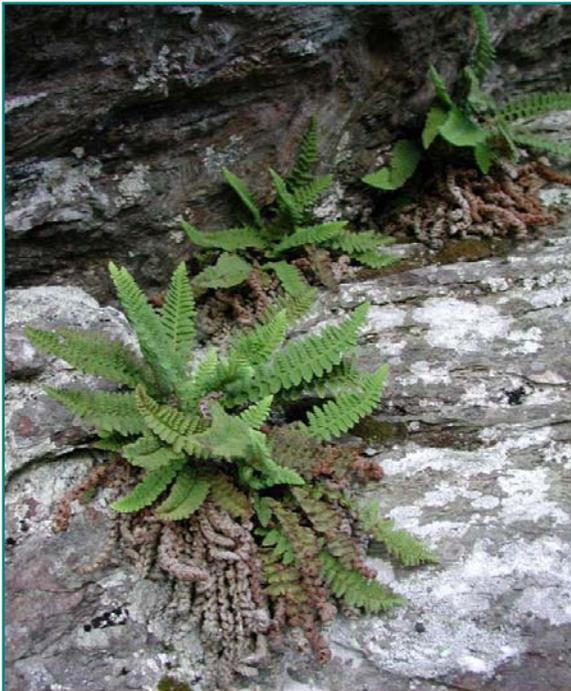
# Future Land Use

Institutional: Institutional land uses in the City of New Richmond are scattered geographically. Detailed discussions about these uses were held during the planning program. At this time spot institutional uses for facilities such as churches, day care establishments/nursery schools, cemeteries, public utilities, parks and recreational facilities and the like are appropriate to be located as need dictate.

*This beauty is yours because others before you loved the land*



Conservancy and Agricultural: The City of New Richmond places great value on its natural resource amenities. Since its very first visitors it has been the area's natural resource base that has served as the cornerstone of its attraction. Protecting these invaluable resources is critical to a healthy long-term community and economic environment. Discussions within the Comprehensive planning program not only recognize the need to protect these valuable resources but also a desire to provide connectivity through pedestrian access. Such protection and connections can open these areas to public view, enjoyment and interpretation. By continuing on with the City's conservation and agricultural zoning districts it is hoped that these resource areas will be maintained and grown where appropriate.





# *Future Land Use*

The future land use maps illustrate potential City growth over the next 20 years based upon existing conditions, discussions at public meetings and direction from the Planning Commission. At current and projected rates of development, the plan likely illustrates more growth than the City is likely to experience within the 20-year planning horizon under consideration. The Plan illustrates potential areas for new development as growth occurs in any one direction, but does not necessarily advocate or assume full build out of this area within this 20-year window. The Plan establishes growth opportunities at this time as well as creates latter stage opportunities for the community to grow beyond the current horizon of 20 years. Other than a general recommendation that new growth occur within reach of City services, the Plan makes no recommendations as to which areas should develop sooner than others.

Design standards should be created and imposed by the City through standards incorporated into appropriate zoning districts written to regulate new development, or through the designation of the “overlay districts”. Within any amended City Zoning Code, consideration should also be given to the establishment of both a mobile home park district and an adult entertainment district.

## Conclusion

The City of New Richmond Plan Commission undertook an intensive planning process to review the existing conditions, inventory, public comments and existing plans and policies with respect to the city's land use development. From this effort several specific items have risen to the forefront based on the discussions undertaken during the planning program. These "action" based items call out specific economic development related efforts desired to be undertaken in the short term in order to ensure long term success. By combining these items with the policies, goals and objectives that follow, the City of New Richmond will continue to meet its economic development needs long into the future.

### Action Items

#### 1. Position Descriptions And Responsibilities

In order to maintain effective government services within a growth oriented environment it is critical that the City have named staff and job description details for the following position areas: Planning, Zoning Administration, Economic Development, Engineering, Building Inspection and GIS.

#### 2. Enhancement Of Infrastructure, Facilities, Services And Appearance

In order to offset the associated costs to the enhancement of any or all of the items the City is in need of working with its community foundation to which individuals and corporations can make tax-deductible contributions.

#### 3. Development Review Program

In order to better facilitate the proposed development review process a three-phased system ought to be fully developed and implemented. *Phase #1* – Concept Plan, prospective developers should meet with City staff to review and revise initial development concepts. *Phase #2* – Preliminary Plan, the prospective developer should submit a preliminary plan to City staff and the Plan Commission for consideration. City staff should review said plan and make professional recommendation to the developer with respect to compliance to the city's ordinances and to the Plan Commission members as to compliance with ordinances and professional opinion. The Plan Commission should then provide direction to both the developer and to staff as to how to arrive at an acceptable proposal or deny the proposal at this time. *Phase #3* – Final Plan, following direction provided from the Plan Commission, and continuing to work with City staff, the developer should prepare a Final Plan for submittal to the City Plan Commission. Written staff opinion should be provided to Plan Commission members. Only then should a final vote of approval or denial be made by the Plan Commission.

# *Policies, Goals and Objectives*

## **Policies, Goals and Objectives**

The State's *Smart Growth legislation* outlines the following goals related to land use:

- Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Encouragement of neighborhood designs that support a range of transportation choices.
- Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
- Building of community identity by revitalizing main streets and enforcing design standards.
- Planning and development of land uses that create or preserve varied and unique urban and rural communities.

The City of New Richmond is not only committed to the above stated goals, it is also committed to the following local policies, goals and objectives:

### **Policies**

- Pursue annexation aggressively
- Ensure that all future annexations are made consistent with this plan and zoned accordingly.
- Land divisions shall not create land locked parcels.
- Applications for rezoning shall demonstrate that the proposal is consistent with this plan, compatible with adjoining parcels in particular and compatible with the area in general.
- The City will keep an accurate record of all proposed development projects (approved and denied).
- Where feasible the City will seek to have amenities such as bike racks, public art, benches, and fountains incorporated into larger scale commercial projects.
- New commercial developments adjacent to residential development shall provide adequate buffers and screening.
- All proposed development activities shall become subject to design review.

# *Policies, Goals and Objectives*

## **Goals and Objectives**

**Goal:** Ensure that development standards and ordinances are consistent with the Comprehensive Plan.

**Objective:** Rewrite the current City zoning ordinance to consider including the following:

- An agricultural (A-1) district
- A general industrial (I-2) district.
- A light industrial (I-1) district
- A residential single family one use (R-1) district.
- A residential two family two use (R-2) district.
- A residential multifamily multi-use (R-3) district.
- A planed unit development (PUD) district.
- A conservancy district.
- An airport zoning (AZ-1) district
- An airport approach zoning (AZ-2) district
- A central business (C-1) district.
- Fosters Crossing Overlay district
- A highway commercial (C-2) district.

**Objective:** Further develop and implement design standards and the review process to encourage efficient development patterns.

**Objective:** Work with the surrounding communities and the county on subdivision reviews, CSM's, and discuss affect and adjustments of their ordinances.

**Objective:** Ensure consistency with the policies of the Smart Growth plan.

**Objective:** Draft, adopt and place on record within the register of deeds office in St. Croix County an official map as prescribed under Chap. 62.23(6) Wis. Stats.

**Objective:** Review and update for consistency with this plan, as needed the City's subdivision regulations and the City's land division regulations.

# *Policies, Goals and Objectives*

**Goal:** Promote land uses, densities that result in efficient development patterns (traffic, public services, sewer, water, other).

*Objective:* Incorporating interconnected street patterns and limited use of cul-de-sac streets where appropriate.

*Objective:* Work with surrounding towns and the county to ensure that street transitions from the City to the towns are compatible.

*Objective:* Allow new development to occur only at the appropriate densities as discussed within this land use element.

*Objective:* Draft and adopt a Cluster Development ordinance.

*Objective:* Draft and adopt a traditional neighborhood design ordinance.

*Objective:* Adopt policies to ensure development of a good network of pedestrian routes between new neighborhoods and the existing City corridors, particularly next to existing parks, services and future recreational areas.

*Objective:* Prepare a sewer service area plan and register it with the WDNR.

**Goal:** Promote land uses, densities and regulations that result in the protection of valued resources and recognize existing physical limitations (prime farmland, slope, woodlands, water, other).

*Objective:* Conduct site reviews on proposed developments and/or ask for sufficient documentation so as to ascertain potential impacts to the physical environment. Negotiate their protection.

*Objective:* Draft, adopt and enforce a nuisance ordinance.

**Goal:** Foster commercial growth in the business district(s).

*Objective:* Encourage revitalization to enhance community character and the business climate.

*Objective:* Address any parking deficiencies in the downtown City business area.

*Objective:* Identify potential funding sources to assist with planning and implementing improvements.

# *Policies, Goals and Objectives*

**Goal:** Build and maintain sufficient capacity and support to ensure successful implementation of the Comprehensive Plan.

*Objective:* Consult the policies contained within the Comprehensive Plan prior to making decisions regarding capital improvements

*Objective:* Continue to support and work with Business Improvement Organizations.

*Objective:* Staff, fund and support City positions for planning, zoning, economic development, engineering, building inspection and GIS.

**Goal:** Minimize constraints of future growth.

*Objective:* New development within the City's sanitary sewer service area boundary is to be served by a public sanitary sewer and water system.

Extra-territorial plat reviews shall take into account the City Sanitary Sewer Service Area and the Water Service District.

Development of property within the Sewer & Water District shall be developed with sewer and water systems, in rare instances major sub divisions of property may be allowed provided that strict compliance to the following conditions are fully satisfied: a public sewer and water system is planned and installed, the financial obligation corresponding to an interceptor sewer and water system is satisfied/paid prior to development. A consideration of the interceptor sewer and water distribution system is annexation of the property.

*Objective:* Require new development within the City's Extra Territorial Jurisdiction Area to be able to eventually be served with a public sewer and water system and or able to be surpassed by the public sewer and water system.

Area outside of the City Sanitary Sewer Service Area but within the extraterritorial jurisdiction shall only be approved with lots of 1 acre or less, with ghost platting for eventual public sewer and water systems, or with a conservation subdivision consisting of lots less than one acre maintaining lands set aside to be able to be further subdivided for lots with a design for the eventual installation public sewer and water system. All subdivisions shall be designed to accommodate a public sewer and water system.