

# NEW RICHMOND

# COMPREHENSIVE PLAN



HOISINGTON KOEGLER GROUP





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# Forward

## A New Approach to Comprehensive Plan Community Engagement

The City of New Richmond initially launched the Comprehensive Plan project in February 2017 utilizing a contracting planner's traditional community engagement method of once-a-month large group meetings being led by the consultant. After several meetings, it became clear this process was not engaging the committee members and the project to the best of the City's ability. At that time, the City suspended the Comprehensive Plan process, until a better engagement alternative could be found.

## Community Action Plan (CAP)

The City of New Richmond assessed a new community engagement approach developed by Community Collaboration that centers on a community-driven Comprehensive Plan process instead of consultants, city staff and planning experts. Fundamental Comprehensive Plan structure was also modified including a name change to Community Action Plan (CAP).

"We initially began this process in February but quickly determined we wanted to step away from the traditional Comprehensive Plan engagement process and find a new approach that establishes an actionable community plan which typical Comprehensive Plans aren't designed to do. This new Community Action Plan process empowers our community take a direct role and ownership of our City's future. This new approach allows our community to develop their own ideas to make our City an even better place to live, work and play," comments Mike Darrow, City Administrator.

The goal of the new process is to establish community relationships that take ownership of the resulting CAP recommendations and projects. It is through these expanding relationships and resources that the CAP becomes a strategic 'action plan' turning committee ideas into reality, and not a typical Comprehensive Plan that resides on a shelf after council adoption.

"We wanted our citizens and businesses to develop their own ideas and solutions we can all collaborate on through to implementation. The old Comprehensive Plan engagement methods didn't engage our community interests and resources to create actionable outcomes like this new approach," comments Beth Thompson, Community Development Director.

Other changes to the new CAP project included changing the primary terminology of plan sections so they are more easily understood by committee members and those who read the final CAP document.

- » **Creating Community** (Land Use & Housing)
- » **Economic Prosperity** (Economic Development & Downtown Revitalization)
- » **Community Connectivity** (Transportation & Infrastructure)
- » **Quality of Life** (Parks, Trails and Recreation)
- » **Community Pride** (Public Facilities, Safety & Services)

Subcommittees were established representing each of these CAP topic sections of the final plan.

## CAP Committee Scope of Work

All interested residents, business and commercial property owners, and community organizations were invited to participate on the new community-driven CAP committee.

The first phase of the new planning approach encourages committee members to identify community issues and research successful solutions and new opportunities. Each subcommittee's research was then transformed into recommendations for incorporation into the final CAP document. The committee's scope of work included:

- Creating their own logo and committee brand
- Meeting twice-a-month with many subcommittees meeting outside regular committee meetings
- Assessing previously prepared Work Plans for each subcommittee
- Reviewing previously prepared Existing Conditions Report of the community
- Identifying new opportunities to address issues and community concerns
- Researching success stories from other communities and how they may apply to New Richmond

- Preparing presentations demonstrating their concepts and recommendations
- Developing Project Portfolios providing more detailed information for each concept
- Creating maps and storyboards showing how and where their concepts may be applied
- Hosting their own Community Open House to generate additional interest and support for their concepts and recommendations

## CAP Committee Outcomes

In seven months of dedicated commitment, nearly 25 committee members generated:

- More than 30 CAP recommendations
- CAP vision and guiding principle statements
- Approximately 100 residents attending their Community Open House
- Presentations to the City Council, State of the City event, and community organizations
- More than 900 hours of volunteer hours
- Interest from the community to financially support concepts of their interest

## Post-CAP Project Implementation (Phase 2)

In the second phase, CAP recommendations will be converted into community projects, allowing residents, businesses and community organizations to participate in supporting any project matching their interests. The outcome of the new CAP process provides years of ongoing projects the City and community can work on together to bring to fruition.

This new phase includes establishing an Executive Committee of CAP members, city staff and community leaders to assess resulting CAP outcomes for further strategic planning and community promotion of approved projects for additional support and potential funding.

## Council Comments

I was very impressed in the effort and the concreteness of the plan. There was a map on how to get there. They were fresh ideas to plot the course of city government and planning going forward and thought it was incredible the number of new faces, folks I didn't know that were part of this and I think that's unbelievably refreshing. It was just a great job so I just want to congratulate all of you.

*-Fred Horne, Mayor*

I went to these meetings and a lot of time people stayed longer, sometimes an hour longer just talking. They really got into it after a while and that was the key thing. We had so many people put the extra time in. I was so proud. I was amazed at how you put it together, how it was presented.

*-Jim Zajkowski, City Alderman*

It was fun to watch how community process takes place. It is just amazing what you have done and it really shows through that you really care about the city and where it is going and I think that's huge for all of us and for all the residents of the city. It's a big deal. So just want to thank you and really respect you and it's a great job, so thanks.

*-Craig Kittel, City Alderman*

The work is amazing. I'm going to take this to the League of Wisconsin Municipalities have it used as protocol for teaching Comprehensive Plan across the state because it is that good. In talking with persons around the state about how their Comprehensive Planning is going versus how ours is, they're like tell us more tell us more. Where did you find these people? Are they experts? No, these are regular citizens, these are residents. I'm emotional because you take my breath away. If this kind of commitment could be found and you can spread this through the entire community and state, what a great environment we would have, so thank you.

*-Scottie Ard, City Alderman*

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Existing Conditions Report

New Richmond Community Action Plan - Community Portfolios



# CHAPTER 1. SETTING THE STAGE

## WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan serves as the guide for future growth and development of a community. It outlines the vision of the community for future land use, parks and open space, transportation, and utilities. A good comprehensive plan also provides guidance to City leaders concerning various other issues, including the protection of environmentally sensitive lands, overall economic development strategies and policies, historic preservation, and a variety of other topics.

Above all, the Comprehensive Plan outlines the Vision of the New Richmond community for how the area will evolve and change over the next twenty years. The overall goal of the plan is to outline a “roadmap” that will maintain New Richmond as a healthy, functional, and desirable place to live and work.

Throughout the process, participants (including residents, property owners, business owners, other stakeholders and members of the public) were asked a variety of questions by City staff and the project team, including the following key questions:

- » What is the overall vision of New Richmond in the future? What Guiding Principles will help New Richmond achieve its vision over the next few decades?
- » How should New Richmond grow over the next twenty years, in terms of growth in new areas, as well as redevelopment or development of vacant areas within the existing City limits?
- » What is the community missing (in terms of transportation, utilities, and other factors) to ensure that New Richmond will continue to grow in a quality manner?
- » What is the vision and strategy for New Richmond to develop its parks and open space amenities?
- » What policies and strategies should the City use to make sure New Richmond grows as a high quality community over the next two decades?

### Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



### Issues & Opportunities





New Richmond High School

The New Richmond Comprehensive Plan guides and influences the following types of decisions:

- » It provides a general framework for evaluating land development applications submitted to the City on an ongoing basis.
- » It serves as the basis for the City's zoning and subdivision regulations and zoning map.
- » It establishes the priorities for more detailed plans which New Richmond may formulate for specific areas in the City and for specific topics (such as open space, trails, and streets).
- » It assists with the prioritizing of funding for public improvement projects, such as streets, sewers, and water mains.

## WHO IS AFFECTED BY THIS COMPREHENSIVE PLAN?

In Wisconsin, comprehensive plans are advisory only – meaning that the maps, goals, policies and text included in this document do not constitute regulations. This document does not dictate the course of action of the City Council, the Plan Commission, or the City staff, regardless of the subject matter. Nonetheless, this plan document reflects the vision and goals of the people of New Richmond. The degree to which the plan is followed will in large part determine the extent to which the stated vision and goals will be met.

The Wisconsin Smart Growth Planning law [s.66.1001 Wis. Stats.] was adopted in October of 1999 and most recently amended through enactment of 2015 Wisconsin Act 391. The law requires that, after January 1, 2010, if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit's comprehensive plan:

- » Official maps
- » Local subdivision regulations
- » General zoning ordinances
- » Shoreland/wetland zoning ordinance

Wisconsin's Smart Growth Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.



New Richmond Community Action Plan Meeting



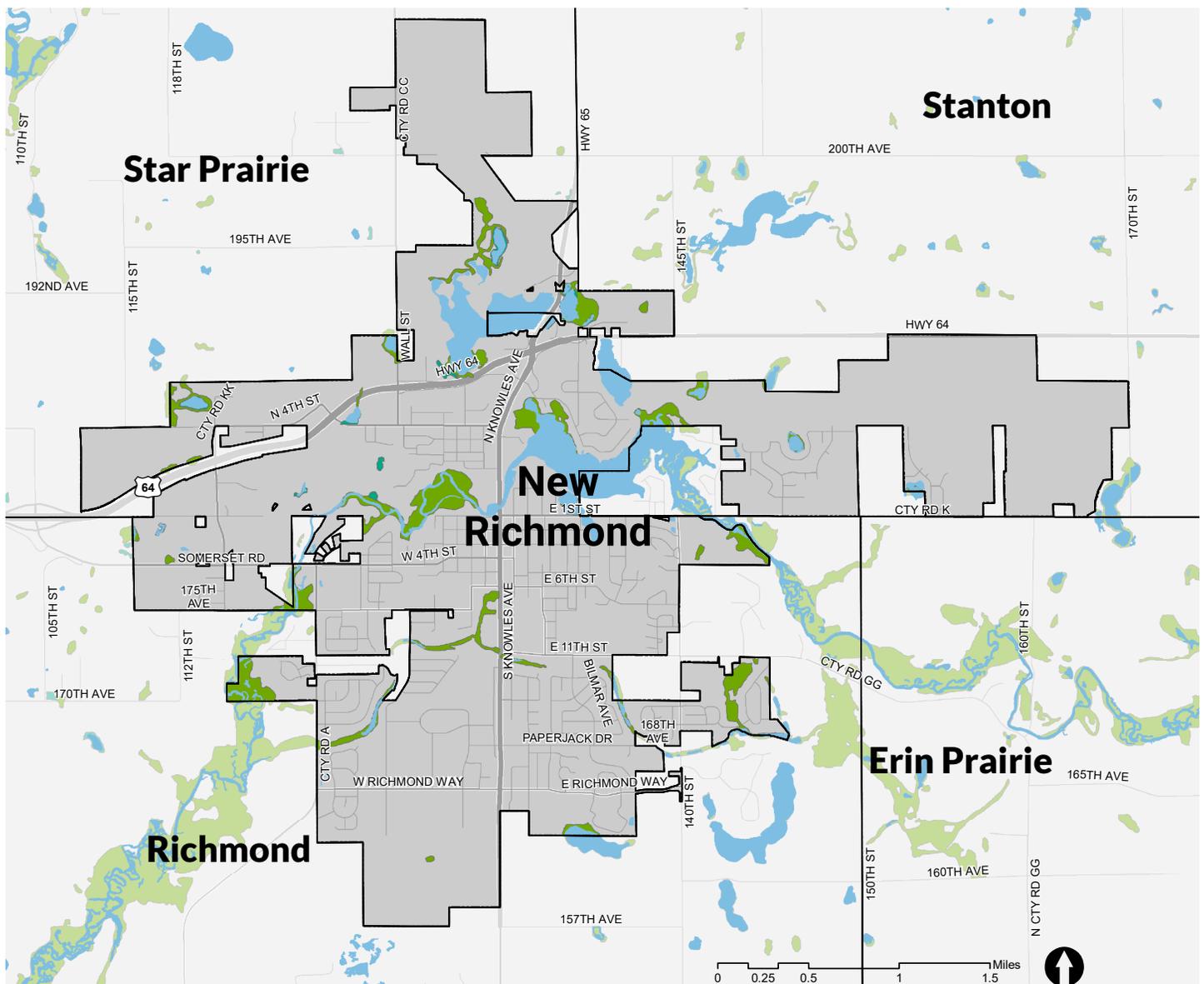
Paperjack Creek Trail

While a local government may choose to include additional elements, a comprehensive plan must include at least all of the nine elements from the Wisconsin Smart Growth planning law:

- » Issues and Opportunities
- » Housing
- » Transportation
- » Utilities and Community Facilities
- » Agricultural, Natural, and Cultural Resources
- » Economic Development
- » Intergovernmental Cooperation
- » Land Use
- » Implementation

The law provides flexibility to local governments in addressing statutory requirements. Many communities choose to connect specific objectives, policies, and programs from throughout their comprehensive plan to responsible parties and articulate time frames in the implementation element, so that the work of a comprehensive plan remains relevant.

Figure 1-1. City Context Map



## Wisconsin Smart Growth Icons



Issues & Opportunities



Housing



Transportation



Utilities & Community Facilities



Agricultural, Natural, & Cultural Resources



Economic Development



Intergovernmental Cooperation



Land Use



Implementation

The City of New Richmond has chosen to slightly modify the terminology used throughout this plan from that used in the state statute.

- » Housing is addressed in the Creating Community and Economic Prosperity chapters
- » Transportation is addressed in the Community Connectivity chapter
- » Utilities and Community Facilities are addressed in the Community Pride chapter
- » Land Use is addressed in the Creating Community chapter
- » Agricultural, Natural, and Cultural Resources are addressed in the Quality of Life and Creating Community chapters
- » Economic Development is addressed in the Economic Prosperity chapter

While the City has chosen to deviate slightly from the terminology used in the State statute, the prescribed requirements from Wis. Stats. 66.1001 are still addressed in their entirety throughout this plan. This Comprehensive Plan integrates the various elements in the Wis. Stats. 66.1001 throughout the text, and a series of call-outs located by an icon (see sidebar) in the text highlighting where the Comprehensive Plan addresses these various plan elements.

According to State statutes, if a City amends an official mapping, subdivision, or zoning ordinance, the enactment or amendment ordinance must be consistent with that community's comprehensive plan. Communities must notify the State of Wisconsin when they enact updates or amendments to comprehensive plan documents.

Relevant portions of this plan should be used to guide decisions regarding land use, the environment, the economy, transportation, housing, or any other topic of potential impact to the quality of life enjoyed by the people of New Richmond. Every landowner, developer, City department, and appointed and/or elected official should recognize the significance of this plan and the implementation tools it contains to the future of New Richmond. General conformance to the policies outlined in this plan should be required.

## THE PLANNING PROCESS

As required by SS 66.1001, every community must adopt a public participation plan at the beginning of the planning process. Participation from citizens, stakeholders, and various elected and appointed leaders in New Richmond formed the creation of the 2040 Comprehensive Plan, throughout the planning process. A series of community group meetings, comprised of 24 representatives from the New Richmond community, reviewed and provided input concerning information from the project team and City staff at the various stages of the planning process. The committees put in over 860 hours of their time, which included meeting two times per month with City staff and various meetings without City staff.

# COMPREHENSIVE PLAN UPDATE

New Richmond completed its Comprehensive Plan in 2005. Since then, New Richmond has completed a City of New Richmond and Town of Star Prairie Cooperative Plan (2012), a Marketing Plan (2012), a Small Area Study Related to the Downtown Area (2013), a Park System Plan (2015), and a Bicycle and Pedestrian Master Plan (2018). The Comprehensive Plan is now 12 years old and needs to be updated to reflect progress and future growth. Planning is an on-going process that attempts to anticipate and guide future change so as to maximize efficiencies and minimize unexpected socioeconomic or physical changes to the community. Over the next 20 years, New Richmond will see growth in many areas including physical development mainly along State Highways 64 and 65. New Richmond’s well developed, sound, and community-based vision will help guide that growth and development in future years.



## COMMUNITY PROFILE

The City of New Richmond is a community of 8,909 people, as of 2018, located near the St. Croix River Valley, approximately 40 miles east of the Minneapolis-Saint Paul Metropolitan Area. Located at the junction of State Trunk Highways (STHs) 64 and 65, and 12 miles north of Interstate 94, residents of New Richmond enjoy both the small town atmosphere and convenient access to the Twin Cities. Known as the “City Beautiful”, New Richmond is blessed with natural features such as the Willow River, and Paperjack Creek, and is served by its own Regional Airport. Founded over 160 years ago, New Richmond has experienced recent growth both internally and externally to its incorporated boundary.

The City of New Richmond prepared an Existing Conditions Report that documents the following existing conditions:

- Demographics
- Natural, Cultural, and Agricultural
- Land Uses
- Housing
- Economic Development
- Transportation
- Parks and Trails

The Existing Conditions Report, containing statistical profiles and background analysis, was utilized in the creation of this document as well as in the planning process throughout the 2040 Comprehensive Plan. The full report can be found in the “Supporting Documents” section of this plan.

The following is a brief summary of the profile of the New Richmond community necessary to identify major demographic trends and inform City planning.





## Major Demographic Findings

- » New Richmond's population grew quickly in the period from about 1997 to 2007 but has returned to historic norms since then.
- » New Richmond is projected to grow at a slightly faster rate than St. Croix County between 2015 and 2040.
- » From 2010 to 2040, the State projects New Richmond to add 3,755 people and 1,938 households. However, recent forecasts by the Wisconsin Department of Administration for New Richmond have been lower than actual counts.
- » The rate of growth in households exceeds the rate of growth in population because the average household size is declining.
- » The State forecasts a population increase of approximately 1,800 and 2,100 for the Towns of Star Prairie and Richmond. The forecasts for the Towns of Stanton and Erin Prairie are flat. However, a portion of the population growth experienced by Star Prairie and Richmond has the potential for annexation to the City of New Richmond, altering the forecasts for both the City and the towns. Currently there are no plans for annexation.
- » Approximately 1,842 additional housing units are projected to be needed in New Richmond between 2015 and 2040, this would be an average of 74 housing units per year. This estimate should be reviewed in 2022, five years after the St. Croix River Crossing opens, and every five years thereafter. Please refer to the Land Use and Development Assessment for an estimate of how this population growth may translate into demand for land development.
- » The effects of the new St. Croix River Crossing for growth in New Richmond are not fully known, but the consensus of demographic experts and land developers is that the impact on New Richmond will be moderately positive. In the early years, the effect of the bridge opening will be most pronounced in communities such as Houlton and Somerset, and less in New Richmond.
- » The age distribution of New Richmond is comparable to the County, State, and Twin Cities metro area. It's percentage of people over age 65 is somewhat lower, especially in comparison to the Twin Cities metro area.
- » The City of New Richmond is slightly more weighted toward family households than are the County, State, or Twin Cities metro area.
- » Household, family, and per-capita incomes in New Richmond are comparable to those of the County and the State but lower than the Twin Cities metro area.
- » The percentage of families with income below the federally-defined poverty level is lower in New Richmond than the rest of the State or metro area.
- » New Richmond is compared to the Twin Cities metro area because of its close proximity and since the St. Croix River Crossing has been completed, the New Richmond area expects to have an increase in commuter population and visitors from that area.

# Population

The population of the City of New Richmond was estimated at 8,821 in 2015. The rate of growth has accelerated since 1990 and particularly between 2000 and 2008. The City’s population has jumped by 32 percent since 2000 and St. Croix County has seen a growth of 39 percent.

*Table 1-1. Population Growth from 2000 to 2015*

	2000	2010	2015	Percent Change 2000 to 2015
<b>City of New Richmond</b>	6,310	8,375	8,821	32%
<b>St. Croix County</b>	63,155	84,345	87,513	39%

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (U.S. Census 2000 and 2010)

The City’s population is forecasted to continue its moderately strong rate of growth to 2040, in parallel with the growth of St. Croix County, as shown by Table 1-2. This would represent an increase of 3,755 people for the City over that period.

*Table 1-2. Population Growth from 2000 to 2040*

	2000	2010	2020	2030	2040	Percent Change 2010 - 2040
<b>City of New Richmond</b>	6,310	8,375	9,770	11,300	12,130	45%
<b>St. Croix County</b>	63,155	84,345	96,985	111,470	119,010	41%

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (U.S. Census; Wisconsin Department of Administration, 2013)

The effect of the St. Croix River Crossing is unclear at this time. Thus, the forecasts of population, households, and housing units should be revisited in 2022, five years after the bridge has opened.



St. Croix Crossing River Crossing (STH 64)

## Growth in the Towns

According to forecasts by the Wisconsin Department of Administration, the total population growth from 2010 to 2040 of the four adjacent towns will equal two-thirds of the growth for the City. Nearly all of that growth is to occur in the Towns of Star Prairie and Richmond, located northwest and southwest of the City. However, these forecasts do not account for the effects of potential land annexation, which could bring population into the City that might have occurred in the towns.

**Table 1-3. Projected Population Change in Nearby Towns**

	2010 Census	2040 Forecast	Change 2010-2040	Percent Change 2010 - 2040
Town of Star Prairie	3,504	6,385	1,781	51%
Town of Stanton	900	840	-60	-6%
Town of Richmond	3,272	5,385	2,113	66%
Town of Erin Prairie	688	700	12	2%
City of New Richmond	8,375	12,130	5,755	69%

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (Wisconsin Department of Administration)

## Effect of the St. Croix River Crossing

A 2015 study by Gillaspay Demographics Inc., for St. Croix County provided some perspective on the potential growth effects of the St. Croix River Crossing. Some of the key findings relative to housing development in New Richmond were:

- » The growth effects of the new bridge will be less in New Richmond than in locations closer to the river.
- » Recent trends will continue, although at a somewhat higher rate. St. Croix County has experienced a slowing of residential growth since the Great Recession.
- » Trends suggest that it is not likely that St. Croix County will return to the growth rates experienced in the 1990s and 2000s, even with the improved river crossing.
- » The number of households in the 30 to 39-year age group will decline from now until 2025 then grow slowly until 2040, reducing the demand for new housing in St. Croix County. This group has been responsible for the high net in-migration rates to the County in the past two decades.
- » The aging of the population may further temper housing demand in exurban counties.
- » The population of the STH 64 corridor to New Richmond will continue to grow but at a slower pace than in the 1990s and 2000s. The corridor may see another 6,100 to 10,300 people by 2040. These forecasts are not guaranteed, and local communities should continue to monitor indicators and adjust local forecasts accordingly. However, broad policy decisions can be made using these general forecasts.
- » The study noted that an improved river crossing will increase access to jobs in the region, but it also recommended that corridor communities should work to attract and retain residents on the basis of other local economic and quality of life characteristics.



St. Croix River Crossing

# Households

## Forecast of Households

The number of households in New Richmond has been forecast in ten-year increments from 2000 to 2040 by the Wisconsin Department of Administration, as shown in Table 1-4.

The rate of growth for households exceeds that of population because it is assumed that the average household size will continue to decrease, following the trend of the past twenty years.

The number of households is more important than population in forecasting land needs because households, not population, translate into housing units and residential land development.

## Average Household Size

The average number of people in a household across the City and State has been declining for many years, and that trend is expected to continue, mirroring national trends. This has implications for the type and size of housing units to be built. In general, families are having fewer children and more people are choosing to live independently.



Single Family Housing, New Richmond

**Table 1-4. Forecast Number of Households and Persons per Household to 2040**

	2010	2015	2020	2030	2040	
<b>City of New Richmond</b>	3,421	3,571	4,135	4,903	5,359	1.9%
<b>Persons per Household</b>	2.37	2.33	2.29	2.22	2.16	

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (Wisconsin Department of Administration, 2013)



A newly built single family house on Wheatfield Lane in New Richmond

### Racial and Ethnic Composition

The racial and ethnic distribution of the City is nearly identical to that of St. Croix County, but less diverse than that of the State or the Twin Cities metro area. (New Richmond is included in the Minneapolis-Saint Paul-Bloomington Consolidated Statistical Area.)

**Table 1-5. Population by Race, by Percentage**

	City	County	State	TC Metro
White	96	96	86	81
African American	1	1	6	8
Native American	1	0.5	1	1
Asian or Pacific Islander	.02	1	2.5	6
Two or more	1.8	1.5	2.5	4
Latino	1	2	6	6

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (American Community Survey, 2013)

### Age Distribution

The population of New Richmond is slightly younger than that of the County, State or Twin Cities metro area.

**Table 1-6. Population by Age, by Percentage**

	City	County	State	TC Metro
Under 9	11	15	17	14
10 to 19	13	14	17	13
20 to 24	7	5	5	6
25 to 34	13	12	13	15
35 to 44	12	15	16	13
45 to 54	15	16	12	15
55 to 64	13	13	9	10
65 to 84	13	10	9	10
Over 84	2	2	2	2

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (American Community Survey, 2013)



*New Richmond Loyalty Day Parade*

### Household and Family Composition

Compared to the entirety of St. Croix County, households in New Richmond are slightly less likely to be families or to be headed by married couples. Households are more likely to be headed by a woman and tend to be smaller in size.

Conversely, compared to the State or the Twin Cities metro area, the households in New Richmond are slightly more likely to be families headed by married couples with children. They have a larger average size than those of the State but about the same size as the average across the Twin Cities metro area.

Family households comprise of two or more individuals who are related by birth, marriage, or adoption. Family households may also may include other unrelated people. Non-family households comprise of people who live alone or who share their residence with unrelated individuals.

**Table 1-7. Household and Family Composition, by Percentage**

	City	County	State	TC Metro
<b>Household Type</b>				
- Family household	70	74	64	65
- Non-Family Households	30	26	36	35
<b>Married Couple Families</b>	50	60	49	51
- with Children	27	26	19	22
<b>Female Householder</b>	14	9	10	10
- with Children	12	6	7	6
<b>Persons per Household (average)</b>	2.57	2.43	2.43	2.54
<b>Persons per Family (average)</b>	3.08	3.01	3.01	3.14
<b>Households with one or more persons 65 years or older</b>	5	7	11	22
<b>One-person Households</b>	23	21	29	28

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (American Community Survey, 2013)

### Income Levels

Income levels in the City of New Richmond compare favorably with those across Wisconsin, but are substantially lower than those of the Twin Cities metro area. Rates of families with annual income below the federally defined poverty level are lower than those of Wisconsin or the Twin Cities metro area.

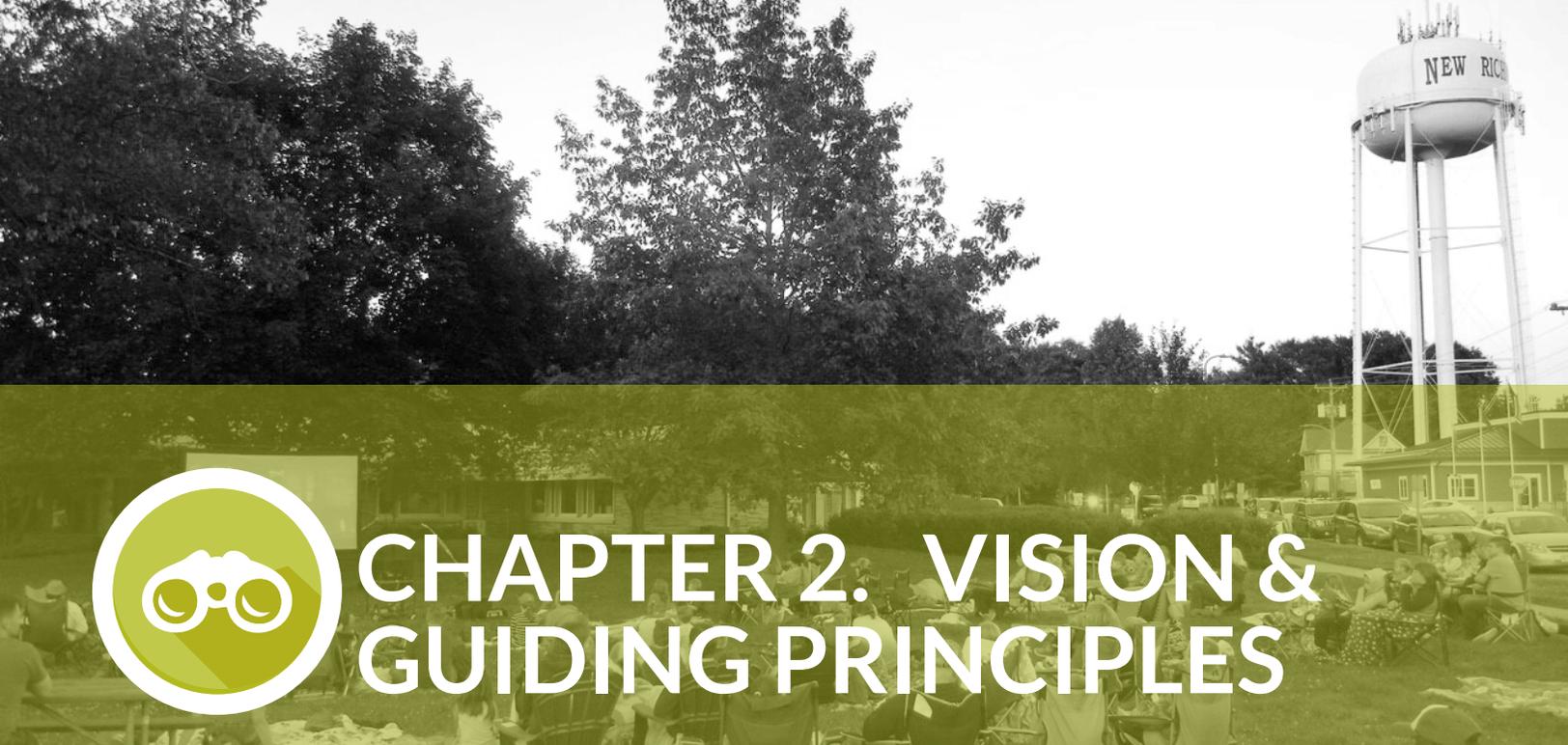
Earnings are primarily wages and salary from a job. They are usually a big source of income. Other sources of income include Social Security payments, pensions, child support, public assistance, annuities, money derived from rental properties, interest and dividends.

**Table 1-8. Household Income, by Percentage**

	New Richmond	State	City/State	Metro Area	City/Metro
<b>Median Household Earnings</b>	\$53,265	\$53,357	100%	\$68,778	77%
<b>Median Household Income</b>	\$69,840	\$69,333	101%	\$89,310	78%
<b>Median Family Income</b>	\$65,800	\$68,064	97%	\$85,636	77%
<b>Per Capita Income</b>	\$26,879	\$26,340	102%	\$35,069	77%
<b>Median Earnings, All Workers</b>	\$29,308	\$30,721	95%	\$37,231	79%
<b>Median Earnings, Male Full-Time</b>	\$45,727	\$48,321	95%	\$56,591	81%
<b>Median Earnings, Female Full-Time</b>	\$35,402	\$37,804	94%	\$46,148	77%

Data Sources: New Richmond Existing Conditions Report - Existing Demographic Conditions (American Community Survey, 2015)





# CHAPTER 2. VISION & GUIDING PRINCIPLES

## VISION & GUIDING PRINCIPLES

New Richmond’s Vision and Guiding Principles reflect the desired direction towards a healthy community. The vision addresses what the City should be, based on the community’s heritage, the natural features that are inherent to the area, and the values of its people. In the context of this plan, the vision serves as a reminder of “what New Richmond wants to be.” From time to time, the community will need to review this vision statement to ensure that it continues to focus on the aspirations and achievements that are expected to occur. The vision sets the stage for establishing goals for the community. Guiding principles support the vision of the community and define values and priorities by acting as an ongoing measurement tool for the appropriateness and effectiveness of future initiatives.





## A VISION FOR NEW RICHMOND 2040

New Richmond aspires to be a safe, welcoming and prosperous community poised for continued and balanced growth in the 21st century. As a multi-generational, diverse community, New Richmond will offer well-connected educational, shopping, business, housing, park, trail, and recreational opportunities that are accessible to all. We will maintain our strong community image and sense of place by celebrating our connection to the Willow River and its watershed, striving to protect our natural resources, and preserving and enhancing the downtown's historic roots as the civic, commercial, and cultural heart of the community. We will cultivate an attitude of stewardship and partnership within the community and provide high quality, cost effective services to all residents. Entrepreneurship and business innovation will thrive in New Richmond and we will strive to become a regional technology leader.



Mary Park Lake

# GUIDING PRINCIPLES

Supporting the vision, the guiding principles will help define the character, values, and priorities of the New Richmond community in 2040 by acting as an ongoing measurement tool for the appropriateness and effectiveness of future initiatives and results.

- » The community will maintain standards for fiscal responsibility as it continues to grow and evolve.
- » We will guide community growth in an orderly and sequential way to maximize infrastructure investments but respect agricultural activity beyond the growth area.
- » We will engage all members of the community in a collaborative process to plan for future growth and community development.
- » New Richmond will provide high quality amenities and services for people of all ages, backgrounds, and abilities.
- » We will continue to celebrate and promote the City's unique history and character.
- » The community will protect, preserve, and provide access to natural resources such as wetlands, waterways, lakes, ponds, and woodlands.
- » Planning for future growth is mandatory, not optional. We will guide future growth to be consistent with our future vision.
- » We will continue to revitalize the downtown as a destination with a unique sense of place and identity that reflects the cultural heart of our community.
- » We will grow and diversify our economy and job opportunities.
- » New Richmond will provide safe and accessible connections to all community destinations.
- » We will work strategically and create incentives to retain existing businesses and attract new businesses to our community.
- » New Richmond will celebrate creativity and diversity as essential ingredients to a vibrant future.
- » We will promote the infill development of vacant and underutilized sites and contiguous growth patterns within the City limits.



*Beautification along Knowles Avenue*



*Downtown New Richmond*

## New Richmond's Vision Statement & Guiding Principles

New Richmond's Vision Statement & Guiding Principles were written in a collaborative public process through a Community Action Plan (CAP). It describes how the City of New Richmond looks, feels and functions in the year 2040. The Vision and Guiding Principles helps provide direction for the City and is a step in the process of updating New Richmond's Comprehensive Plan.





# CHAPTER 3. CREATING COMMUNITY (LAND USE & HOUSING)

## INTRODUCTION

The Creating Community chapter establishes our desired community land use and development patterns over the next twenty years or through 2040, including residential, business, industrial, public, mixed-use, parks/open space, and agricultural uses. It also establishes goals and policies for future housing development. Founded over 160 years ago, New Richmond is a community with well-established land use and development patterns. This chapter is intended to guide the future growth of our community relating to preservation, redevelopment, and future development of land within the City and areas within the Extra-Territorial Jurisdiction. The Vision and Guiding Principles provide the foundation for the Creating Community chapter.

This chapter consists of the following components:

### Issues and Opportunities

Discusses land use and housing issues and opportunities identified by the Creating Community Comprehensive Action Plan Committee;

### Existing Land Use

Summarizes and maps our community’s existing land uses and development patterns;

### Future Land Use

Describes and maps future land use designations for all land within the City and areas within the Extra-Territorial Jurisdiction (1.5 miles beyond existing City limits);

### Land Use Goals and Policies

Establishes the City’s general land use goals and policies for achieving the Plan’s Vision and Guiding Principles;

## Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



Issues & Opportunities



Land use



Agricultural, Natural, & Cultural Resources



Housing



## Housing

Describes the community’s housing needs, opportunities, and strategies for future housing growth;

## Housing Goals and Policies

Establishes the City’s general housing goals and policies for achieving the Plan’s Vision and Guiding Principles.

# ISSUES AND OPPORTUNITIES

New Richmond has been the subject of numerous plans and studies in the past ten years covering a variety of topics from parks and trails to downtown to complete streets. These studies and plans provide a wealth of information about community values and priorities for the future and help to establish land use and housing goals. Additionally, community members were invited to participate in the comprehensive planning process to address land use and housing (Creating Community), provide insight on issues and opportunities, and establish goals and objectives for future land use and housing growth in the community. Issues and opportunities identified in the planning process that are focused on land use and housing include:

- » Guide community growth in an orderly and sequential way to maximize infrastructure investments. Develop and redevelop existing infill and opportunity sites within the City limits first. Contiguous development patterns should prevail and leapfrog development should be discouraged.
- » Provide and implement a strategy for annexation of areas that are within our overall boundaries and for contiguous annexation, based on orderly growth.
- » Provide a mix of public services to support community needs, including:
  - Parks and recreational facilities
  - Civic institutions – schools, police, fire, library, community center
  - Technology
  - Human services
  - Infrastructure – streets and utilities
- » Plan for a variety of housing choices to address current and future housing needs. Ensure that New Richmond addresses life cycle housing needs and provides housing types and costs to allow residents to age-in-place.
- » Provide a connected and comprehensive greenway, parks, open space, and trails system. Preserve and protect significant natural landscape features such as rivers, wetlands and forested areas.
- » Expand and develop new business parks north of the City along STH 65 near the airport, and south of the City between STH 65 and the Willow River. Establish design guidelines for buildings and site development.
- » Plan for mixed-use development along major corridors (STH 64 and STH 65), including commercial retail, high density residential, office, and light industrial land uses.
- » Focus on revitalization and redevelopment efforts in the downtown. Create destinations and attract a mix of land uses in the downtown that help connect North and South New Richmond. Create a Downtown Overlay District to guide future design and development in the downtown.



# EXISTING LAND USE

The City of New Richmond has almost 6,178 acres within its current municipal boundary. Approximately 4,600 acres in the City is developed with a mix of residential, commercial, industrial, park, protected open space, and public uses. At 14%, single-family residential homes make up the second largest type of land use within the municipal boundary. This land use category is higher than all but agriculture, which represents most of the undeveloped lands within the City limits. Table 3-1 illustrates the distribution of existing land uses.

## Community Patterns

New Richmond’s current community patterns have been shaped by a number of major physical elements including waterways, lakes, railroad corridors, major highways, “Main Street”, airport, and school campuses.

### Waterways

New Richmond is located on the beautiful Willow River, which winds its way westward to the 2,891-acre Willow River State Park and eventually flows into the St. Croix River. The City’s development pattern grew from its beginning at a dam and mill on the river, close to the present downtown. Neighborhoods with traditional design features are located east and west of downtown, along the south edge of the river. While the City draws its origins from the river, there is an opportunity to greatly strengthen its relationship to the river, in the downtown and throughout the community, through preservation and redevelopment strategies.

New Richmond is also blessed with the presence of Paperjack Creek, a tributary of the Willow River. Paperjack Creek, located on the south side of town, runs east to west and feeds into the Willow River west of the City. It has become a natural feature and amenity for residential growth on the south side of town. Portions of the creek are lined with a multi-use trail.

### Lakes

Hatfield and New Richmond Flowage are located at the north end of the City, near the intersection of STH 64 and STH 65. Hatfield Lake is lined with Hatfield Park and the New Richmond Regional Airport. Hatfield Park provides facilities for active recreation and camping. This 16-acre park features softball fields and concessions, park shelters, play equipment, tennis courts, horseshoe courts and 16 campsites. Mary Lake is lined with commercial uses to the west, residential uses to the north and east, and Mary Park on the southwest side of the lake. Mary Park provides both active and passive recreation opportunities. This 9-acre park includes playground areas, multi-use trails, shelters, tennis courts, a fishing pier, and boat launch.

Table 3-1. Existing Land Use

Land Use	Acres
Undeveloped/Vacant	337
Airport	353
Commercial	247
Green Space/Recreation	504
Industrial	230
Institutional	405
Single Family Residential	853
Mobile Home Community	12
Multiple-Family Housing	68
Rural Residential/Agricultural	1,836
Two Family/Townhomes	138
Open Water/Wetlands/Storm Water Basins	536
ROW (Right of Way)	659
<b>Grand Total</b>	<b>6,178</b>

Sources: City of New Richmond, HKGI

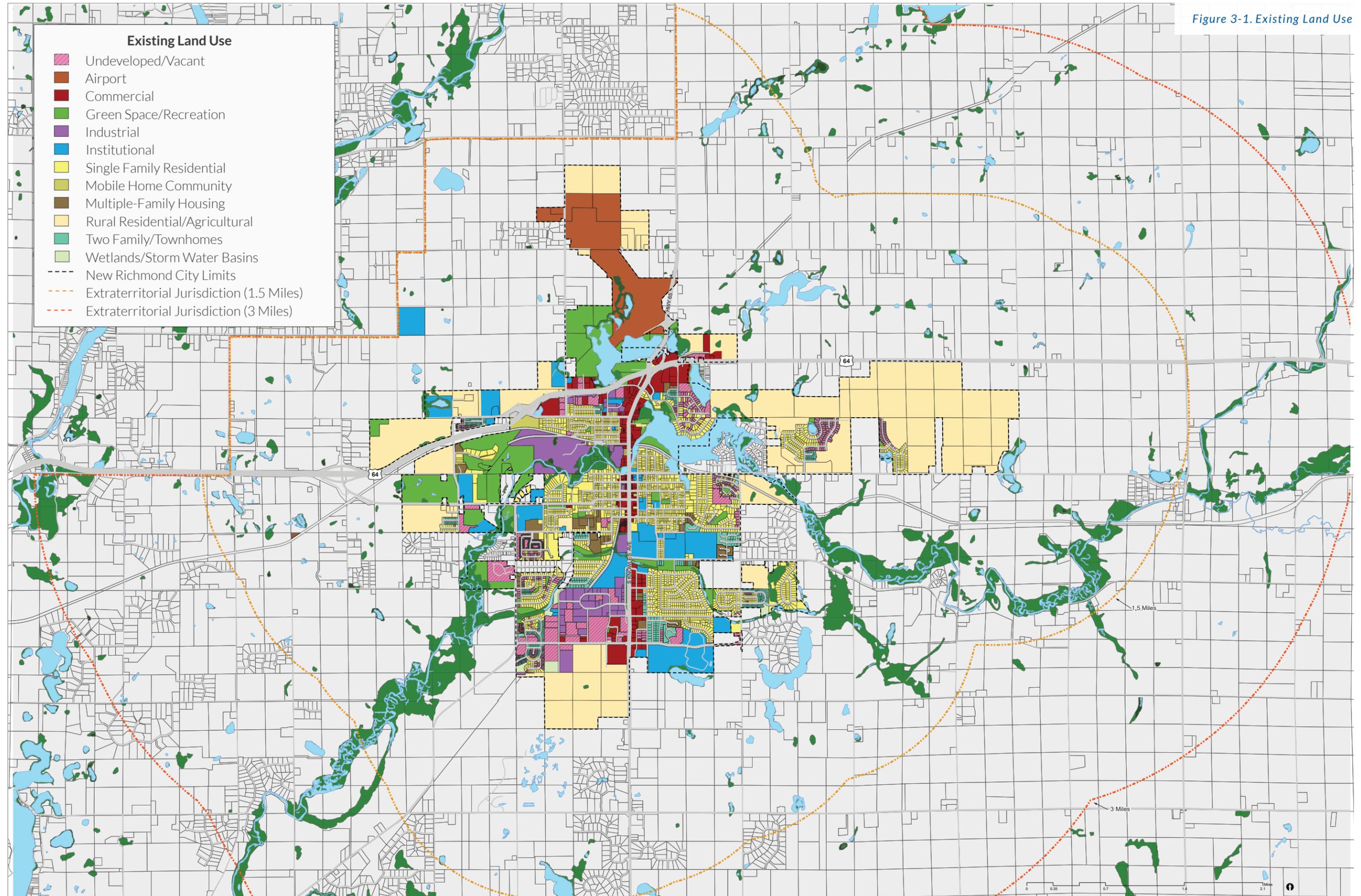


Willow River



New Richmond Flowage

Figure 3-1. Existing Land Use





## Railroad corridors

Like many communities located in the Midwest, New Richmond can trace its beginnings to the emergence of the railroads. The original town site was platted in a very compact form just south of the east-west railroad line that crosses the river and Knowles Avenue. Canadian National continues to operate the line running east-west through New Richmond, bisecting the City. However, the railroad line that ran north-south through the City has been abandoned and portions of it developed into a multi-use trail. This trail, referred to as the Rail Bridge Trail, connects residents and businesses located on the south side of the City to the downtown.

## Major highways

New Richmond has two major highways that significantly impact its community patterns. STH 65, which is also Knowles Avenue and our community's "Main Street", connects north-south through the center of New Richmond north to STH 64 and the airport, and south to I-94. STH 64 runs east-west along the north side of the community and connects west to Stillwater, Minnesota and further west to the Saint Paul/Minneapolis metro area along MN STH 36. The recently constructed St. Croix River Crossing more directly connects New Richmond to those destinations in Minnesota along STH 64. Land use patterns along STH 64 and STH 65 include a mix of commercial, industrial, high density residential, parks and public institutions. Several areas along STH 64 remain undeveloped agricultural land, offering opportunities for future mixed-use development along this corridor.



Knowles Avenue - "Main Street"

### "Main Street"

Knowles Avenue has been New Richmond's "Main Street" since the origins of the community in the late 19th century. New Richmond's downtown commercial district extends from the Willow River south to East Sixth Street along Knowles Avenue. Knowles Avenue still retains many of its older, some historic, mixed-use storefront buildings typical of a traditional small town "Main Street". The community's two older neighborhoods directly east and west of Knowles Avenue retain their character of small square blocks and the traditional street grid with "Main Street" centrally located between the two neighborhoods. The community continues to value Knowles Avenue as the heart of the community's commercial, civic, and cultural activities.

The area north of the downtown, along Knowles Avenue, has been identified as having sites with the potential to reconnect the downtown to the Willow River, and better connect the north side of the City to the downtown.



New Richmond Regional Airport

### Airport

The New Richmond Regional Airport is located on the north side of the community, north of STH 64 and west of STH 65. Established by the City in 1964, it is the only public airport in St. Croix County. The airport serves a population in excess of 155,000 people in western Wisconsin and the east metro area of the Twin Cities of Minneapolis and Saint Paul. There are more than 200 aircraft based at this field on the north end of the community. Air space zoning, which includes building height and land use restrictions, is guided by an Airport Approach Zoning District, an overlay district that extends no more than three (3) miles from the Airport boundary, and enforced by the City.

## School campuses

Several large school campuses located south of the downtown also have had an influence on the community's street and development patterns. The Wisconsin Indianhead Technical College (WITC) campus is located along the west side of STH 65, south of the downtown, and adjacent to industrial and commercial uses. Several school campuses, including the New Richmond High School, Middle School, and three elementary schools, are located east of STH 65 and south of downtown. These campuses are surrounded by residential neighborhoods and parks, commercial uses along STH 65, and the Paperjack Creek Trail corridor.

## Existing Land Use Patterns

Figure 3-1, the City's Existing Land Use Map, illustrates existing land use patterns within our municipal boundaries and in the Extra-Territorial Jurisdiction area. Table 3-1 shows the distribution of existing land uses in the City's current boundaries. The City's current land use patterns can be described as follows:

### Downtown

Downtown consists of a major concentration of commercial, office and mixed-use along Knowles Avenue/STH 65. There is also a concentration of public/semi-public uses in downtown, including the New Richmond Civic Center, fire station, City library, post office, community center, chamber of commerce, churches and schools. The downtown district also has a small amount of residential and light industrial uses.

### Business and Industrial

Most of the commercial and industrial uses in New Richmond are concentrated along the STH 64 and STH 65 corridors, located north and south of downtown, or along the Canadian Pacific railroad line, west of downtown. South of downtown, the Knowles Avenue/STH 65 corridor has seen recent development of commercial businesses, with a variety of retail uses along the highway and several new office and manufacturing uses located in a developing business park west of the highway. On the north end of the City you will find several auto-oriented commercial uses are concentrated at the intersection of STH 65 and STH 64.

### Residential

Existing residential land uses are categorized as rural residential/agricultural, single family residential, two family/townhome, multiple-family housing, and mobile home community. Almost 64% of land uses are rural residential/agricultural, followed by 29% single-family residential, 5% two family/townhomes, 2% multiple-family housing, and approximately .5% mobile home community. Most of the housing is located outside the downtown core and away from the primary mixed-use corridors, STH 64 and STH 65.

### Public and Semi-Public

Public and semi-public institutions have a major impact on New Richmond's land use patterns as they are the third largest existing land use in the community. Major public County facilities and semi-public uses located in the community include the airport, private and public schools, City facilities, healthcare facilities, and churches.



*New Richmond High School*



*Aerial of New Richmond High School*



*Spring Scenery of New Richmond*

## Green Space/Recreation

New Richmond has a wealth of land devoted to parks and open spaces located in the City. These land use categories include neighborhood, community, and regional parks, linear parks, open space/nature areas, special use facilities, and athletic facilities. Parks and open spaces attribute to ~8% of land use and are distributed throughout the City to allow the maximum number of residents access to any number of parks.

## Transportation

Transportation accounts for a large portion of the City's land use, including approximately 268 acres for street/railroad right-of-way and parking.

## Undeveloped

Within the City's current boundaries, there are approximately 2,395 acres of undeveloped land, some of which has been platted but remains undeveloped. The bulk of this land is agricultural and located at the perimeter of the City limits. A high percentage of undeveloped land in the City is located on the east side of the City along County Road K.

## Anticipated Growth

One purpose of a Comprehensive Plan is to allocate sufficient land to accommodate future growth. The amount of land needed is directly related to the amount of growth expected to occur. Projections for demand for different land uses, by acreage, in New Richmond through 2040 were created using various projections and assumptions regarding the growth of the New Richmond community between 2017 and 2040. Overall projections for population and household growth for the City, generated by the Wisconsin Department of Administration, formed the foundation for the overall demand projections. The City is expected to add around 1,700 new households between 2017 and 2040. The projections assumed that single family detached housing would account for 60 percent of the residential growth associated with the increase in households. Single-family attached units would account for 30 percent of residential growth and multi-family units for 10 percent.

Projections for retail-oriented land demand resulted from assumptions regarding the growth in retail demand generated from the growth in population through 2040. In addition, the methodology assumed that the City would capture an additional 60 percent of retail demand from people living in the surrounding area. The projections used assumptions regarding the acreage required to accommodate various levels of retail square footage, to produce a projection of additional retail acreage needed in New Richmond through 2040.

*Table 3-2. City of New Richmond - Approximate Anticipated Growth by Land Use Category 2017 - 2040*

	Additional Acreage	Add Overage (100%)	Total Acreage		Acreage per Year	1st 10 Years	2nd 10 Years
<b>Business Park</b>	67.5	67.5	<b>135.1</b>		5.9	58.7	58.7
<b>Commercial</b>	35.5	35.5	<b>70.9</b>		3.1	30.8	30.8
<b>Low Density Residential</b>	462.8	462.8	<b>925.6</b>		40.2	402.5	402.5
<b>Medium-High Density Residential</b>	99	99	<b>198</b>		8.6	86.1	86.1
<b>Total --&gt;</b>	<b>664.8</b>		<b>1,329.6</b>			<b>578.1</b>	<b>578.1</b>

Sources: City of New Richmond, HKGi

Projections for growth in the demand for office and industrial land resulted from projections regarding the growth in employment in New Richmond through 2040. The methodology assumed that the City would add employment at the same rate (percentage wise) as the growth in population, through 2040. The analysis then used assumptions regarding the mix of employees utilizing office versus industrial space to arrive at projections for office and industrial acreage needed through 2040.

As outlined in Table 3-2, the calculations produced from the assumptions and methodology outlined above resulted in a total demand, for all land uses, of around 665 acres for the 2017 through 2040 time frame. The projections then added an “overage” factor of 100% to these estimates, to account for lands needed for right-of-way, open spaces, utilities, and other miscellaneous factors that have historically tended to increase in the anticipated rate of development.



## FUTURE LAND USE

The Future Land Use Plan comprehensively guides the community’s land toward a desired land use pattern and identifies areas in the City for future growth. Establishing a future land use plan provides a reasonable level of certainty and predictability in both public and private future investments. New Richmond’s Future Land Use Plan, shown in Figure 3-2 establishes new land use categories and development patterns for the community.



## Future Land Use Categories

All land within New Richmond’s City limits and extraterritorial zoning area is placed into one of eight land use categories. The land use categories are focused on describing predominant use and form of the land rather than on the property’s ownership. The land use categories are as follows:



### Rural Residential / Agricultural

This land use category includes residential subdivisions already platted or developed in the City or extraterritorial with large-lot housing (1.5 – 5 acres).

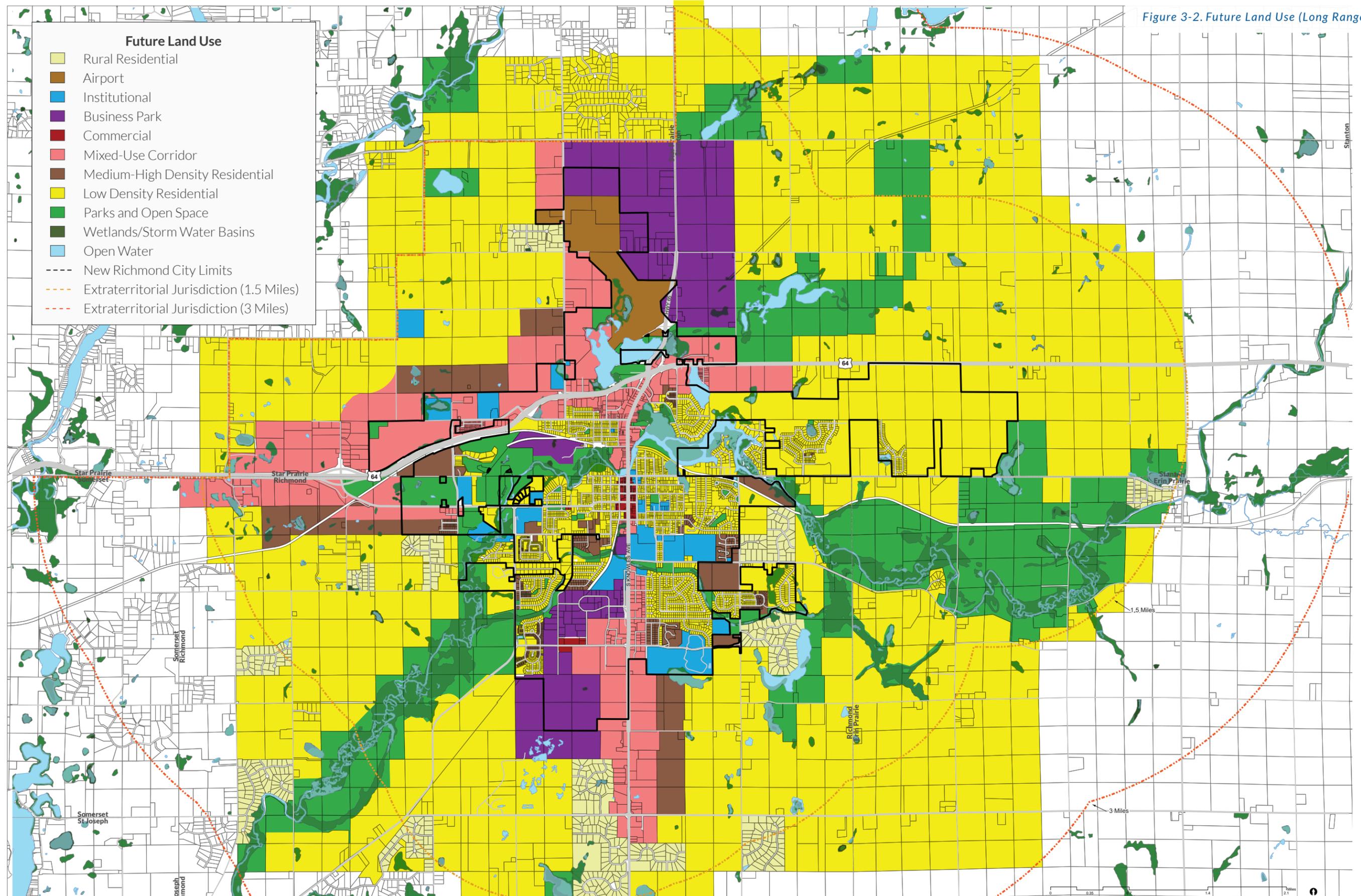
### Low Density Residential

This land use category includes the traditional residential neighborhoods adjacent to downtown and the predominantly single-family detached subdivisions that occur throughout the remainder of the community. In addition to single-family detached homes, also allowed in this category would be two family dwellings.

### Medium-High Density Residential

The Medium-High Density Residential land use category includes primarily attached housing types, such as townhomes, apartments, and manufactured housing.

Figure 3-2. Future Land Use (Long Range)







## Mixed-Use Corridor

Areas with this land use category includes a mixture of regional commercial, retail, office, lodging, and multi-family residential uses in a mixture of building forms, oriented either vertically or horizontally. Other complementary uses may be included such as schools, churches, and parks. Mixed-Use Corridors are located along primary arterial streets. Development will include landscaped parking lots, and interconnected sidewalks or multi-use trails.

## Traditional Downtown Mixed-Use

As part of the Mixed-Use Corridor, Traditional Downtown Mixed-Use focuses on continuing the mix of uses found historically in Downtown's core. Land uses include retail, services, entertainment, civic, institutional, offices, and housing that are mixed within the lot or a single building. Development and redevelopment in this area should be predominantly vertical in nature with retail, service, and civic uses on the ground floor. Housing and offices should be focused on the upper floors.



## Commercial

Commercial land uses provide retail goods, services, restaurants, and entertainment with convenient automobile access. Employment-intensive office uses are also an acceptable commercial use.

## Business Park

Business Park land use categories include areas for manufacturing, assembly, warehousing, laboratory, distribution, tech/flex, related office uses, and truck/transportation terminals. Areas in the City identified for Business Park are located on the north side of the City, near the airport, and on the south side of the City, west of STH 65. Development will include landscaped parking lots, screened loading, service and storage areas, and interconnected sidewalks or multi-use trails.

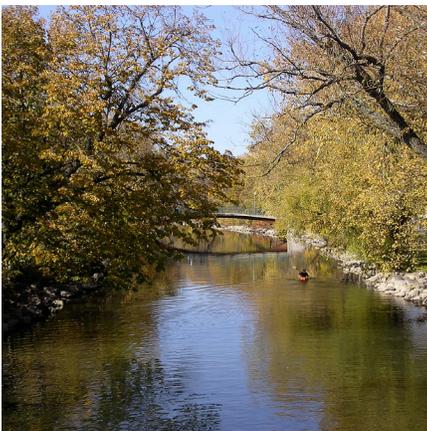


## Institutional

Institutional land uses includes areas for schools, City facilities and services, airport, library, healthcare facilities, community centers, historic and cultural centers, post office, and other public institutions.

## Parks and Open Space

This land use category includes active and passive recreation areas such as parks, plazas, playfields, playgrounds, golf courses, greenways, and natural areas. The future land use plan identifies major greenways and natural areas along the Willow River intended to preserve and protect this natural resource for future generations.



## Focus Areas

The land use plan is informed by an exploration of focus areas within the community, including downtown, Mixed-Use Corridors, Business Parks, and the Willow River Corridor. As part of the planning process, key community stakeholders participated in a series of meetings and workshops to address land use planning concepts for each of the focus areas (Figure 3-3 & Figure 3-4). The Future Land Use Plan incorporates those land use concepts, including the following:

## Downtown District

Downtown New Richmond continues to be the heart and soul of the community. Revitalization of downtown is an important component in achieving the community's vision and guiding principles. As the historic center of New Richmond, downtown has a wide range of land uses including residential, commercial, industrial, civic, institutional, and park. Downtown is a dense area of the community with many buildings being built close to the street with sidewalks and on-street parking. Buildings generally range in height from one to three stories with many structures having more than one type of use.

Downtown New Richmond should continue to include a wide variety of uses within the downtown district. Having a variety of land uses is important in creating an active, safe area both day and night. The mixing of uses also supports commercial uses in particular as employees working in the downtown may eat and patronize retail establishments during the day and as they leave the community, while downtown residents support them in the evenings and on weekends.

As infill development and redevelopment occurs in downtown, it is important that the historic character is sustained and built upon. New construction and renovations should evoke a similar character through site and building design features. New Richmond may want to consider the creation of a downtown overlay district with design guidelines to ensure both new construction and renovations maintain a traditional downtown character.

Concepts for downtown revitalization provided by community stakeholders include the following:

- » Preserve and enhance the historic charm and heart of our community
- » Encourage local spending and tourism in the downtown
- » Attract and retain businesses that will bring people to shop, stay, and eat downtown
- » Create destinations downtown that help connect north and south New Richmond
- » Enhance mobility in the downtown by providing safe pedestrian crossings, sidewalks, and bikeways
- » Enhance the streetscape environment on Knowles Avenue
- » Integrate public art into the downtown
- » Encourage infill development and redevelopment of vacant and underutilized properties with mixed-uses
- » New development should be compatible with the scale and character of existing downtown
- » Incentivize improvements to existing businesses and buildings in the downtown
- » Strengthen gateways into downtown from the north and the south along STH 65
- » Strengthen the relationship of the downtown to the Willow River
- » Establish a downtown overlay district and design guidelines
- » Establish a Downtown Committee to oversee and monitor design, development, event planning, and promotions in the downtown



Figure 3-3. Downtown Land Use Planning Opportunity Sites

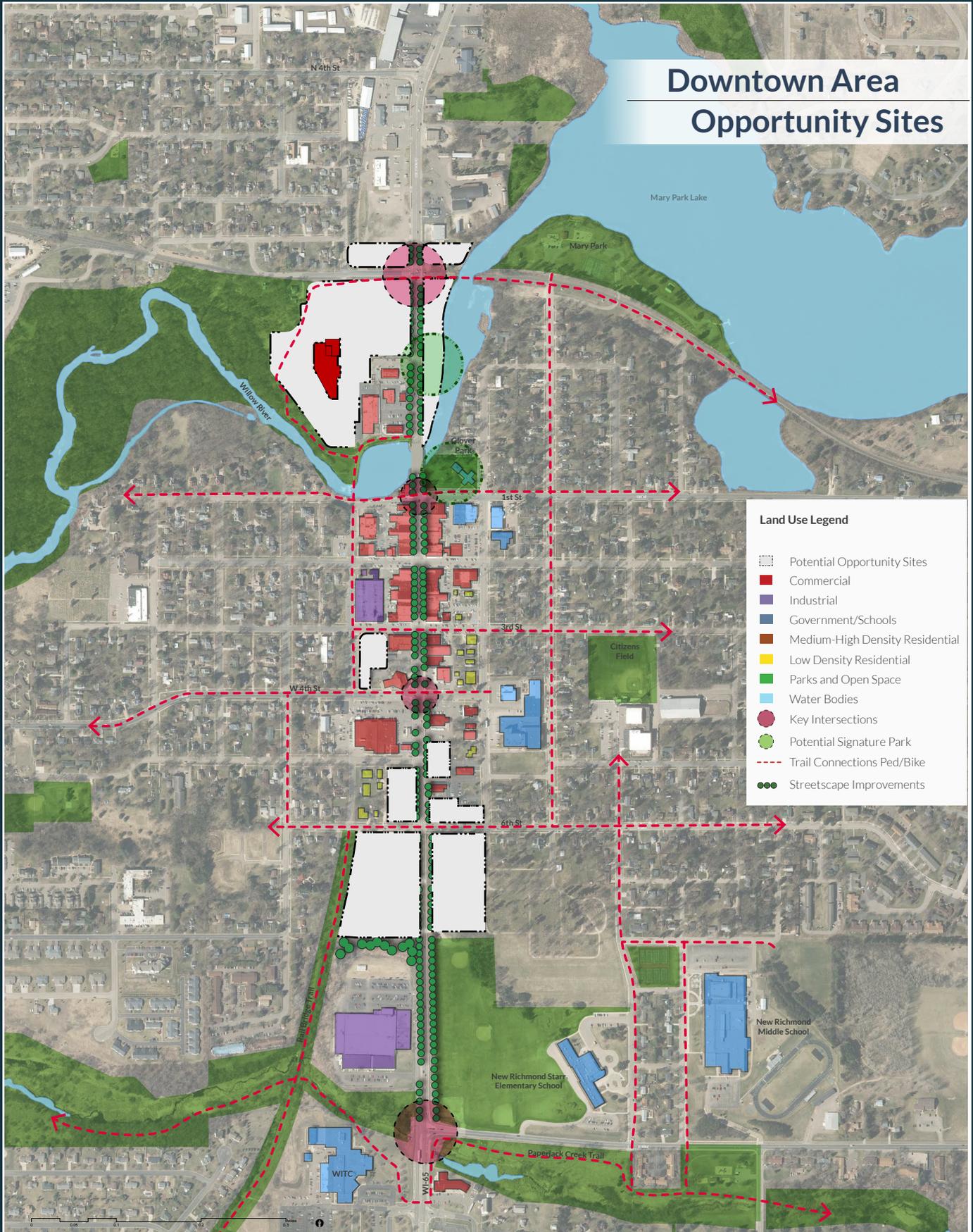
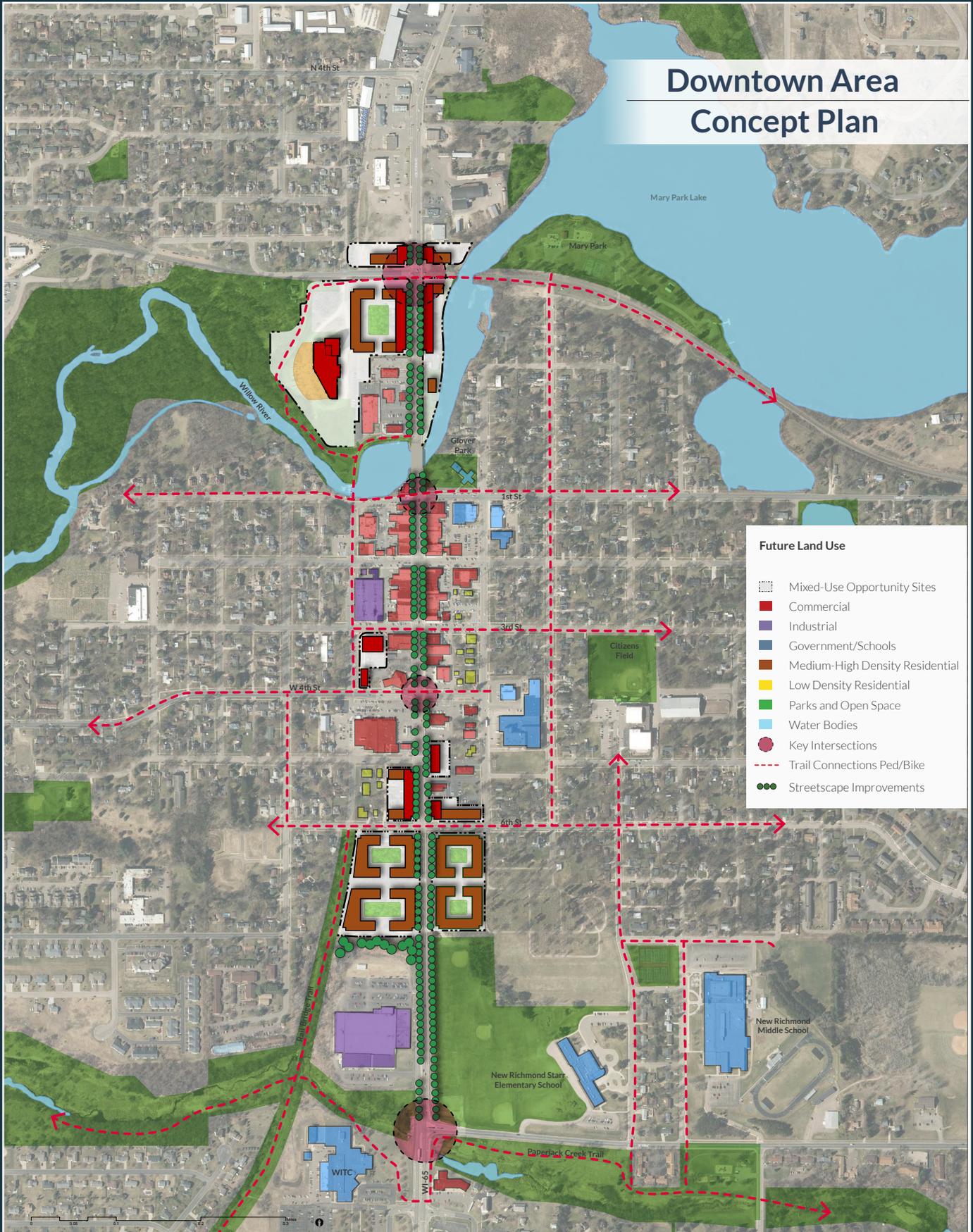


Figure 3-4. Downtown Land Use Planning Concept Plan





## Mixed-Use Corridors

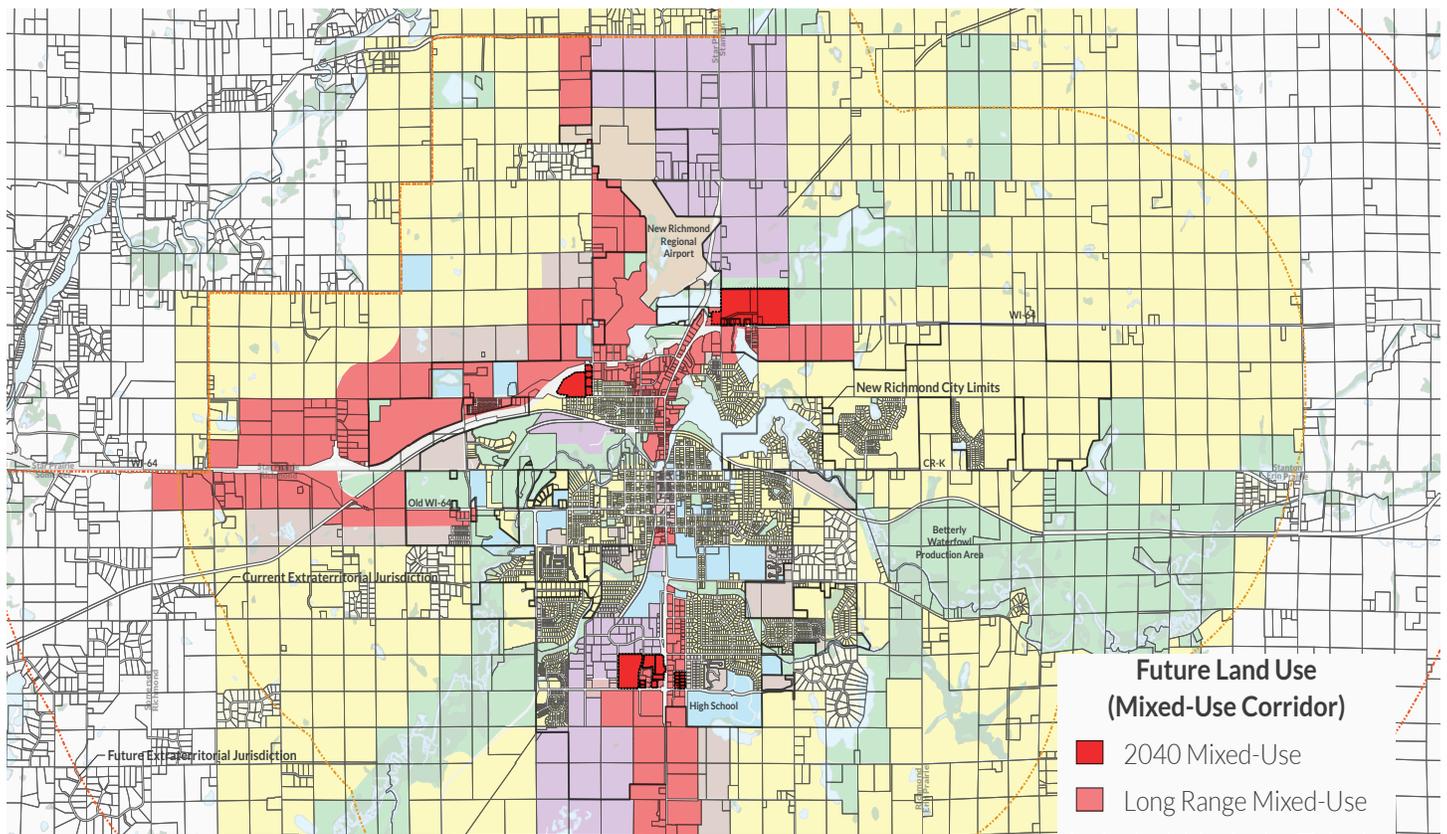
There are two mixed-use corridors identified in the Future Land Use Plan. STH 64 is a primary east-west transportation corridor connecting New Richmond to destinations west, such as Stillwater and the Twin Cities metro area. STH 65 is a primary north-south transportation corridor running through the heart of New Richmond and becoming its “Main Street” in the historic core. STH 65 connects New Richmond to destinations south, including I-94. Each of these corridors has been guided for a mix of land uses, including commercial, retail, office, light industrial, multi-family housing, public/institutional, parks and open spaces. (See Figure 3-5)

The completion of the St. Croix River Crossing has improved the connection to the Twin Cities metro area and raised expectations for increased development interest along the STH 64 corridors. Recent development along STH 65 includes commercial, retail, office, manufacturing, and higher density residential uses. Future development along these corridor should be well-designed and of a high quality due to their high visibility from the highways and their roles as a gateways into the community.

Concepts for the mixed-use corridors provided by community stakeholders include the following:

- » Plan for future growth along the freeway (STH 64) corridor.
- » Target incentives to businesses locating in downtown, North Knowles, and STH 64
- » Encourage a mix of land uses, including retail, office, multi-family housing, industrial, parks and open spaces.

Figure 3-5. Future Land Use (Mixed-Use Corridor)



## Business Parks

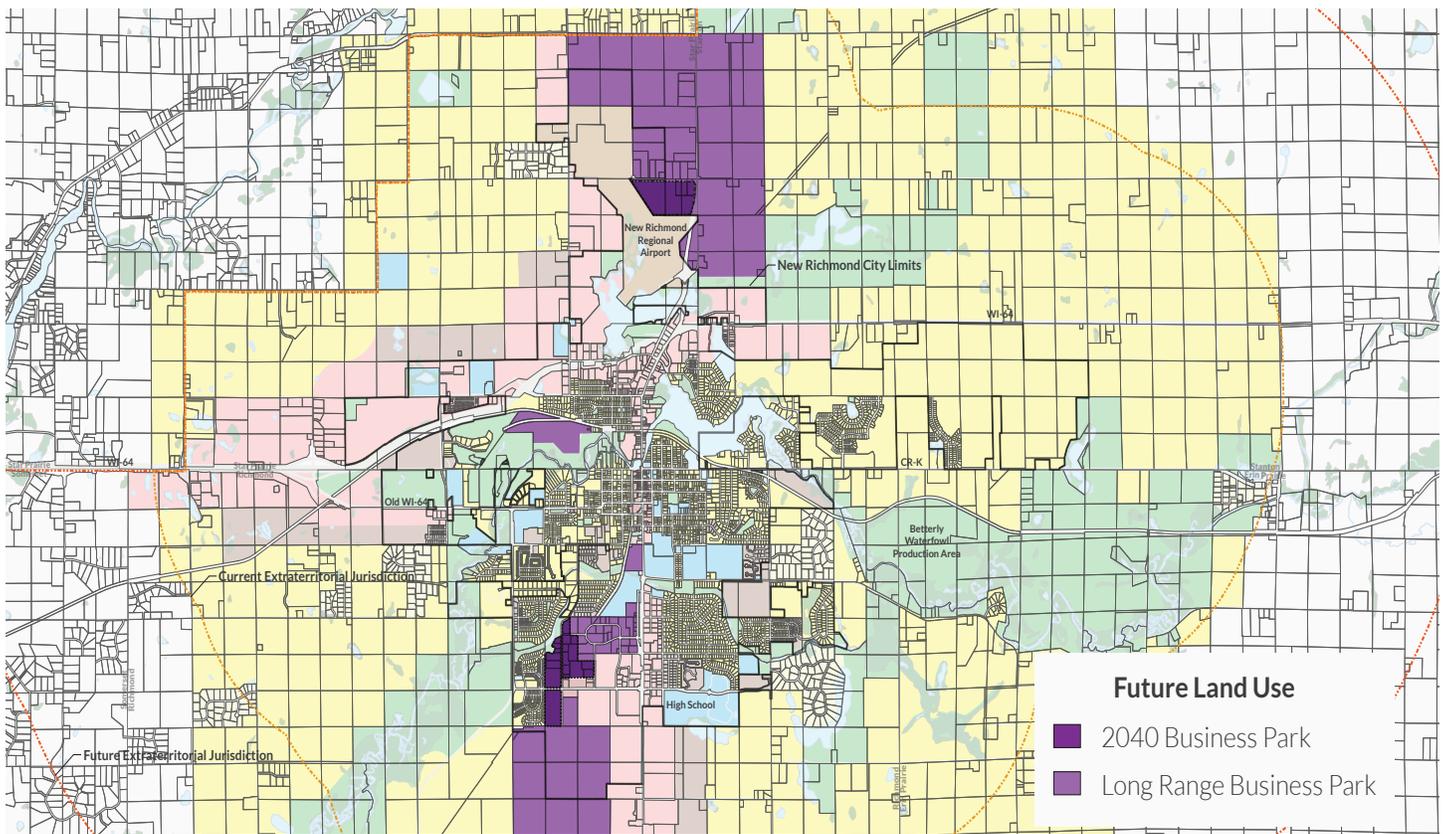
The Future Land Use Plan identifies two large business parks in the community. One campus is located adjacent to the airport and along STH 65, north of STH 64. The other is located south of the downtown, west of STH 64 (See Figure 3-6). As industrial and light industrial businesses in New Richmond expand and new businesses are attracted to the community, they are encouraged to develop in one of the two business parks. Each location is served by primary transportation arterials, and the north campus is conveniently served by the New Richmond Regional Airport. Development in the business parks should be guided by development standards, encouraging a higher set of standards for businesses visible from major roadway corridors. Business park development should be buffered from residential neighborhoods with berming, landscaping, and fencing.

Concepts for the business parks provided by community stakeholders include the following:

- » Expand and develop new business parks
- » Establish a tiered system of development standards
  - Group A – most visible – higher set of design standards
  - Group B – less visible – lower set of design standards
  - Group C – least visible – lowest set of design standards
- » Position New Richmond as a “Technology Leader”
- » Work with state, regional, and local partners to develop shared & coordinated strategies for business attraction
- » Develop services, facilities, infrastructure for start-ups and entrepreneurs



Figure 3-6. Future Land Use (Business Parks)





## Willow River Corridor

The Willow River is New Richmond’s greatest natural amenity and should be preserved and protected as a natural greenway for future generations to enjoy. As the community expands it could become the centerpiece to the City’s park and open space system, providing a foundation for the integration of nature with its development pattern. The Willow River greenway should be a continuous system that maintains ecological integrity, provides public access, and preserves scenic character and views. Creating a connected, continuous system is important to the greenway’s overall value and functionality (See Figure 3-7).

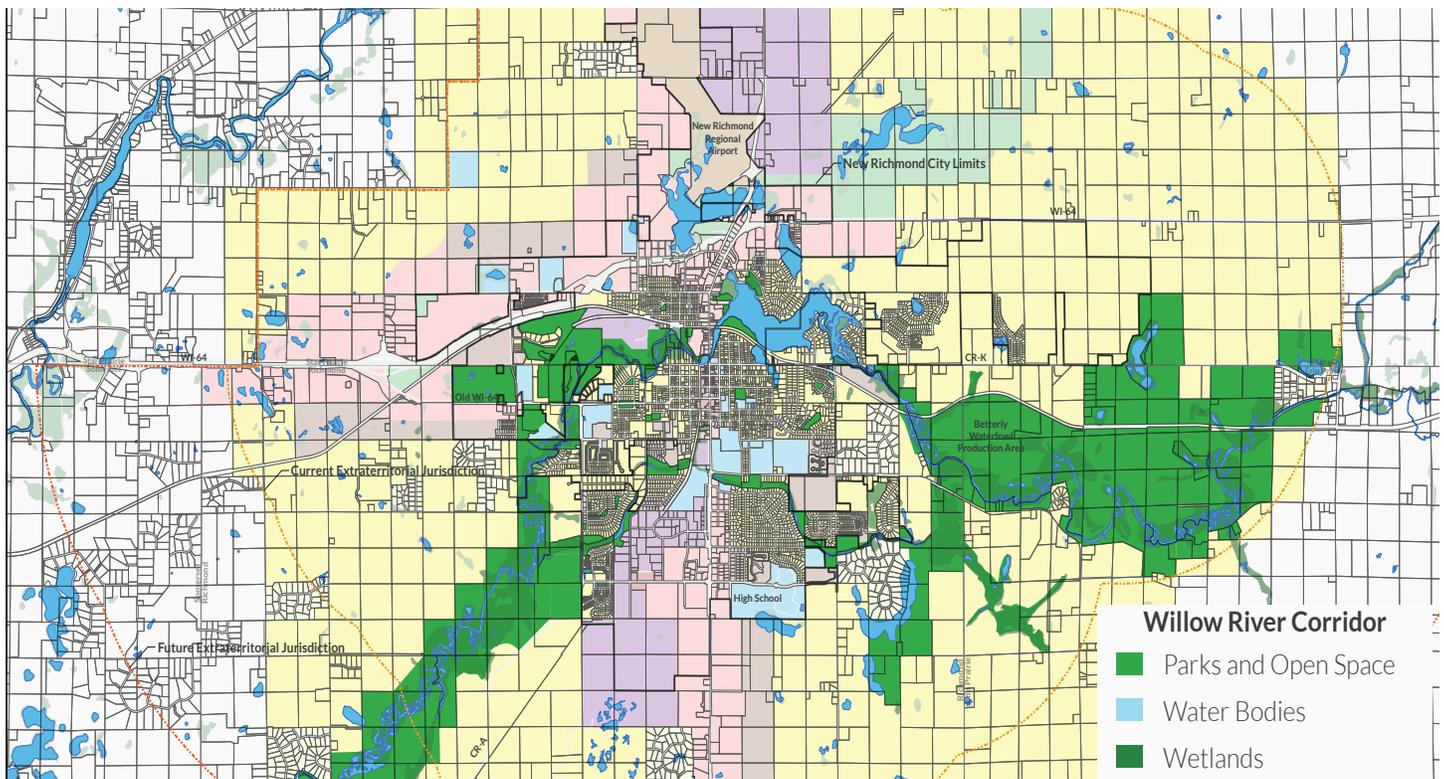
Once realized, the Willow River Greenway will be an amenity that will be noticeable when one enters the community. It will provide areas for wildlife habitat and movement, stormwater management features, and enhanced water quality benefits. It should include places for people to access the river for river-oriented recreation activities, such as fishing, canoeing, kayaking, bird-watching, and picnicking. It should also include multi-use trails that connect to other trails and destinations within the community.

Concepts for the Willow River Greenway provided by community stakeholders include the following:

- » Better connect downtown New Richmond to the Willow River
- » Create a “River Walk” in the downtown along the riverfront
- » Create a signature park along the riverfront in downtown New Richmond
- » Create a Willow River clean-up campaign
- » Enhance water quality and provide opportunities for river-oriented recreation
- » Improve measures to protect this vital natural resource
- » Increase access points for recreational users
- » Increase preservation awareness of native aquatic plants and wildlife



Figure 3-7. Future Land Use (Willow River Corridor)





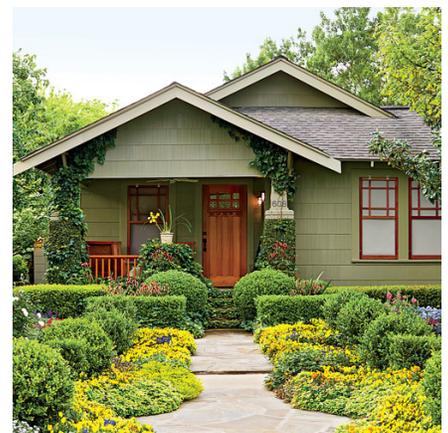
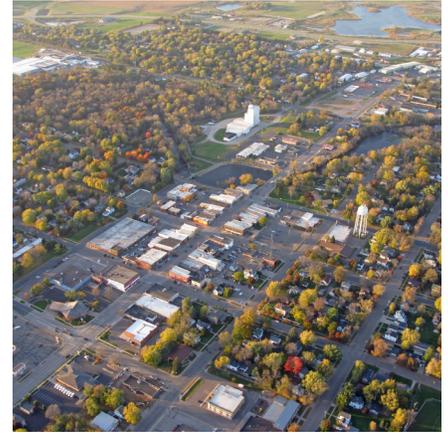
# LAND USE GOALS & POLICIES

## General Land Use

**Goal: Maintain and enhance New Richmond's land use and development patterns to ensure that future changes enhance our community's vitality, sense of identity, sustainability, and cost-efficient City services.**

» Policies:

- LU-1.1 Promote development opportunities to meet future growth needs by prioritizing infill development within the current City boundaries, revitalizing blighted or underdeveloped areas, and taking advantage of existing infrastructure capacities.
- LU-1.2 Preserve the agricultural areas outside the City boundary so future development can occur in a contiguous and efficient manner.
- LU-1.3 Ensure redevelopment and infill projects add to the City's housing and business diversity while maintaining the integrity of the community.
- LU-1.4 Ensure consistency between the Land Use Plan and the Zoning Map for all properties that have the ability to be connected to public sewer and water services.
- LU-1.5 Evaluate requests for property rezoning for their short and long term impacts on the adjacent land uses and the cost-efficiency to the community of extending City utilities and services.
- LU-1.6 Evaluate requests to extend City infrastructure and support annexation of new growth areas using the following guidelines:
  - *The site is identified in the plan as a future growth area.*
  - *The site can be served by cost-efficient City infrastructure systems with minimal future investments to increase capacity.*
  - *Providers of other government services (i.e. fire, police, public works, education) have been consulted and satisfied that the development can be serviced under existing or planned programming levels.*
  - *The plan for development has been designed in consideration of the vision, guiding principles, goals, and policies of the comprehensive plan.*
  - *The site is contiguous to City Limits*
- LU-1.7 Evaluate requests for new development within the 1.5-mile Extraterritorial Zoning Jurisdiction.
  - *New Richmond has a 1.5-mile extent of state subdivision control outside their corporate boundaries, according to the Wisconsin State Law. This law allows the City to exercise land use control over new development that otherwise might be incompatible with a New Richmond's future growth.*



# Residential Neighborhoods

**Goal: Enhance our existing residential areas and develop new residential areas as high quality livable neighborhoods that are well-connected to support services and buffered from incompatible land uses.**

» Policies:

- LU-2.1 Encourage the development of a variety of compatible housing types within neighborhoods.
- LU-2.2 Promote maintenance and reinvestment in existing residential buildings and properties, neighborhood support services, and public infrastructure.
- LU-2.3 Encourage infill and redevelopment to maintain the historical integrity of the existing neighborhood.
- LU-2.4 Provide or improve connections between neighborhoods and support services, such as parks, schools, and commercial areas.
- LU-2.5 Encourage the use of a connected roadway network in new residential areas so as to create connectivity between neighborhoods and facilitate efficient City services such as snow plowing and street maintenance.
- LU-2.6 Support efforts to build on undeveloped lots within platted and partially developed neighborhoods that are already served by utilities.
- LU-2.7 Encourage new housing that adds to the diversity of housing products in the neighborhood while maintaining the existing character.
- LU-2.8 Develop sidewalks and/or trails when possible to ensure safe routes to education, civic, and recreational facilities.
- LU-2.9 Ensure zoning and regulatory tools allow for the integration of new housing styles, types, and densities appropriately in existing neighborhoods.
- LU-2.10 Encourage neighborhood planning and involvement. Encourage citizens to become involved in their neighborhood for beautification, neighborhood watch, general clean up, and property improvement.



## Downtown Revitalization

The images above were taken two months apart. The building was transformed in an ongoing downtown revitalization effort in City of New Richmond.

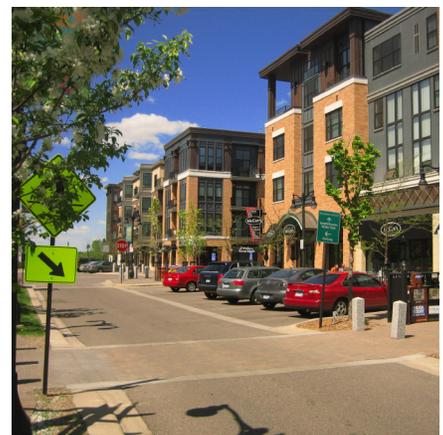
## Downtown

**Goal: Revitalize our downtown to enhance its historic character, recapture its economic and social vibrancy, and strengthen its unique sense of place as a traditional downtown that integrates commercial, civic, employment, residential, and recreational activities.**

» Policies:

- LU-3.1 Encourage a mix of complimentary land uses in downtown that provide vital functions and keep downtown active with people throughout the entire day, seven days a week.
- LU-3.2 Preserve and strengthen downtown's role as the community and regional destination for commercial, social, and cultural venues and activities.
- LU-3.3 Strengthen downtown as the center for community services for the City.
- LU-3.4 Encourage the preservation and rehabilitation of downtown's historic structures.

- LU-3.5 Support infill and redevelopment that is consistent with the historic character of downtown.
- LU-3.6 Design and implement a system of downtown signature parks and plazas that offer passive and active spaces for gathering, resting, or simply an attractive visual experience.
- LU-3.7 Encourage the addition of higher density housing as part of vertical, mixed-use buildings or multi-story housing projects for all incomes and age groups as a component of downtown redevelopment and reuse projects.
- LU-3.8 Promote downtown as a premier location for business development.
- LU-3.9 Encourage retail business expansion in downtown or contiguous to it in order to preserve and strengthen downtown as the commercial core in New Richmond.
- LU-3.10 Encourage future parking areas to be located as part of shared parking lots or structures behind or to the side of buildings on “Main Street” (Knowles Avenue) and preserve the storefront character.
- LU-3.11 Explore opportunities to incorporate public art, and historical and cultural interpretation to enhance the downtown.
- LU-3.12 Expand the connections and amenities to downtown for pedestrians/ bicyclists, particularly from regional and Citywide trails. (i.e. designated bike lanes, bike racks, benches).
- LU-3.13 Improve downtown’s streets, sidewalks and properties to be comfortable, safe and attractive for walking.
- LU-3.14 Implement traffic calming techniques to slow traffic speeds within downtown and maintain a pedestrian-friendly environment.
- LU-3.15 Seek to locate community events and gatherings in the downtown area to centralize activity, support local businesses, and better express New Richmond’s character and identity.
- LU-3.16 Implement wayfinding and signage to make sure visitors feel welcome and ensure that they can find and navigate area attractions easily.
- LU-3.17 Strengthen gateways into downtown and the streetscape character of “Main Street” (Knowles Avenue).
- LU-3.18 Establish a downtown overlay district and updated design guidelines to guide future investments and redevelopment activities in the downtown.
- LU-3.19 Strengthen the relationship of the downtown to the Willow River.



## Mixed-Use Corridors

**Goal: Promote development, redevelopment and improvements to create inviting, distinct, and complementary mixed-use corridors for residents, employees, and visitors.**

» Policies:

- LU-4.1 Support the development of mixed-use corridors along STH 64 and STH 65 that complement rather than compete with downtown.
- LU-4.2 Encourage a mix of complimentary uses including commercial, office, multi-family residential, light industrial, public/institutional, and park uses in the mixed-use corridors.





- LU-4.3 Encourage site and building design that orients higher quality architectural features and elements towards the public street corridors.
- LU-4.4 Encourage parking strategies and designs that will minimize the negative impacts of large surface parking lots.
- LU-4.5 Minimize traffic conflicts and congestion by directing primary access points to be on a side street or commercial side road.
- LU-4.6 Ensure the location of buildings and parking lots support a logical traffic pattern and encourage pedestrian movement within the area and to the broader pedestrian network.
- LU-4.7 Facilitate the redevelopment of dilapidated properties and/or underutilized parcels.
- LU-4.8 Encourage efficiency of land, infrastructure, and services by promoting infill over new growth outside the City limits.
- LU-4.9 Encourage site design that maximizes the buildable area through strategies such as regional stormwater ponding, common driveways and loading areas, and shared parking.
- LU-4.10 Support design that provides appropriate transitions and buffers between commercial and residential uses such as open space, landscaping, and fencing.
- LU-4.11 Support streetscape and landscaping enhancements that increase corridor attractiveness and improve motorized and non-motorized safety.
- LU-4.12 Require development and redevelopment projects to identify and provide internal pedestrian circulation systems.
- LU-4.13 Ensure adequate capacity in public and private utilities and infrastructure to serve future development.

## Business Parks

**Goal: Maintain and expand business parks in the City to create a diversified community economy and employment base.**

» **Policies:**

- LU-5.1 Encourage industrial/light industrial businesses to locate in designated business parks rather than in the downtown.
- LU-5.2 Develop services, facilities and the infrastructure necessary to attract and serve startup businesses and entrepreneurs, and position New Richmond as a technology leader.
- LU-5.3 Provide appropriate transitions and buffers between business parks and residential neighborhoods such as open space, landscaping, and fencing.
- LU-5.4 Direct the location and development of businesses generating significant truck traffic to areas with appropriate roadway access and less potential for conflict with general automobile traffic.
- LU-5.5 Encourage parking strategies and designs that will minimize the negative impacts of large surface parking lots.
- LU-5.6 Encourage the establishment of commercial businesses which support industrial activity within the business park where roadway design supports it.

- LU-5.7 Create and maintain strong working relationships with local businesses to understand needs and maximize opportunities for business park growth.
- LU-5.8 Develop facilities and services intended to attract, support, and retain businesses and provide technical and/or financial support to those seeking to grow, expand, or branch into new endeavors.
- LU-5.9 Create a tiered system of development standards to control the quality of building and site design in the business parks, with those buildings and sites most visible from major corridors receiving the highest set of standards, and those least visible receiving a more flexible set of standards.



## Greenways

**Goal: Preserve and protect New Richmond’s natural environment to improve ecological functioning, especially regarding the waterways, wetlands and woodland resources surrounding the City.**

» **Policies:**

- LU-6.1 Establish protected conservation corridors (greenways) along the Willow River and Paperjack Creek to protect and preserve these natural resources for future generations to access and enjoy.
- LU-6.2 Integrate City parks and trails with the Willow River and Paperjack Creek greenways.
- LU-6.3 Provide designated public access to the Willow River to encourage river-oriented recreation.
- LU-6.4 Avoid disrupting existing woodland stands, wetlands, and waterways when locating new development.
- LU-6.5 Reduce the potential for recurring surface water quality damage through point and non-point pollution control within existing and future development and stormwater rate control Best Management Practices.
- LU-6.6 Collaborate with county, state, and national agencies to preserve natural resource areas.



## HOUSING

New Richmond takes pride in its quality of life and its residential neighborhoods are a key component of that. The community is committed to expanding and maintaining a diverse range of housing options to meet the needs of a wide range of residents of various ages and socioeconomic circumstances. To support the development of the City’s neighborhoods, it is important to focus on policies that maintain the character that community residents’ value. A variety of strategies were explored with community stakeholders that addressed current and future housing needs. Concepts for housing provided by community stakeholders include the following:

- » Develop new housing contiguous to existing housing developments.
- » Prioritize infill development over developing at the edges of the community.
- » Create multi-family housing development opportunities in the downtown.
- » Provide “Life-Cycle” housing options to address housing needs at various stages of one’s life.



Residential growth in New Richmond over the next 20 years should include housing choices that offer a broad range of options for all household types, ages, sizes and economic means. The community will benefit from reinvesting in its existing housing stock while strategically developing new housing choices to meet specific gaps or unmet housing needs in the community. In particular, it's important to provide "life-cycle" housing choices that offer New Richmond residents the ability to age-in-place through different periods in their lives.



New Richmond is projected to add approximately 1,700 new homes by 2040. To accommodate this housing growth, approximately 1,000 acres of residential development or redevelopment would need to occur. As of 2016, there were 1,941 acres of land zoned for residential, commercial, industrial, or agricultural use not yet developed, so anticipated residential growth over the next 20 years can be could possibly be accommodated within the current City limits. As residential growth occurs, higher density housing options are encouraged in and near the downtown and along the mixed-use corridors, decreasing in housing density away from these areas.

## Neighborhood Design Character

A neighborhood's design will more likely influence its perception of attractiveness and livability than its individual uses. It is therefore important that both old and new neighborhoods have the design characteristics that reflect community values and identity. A key feature of desirable neighborhoods is the sense of connection they offer residents to other neighborhoods and the greater community. New Richmond's existing grid pattern is an example of a neighborhood feature that contributes to connectivity. The well-spaced network of collector streets disperse traffic, making for a safer and more enjoyable pedestrian and bicycling experience within residential neighborhoods. Connected street systems are also more efficient in providing services such as snow plowing, public safety, and street maintenance.



In addition to connected streets, neighborhoods should have trails or sidewalks so residents can safely and conveniently move throughout and between neighborhoods, as well as to the proposed greenway system. As further described in Chapter 5 Quality of Life, neighborhood parks provide recreational opportunities, informal play areas, and gathering space for surrounding neighborhoods. As new residential neighborhoods are created, New Richmond should plan on preserving space for neighborhood parks, particularly as new residential subdivisions are created.

## Subdivision Design Principles

- » Encourage the development of a variety of housing types and styles within a neighborhood.
- » Front residential streets with the primary entrances to residences, porches, stoops and windows rather than excessive garage doors.
- » Continue the establishment of well-spaced collector streets to distribute traffic and minimize congestion.
- » Maximize connectivity between neighborhoods by minimizing the use of cul-de-sacs in favor of a connected street system using a grid or curvilinear pattern.
- » Support active living through the development of sidewalk or trails along both sides of all streets.



- » Ensure each resident is within a 5 to 10 minute walk of a park.
- » Encourage park and open space features to be designed with public street frontage rather than being hidden behind homes.

## Multi-Family Residential

Multi-family residential offers opportunities for affordable rental and home ownership. It is an important component of providing a balance of housing options in the community and addressing life-cycle housing needs. The planning and design of multi-family housing, however, can be a challenge. Poor planning and design can create a disconnect between residents and the broader community, as well as a negative perception of multi-family housing in the community. In contrast, appropriate context-sensitive site and building design can reduce the perceived density, provide open space areas, enhance the vibrancy and safety of downtown New Richmond, and strengthen connections between residents and their neighbors. Careful consideration should be given in the future on the design of multi-family areas within the community.

## Multi-Family Design Principles

- » Prioritize multi-family housing development in and near the downtown and the mixed-use corridors identified in the Future Land Use Plan.
- » Consider multi-family housing developments in locations that transition from residential to non-residential uses such as churches, schools, retail, and employment.
- » Encourage a mixture of types and styles in order to provide a variety of choices and minimize how dense the buildings seem. This might include single-family attached homes with individual entrances, cottage homes, duplexes, triplexes, fourplexes or smaller scale apartment buildings.
- » Arrange the density on the site giving consideration to the surroundings, such as using attached housing with individual entrances as a transition to single-family neighborhoods.
- » Transition buildings down in height and massing to minimize impacts adjacent to single-family residential areas.
- » Buildings should be residential in character with articulation, individual entrances, gables, porches, patios, etc.
- » Building entrances, patios, porches, decks, and windows should be oriented towards the street so as to provide eyes on the street for safety and to strengthen connections with neighbors.
- » Place parking areas to the rear with landscape and fencing buffers to minimize impact. A shared driveway or alley should minimize traffic impacts on local streets.
- » Enclosed parking should be clustered and designed to minimize long expanses of unbroken wall area.
- » Create an open space system within the development that is linked to the street and adjacent properties through sidewalks, landscaping, and gardens. The open space system should be large enough and designed to host resident gatherings.



## Lifecycle Housing

The Lifecycle Housing concept was developed through a CAP (Comprehensive Action Plan) group. As identified within the Comprehensive Plan, the cottage housing could play a role in diversifying New Richmond's housing stock.

## Lifecycle Housing

Today, the lifecycle includes much more variation in housing types. People's housing needs and preferences change as they pass through the lifecycle. Typically, people progress from rental housing as single people, to buying a home as they marry and have children. The "empty nester" married couples whose children have grown often want to downsize or move to a townhouse, apartment or condominium, partly to alleviate home maintenance. The cycle usually ends with an older person living alone, often in need of help with home maintenance or healthcare. This pattern, while not followed by all people, shows remarkable consistency for a majority of the population.

It is in the City's best interest to plan for a variety of housing types to meet the lifecycle needs of the area's residents. Older people who wish to move into an apartment or condominium often want to stay in the community they are familiar with and in which they may have friends, family, or other associations important to them. Similarly, young people growing up in a community may want to stay there when they move to



Cottage Housing

an apartment or a house. These moves may not be possible when the housing in a City is homogeneous in type and cost. A balance of housing to accommodate these needs contributes to a City's long-term viability.

Another reason for providing a variety of housing types is that the demand for different kinds of housing changes over time. The best example is the baby boomer age group which first demanded apartments, then starter homes, then move-up homes, next empty-nester housing, then eventually senior housing.



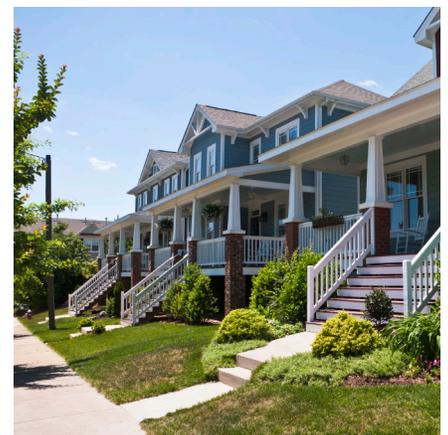
## HOUSING GOALS & POLICIES

**Goal: Encourage preservation and development of a wide variety of housing options to retain and attract a diverse mix of people and families of all ages, lifecycle stages, household sizes, and socioeconomic circumstances in all geographic areas of the City. The City's future housing options should include a broad mix of housing style, size, price, and maintenance level options.**

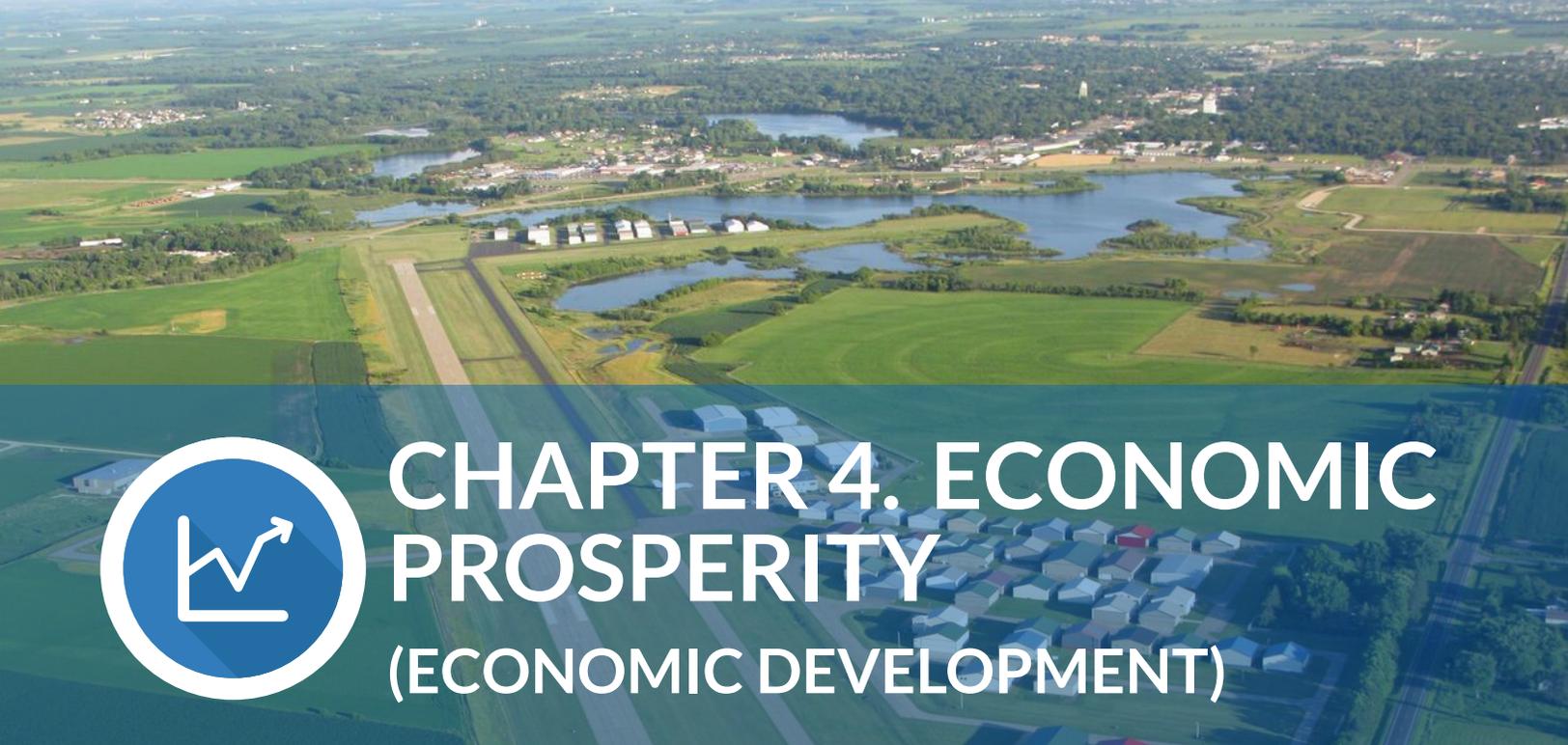
» Policies:

- H-1.1 Regularly ensure official controls support the development of new housing, the enhancement of existing housing, and the diversification of housing choices.

- H-1.2 Ensure that necessary support services (sewer, water, drainage, and streets) are provided at appropriate locations in advance of anticipated residential development.
- H-1.3 Promote the development of non traditional housing types, such as apartments, townhomes, and smaller single-family detached homes for empty nesters and smaller households that may desire smaller units and perhaps less maintenance.
- H-1.4 Support provision of housing types and services that encourage independent living for elderly people. Such housing types and services include apartments, townhomes, and cooperatives, as well as accessory apartments, shared housing, and personal care homes.
- H-1.5 Support a balanced supply of both owner-occupied housing and rental housing.
- H-1.6 Support the development of new higher density multiple-family housing in locations with convenient access to basic services, including stores, restaurants, community services, and parks.
- H-1.7 Support the development of additional housing in and near downtown so residents are close to retail, services and amenities.
- H-1.8 Encourage the adaptive reuse of existing buildings for housing.
- H-1.9 Prohibit new residential development from encroaching upon vital natural resources such as waterways, wetlands, wooded areas, wetlands, and floodplains.
- H-1.10 Ensure that new residential development within significant wooded areas is designed such that the ecological and aesthetic benefits of the woodlands are preserved.
- H-1.11 Encourage new residential developments to capitalize upon the positive influence of New Richmond's significant natural environment. Designs that are sensitive to the environment will provide quality living areas while also preserving the natural resources.
- H-1.12 Encourage the revitalization in older neighborhoods as attractive living areas. Means to accomplish this include housing rehabilitation, street maintenance and reconstruction, preservation and upgrading of neighborhood facilities (parks, walkways, etc.) and traffic control.
- H-1.13 Support revitalization of historic and traditional New Richmond housing, particularly in the historic downtown New Richmond area, for its historic small town character and identity, and also for the economic benefit of a solid population support base proximate to downtown businesses.
- H-1.14 Assist low and moderate income homeowners to obtain loans and grants from available sources for rehabilitation and updating of housing in New Richmond's older neighborhoods.
- H-1.15 Require plans for new residential areas to provide for the development of complete systems of supporting public facilities (parks, walkways, etc.), and to preserve significant natural amenities. To the extent possible, the creation of unified neighborhoods shall be encouraged.
- H-1.16 Partner with regional, state and federal agencies; nonprofit groups; and the private-sector to provide quality, affordable housing and support elderly remaining in their homes.







# CHAPTER 4. ECONOMIC PROSPERITY (ECONOMIC DEVELOPMENT)

## ISSUES AND OPPORTUNITIES

Drawing from the “Satisfaction Survey” conducted as part of the Existing Conditions analysis, and discussions with the various comprehensive plan committees, the following represents key issues and opportunities concerning Economic Prosperity in New Richmond.

### Need to attract and retain a workforce with needed skills:

The Satisfaction Survey, in particular, identified the broad need to attract a skilled workforce as a key area for improvement in New Richmond. Respondents to the survey also indicated that the community needs to improve the availability of housing for members of the workforce, in order to better attract prospective employees to New Richmond. Furthermore, they indicated that recreation and cultural offerings could be improved, in order to better attract members of the workforce to the community.

### New Richmond Chamber of Commerce:

The New Richmond Area Chamber of Commerce and Visitors Bureau, is a professional organization with a 350 strong membership. The purpose of the Chamber is to enable its members to do TOGETHER what they might not be able to do individually. Our active, vibrant Chamber sends a powerful message to businesses thinking about locating or expanding in New Richmond. The Chamber of Commerce is your community connection to major events that include a litany of networking opportunities, marketing venues, links to local, state and federal government officials, referrals, directory listings, chamber gift certificates, access to weekly e-news updates, special advertising deals, regional collaborative events, and professional development/educational programming, and so much more.

The Chamber believes the effectiveness and success of a Chamber depends on the satisfaction of our members. New Richmond Area Chamber is a non-profit partnership of business and professional people working together towards a common goal. The

### Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



Housing



Economic Development



*New Richmond Mill Pond Fountain*

Chamber is guided by a volunteer board of local business leaders, who are always available to answer questions about membership and New Richmond's business climate. Volunteerism and participation are cornerstones of the Chamber and its members have responded to this call with great enthusiasm.

### Taxes and regulatory environment:

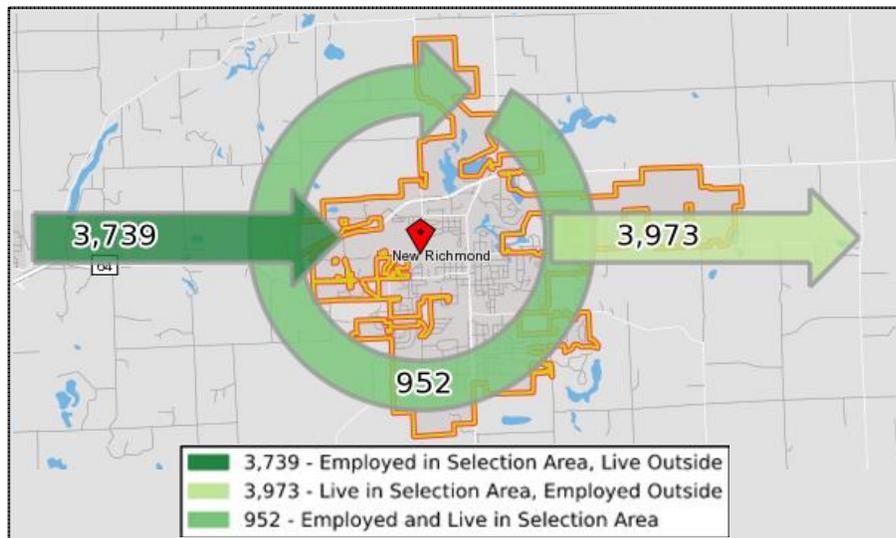
Respondents to the Satisfaction Survey identified the need to improve the tax and regulatory environment as a key area for improvement in New Richmond.

### Downtown and the Northside area (North Knowles):

Participants in the Satisfaction Survey and in the community committees identified the need to improve the business development of the Downtown district and the northside corridor, including improved marketing efforts, as a key economic development strategy.

### Need to Improve the Inflow / Outflow of Employment:

As discussed in the Existing Conditions report, New Richmond currently has a net outflow of people working outside of the City. The economic development strategy will focus in particular on increasing the number of people coming into New Richmond to find work, decreasing the outflow of people working outside of the City, or a combination of both.



Source: Existing Conditions Report (On The Map Census Data - 2014)

## Goals and Vision for Economic Development

Based upon input from the community committees, the following represents the key, overarching Goals for Economic Development in New Richmond.

### Enhance Economic Development Marketing Efforts:

The City and the community will enhance marketing efforts for economic development in the overall New Richmond community, and will also focus efforts on the Downtown area, the STH 64 corridor, and on business parks in the community.

### Expansion of Business Parks / New Business Parks:

The community will work to expand the roster of tenants in the existing business parks in New Richmond and to identify areas for potential new business parks that will help to grow the jobs base in the community and take advantage of the new highway connections to the broader Twin Cities metro area and St. Croix River Valley.

## Ongoing Planning for the Highway 64 Corridor:

The City of New Richmond and various partners in the community will continue to conduct planning and business development efforts for the STH 64 corridor, given its key location in the community and the connections it provides to the Twin Cities metro area. Beyond the completion of the Comprehensive Plan, the City will conduct more detailed planning for particular nodes and sub-areas along STH 64, with the goal of increasing the long term economic development strength of New Richmond.

## A Focus on Technology:

New Richmond will continue efforts to develop as a technology leader in western Wisconsin and the Twin Cities region in order to drive economic development.



# ECONOMIC DEVELOPMENT GOALS AND POLICIES

**Goal: Create an attractive environment for new business ventures that will diversify and grow the tax and employment base.**

» Policies:

- ED-1.1: Develop programs and activities to support and retain existing businesses in New Richmond.
- ED-1.2: Provide assistance for businesses looking to grow, start up, or relocate in New Richmond.
- ED-1.3: Encourage residents and visitors to shop locally.
- ED-1.4: Establish and preserve partnerships with local, regional, and state organizations that support economic development activities.
- ED-1.5: Promote Downtown, the STH 64 corridor, and the northside area as key locations for business development in New Richmond.

**Goal: Attract and develop a quality labor force that meets the needs of the existing labor market and anticipates trends in business and industry.**

» Policies:

- ED-2.1: Collaborate with educational institutions, economic development agencies, and local businesses to provide programs that address industry workforce needs and create career and educational pathways for residents of all ages.
- ED-2.2: Support K-12 educational institutions in pursuit of top quality educational programs and facilities.
- ED-2.3: Invest in amenities including quality housing, parks, trails, and open spaces, as well as community programs and events that contribute to the overall quality of life and attractiveness of the New Richmond community as a place to live.



*Public streetscape improvements*



*Wisconsin Indianhead Technical College*



*Enhance business quality and marketability*



New Richmond Airport



New Richmond Business & Technology Park

## Goal: Encourage attractive commercial and industrial developments

### » Policies:

- ED-3.1: Avoid the disruption of, and reduction of the quality of, nearby residential uses by commercial or industrial land uses.
- ED-3.2: Promote the creation of neighborhood-oriented commercial nodes tied to nearby walkable neighborhoods.
- ED-3.3: Encourage businesses to incorporate green space and other amenities that enhance the quality and marketability of their properties.

## Economic Development Strategies

### ED Strategy-1: Explore business development strategies to attract, retain, and grow businesses in New Richmond.

- » Having a diversity of businesses is an important component of a stable and healthy community. While major employers serve as key anchors for the local employment base, a portion of jobs in New Richmond are tied to smaller companies, including some that employ only a handful of employees. Ongoing business development efforts in New Richmond will focus on encouraging the creation of small businesses, attracting a variety of employers, bolster technology, and developing a variety of local-serving shopping, dining, and retail services. Potential economic development initiatives may include the following:
  - Working with local, regional, and state economic development entities to develop shared and coordinated strategies for business attraction in New Richmond.
  - Developing technology, services, facilities, and infrastructure to support start-up companies, entrepreneurs, and individuals who work remotely. Examples of these ideas may include the following:
    - Small business incubators (targeting new companies, restaurants or food processing, etc.)
    - Entrepreneurial support spaces such as co-working and meeting spaces
    - Providing strong cellular coverage and WiFi or broadband internet
- » Initiate further discussions and strategic planning with economic development groups. These discussions should focus on ensuring maximum efficiencies and collaborations between these organizations in order to support business development strategies for New Richmond.
- » Maintain strong working relationships with local businesses through direct outreach to understand their needs, identify opportunities for growth, and tap into their expertise. For example, members of local economic development organizations could meet with businesses on a regular basis to hear about their concerns, understand their needs and plans for growth, and to listen to the ideas of local business owners and managers for the community's overall economic growth.
- » Educating businesses and entrepreneurs about the type and use of available municipal, regional, state, and federal economic development incentive programs.
- » Target public assistance to businesses that choose to locate or expand in the downtown area, along North Knowles Avenue, the STH 64 corridor or the New Richmond Business Tech Park.

- » Create programs to encourage residents, employees, and visitors to patronize local businesses.
- » Partner with WITC and local businesses to develop training programs for local businesses and entrepreneurs.

**ED Strategy – 2: Cultivate a local workforce to expand job opportunities and meet the needs of the business community**

The City will help enhance opportunities for individuals in the community to expand their career and employment prospects by fostering partnerships and working collaborative with local educational institutions such as the High School or WITC as well as local and regional business partners. Ongoing efforts include STEM and trade classes offered at the New Richmond High School. These efforts will help local businesses develop and maintain work forces that serve the needs of business, now and in the future. Potential action steps may include the following:

- » Partnering with WITC and the University of Wisconsin Extension to expand post-secondary and continuing education programs for residents of all ages, in order to increase their earning potential and fill in gaps in their educational knowledge.
- » Partnering with WITC and the University of Wisconsin Extension to provide customized training opportunities tailored to local businesses and business groups.
- » Creating a program to match students with local businesses for internships, mentorships, and shadowing opportunities.
- » Exploring workforce development grant opportunities and educational partnerships through regional and state economic development entities.



*WITC Commons Area*



*Downtown New Richmond*

**ED Strategy – 3: Encourage the growth of tourism in New Richmond through the development of unique services, attractions, and amenities**

Ongoing investments in Downtown New Richmond, the local parks, and various school facilities have laid the foundation for the growth of visitation to and tourism in the community. Future tourism strategies should build on existing assets in the community, diversify the range of tourism offerings for visitors, and provide unique experiences and attractions for visitors.

Potential initiatives may include the following:

- » Promoting niche industries or opportunities for tourism in New Richmond, including historic and cultural tourism, outdoor recreation, and marketing various venues in New Richmond for meetings, retreats, and conferences.
- » Leveraging partnerships with regional arts and cultural institutions to bring new programming and exhibits to local venues such as the Old Gem Theater or the New Richmond Area Centre.
- » Marketing New Richmond as a weekend getaway destination for residents from the Twin Cities and other parts of western Wisconsin.
- » Continuing downtown revitalization efforts





# CHAPTER 5. QUALITY OF LIFE

## (PARKS, TRAILS, & RECREATION)

### NEW RICHMOND PARK TYPES: EXISTING AND PROPOSED

New Richmond maintains several types of parks that complement each other and serve residents with varying outdoor experiences. Table 5-1 New Richmond Park Types identifies park types in the City, along with the number and names of existing and proposed parks.

### NATIONAL RECREATION AND PARKS ASSOCIATION (NRPA) METRICS

#### NRPA Metrics and Forecasts

NRPA Park Metrics are the most comprehensive source of data standards and insights for park and recreation agencies. This suite of tools allows park and recreation agencies to build customized reports that allow for comparisons with peer agencies.

The typical park and recreation agency offers one park for every 2,266 residents served, with 9.6 acres of parkland per 1,000 residents. But park and recreation agencies are as diverse as the communities that they serve, and what works well for one agency may not be best for your agency.

The NRPA collects data regarding acreage and facilities for public park systems around the county. They group this data according to population ranges. New Richmond falls within the smallest population group – under 20,000 residents. Table 5-2 NRPA Metrics & Forecasts highlights:

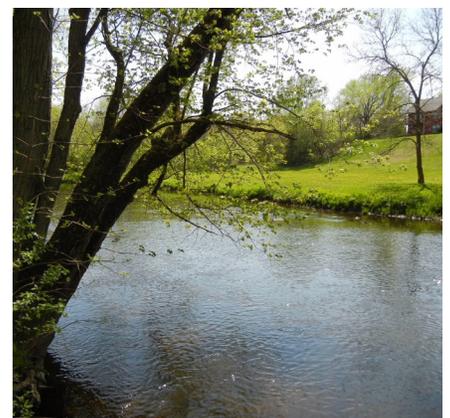
- » NRPA Standards / Typical Situation based on jurisdictions under 20,000 residents
- » New Richmond exceeds the typical in most categories

#### Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



Agricultural, Natural, & Cultural Resources



*Willow River near the New Richmond Nature Center*

Table 5-1. New Richmond Park Types

Park Type	Ex. Qty (2017)	Park Names	Proposed New (2018-2040)	Typical Size	Service Area	Features
Community Park	5	Citizen's Field; Glover; Hatfield; Mary; Paperjack	1 – Signature Park Downtown	over 10 acres	community-wide	athletic fields, open spaces, trails, shelters, boat ramp, restrooms, play equipment
Neighborhood Park	6	Cherokee; Greaton; Hemenway; Monette; North Side; Woodland Creek	4 – along Otter Way, eastern part of city (Fox Run); West Richmond Way & Co Rd A, southwestern part of city; NW of NR Golf Club in HDR area; Whispering Prairie development	under 10 acres	residential neighborhood	play equipment, basketball court, open area, baseball diamond
Special Use Facility	5	Dog Park; Hatfield Campground; Sport Center; Skate Park; Golf Course		varies	community-wide	hockey, camping, golf
Natural Areas	5	Nature Center; Paperjack Greenway; Doar Prairie; Greenway West; Pine Bluff	1 – south of E 11th St, wetland area	varies	community-wide	natural resources, trails, preserves, buffer landscaping, passive recreation
Regional Park	1	Freedom			beyond the community	large natural areas and trail, shelters, athletic fields, sand volleyball
Linear Park	6	Cyclone Memorial; LG Peterson; MaRita; Ted McCabe; Victoria; Mill Pond		varies, typically narrow corridor	neighborhood	trails
<b>TOTAL</b>	28		6 new parks			
<b>2040 TOTAL</b>	34 parks					

Table 5-2. NRPA Metrics & Forecasts

Facility	Typical (based on jurisdictions with population less than 20,000)	NRPA Metrics Range (for jurisdictions under 20,000)	New Richmond	Current Facilities (pop. 8,821 in 2015)	Analysis
Parks	1 per 1,331 residents	787 -2146 residents per park	15 parks (includes Community, Neighborhood, Natural Areas, and Regional)	1 park per 588 residents	New Richmond has more than double the number of parks per capita than similar sized communities nationally.
Acres of Parkland	10.5 Acres per 1,000 residents	4.4 -18.1 acres per 1,000 residents	217 acres (Ex. Cond. Report)	24 ac. Per 1,000 residents	New Richmond has more than twice the amount of park acreage per capita than similar sized communities nationally.

Table 5-3. NRPA Standards & New Richmond Metrics

Facility	Typical National (based on jurisdictions with population less than 20,000)	New Richmond	Current Facilities in New Richmond (pop. 8,821 in 2015)
Parks	1 per 1,331 residents	28 parks	1 park per 352 residents
Acres of Parkland	10.5 Acres per 1,000 residents	217 acres (Ex. Cond. Report)	24 acres per 1,000 residents
Playgrounds	1 playground per 2,258 residents	6	1 per 1,470 residents
Diamond Fields (youth)	1 field per 3,167 residents	11	1 per 801 residents
Rectangular Fields (Soccer, Football)	1 field per 3,250 residents	4	1 per 2,205 residents
Tennis	Not listed	1	1 per 8,821 residents
Basketball Courts	1 court per 3,850 residents	4	1 court per 2,205 residents
Indoor Ice Rink	1 per 7,500 residents	1	-
Indoor Gyms (Full Size)	1 gym per 9,162 residents	1 (partnership)	1 per 8,821 residents
Recreation center	1 per 9,250 residents	1 (partnership)	1 per 8,821 residents
Community Center	1 per 10,500 residents	-	-
Indoor track	1 per 17,500 residents	-	-
Fitness center	1 per 9,660 residents	1 (partnership)	1 per 8,821 residents

Data Sources: NRPA, New Richmond Existing Conditions Report-Existing Parks and Trails Conditions chapter



# GUIDANCE FROM PREVIOUS PLANS

## St. Croix County Bicycle and Pedestrian Plan (May 2017)

This plan identifies building a paved trail along the rail corridor through New Richmond. The current Rail Bridge Trail comes into New Richmond from the southwest along the former rail corridor and ends at W 6th Street. The trail system picks up again at the Doughboy Trail, and continues northward with designated on-street bike lanes on Pierce Avenue, N Dakota Ave, and W North Shore Drive, where an off-street trail tunnels under STH 64 to bring users to Hatfield and Freedom Parks. The future plan involves continuing the trail through a combination of sidewalks, on-road bike lanes, and dedicated paved trail to connect downtown and continue to northeast New Richmond. This plan also identifies a future paved trail along South Knowles Ave/STH 65 connecting New Richmond to areas south of the community.

## City of New Richmond Park System Plan (April 2018)

This plan inventories each park in the city and identifies specific opportunities for improvements within each park. This plan is reviewed and updated annually. Many of the opportunities include minor improvements, such as replacing play equipment and adding picnic tables. Overall, the opportunities can be summarized as follows:

- » Replace outdated and damaged play equipment throughout the system
- » Add picnic tables, trees, landscaping, fencing, play equipment, public art, signage, etc., to various parks throughout the system
- » Build trails to fill gaps in connectivity
- » Add loop trails to parks
- » Continue to maintain existing planted areas
- » Several parks list significant opportunities for improvements: Freedom Park, Glover Park, Groaton Park, Hatfield Park, Mary Park, Nature Center, Paperjack Park, Woodland Creek Park. These parks may be in need of individual master plans to identify and prioritize improvements within them.

## City of New Richmond Bicycle & Pedestrian Master Plan (2018)

An analysis of the city's bicycle and pedestrian facilities includes an inventory of paved trails, signed bike routes, nature trails, street shoulders, and sidewalks. The recommendations of the plan fall within five categories: Education, Encouragement, Engineering, Enforcement, and Evaluation. The recommendations include providing classes, awareness campaigns, signage, bike facilities (i.e. bike racks), trail construction to fill gaps, traffic calming, collaboration with other agencies, key intersection improvements, data gathering, and annual updates of the Plan.

## New Richmond Recreation Planning (January 2017)

Four community organizations – the City, the New Richmond Area School District, the Community Foundation, and the New Richmond Area Centre – jointly developed a plan for the future of recreation offerings and facilities in New Richmond. An in-depth community engagement process involving a community-wide survey, stakeholder interviews, and focus groups, helped inform the recommendations. A summary of the input findings follows:

There were consistent themes that emerged from the input. In general there is a high level of satisfaction with recreation opportunities in New Richmond but audiences expressed a desire to see the four organizations and other providers work more closely together to streamline processes, reduce duplication, increase communication and clarify roles and responsibilities.

The research confirmed that the City, School District and The Centre all have strengths and weaknesses. Some of the perceptions of these entities are based on past grievances, misunderstandings, suspicions, etc. Some are based on a natural fear of change. Regardless, stakeholders agree that the concept of the three organizations (plus the Foundation in a non-operating role) working more closely together to plan and manage recreation would be an advantage to the community. The three together have the opportunity to establish themselves as the central resource for recreation where none of the three on their own would have the credibility or the capacity to do so.

While walking and biking trails are highly valued amenities, research showed that there is also unmet demand for a wide range of additional activities including water (pool, splashpad, waterpark), gymnastics, field house with indoor field and walking, among many others. There is also strong support for replacement of the aging hockey facility. The community, both township and city residents, appear ready to support prudent, new investments in recreation in the future as they see the partners demonstrate their ability to jointly plan and manage existing recreation offerings.



# NEW RICHMOND TRAIL TYPES

Table 5-4. New Richmond Trail Types

Trail Type	Ex. Qty (2017)	Design/Location	Service Area/Population	Typical Purpose/Features
Paved Trail	14.7 miles	within road rights-of way, bituminous, 8-10 feet wide; continuous, smooth surface	part of loop routes or serves commuting bicyclists and pedestrians; could also be in trail-only corridors and easements to provide off-road experience; serves pedestrians and bicyclists	Ideal for destination trail in repurposed rail corridor or natural corridor, can include trailheads with parking, signage, benches, etc. Should be part of a connected system. Serve as “arterial” facility
Sidewalk/Trail Connector	23 miles	concrete, 5 feet wide	serves local residents in neighborhoods, families with young children, dog walkers	Provide local pedestrians safe walking area. Serve as “local” facility
Nature Trail	2 miles	Hard packed dirt or mowed surface, within a natural corridor, width varies	serves as destination trail for leisure linear recreation, serves all ages; not always accessible	Access to natural areas; leisurely walking/strolling
Striped Bike Lanes	1.5 mile	On existing vehicular streets, pavement is marked for bike-only use, typically 5 feet wide lanes	Serves bicyclists for commuting and leisure purposes	Provide connections where off-street trails aren’t feasible; delineate areas to be separate bike/ motorist traffic
Future Trail	7.6 miles			



# NEW RICHMOND PARKS AND OPEN SPACE

## Neighborhood Parks

Six existing neighborhood parks provide recreation facilities for local residents: Cherokee, Greaton, Hemenway, Monette, North Side, Woodland Creek. The parks range in size from around one acre to almost 15 acres. Typical amenities in New Richmond’s neighborhood parks are: open space/field, basketball court, baseball/softball field, play equipment, picnic shelter and tables, and trails.

The current trend for neighborhood parks is to provide high quality, unique play equipment, some of which feature natural-themed equipment, such as logs and boulders for climbing. Other trends include paved loop trails within parks, native landscaping and gardens.



Example River Walk and seating



Community race

## Community Parks & Special Use Facilities

Community Parks and Special Use Facilities serve the entire community by providing spaces for community-wide events and festivals, athletic fields and complexes, and unique facilities, such as the Skate Park. The typical size of a community park varies, and is based on the intended use. The following community parks in New Richmond range in size from 1.5 acres to over 16 acres: Citizen’s Field, Glover, Hatfield, Mary, and Paperjack. Special Use Facilities include the Dog Park, Hatfield Campground, Sport Center, Skate Park, and the Golf Course.

In recent years, community parks around the nation have been focused on place-making, or the idea that certain facilities and amenities can create the opportunity for iconic and memorable events to take place. Amphitheaters/bandshells, interactive fountains or splash pads, architecturally-unique pavilions, signature park cafes, destination trails and overlooks, are all amenities that can be a part of place-making in parks.



Winter sledding

## Regional Parks

Freedom Park is the City’s only regional park, with over 100 acres of parkland. The park contains athletic fields, parking areas, a paved trail, Hatfield Lake views, and undeveloped open space.

Regional parks are meant to serve regional populations, several cities, a county, or several counties. Regional parks typically include large tracts of open space, around 100 acres or more. The planning trend in the Midwest is for regional parks to focus on natural resources, through preserving existing natural resources, conserving undeveloped open areas, and restoring natural landscapes. Trails, natural surface and paved, are also very popular in regional parks.

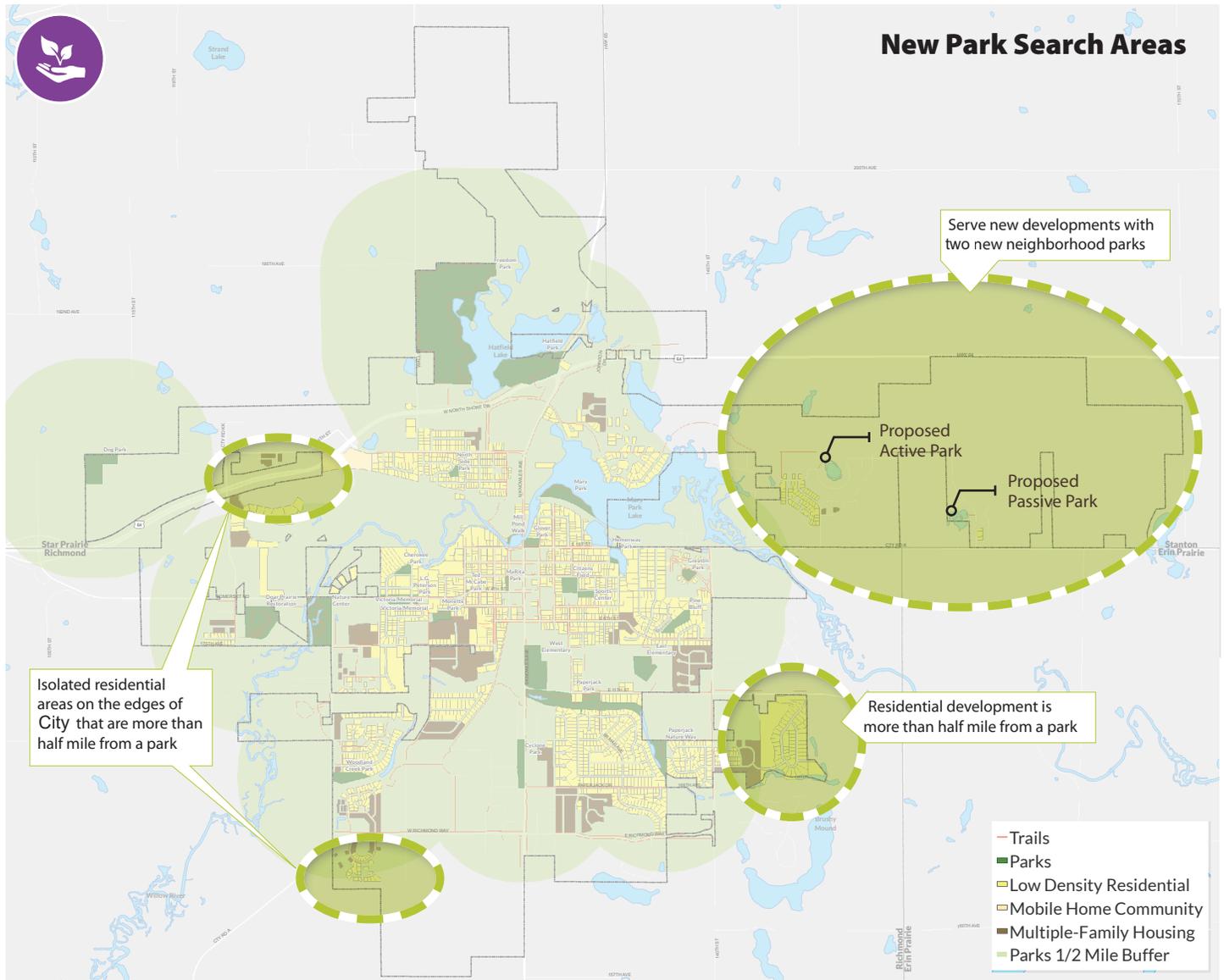
## Natural Areas

Five existing city-owned natural areas, the Nature Center, Paperjack Greenway, Doar Prairie, Greenway West, and Pine Bluff, provide access to conserved natural areas in the city. These areas range in size from a few acres to 20 acres. They provide passive recreation areas, including trails through woodlands and prairies, and preservation of natural landscapes.



Softball

Figure 5-1. New Park Search Areas



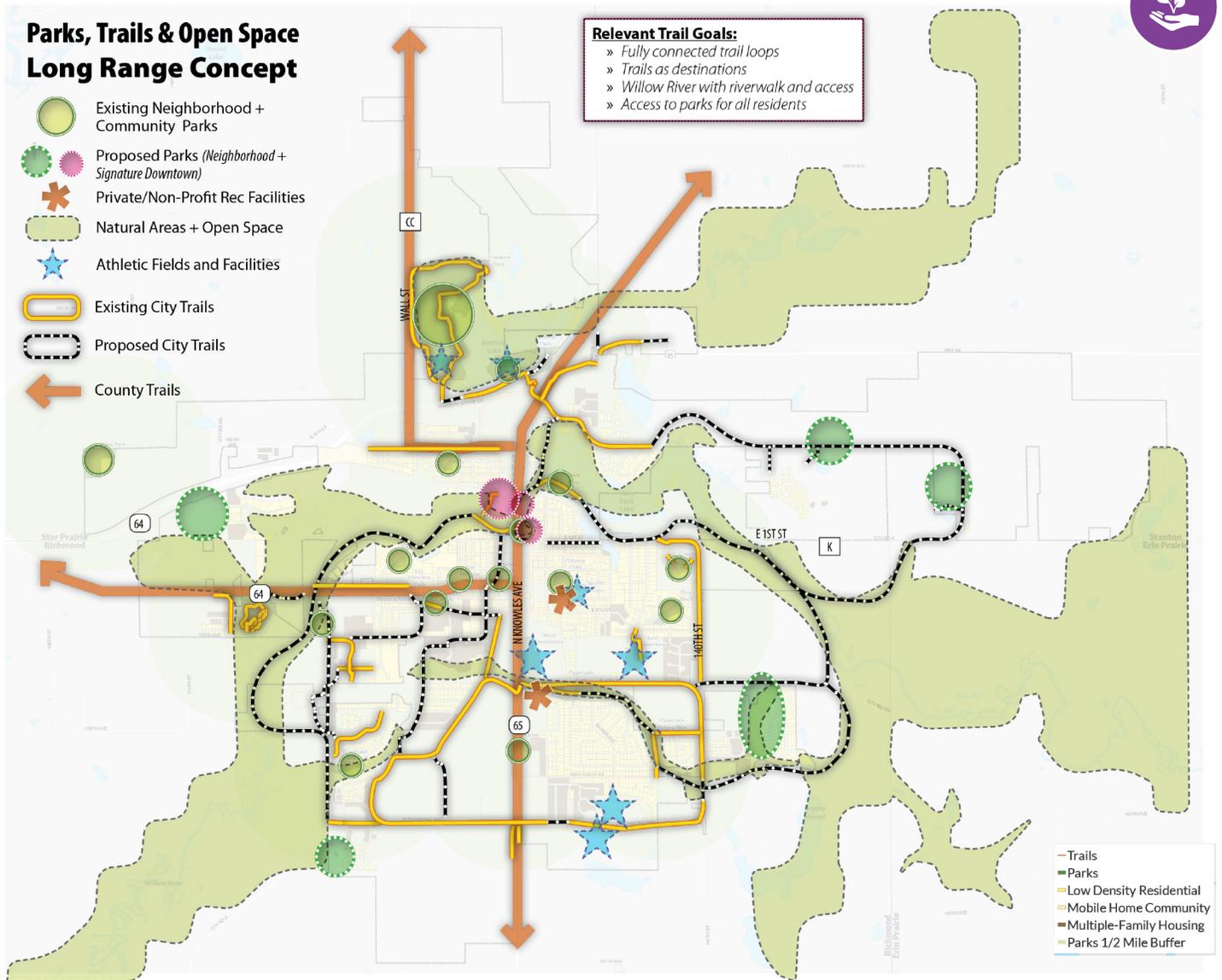
## NEW PARK SEARCH AREAS

Whispering Prairie and Fox Run are two recently developed residential areas located on the eastern edge of the City, and they are located more than a half mile from existing park facilities. To reach the nearest City park, Greaton Park, residents in these developments are required to walk along and cross Co Rd K, which is a busy two lane highway. It is recommended that one or two new neighborhood parks be developed within or adjacent to these neighborhoods to provide park space within safe walking distance of the residents. The new park(s) should consider including typical neighborhood park facilities and amenities: play equipment, open space for free play, loop walking trail, trees and/or native planting areas, sport courts (basketball, tennis, pickleball, etc.), a small picnic shelter, and benches. This area is the highest priority area in the City, as it has the most residents that are without access to existing parks.

### New Park Search Goals

- » Parks within half mile of all residents
- » Serve isolated residential areas
- » Serve new development areas

Figure 5-2. Potential Park Project Locations



## Potential Project Locations

- » Locations Selected by CAP Committee Groups

Peninsula Heights is a residential area that sits north of the Paperjack Creek. These homes are surrounded by wetlands and waterways and are more than a half mile from an existing park. As the City continues to develop in this area, it is recommended that the City consider acquiring open space land or natural areas to create an open space/natural area park or a neighborhood park to serve the existing residents.

There are two small areas on the western edge of the City that are more than a half mile from existing park facilities. In the north-west part of the City, along STH 64, recent residential development is isolated from existing parks by busy roadways. As the City continues to develop in this area, it should consider acquiring land for a small neighborhood park and/or improving trail connections to existing nearby parks, such as Freedom Park and Northside Park. In the southwest part of the City, south of West Richmond Way and east of CTH A, a small number of residential properties are located more than a half mile from the nearest City park, Woodland Creek Park. As the City continues to develop in this area, it should consider acquiring open space land for a new neighborhood park to serve new and existing residents. These new parks should also connect to Woodland Creek Park via the new trail along CTH A. A proposed future parks map can be seen above in Figure 5-2.



# PARKS & TRAILS SYSTEM GOALS AND POLICIES

**Goal: The City of New Richmond will provide basic park and recreation services to its residents for daily outdoor leisure activities.**

» Policies:

- PT-1.1 Neighborhood parks are the basic building block of the park system. They provide accessible, outdoor spaces for daily recreation for children, families, adults, and seniors. Play equipment, sport courts, open space, and trail loops provide places for individual and group play. Build new neighborhood parks to serve the residents on edges of the community that are more than ¼ mile from an existing park. Add one or two new neighborhood parks in the eastern developments.
- PT-1.2 Indoor and outdoor facilities for athletic events are provided by the City and associated organizations. These facilities are used by athletic organizations, school groups, non-profit groups, and informal recreation participants. Work with the New Richmond Recreation Partnership to implement plans for new and improved athletic facilities.
- PT-1.3 Trail loops can be made up of paved trails, natural surface trails, sidewalks, bike lanes, and street shoulders. Trail running, walking, and biking are very popular activities that can be performed individually or with a group. Trail facilities provide routes for commuting, leisure recreation, exercise, and group run/walk events. Construct planned trails outlined in the Bicycle and Pedestrian Master Plan and shown on the New Richmond 2040 Parks and Trails Concept.

**Goal: Preserve large tracts of natural areas (10+ acres) including woodlands, wetlands, prairies, and other landscapes that add to the aesthetic character of the “City Beautiful,” provide pleasant green views, and places to walk and enjoy nature.**

» Policies:

- PT-2.1 The City works to acquire and preserve natural areas and corridors as opportunities arise. Continue to acquire and provide access to natural areas (including forests, wetlands, and prairies) to provide additional natural area corridors and connect existing natural areas to one another.

**Goal: The City will continue to maintain, improve, and enhance the existing system of parks and trails as necessary.**

» Policies:

- PT-3.1 Prioritize and implement recommendations outlined in the 2018 Park System Plan.
- PT-3.2 Develop a standard set of amenities (benches, picnic tables, lighting, paths, landscaping, etc.) that sets the framework for neighborhood parks and trails in New Richmond.
- PT-3.3 Create a Playground Replacement Plan. Add amenities in existing parks – benches, trash cans, picnic tables. Identify a list and priority based on the 2018 Park System Plan recommendations.



Potential Willow River water sport activities



Interpretive park signage



Interactive park elements



Nature based play equipment



Potential Bridge connection



Glow in the dark ped/bike path



Boardwalk trail through wetland

- PT-3.4 Use master planning as a common tool to establish priorities, phasing, and programming for park redevelopment. Develop master plans for Mary Park, Glover Park, Freedom Park, Greaton Park, Hatfield Park, Nature Center, Paperjack Park, and Woodland Creek Park.
- PT-3.5 Build at least one new playground in the City to be ADA accessible.
- PT-3.6 Enhance landscaping in parks and along trails with a consistent palette of plants and utilize best practices, including native plants, orchards, and pollinators. Identify priority areas for landscape enhancement.
- PT-3.7 Support the Willow River Water Trail initiative that began in 2016 to promote canoeing and kayaking on the Willow River. Implement boat ramp reconstruction at Mary Park in 2019.

**Goal: The City of New Richmond will plan for and implement new signature park and trail features that characterize the community, can be used as marketing elements to attract residents and visitors to the community, and are uniquely identifiable to the general public.**

» Policies:

- PT-4.1 The Willow River is a unique natural feature that defines the community. The river and adjacent natural corridor should be preserved and improved for public use. When opportunities arise, acquire land and easements within the Willow River corridor to improve access to the river, improve views, and create trails.
- PT-4.2 Design and implement a “community destination” on the Willow River – a potential public/private partnership with food services, unique recreation (such as indoor climbing), and river access.
- PT-4.3 Plan for a signature indoor/outdoor event space or park in the downtown. The signature downtown park should provide an iconic space for community-wide events and local gatherings, such as winter ice skating and tree lighting, summer concerts, arts events, and festivals. Potential program ideas could include:
  - \* Refrigerated ice rink / pleasure skating loop
  - \* Willow River destination trail / Riverwalk access
  - \* Downtown event space and central park – amphitheater, splash pad/interactive fountain, plaza with cultural and historical interpretation
- PT-4.4 New Richmond should provide destination-worthy trails within the community, trails that connect to regional trails outside the community, and trails within significant natural resource corridors, such as along the Willow River.
- PT-4.5 Construct high quality trails that connect to regional trails, provide loops of significant distances within the community, and provide access to natural resources.
- PT-4.6 Complete gaps in existing trail systems within the community.
- PT-4.7 Parks and trails in New Richmond provide interpretation and preservation of historic and cultural resources where opportunities exist. Work with local historians to collect stories and sites that are valuable to the history and culture of the area.

- PT-4.8 As opportunities arise, construct signage and interpretive elements within parks and along trails that inform and educate local residents and visitors regarding cultural and historical resources and stories.
- PT-4.9 Work with community members to include unique features and facilities in neighborhood parks that cater to young and old residents. This could include a large paved raceway concept for young children with bicycles/ scooters.

**Goal: The City of New Richmond will continue to foster partnerships with local businesses, organizations, and community members to enhance and implement the parks and trails system.**

» Policies:

- PT-5.1 Utilize a volunteer program and schedule to supplement the City's parks and trails maintenance programs. Formalize and continue to develop an Adopt-a-Park program.
- PT-5.2 Work with local businesses and private organizations to provide funding, planning, and operations for events and park facilities. Create a working group of interested organizations and businesses to meet quarterly and discuss ideas for ongoing and future events.
- PT-5.3 Work with school groups and athletic associations to determine needs for facilities and potential partnerships on operations and development of existing and new facilities. Work with school leaders and athletic group representatives to create a list of issues and opportunities.



Riverwalk trail



Community park precedent





# CHAPTER 6. COMMUNITY CONNECTIVITY (TRANSPORTATION & MOBILITY)

Ensuring people and goods can move to, through, within and out of New Richmond is important in sustaining its role as a community where people want to live, work and recreate. A community's transportation network is arguably one of the largest components of the public realm. In planning for the future it is important that all modes of transportation are addressed, including streets, sidewalks/trails, railroad, airport and transit.

**Smart Growth Principles**

As required under the Wisconsin's Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:

 Transportation

## ROADWAY NETWORK

### Regional Connections

New Richmond has quality roadway connections to the surrounding region, sitting at the crossroads of STH 64 and STH 65. The City is located approximately 16 miles east of the Minnesota border, where it is directly connected via STH 64 and the recently completed St. Croix River Crossing. New Richmond also lies 12 miles north of Interstate 94. These state highway and interstate connections provide convenient connections for both residents and businesses to adjacent communities, including the Twin Cities of Saint Paul and Minneapolis, Stillwater, Hudson and Menomonie. These two state highways are supplemented by a number of county roads providing good access to other county destinations and centers. County Trunk Highway (CTH) A provides a direct connection to Hudson retail, government, and employment centers. It's also an alternate connection to I-94. CTH C and CTH K provide alternate routes to the major roadways and provide connections to more local destinations such as Star Prairie or Glenwood.



St. Croix Crossing River Crossing (STH 64)



## Local Roadway Patterns

The City's streets follow the generally preferred patterns of the times in which they were developed. Much of the City consists of a grid system which reflects the original town site plat. Streets that were built in the latter half of the 1900s are more curvilinear with longer blocks and fewer access points to the collector streets. The street pattern is also heavily influenced by natural features, such as the Willow River, Paperjack Creek, Hatfield and Mark Park lakes, and surrounding wetland areas. The New Richmond Regional Airport, Canadian Pacific Railroad line, school campuses and large industrial land uses also limit the number of through street connections.

## Functional Classifications

A cornerstone of transportation planning, roadway function classification is the process by which streets and highways are identified and grouped according to the character of the service it is intended to provide. Roadways are placed into categories based on the degree to which they provide access to adjacent land versus providing higher-speed mobility for "through" traffic. The intent is to create a network that distributes traffic from neighborhood streets to collector roadways and ultimately to arterials which connect to the regional system. A balance of all functions of roadways is important to any transportation network. As shown in Figure 6-1 Proposed Functional Classification, there are six functional roadway classifications:



### Principal Arterial- Expressway

Principal Arterials – Expressway are intended to connect urban centers and major business centers with one another and provide regional and inter-city traffic movement. They are generally part of a state-wide or regional system. They have the highest capacity to carry traffic and design standards. Access is restricted to major public streets and no property access is permitted. In New Richmond, the Principal Arterials – Expressway include STH 64.

### Principal Arterial

Principal Arterials are intended to connect the City of New Richmond to other communities in the region. Generally the intent is to have a high level of mobility on principal arterials and a low number of access points. In New Richmond, the Principal Arterials are STH 65, County Road A and G, and Business Highway 64.

### Minor Arterial

Minor Arterials are the third highest classification in the roadway functional classification system. Minor Arterials are generally more local in nature but emphasize mobility over access. Minor Arterials connect cities with adjacent communities and to Principal Arterials. Major businesses, industries, and other traffic generators are often located along these roadway corridors. New Richmond's minor arterials consist of portions of CTH K, CTH CC, CTH G, 100th Street, 118th Street, 140th Street, 160th Street, 170th Street, 160th Avenue, 185th Avenue, and 210th Avenue.



### Parkway

A Parkway is an overlay classification for Principal Arterials and Minor Arterials. The requirements of the underlying classification should govern. The difference between them is that Parkways include a wide median suitable for landscaping, trails/sidewalks, and they may include on-street parking provided there is enough roadway width.

# Collector Street

Collector streets are intended to collect and distribute traffic from neighborhoods, commercial and employment areas, retail centers, and educational centers. They may connect these areas to one another or with the arterial system.

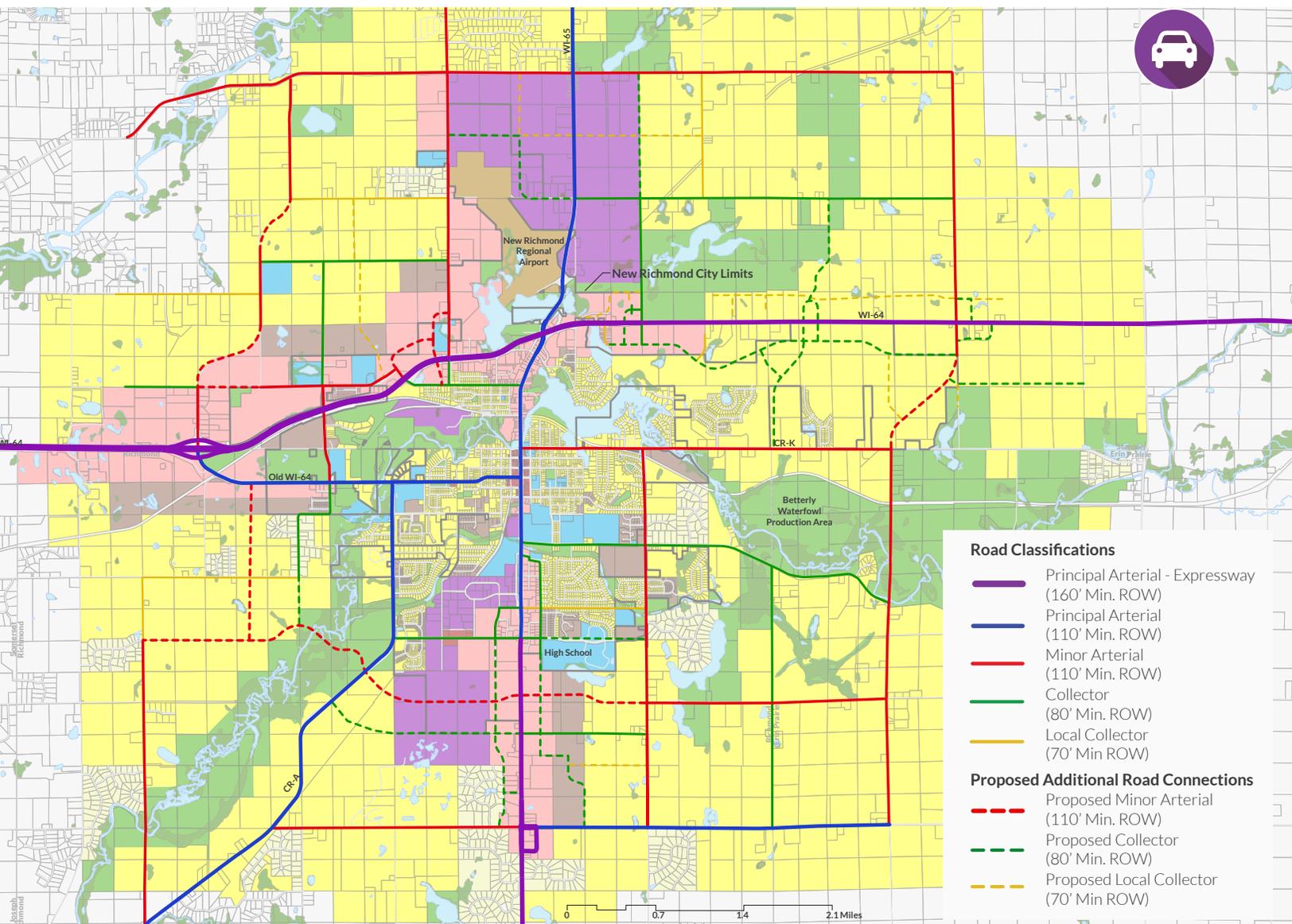
## Local Collector

Local collector streets provide access from private property to collectors and arterials. They are intended to be relatively slower in speed. In addition to providing access to neighborhoods or retail areas, local streets generally accommodate on-street parking needs. All streets not classified in one of the other categories are considered local collector streets.

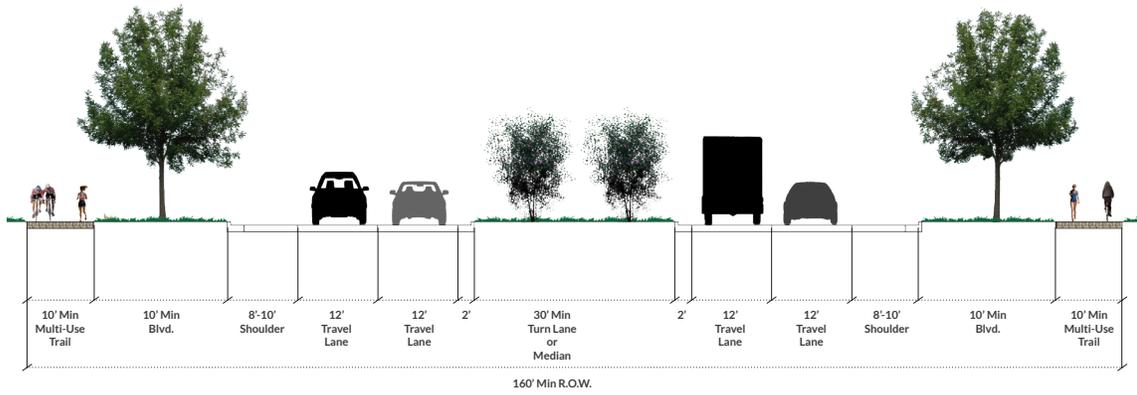
## Changes to Functional Classification

Figure 6-1 identifies some roadways where the functional classification is proposed to be modified and where new roadways are planned. These modifications and proposed roadways are intended to better reflect the intended traffic patterns in the community and accommodate future growth areas. As the City grows it may be necessary to provide additional river crossings to ensure travel efficiency and convenience. Potential development of future business parks will require development of a roadway system to accommodate industrial traffic within the business park and to ensure safe, efficient, and convenient linkages to STH 64 and STH 65. STH 64 intersections should be replaced with “jug handle” interchanges and a system of new frontage streets should be developed along STH 64 west of New Richmond.

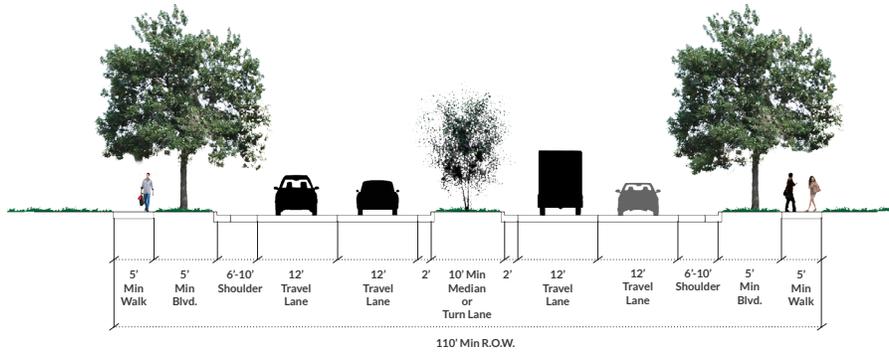
Figure 6-1. Functional Road Classification Map



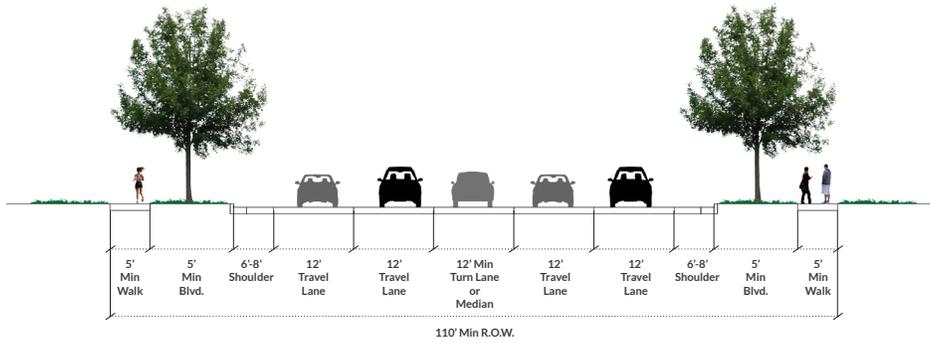
# Roadway Typologies Sections



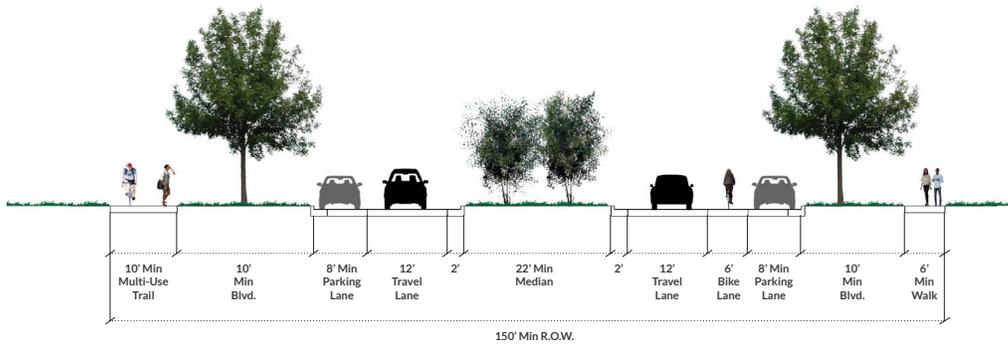
*Principal Arterial - Expressway*



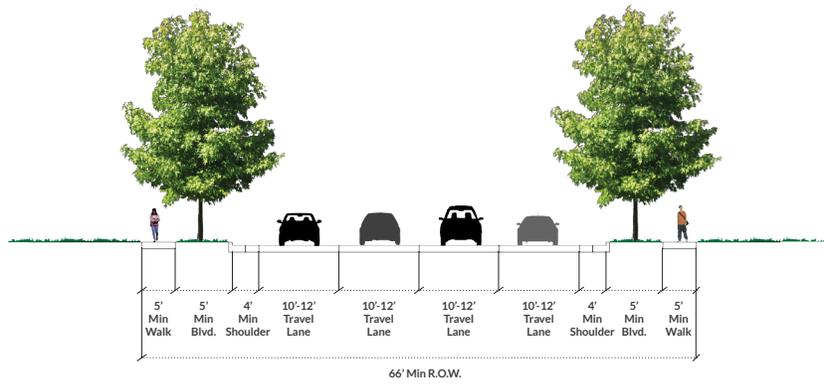
*Principal Arterial*



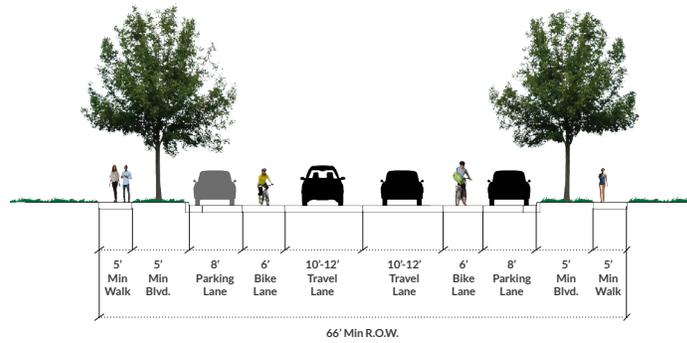
*Minor Arterial*



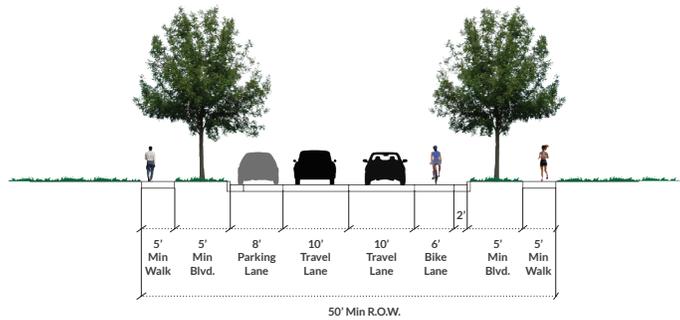
*Parkway*



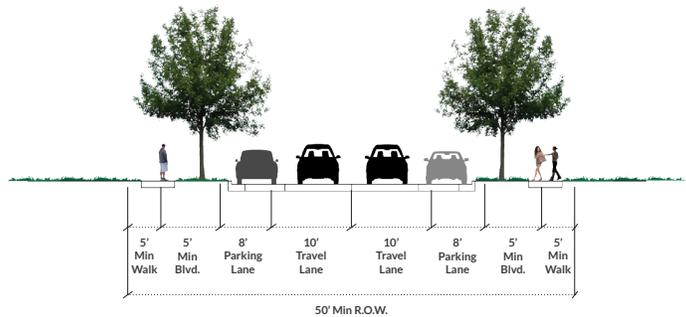
Four Lane Collector



Two Lane Collector With Bike Lanes & On-Street Parking



Local Street With On-Street Parking & Bike Lane



Local Street With On-Street Parking

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## Roadway Precedent Image Typology

### Arterial



### Collector



### Parkway



### Local Street





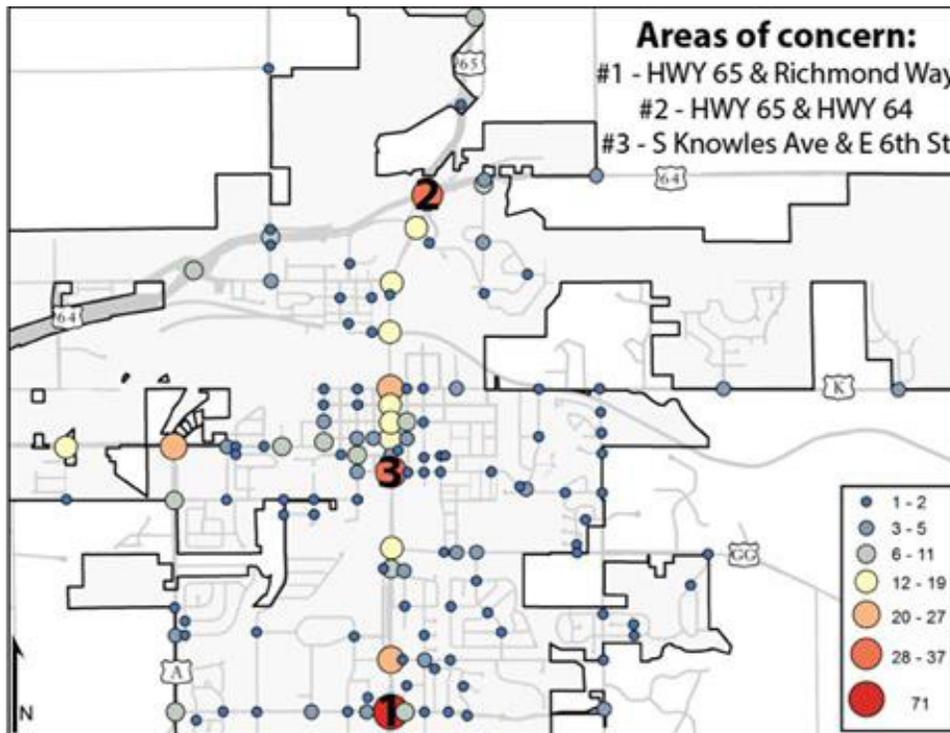
# SYSTEM ANALYSIS

In general, the roadway system is adequately serving the current needs of the community. While many facilities were reaching their capacity in the mid-2000's, the STH 64 bypass seems to have alleviated some of the congestion. Some examples of the larger capacity streets are below:

- » STH 65 (Knowles Avenue) through downtown New Richmond was designed to accommodate 17,250 Average Daily Traffic (ADT). During the mid-2000's, the actual ADT approached 20,000, but has most recently been estimated at approximately 14,000.
- » CTH A on the west side of New Richmond was designed to accommodate approximately 10,000 ADT, and currently sees roughly 5,000 ADT.

While capacity isn't generally an issue on most of the City's streets, there are concerns with safety, as in all communities. The Figure 6-2 illustrates the number of accidents logged by the New Richmond Police Department at each intersection throughout the City. As shown, many of the accidents occur near Knowles Avenue, particularly at the intersections with Richmond Way and STH 65. Both of these intersections are under the WI Department of Transportation's jurisdiction, but the City maintains an active role with DOT in trying to improve safety at these intersections as well as others along STH 65 – a state connecting highway under the City's jurisdiction.

Figure 6-2. New Richmond Police Department Accident Log



Intersection of Knowles Avenue and Richmond Way



Intersection of Knowles Avenue and STH 64



Knowles Avenue North of 1st Street

January 2011 - January 2016 Crash Data

Community input gathered during the comprehensive planning process also highlighted safety concerns along Knowles Avenue, with many of the concerns directed at pedestrian crossings. Steps should be taken to calm traffic and provide safe pedestrian crossings along Knowles Avenue to mitigate safety concerns and reduce crashes along New Richmond's "Main Street".

With this in mind, a more in-depth study should be conducted of the Knowles Avenue corridor that investigates the following issues:

- » North Knowles Ave
  - Three lane versus four lane traffic study
- » North Shore Drive
  - How can the bike/pedestrian crossing be improved at North Shore Drive?
  - Would pedestrian refuge islands or activated crossing signals be of value?
- » John Doar Trail/Riverwalk
  - Can the existing pedestrian crossing between the Willow River and High Street be moved farther south to align with the end of the John Doar History Trail?
  - Would a HAWK (High-Intensity Activated Cross Walk) signal be feasible in this location – creating a condition where vehicular traffic would have a “STOP” signal when pedestrians are crossing
  - Could the signal be incorporated with an aesthetically pleasing structure that would enhance the downtown area and possibly accommodate banners for City events?
- » Downtown Area (1st-6th Streets)
  - Can pedestrian crossings be improved here?
  - Should pedestrian crossings be limited to signalized intersections?
  - Can the W 1st intersection be converted to accommodate all turning movements?
  - What is the best location for an east-west bike facility connection?
  - How can parking be configured on the blocks adjacent to Knowles Avenue to meet current dimensional requirements and/or accommodate bicycles once a location is determined?
  - Can the W 4th Street intersection be improved both aesthetically and to better accommodate turning movements?
  - Can safety be improved at the 6th Street intersection?



## Roadway Improvements

The images above show a trail addition to 140th Street. These improvements were made through a cooperative project in 2017 with City, Town of Richmond, and the Pathway Committee.

Would elimination of one travel lane through the downtown area improve safety?

## PROPOSED IMPROVEMENTS

Planned roadway improvements are primarily related to the proposed expansion of the community. Figure 6-1 identifies where new roads are proposed and what functional classification those streets should have. Additional local roads will be needed as development occurs. While proposed roads are identified, it should be noted that these are general locations that may be adjusted as specific developments are proposed. Design of roads should follow the provisions set forth in the Subdivision Ordinance and reference the Complete Streets Policy. The City should be careful to ensure sufficient right-of-way is dedicated to accommodate proposed roads and any trails if desired. The City, as part of its capital improvement program, intends to continue its annual improvement to maintain a good street system. Improvement schedules are designed annually and updated every year during the budget preparation process.

The City of New Richmond has established an “Official Map” for the transportation system under authority granted to cities, villages and towns in Wis. Statutes 62.23(6). The Official Map follows the transportation system proposed in this Comprehensive Plan.

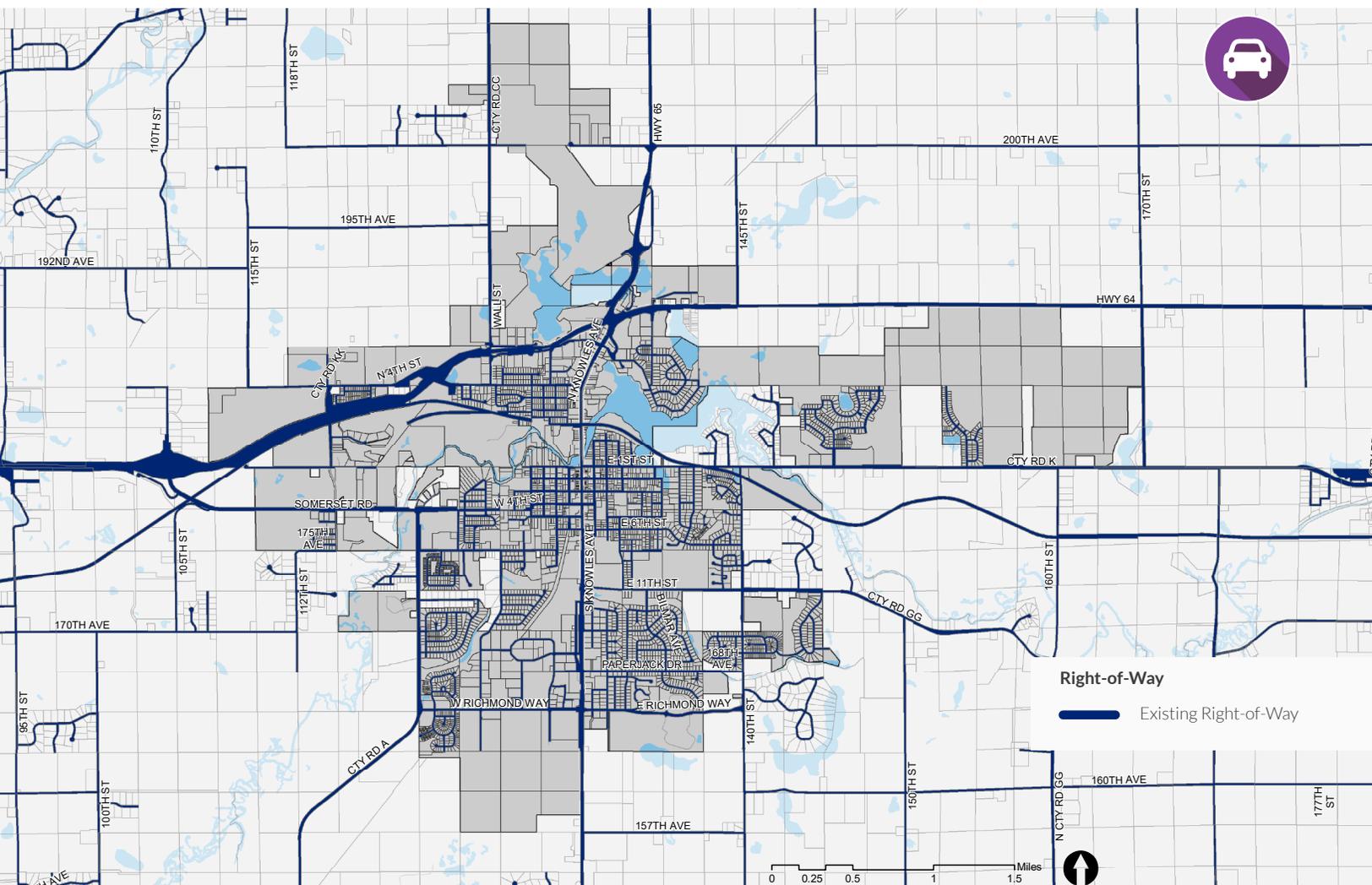
An Official Map can be used to implement recommendations from the Comprehensive Plan. It allows local communities, such as New Richmond, the opportunity to better manage development along a corridor. Developers and land owners understand what is expected in the area of their property from a transportation system standpoint. The future intentions of the system are apparent and development review efforts are reduced.

The City, in August 2007, adopted a resolution which establishes an official map and provides definitions, methods for changes and additions, and methods to obtain building permits and municipal improvements. The Official Map covers all Arterial and Collector streets shown on the Transportation Plan system map within the City corporate limits and in the extraterritorial plat approval area. The right of way widths provided in the Official Map are consistent with the minimum right of way widths described in the definitions and explanations for the Functional Classifications discussed in previous sections. A certified copy of the Official Map is maintained in the City Clerk’s office.

The Official Map establishes right-of-way for the future street system for the New Richmond area (Figure 6-3). The Plan development process included meetings with the surrounding four Towns relative to official mapping of the New Richmond system. The Official Map is another tool for protecting the future transportation corridors in the area, including much of the future system in the surrounding Towns.

An Official Map strengthens the Comprehensive Plan by adding requirements before any building within the future right of way can be constructed and eliminating damages for subsequent acquisition of the property. But an official map also requires adhering to the alignment unless a specific process is followed to modify the alignment, including public meetings in some situations.

Figure 6-3. New Richmond Right-of-Way





## PUBLIC TRANSPORTATION

Public transportation options provide communities with important mobility alternatives, particularly for low income individuals, youths, and senior citizens. Bus transit offers low cost transportation and helps reduce greenhouse gas emissions by reducing the number of single occupant vehicles on the road. The use of buses can also reduce the need for parking.

Most bus trips serve people getting to work or school and routes and bus stops are typically located along busy corridors with greater housing densities and destinations. For public transit to be successful in terms of ridership and finance, the area it serves requires several trip destinations, such as schools, employment centers, shopping areas, and higher density residential neighborhoods. New Richmond's location, a significant distance from the Twin Cities metro, is currently too far to accommodate and sustain a bus service.



Public transportation facilities and services currently provided in New Richmond consist of Running Inc., the New Richmond shared ride taxi service provider, which has been in operation since 2014. Running Inc. has over 20 years of experience as a shared ride provider in Wisconsin and is currently the parent company to over 20 transit companies in the state. Running Inc. is a dial-a-ride service that can accommodate wheelchair riders. Service is provided within five miles of New Richmond and runs 7 days a week. Fares are all \$3 or less. As community growth occurs, expansion of the public transportation system should be revisited. In the near term, the community could also look into carpooling and vanpooling options to provide additional public transit alternatives.



## BICYCLE & PEDESTRIAN SYSTEMS

Trails, sidewalks and bikeways are an important component of the overall transportation system. It is important that a system of connected trails, sidewalks and bikeways is provided to accommodate walking, bicycling and other forms of non-motorized transportation within the community. Connecting residents, commercial areas, schools, public facilities and employment areas with trails, sidewalks and bikeways will continue to be an important component of the overall transportation system, contributing to quality of life and healthy lifestyle choices for New Richmond residents.

The City has recently developed a "Bicycle and Pedestrian Master Plan" (2018) to guide bicycle and pedestrian facilities and services in the community and connections to regional systems. The plan was prepared to serve as a guide and make the City of New Richmond friendlier for bicyclists and pedestrians of all ages and abilities. It provides recommendations for improving existing amenities and offers ideas for future pathways. Key features in the Plan include the following:

- » **Education** – Giving people of all ages and abilities the skills and confidence to ride and walk.
- » **Encouragement** – Creating a strong culture that welcomes and celebrates bicycling and walking
- » **Engineering** – Creating safe and convenient places to walk or bicycle.
- » **Enforcement** – Ensuring safe roads for all users.



- » **Evaluation** – Help decision makers plan, create, implement, and prioritize programs and policies.

In 2017, the City of New Richmond adopted a “Complete Streets” policy that directs future street projects to be designed in a comprehensive manner that addresses concerns such as safety for bicyclists and pedestrians, reducing traffic speeds, improving street lighting, connectivity with existing sidewalks and trails, and ADA standards for accessibility. Three projects have been implemented that have incorporated the complete streets policy: Paperjack Drive, North 4th Street, and North Shore Drive. These projects provide examples of streets and rights of ways designed to enable safe access for all users, regardless of age, ability, or mode of transportation.

As trails are part of the recreation system, this area is also addressed in Chapter 5 – Quality of Life (Parks, Trails, and Recreation).



## RAILROAD

The railroad was one of the contributing factors to the establishment and early growth of New Richmond. It is still an important factor in the transportation system, primarily for freight services.

New Richmond is currently served by the Canadian National Railroad which acquired the Wisconsin Central Railroad line that goes through New Richmond. The line connects the Twin Cities with Chippewa Falls and ultimately with most of Wisconsin. Currently there are as many as eight trains per day through New Richmond.

Given the volume of rail traffic, and the highly developed nature of the land surrounding the railroad within the City of New Richmond, the City is in the process of investigating a “Quiet Zone” that would limit train whistles within City Limits. If the City can meet the railroad’s requirements for this designation, it would be a benefit to existing and future development, particularly residential. Part of the process for implementing a Quiet Zone will include improvements at some of the existing railroad crossings (including 140th Street), primarily for the bike and pedestrian facilities as crossarms are already in place for vehicular traffic.



*Historic Photo of New Richmond Railroad Station*

*Source: University of Wisconsin-River Falls – UW Digital Collections*

According to the Wisconsin Rail Plan 2030, adopted in 2009, freight rail will continue to be an important component of the transportation system in Wisconsin and in New Richmond. That plan projected freight rail tonnage in Wisconsin to grow by 16.3% between 2009 and 2030. In addition, rail is expected to carry about 35% of freight tonnage in Wisconsin in 2030, up from 33% in 2009. Fuel prices could change some of these figures. Without rail service, the number of trucks traveling to and through the New Richmond Area could significantly increase bringing higher shipping costs and traffic congestion.

The City should be active in keeping rail freight options open in the New Richmond Area. The Wisconsin DOT administers assistance programs for railroad preservation and improvements. Land uses, zoning, and ordinances should reflect on the need to provide opportunities for rail freight service to local business and industry. Future industrial developments could include consideration of adding a spur to the existing railroad to facilitate production and hauling of manufactured materials.

While there has been talk in the past about Commuter Rail and Light Rail Transit, it is unlikely that either service will be extended to New Richmond. A recent Twin City Metropolitan Council presentation indicated there would be few future extensions of Light Rail Transit beyond the system currently planned. It did indicate potential demand for transit service from Hudson, but that Light Rail Transit was unlikely.

The West Central Wisconsin Rail Coalition is promoting a privately financed passenger rail service that would go from Eau Claire to Saint Paul's Union Depot. The proposed service would use existing Union Pacific tracks and would have four trips daily each way, with an estimated travel time of 1 hour 20 minutes and a cost of around \$30 per trip one-way.



West Central Wisconsin Rail Passenger Service Proposed Rail

# AIRPORT

The New Richmond Regional Airport was established in 1964 and is owned by the City of New Richmond. A seven member commission oversees the facility, which is home to 200 aircraft ranging from wide body business jets to recreational, sport aircraft. The airport serves a population in excess of 155,000 people in Western Wisconsin / East Metro area of the Twin Cities of Minneapolis and St. Paul.

The airport is also home to eleven specialty aviation businesses, including East Metro Jet Center, which provides fueling, ground support equipment (including deicing), and ground transportation to make visits safe, efficient, and affordable.

The airport's physical facilities include a 5,507 foot primary asphalt runway with precision RNAV approaches, medium intensity runway lights, runway end identifier lights, a precision approach path indicator, and 150 foot blast pads. Additionally, the airport is served by a 2,100 foot crosswind turf runway and access to Hatfield Lake on the south side of the airport for sea planes.

The area surrounding most of the airport is planned for commercial or industrial use. It is expected that the adjacent airport could provide justification for the location of several private businesses in this area. The airport has, and will continue to have, an economic benefit to the New Richmond area. It will provide quick freight movement as well as corporate personnel movement close to numerous businesses.

The airport, with annual operations of almost 45,000 (as take-offs or landings), will be important to the City as a transportation element. The movement of limited amounts of freight will serve as an alternative to ground vehicles. Some vehicle trips may be deferred to air trips but the impact on volumes will be minimal with either a reduction on some parts of the system and an increased volume to the airport.

The City should continue to invest in improvements at the airport, as it has developed a regional business hub. Furthermore, much of the City's investment in the airport is undergirded by funding from WI DOT and the FAA. These organizations can provide funding for up to 95% of many projects planned for the airport. One particular project that has been investigated is the extension of municipal water and sewer to the airport, which should be revisited should the funding sources, potential businesses, and related projects make it feasible.



# TRANSPORTATION GOALS & POLICIES

**Goal: Develop a multi-modal transportation system that will serve the broad range of mobility and access needs of all the City's residents, visitors, businesses and institutions.**

» Policies:

- T-1.1 Ensure that street and sidewalk improvements are on the City's Capital Improvement Program so that both new and old areas in need of improvement are planned for and financed.
- T-1.2 Implement the City's adopted "Complete Streets" policy, ensuring adequate public right-of-way is established for the construction of new roads, sidewalks, bikeways, and trails.



- T-1.3 Manage vehicular access onto major roadways with adequate distances between driveways and intersections, as well as traffic control methods as appropriate.
- T-1.4 Channel major traffic volumes onto collector and arterial roadways so as to minimize motorized traffic from passing through residential areas on local streets or ensure new roads connect logically to the existing transportation system and distribute traffic sufficiently.
- T-1.5 Integrate trail system improvements with roadway and bridge projects to make implementation more cost effective.
- T-1.6 Encourage interconnection of similar land uses to facilitate local through traffic flow, maximize dispersion opportunities, and minimize congestion and safety conflicts
- T-1.7 Require new developments to connect with existing street grid system and layout of adjacent neighborhoods.
- T-1.8 Streets should be designed to enhance the image and experience of pedestrians, bicyclists, and automobiles.
- T-1.9 Identify opportunities for trail corridors that can be located within road ROW which provide more direct connections to popular destination routes used by commuters.
- T-1.10 Support and encourage the use and continued development of the airport.
- T-1.11 Conduct a North Knowles Ave three lane versus four lane traffic Study.

**Goal: The Transportation Plan and the Future Land Use Plan will be compatible in that the transportation system will support traffic from the desired future land uses and future land uses will not overburden segments of the transportation system.**

» **Policies:**

- T-2.1 Traffic volumes generated by the land uses will be compatible with the capacity of the transportation system.
- T-2.2 The transportation system will be jurisdictionally integrated with state, county, city and town systems and plans.
- T-2.3 The identified rights of way needed for the future transportation system will be preserved through official mapping, zoning and/or development approval processes.
- T-2.4 Development proposals will be consistent with both the land use plan (and traffic generation estimates) and the future transportation system capacity and operation.
- T-2.5 Construction of future components of the system will be consistent with the need for that component based on land use traffic generation.
- T-2.6 Construction of future components of the system will consistent with the official Right-of-Way map as adopted by the City. Amendments to the map should be allowed to provide flexibility on individual sites, but the overall components of the map should remain intact.
- T-2.7 Consider construction of a street connection between CTH K and STH 64 on the east side of the City, as shown on the official Right-of-Way map, in the short term, as development continues in this area.

**Goal: The transportation system will efficiently meet the needs and desires of the citizens of New Richmond and the other users of the system.**

» **Policies:**

- T-3.1 The transportation system will provide residents with convenient access to all portions of the City and connections to the regional transportation system.
- T-3.2 The transportation system will be developed and maintained in a cost efficient manner.
- T-3.3 Transportation System Management (TSM) will be incorporated where possible to improve the operation of the system to maximize its effectiveness.
- T-3.4 The system will accommodate commercial traffic generated by industrial and commercial land uses between the land use and the regional transportation system.

**Goal: Safe movement of people and goods is a priority in the planning, design and operation of all segments of the transportation system.**

» Policies:

- T-4.1 A functional classification system will be implemented to provide higher design standards for high volume roads.
- T-4.2 The transportation system will minimize conflicts between vehicles through access control, system layout, street design standards, and intersection spacing.
- T-4.3 Traffic control devices (including signage) and regulations (including speed limits) will be consistent with street purpose, traffic volumes, industry warrants, and engineering judgment.
- T-4.4 Street designs and traffic controls will be consistent throughout the system to enhance driver expectations.

**Goal: The transportation system will minimize environmental disruption both in the layout and design of the facilities.**

» Policies:

- T-5.1 The system will minimize any facility intrusion into an environmentally sensitive area.
- T-5.2 System expansion will use existing rights of way and respect property lines and existing land uses where possible.
- T-5.3 System expansion will respect recreational, historic, cultural, and scenic areas.
- T-5.4 System design will be sensitive to the natural landscape.
- T-5.5 The system will minimize impacts on residential areas through system planning, facility location, access controls, and design.
- T-5.6 Design guidelines will keep impermeable surfaces to a minimum.

**Goal: The transportation system will include and integrate facilities for motor vehicles, pedestrians, bicycles, transit, and other alternative modes of moving people and goods.**

» Policies:

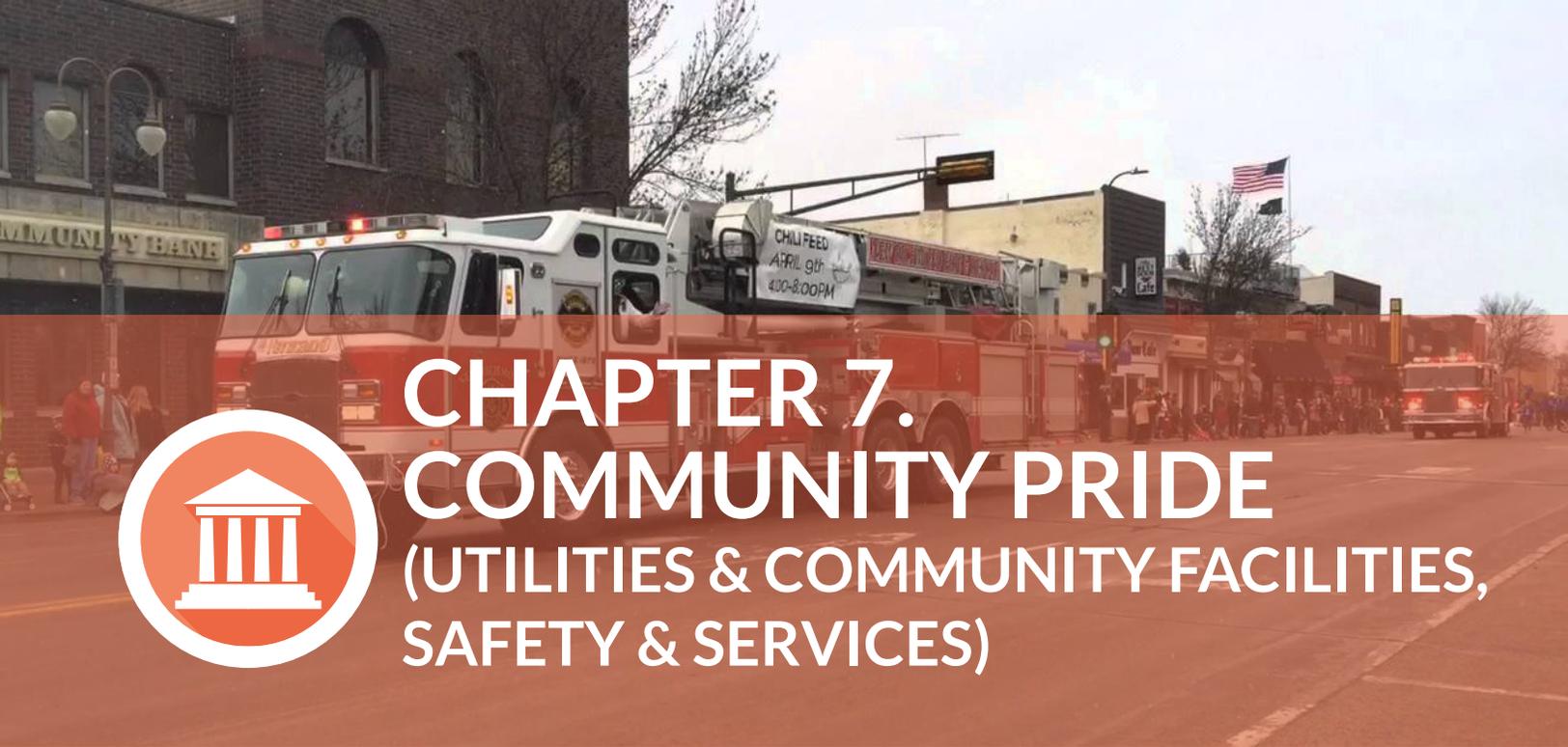
- T-6.1 Pedestrians will be accommodated throughout the system on trails and sidewalks connecting pedestrian origins and destinations.
- T-6.2 Bicycles will be accommodated throughout the system on trails or streets reflecting origins, destinations and use.
- T-6.3 Bicycle and pedestrian travel will be encouraged through development of a safe and convenient system by incorporating amenities for walkers and bikers at destinations.
- T-6.4 The system will provide opportunities for alternate transportation mode use in facility design, such as incorporating park and ride lots near accesses to Principal Arterials, or bicycle parking and storage in commercial areas.

## Safe Routes to School

The City of New Richmond and the New Richmond School District have recently completed a Safe Routes to School Plan.







# CHAPTER 7. COMMUNITY PRIDE (UTILITIES & COMMUNITY FACILITIES, SAFETY & SERVICES)

The Community Pride chapter establishes our desired public facilities and services to 2040, including potable water supply, waste water, storm water, telecommunications, law enforcement, fire protection, civic institutions, and public schools. New Richmond’s quality of life relies on multiple local, regional, and state entities that work in partnership to provide a wide range of public facilities, utilities, and services. These public partners include the municipal government, school district, county and WITC college system. This chapter is also intended to show the intricate web of interrelationships between the various community facilities. The Vision for the Future and Guiding Principles provide the foundation for the Community Pride chapter. This chapter is intended to guide the evolution of our community facilities to maintain and enhance New Richmond’s high quality of life into the future as we revitalize, fill in, and expand our community.

## Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



**Utilities &  
Community  
Facilities**

## COMMUNITY IDENTITY

The City of New Richmond possesses high quality community facilities and many unique community assets that significantly contribute to our community’s quality of life and sense of identity. The City is responsible for providing the community’s water infrastructure systems, including water supply, waste water, and storm water management. These public utility systems are critical to the health, function, protection, and upkeep of the community. Management of and investment in these essential community facilities has major impacts on our community’s quality of life and economy.

As a center for manufacturing, education, recreation, professional and general services, the community offers numerous community assets for its residents as well as the larger region. At the City level, the municipal government is responsible for providing many of the public facilities, utilities and services. The New Richmond School District is an independent local governmental entity that provides specific services that are not addressed by the municipal government. At the state level, our community is home to the Wisconsin Indianhead Technical College campus, which encompasses a number of educational, recreational, and cultural facilities.



# COMMUNITY FACILITIES

New Richmond has a wide range of community facilities that provide essential services for residents, businesses, employees, and visitors, and are important factors in encouraging and guiding land development in the community. Our community facilities are public, semi-public, and private institutions, such as municipal services (administration, police, fire, public works, utilities, and maintenance), City library, community center, chamber of commerce schools, post office, heritage center, hospital, recreation facilities, airport, and churches. Community institutions are those places that are open for public use, where all citizens feel welcome and have a sense of ownership, and are not profit-motivated entities.

New Richmond's existing public and semi-public/private institutions serving the community include the following:



## City Offices

The New Richmond City Office is currently located at 156 East First Street. The City Office building houses City Administration, Community Development, Public Works, Utilities, City Clerk, and other essential municipal functions.

## Fire and Rescue

The City's Fire and Rescue Department is located at 106 South Arch Avenue. The New Richmond Fire and Rescue operates with a full-time Chief, part-time administration assistant, and 39 volunteer/paid-on-call firefighters. The department covers about 150 square miles including ET areas; providing fire prevention, fire suppression, fire inspections, extrication and rescue operations.



## Police Protection

The City's Police Department is currently located at 1443 Campus Drive. The New Richmond Police Department works only within the City except when called by the County Sheriff in special circumstances. The New Richmond Police Department is staffed by sixteen sworn police officers, including the Chief of Police, Lieutenant, and three Patrol sergeants, as well as one full time and part time civilian administrative assistant. Through community partnership and service, the agency's focus is on citizen safety and trust. The surrounding Towns are served by the County Sheriff.

## Ambulance Service

The New Richmond Area Ambulance Service has four ambulances and serve the City as well as the surrounding Towns – an area that covers over 220 square miles. The current ambulance service building was built within the last 5 years.



## New Richmond Public Utilities

New Richmond Utilities provides water and wastewater disposal to properties in the City and electricity to properties in the City as well as adjacent Towns. This not-for-profit organization is owned by the City and supervised by a five-member commission appointed by the City Council. More information about the utility services provided can be found in the Existing Conditions Report.

## New Richmond Public School District

The New Richmond School District encompasses the City plus all of the adjacent Towns and additional territory. There are three elementary schools (Starr, Paperjack,

and Hillside), a middle school (grades 6 through 8), a charter school (St. Mary), and a high school, all located in the southeastern quadrant of the City. More information about public schools can be found in the Existing Conditions Report.

## Wisconsin Indianhead Technical College (WITC)

WITC is a top-ranked technical college serving the northwest region of Wisconsin, with a campus located in New Richmond, just south of downtown along STH 65. The college offers career-focused degree and certificate programs, customized training for businesses and a wide array of personal and career enrichment courses. The New Richmond campus also offers an abundance of recreational and cultural activities.



## Friday Memorial Library

The Carleton A. Friday Memorial Library was dedicated in 1963 and is located at 155 East First Street in Glover Park. The facility is owned by the City and supported by St. Croix County, and to a lesser extent, the surrounding Towns. A children's room, bathrooms, and storage space were added in 1989, increasing the size of the facility to 8,600 square feet. As the New Richmond community continued to grow, a program space study was conducted in 1998 to address further capacity issues. Since then, a variety of options have been explored, including an expansion of the existing facility and the construction of a new facility on a new or existing location. Additional studies and reports over the years have reiterated the need for more space. The City is currently looking at the potential to build a new library near the downtown area.



## The New Richmond Area Centre

The New Richmond Area Centre is a private, membership based facility that provides a wide variety of recreation programming, teams, coaching and wellness instruction for people of all ages without regard for residence. A more complete description is included in the Existing Conditions Report.

## New Richmond Regional Airport

The New Richmond Regional Airport, established by the City in 1964, is the only public airport in St. Croix County. It is overseen by a seven-member commission appointed by the City Council. Air space safety zoning is enforced by the City around the airport and off the ends of the runways. There are approximately 200 aircraft based at the airport, located on the north end of the community.



## Cemetery

The City owns and manages a cemetery located along East 6th Street, which was previously operated by the New Richmond Cemetery Association.

## New Richmond Golf Club

The New Richmond Golf Club has 18- and 9-hole courses located along the Willow River in the western part of the community. This publicly-owned facility, see page 5-6, is privately operated and open to all, with lower fees for City residents.

## Sports Center

The New Richmond Hockey Association organizes teams and coaching for boys and girls throughout the area using an indoor rink owned by the City on Sports Center Road, near The Centre.



## WATER SYSTEM

Water is a necessity in many ways. Making sure there is adequate water for fire protection is a public safety need of the City. A well-functioning, safe water system is crucial to a City's ability to support residents. Pollution can be a significant threat to a City's ability to provide water. Implementation and enforcement of the wellhead protection program will protect aquifers from contamination. Distribution infrastructure will protect water from contaminants. These efforts minimize the water related health risks for residents.

The water system in New Richmond consists of 82 miles of distribution pipes, two elevated towers/storage facilities, and five wells. Each well includes chlorine and fluoride injection facilities. The system currently provides 1.1 million gallons of water per day and the maximum capacity is approximately seven million gallons per day. A wellhead protection program went into effect in 2009 to protect groundwater around wells. Planned improvements over the next five years will include replacement of some existing watermains that date back to the 1920's, and expansion of the system to accommodate proposed development. As development continues, the City will also need to construct another well and water tower, but the location has not yet been determined. That decision should be made based on the development patterns exhibited over the next several years.

Any future development within the City that requires, or may require in the future, water infrastructure should reference the 2005 Sanitary Sewer and Water System Needs Analysis. While that document shouldn't be treated as inflexible, the concepts and general layouts should be used to ensure that the City is served with adequate infrastructure as development continues. A future water systems map, based on future land use can be seen in Figure 7-1.

As the City grows, and demands increase for access to the municipal water (and sewer) system, the City should ensure that water and sewer service is only allowed for properties that are within the boundaries of the City. Additionally, areas that are considered for annexation/extension of service should be evaluated to ensure the feasibility and sustainability of the utility infrastructure needed in order to make such connections.



## WASTEWATER SYSTEM

While perhaps not glamorous, sanitary sewer systems may be the most important thing a city does for the health of the community. Safely moving and treating waste keeps residents from being exposed to a long list of diseases. The sanitary sewer system is made up of the current wastewater treatment plant (WWTP) which currently treats approximately 700,000 gallons per day for New Richmond, with a capacity of 1.0 million gallons per day. The WWTP was built in 1982, and underwent a major expansion in 1997, with several smaller improvements from 2008-2013. There are 55 miles of gravity sewer, along with 17 lift stations and five miles of forcemain that facilitate the movement of waste. After treatment, the wastewater effluent is discharged into the Willow River.

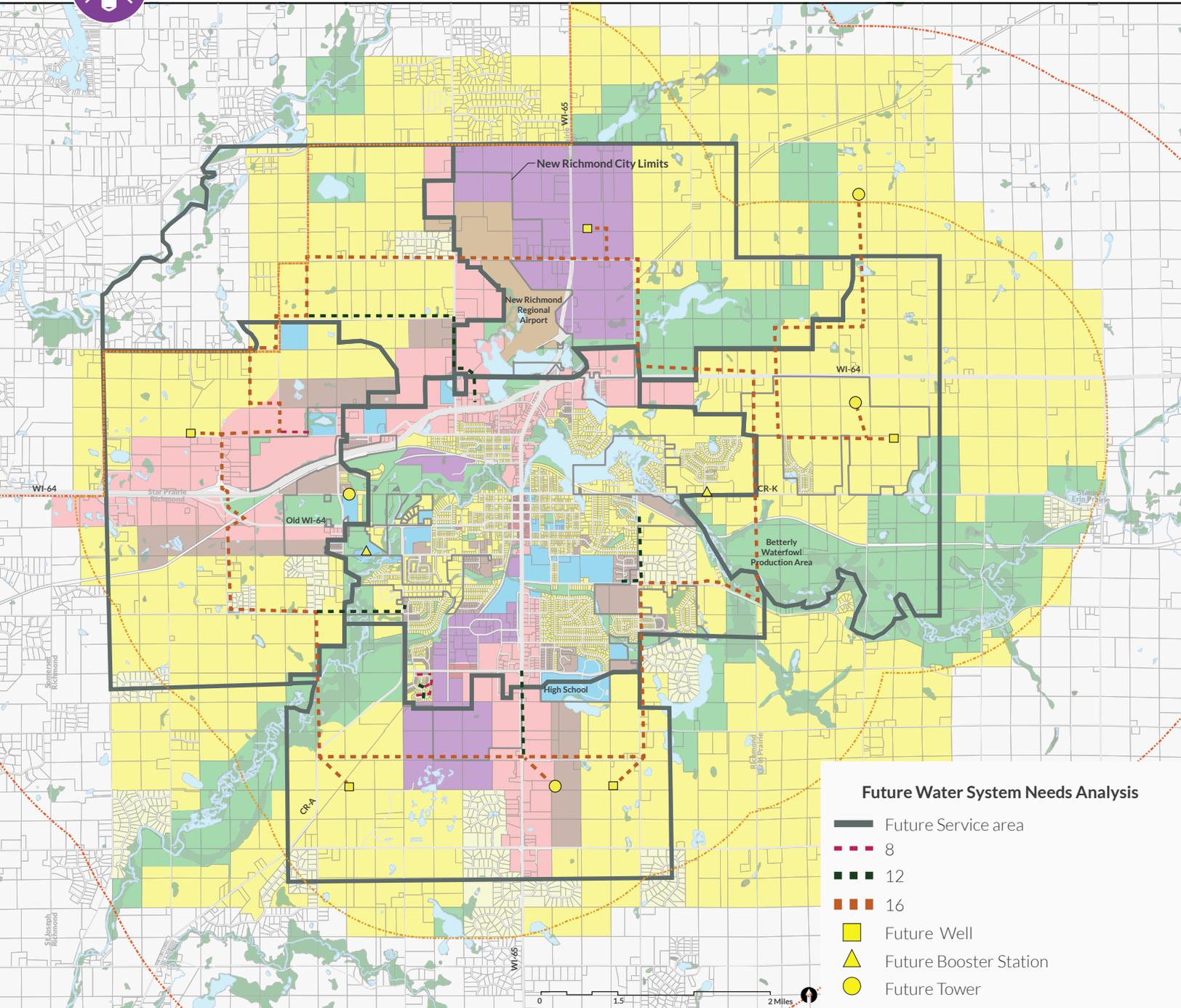
One issue in any sewer system, but especially pronounced in older systems, is inflow/infiltration. Inflow is the introduction of water to the sanitary sewer system from

inappropriate sources, such as sump pumps, roof drains, or cellar drains. Infiltration is the introduction of groundwater to the sanitary sewer system through defective or broken pipes and joints. In both cases, the water entering the system is still generally clean and adding it to the sanitary sewer costs the community money to clean water that does not need it. Maintaining and repairing the existing system, improving efficiencies, and reducing non-sewage connections will help the sewage system last longer and accommodate additional growth or new users.

The below referenced Future Water System Map has been taken from our 2005 Sanitary Sewer and Water Systems Needs Analysis. The City of New Richmond is anticipating updating this study over the next couple of years. Once the study is complete we will adopt the new information into this Comprehensive Plan.



Figure 7-1. Future Water System Map

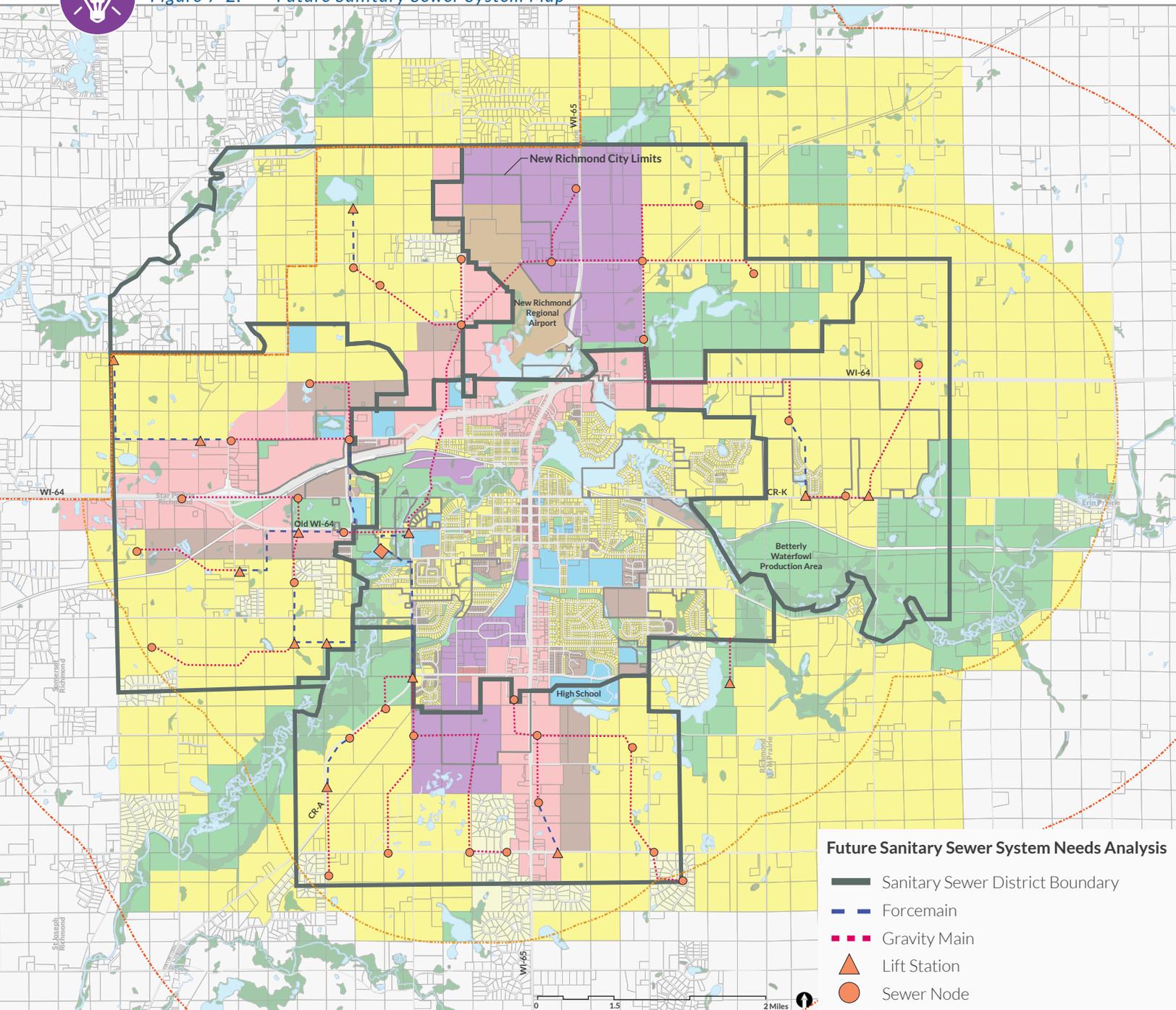


The below referenced Future Sanitary Sewer System Map has been taken from our 2005 Sanitary Sewer and Water Systems Needs Analysis. The City of New Richmond is anticipating updating this study over the next couple of years. Once the study is complete we will adopt the new information into this Comprehensive Plan.

Any future development within the City that requires, or may require in the future, sewer infrastructure should reference the 2005 Sanitary Sewer and Water System Needs Analysis. While that document shouldn't be treated as inflexible, the concepts and general layouts should be used to ensure that the City is served with adequate infrastructure as development continues. The operation of the collection system should be performed in accordance with the City's 2016 Capacity Management, Operation and Maintenance program. This document provides the framework for operating the system in such a way as to ensure reliable wastewater collection year after year. A future sanitary sewer map, based on future land use can be seen in Figure 7-2.



Figure 7-2. Future Sanitary Sewer System Map



With regard to the WWTP, a Facility Plan was prepared in 2018 that projects flows and loadings for the next 20 years, and provides a plan for upgrades over that same time frame. Several improvements have been identified that can be constructed in the short term (2019-2020), and several options are laid out for compliance with the City's newly implemented low-level Phosphorus effluent limit (0.075 mg/L). The City should rely on the findings of the Facility Plan to guide permit compliance and WWTP upgrades in the years to come.

Two options for compliance with the aforementioned phosphorus limit are Water Quality Trading (WQT) and Adaptive Management (AM). Both of these alternatives focus on reducing phosphorus loading to the Willow River by working with property owners in the watershed to reduce the (primarily agricultural) pollutant load. With concerns expressed about the water quality in the Willow River as it flows through the City of New Richmond, pursuing these alternatives would actually impact that water rather than just the water downstream of the WWTP (which discharges downstream of the City). Particular focus should be placed on these alternatives as ways to comply with the City's WPDES permit, while also improving the City's surface water quality.

## **STORMWATER MANAGEMENT**

The intent of the City's stormwater system is to keep stormwater from causing property damage or creating unsafe conditions and to manage the quality of the runoff, cleaning it before it enters the surface water system. When water is concentrated in certain locations, the impacts can be severe. Flooding in low areas can cause significant damage and prevent many uses of the land. Likewise, water that is concentrated in rivulets, creeks, or rivers will cause the flows to rise and move faster, increasing erosion and undercutting banks.

Managing stormwater is typically done utilizing two techniques. The traditional method has been to get stormwater into pipes and move it away from areas where it can cause damage. This system is made up of the curbs, gutters, ditches, and storm drains that can be seen from the street. Below the street, a series of pipes carry water downhill to be released, in New Richmond's case, into the Willow River system. This technique also includes other conveyance methods such as drain tile and swales. The second technique is to capture stormwater locally and to allow it to infiltrate into the ground, or in some cases settle before moving into the "pipes" portion of the stormwater system. This cleans the rainwater and helps minimize peak flows during rain events, and reduces erosion issues downstream. Holding stormwater on site may be done with rain gardens, retention ponds, and cisterns. An emerging approach to stormwater is integrating it with site amenities through public art or water features as part of an active or passive park system. The City of New Richmond manages the "pipes" and many of the ponds in the system and requires new development to incorporate stormwater capture techniques.



*New Richmond WWTP*



In 2015, the City, in cooperation with the WI DNR and the STH 64 Corridor Communities Coalition, completed a City-wide Stormwater Quality Plan. The plan focused on evaluating the City's current pollutant load reduction and making recommendations for improving this reduction. The plan was intended to equip the City for its eventual permitting as a Municipal Separate Storm Sewer System (MS4). That permit is expected to come into effect subsequent to a decennial census which identifies the population of the City to be 10,000 or greater. The Stormwater Quality Plan shows that the City is currently performing better, with regard to stormwater pollutant reduction, than would be required in an MS4 permit. However, the City will be required to keep up its current practices for stormwater treatment, and continue to expand them as development occurs. With this in mind, the 2015 Stormwater Quality Plan should continue to be relied upon as a guide for future projects, operations, and development practices.



## **ELECTRIC UTILITY**

New Richmond Utilities is a member of WPPI Energy, a Sun Prairie-based power company serving 51 customer-owned electric utilities. Together, WPPI Energy's member utilities purchase all of their electric requirements from WPPI Energy and supply power to more than 192,000 customers in Wisconsin, Iowa, and Michigan. New Richmond Utilities maintains an electric distribution system that services over 4,800 customers in the City of New Richmond and the Township of Richmond. The purpose of this distribution system is to "step down" the 69,000 volt power that is delivered to our substations via cross-state transmission lines from our power supplier, providing electricity to homes and businesses at the appropriate safe voltage levels. The electric utility staff is responsible for maintaining three substations with current capacity of over 75 megawatts and more than 68 miles of overhead and underground conductor. Over 1,000 transformers regulate the voltage measured by 4,555 meters used by customers.

The Electric Utility will continue to expand as development continues within the City, and should be strategic with extensions on the fringes of the existing City limits, to position the City and the Utility for future growth opportunities. Additionally, like the other utilities mentioned above, the Electric Utility should continue to update aging infrastructure on a yearly basis to ensure continued reliable service to its customers.



# UTILITIES & COMMUNITY FACILITIES GOALS & POLICIES

**Goal: Ensure high quality facilities that help City staff meet the changing needs of the community and deliver the best customer service possible, while also providing a safe and efficient physical working environment.**

» Policies:

- Renovate the existing police department to include the following: a centralized evidence processing room and storage, training space, locker room with a washer and dryer, and a garage for police vehicles.
- Create a new library that provides a flexible, interactive community destination for preservation, education, and innovation for the present and the future.
- Renovate the existing public works, water, and electric facilities so as to convert five separate buildings into one centralized facility for greater efficiency and additional space for vehicles and equipment.
- Renovate the existing Civic Center for improved energy efficiency, better customer service, handicap accessibility, building security, and to accommodate future staffing needs.

**Goal: In collaboration with respective agencies (i.e. WI DNR, Public Service Commission), ensure New Richmond's core infrastructure systems (sanitary sewer, storm sewer, potable water, electricity, and telecommunications) meet the needs of current residences and businesses, and facilitate future growth without compromising the quality of the natural environment.**

» Policies:

- CF-1.1 Invest in the long term maintenance of the existing infrastructure systems by making scheduled improvements to replace worn or obsolete components.
- CF-1.2 Provide clean, safe drinking water to all residents by protecting groundwater aquifers from contamination, treating drinking water, and protecting treated drinking water during distribution in order to minimize individual and widespread health risks.
- CF-1.3 Ensure that water supply will meet current and projected water demand through efficient management activities.
- CF-1.4 Provide safe, efficient energy opportunities to offset the rising costs of electricity and to minimize economic and environmental impacts.
- CF-1.5 Investigate opportunities for the integration of renewable energies and work with utilities for partnerships on associated infrastructure development.

**Goal: Provide safe and clean drinking water to the City of New Richmond.**

» Policies:

- CF-2.1 Implement strategies in the wellhead protection program to protect current well fields with compatible land uses.
- CF-2.2 Use City communications to create awareness of groundwater protection and contamination prevention.
- CF-2.3 Test and monitor the water distribution system as required by WI DNR to ensure the absence of contaminants.
- CF-2.4 Continue the use of a flushing program to remove sediment from water mains, and investigate other water quality improvement measures, such as water tower mixers.



**Goal: Ensure reliable water supply to meet the demands of growth, the Fire Department, industry, and agriculture.**

» Policies:

- CF-3.1 Provide upgrades to the water system as needed to ensure reliable water supply in compliance with fire protection standards.
- CF-3.2 Identify additional well locations to ensure a water source if needed to meet additional demand.
- CF-3.3 Identify additional water tower locations to accommodate development.

**Goal: Safely and responsibly treat and discharge municipal sewage.**

» Policies:

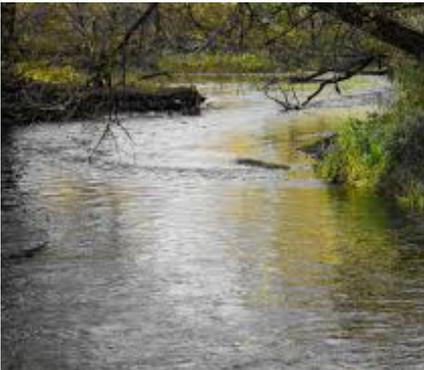
- CF-4.1 Treat and test sewage and discharged effluent to meet or exceed all regulations, including current permit requirements for Wisconsin Pollutant Discharge Elimination System (WPDES).
- CF-4.2 Discourage the use of septic systems in the Extra-Territorial Zone to minimize pollution and health risks.
- CF-4.3 Reference the 2018 WWTP Facility Plan for permit compliance and plant upgrades.
- For properties within the City that may still be on a private sewage treatment system, all regulations of the County regarding construction, replacement and pumping maintenance must be adhered to.



**Goal: Ensure reliable wastewater collection and treatment to meet current and future demand.**

» Policies:

- CF-5.1 Prohibit discharges of waters to the sanitary sewer system that do not require treatment. This may include stormwater runoff, cooling water, sump pumps, or other unpolluted sources.
- CF-5.2 Prohibit discharges and connections to the sanitary sewer system that are not recommended for treatment at the City's sewage plant. This may include industrial wastewater or other sources.
- CF-5.3 Encourage the use of waste water reduction strategies to manage demand on the sanitary sewerage system.
- CF-5.4 Complete sanitary sewer system inspections and repairs to identify and fix sources of inflow and infiltration (I&I).
- CF-5.5 Develop and periodically review a crisis response plan for sewage operations to minimize impacts to the City in case of emergencies. Ensure employees are trained for emergency response.
- CF-5.6 Reference the City's 2016 Capacity Management, Operation and Maintenance program to ensure reliable performance of the collection system.



**Goal: Safely manage stormwater.**

» **Policies:**

- CF-6.1 Develop snow plowing and storage solutions that provide for efficient storage of snow, and the treatment and management of snowmelt.
- CF-6.2 Reference the City's 2015 Stormwater Quality Plan to guide decision making with regard to operations, projects, and future developments.
- CF-6.3 Continue to position the City for successful transition to an MS4 permit by requiring stormwater treatment facilities as part of developments, along with maintenance agreements to be kept on file with the City.

**Goal: Prevent local erosion and flood damage.**

» **Policies:**

- CF-7.1 Encourage the use of retention ponds, rainwater gardens, and other water storage methods to slow and/or reduce the discharge of water into creeks and rivers.
- CF-7.2 Require temporary and permanent erosion and sediment control best management practices (BMPs) for construction projects and development.
- CF-7.3 Identify and address locations where flooding occurs. Plan compatible "floodable" uses for these areas.

**Goal: Improve surface water quality.**

» **Policies:**

- CF-8.1 The City will work to reduce the impacts of runoff on water quality and damages to natural resources and the environment.
- CF-8.2 Encourage the use of retention ponds, vegetated swales, rainwater gardens, and other water storage methods to remove pollutants from stormwater.
- CF-8.3 Encourage the use of best practices for managing agricultural runoff including the use of buffers, scheduling fertilization and tilling to minimize runoff, and managing livestock waste.
- CF-8.4 Complete periodic street sweeping to help prevent the conveyance of debris and waste from streets into the stormwater system.
- CF-8.5 Coordinate with the St. Croix Soil and Water Conservation District to encourage and implement BMPs for water quality improvement.
- CF-8.6 Pursue Water Quality Trading and/or Adaptive Management as options to comply with the City's WPDES permit and improve the surface water quality of the Willow River as it flows through the City.

**Goal: Provide safe, efficient energy to residents and businesses in New Richmond.**

» **Policies:**

- CF-9.1 Coordinate with utilities to collocate energy infrastructure in City right-of-way or existing utility easements.
- CF-9.2 Continue to work with Wisconsin Public Power line (WPPI) to ensure the continued supply of inexpensive, sustainable energy in the City.

## Energy Efficiency

The City of New Richmond supports the efficient use of energy and the development of clean energy resources within the community. The City adopted a resolution in 2008 to support the goal of meeting 25% of the electric and transportation fuel needs with renewable energy by the year 2025. A 2008 goal to achieve a 10% reduction of electric use in municipal buildings was achieved in 2016. In 2017, the City adopted a new municipal energy policy seeking to reduce energy consumption in municipal buildings by 2% in the next two years. Ambitious goals to achieve a clean energy future through energy efficiency and renewable energy will continue to drive change in energy sources and consumption behaviors.





# Chapter 8. INTERGOVERNMENTAL COOPERATION

Intergovernmental cooperation is an arrangement by which municipalities, school districts and special districts may communicate issues and coordinate plans, policies, and programs to address and resolve issues of mutual interest. The level of complexity may depend on the specific issue(s) that is being considered. Examples of intergovernmental cooperation are communication, identification of mutual issues or concerns, sharing information or resources, entering into formal agreements, or the consolidation of services and / or jurisdictional authority.

Intergovernmental cooperation between the City of New Richmond, the towns of Richmond, Star Prairie, Stanton, and Erin Prairie, St. Croix County, the School District of New Richmond, regional, state and federal agencies will yield benefits including the ability to identify and act on common issues with consistency, predictability, and mutual understanding; the savings of costs for services; the establishment of trust between jurisdictions; the establishment of a history of success in the implementation of policies or programs; and the provision of service to the citizens of the area.

## Smart Growth Principles

As required under the Wisconsin's Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



Intergovernmental cooperation



## AREA LOCAL UNITS OF GOVERNMENT

### City of New Richmond

Located in western Wisconsin at the junction of STH 64 and STH 65, the City has experienced a significant amount of growth since the late 1980s. The estimated population of New Richmond in 2018 is 8,909.

## County Government

The City of New Richmond is located in St. Croix County in west central Wisconsin abutting the St. Croix River and the State of Minnesota. The Board of Supervisors consists of 31 county board supervisors each representing a geographic area within the county. The City of New Richmond is located in supervisory districts 12 and 13.

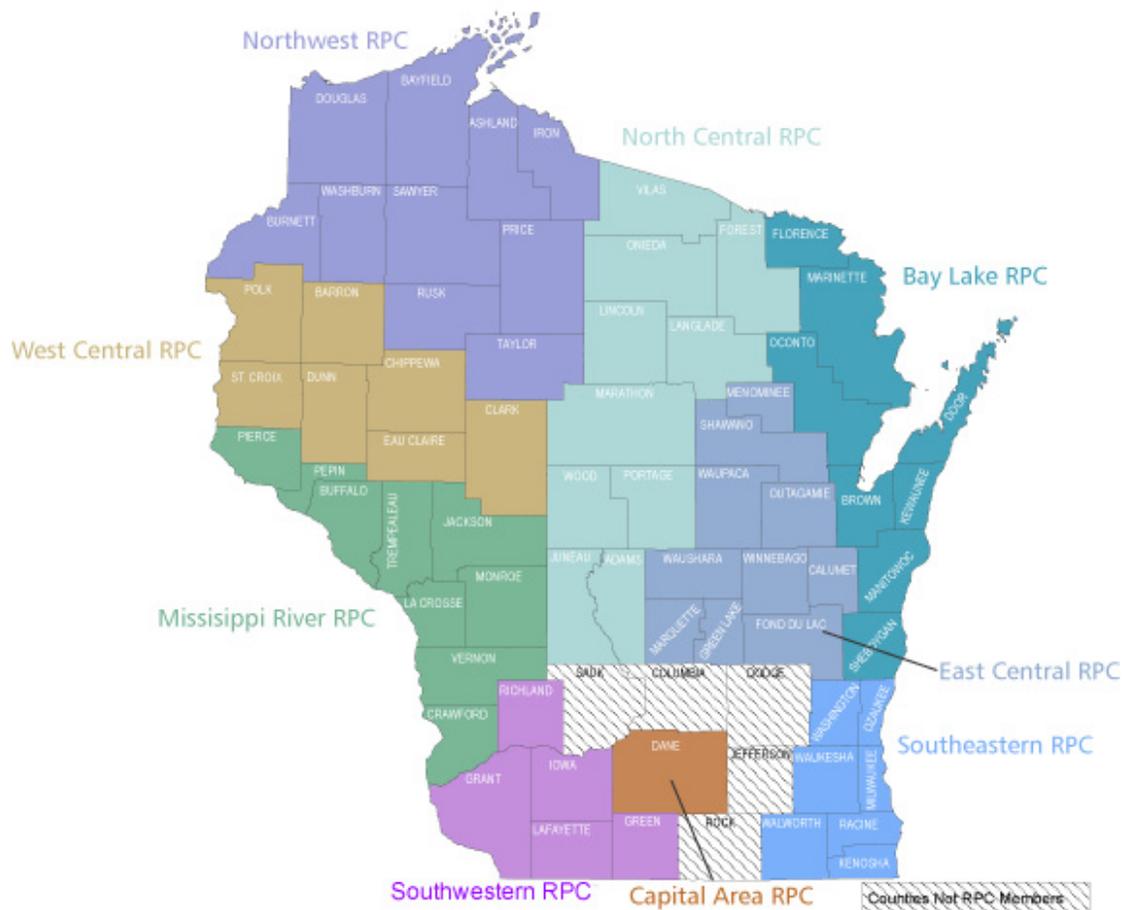
## Towns of Star Prairie, Stanton, Richmond, and Erin Prairie

The City of New Richmond is bordered by four towns– Star Prairie, Stanton, Richmond, and Erin Prairie. Each town has prepared and adopted its own comprehensive plan, which has guided a generalized interpretation of the County’s land use plan map.

## Surrounding Cities and Villages

Nearby Cities include Hudson, Baldwin, River Falls, Amery, and the Villages of North Hudson, Star Prairie, Somerset, Roberts, and the village of Hammond.

## Wisconsin Regional Planning Commissions



Association of Wisconsin Regional Planning Commissions: 2016



# REGIONAL GOVERNING BODIES

## Regional Planning Commission

There are eight regional planning commissions (RPCs) within the State of Wisconsin. RPCs provide a wide range of services to local units of government within their geographic boundary, including planning assistance on regional issues, assist local interests in responding to state and federal programs, provide advisory service on regional planning problems, act as a coordinating agency for programs and activities, and provide cost shared planning and development assistance to local governments.

The City of New Richmond is located within the West Central Regional Planning Commission (WCRPC). The West Central Regional Planning Commission is statutorily charged with the responsibility of planning for the physical, social, and economic development of the region. To accomplish this mission, the Commission conducts area-wide planning and provides technical assistance to local governments.

## New Richmond School District

The City is located in the New Richmond District, which is governed by a board of seven members. Board members may serve on various subcommittees of the Board. The School District's offices are located on E. 11th Street in the City of New Richmond and the Board meets the third Monday of each month at the district office.

## Technical College District

In Wisconsin there are 16 technical college districts. The City is located in the Wisconsin Indianhead Technical College District (WITC). It has local campus located in New Richmond and a branch located in Hudson, Wisconsin.



# STATE AGENCIES

By virtue of their roles, there are a number of state agencies that are integral partners in City policies, programs, and projects.

## Department of Natural Resources (DNR)

The DNR has a wide range of statewide responsibilities for environmental quality, state parks, and recreation. From an organization standpoint, the DNR is divided into five regions in the state. The City of New Richmond is located in the West Central Region of the state.

## Department of Transportation

The Wisconsin Department of Transportation (WisDOT) has jurisdiction over STH 64 and 65 within the community. WisDOT is divided into eight districts for administrative and programmatic purposes. The City is located in District six and includes the following counties: Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, St. Croix and Taylor counties. The district office is located in Eau Claire.

## Department of Safety and Professional Services

The Department of Safety and Professional Services is another state agency with regulatory responsibility. The Safety and Buildings Division administers and enforces state laws and rules relating to building construction and safety and health. Plan review and site inspection is part of the division's role in protecting the health and welfare of people in constructed environments.

## Department of Agriculture, Trade and Consumer Protection

The Department of Agriculture, Trade and Consumer Protection (DATCP) has regulatory duties concerning the Farmland Preservation Program and certain agricultural practices.

## Department of Revenue (DOR)

The Department of Revenue is responsible for assessing real estate under its purview.

## Department of Administration (DOA)

The Department of Administration fulfills a number of functions. It reviews annexation requests, incorporations, and cooperative boundary plans. Additionally, the Land Information Office (LIO) within DOA is charged with identifying ways to enhance and facilitate planning of local governments and improve coordination and cooperation of state agencies in their land use activities. LIO also provides technical assistance and advice to state agencies and local governments with land information responsibilities, among other things. LIO will review this comprehensive plan to ensure consistency with the State's 'Smart Growth' legislation.

Along with regulating local activities, all of these agencies provide information, education and training and maintain funding programs to assist local governments in development efforts and maintaining a basic level of health and safety.

## Wisconsin Emergency Management (WEM)

Wisconsin Emergency Management is charged with a wide range of responsibilities for disaster mitigation, planning, response, and education. It administers a number of grants to local communities and is responsible for preparing and administering several statewide policy plans. Regional directors are located in each of the six regional offices throughout the state. They work directly with municipal and county programs in planning, training exercising, response and recovery activities, as well as the coordination of administrative activities between the Division and local governments. When disasters and emergencies strike, they are the Division's initial responders and serve as field liaisons with the state. The office of the West Central Region is located in Eau Claire.



## NONGOVERNMENTAL ORGANIZATIONS

In addition to governmental organizations there are other types of organizations that can affect the daily lives of City residents. These include a chamber of commerce, nonprofit organizations, and similar organizations that are actively working to promote the quality of life in the area. It is imperative that governmental and nongovernmental organizations work together for the good of all residents. The following section briefly describes some of these organizations and how they are organized and their purpose.

### Chamber of Commerce and Visitors Bureau

The New Richmond Chamber of Commerce and Visitors Bureau has a long history of promoting New Richmond as a great place to live, work and locate a business. As a non-profit with over 350 active members, the Chamber proudly supports the community in a number of ways. The Chamber prides itself on providing value to its customers through a variety of networking opportunities. The Chamber has six priorities which include:

- » Business Development, Job Creation, Economic Development
- » Networking and Regional Collaborations and Partnerships
- » Community Connection through Events
- » Liaison to Local and State Governments
- » Professional Development/Educational Programming
- » Tourism Promotion

## Forward Wisconsin

Forward Wisconsin, Inc. is a non-profit organization that provides marketing and business recruitment services. The organization focuses on promoting business development in the State of Wisconsin. It also offers economic development programs. Forward Wisconsin was founded in 1984 and is based in Madison, Wisconsin with additional offices in Eau Claire and Pewaukee, Wisconsin.

## International Trade, Business and Economic Development Councils

Since 1992, five regional International Trade, Business and Economic Development Councils (ITBECs) have been created in Wisconsin to expand economic development in the state by promoting tourism from foreign lands and the exporting of Wisconsin products to other countries. ITBECs are a public/private partnership between business leaders, county elected officials, and tribal representatives. What began as 11 counties in the northwest part of the state now includes 54 counties.

## Wisconsin Economic Development Corporation (WEDC)

WEDC leads economic development efforts for the state by providing resources, operational support and financial assistance to companies, partners and communities in Wisconsin.

## Resource Conservation and Development Councils

Resource Conservation and Development Councils (RC&Ds) are private, non-profit organizations created pursuant to state enabling legislation to improve the social, economic, and environmental opportunities of the area. Nationally, there are more than 200 districts and there are five in Wisconsin. The City is located in the River Country RC&D.

Working through its RC&D council, local citizens provide leadership and work together to set program priorities. Each RC&D district establishes an area plan (also known as a resource conservation and utilization plan), which provides direction for the council in making community improvements and conducting activities. A variety of government agencies, organizations, and companies provide assistance in accomplishing program goals. RC&D councils have broad authority to seek help from a variety of sources including federal or state agencies, local government, community organizations, and private industry. Help may be technical or financial assistance in the form of donations, loans, grants, or cost-sharing programs.

## Existing Governmental Cooperation

The City of New Richmond will continue to foster early, open, and cooperative communication with our adjacent Townships and Villages regarding intergovernmental cooperation. It is imperative that cooperation between the City and surrounding jurisdictions continues throughout the life of this plan. This will be done by having a common understanding of the issues, challenges, and needs of both the City and the surrounding jurisdictions. The City will continue to strive to understand Township and Village issues and to generate conversations to solve problems by proactively seeking a shared solution.

The City will also continue to engage the public through public hearings, open house events, newspaper articles, and social media posting. Public input is very important to any City process and we will continue to foster as much public input as possible.



# INTERGOVERNMENTAL COOPERATION GOALS & POLICIES

**Goal: Achieve a high level of intergovernmental cooperation and citizen participation.**

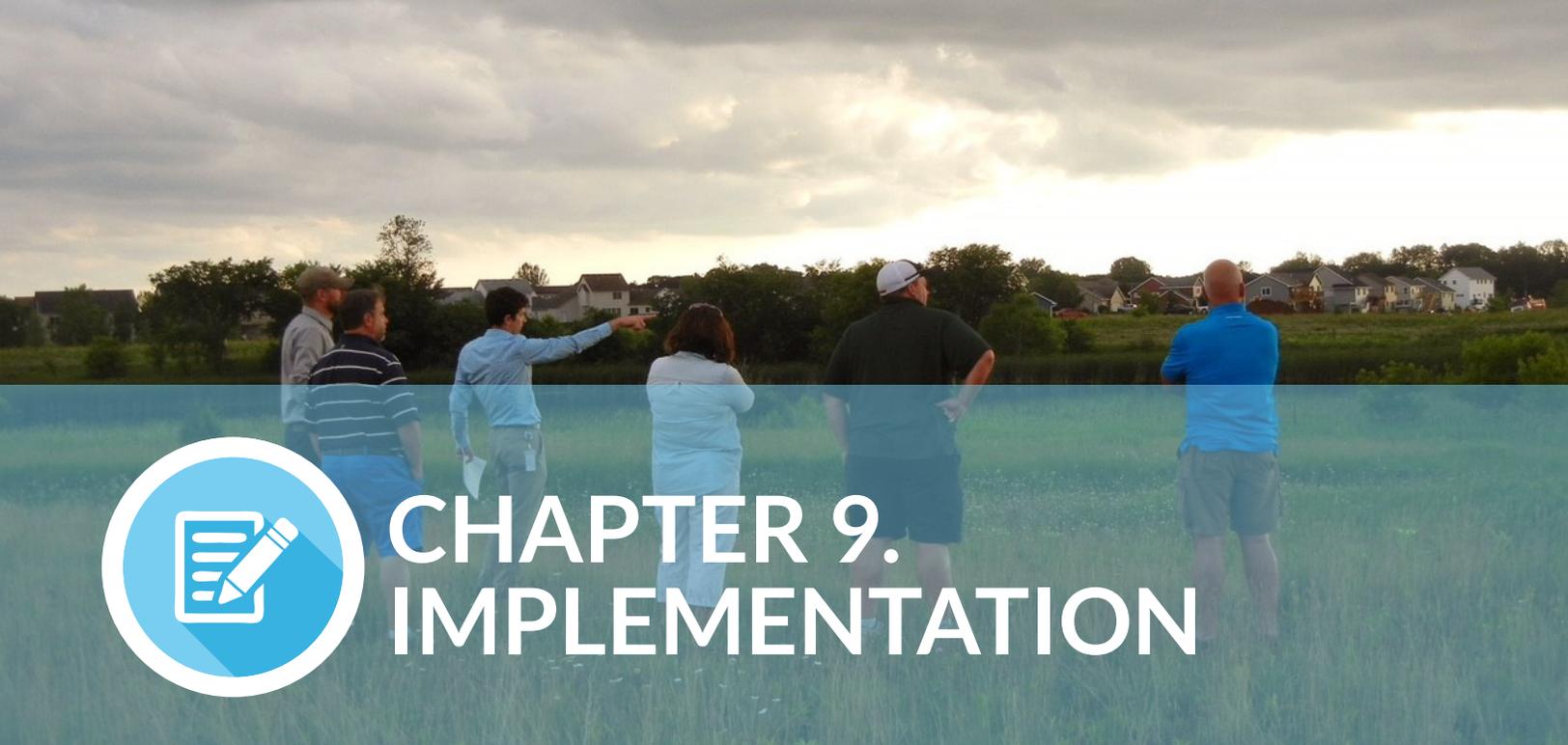
» **Policies:**

- IC -1.1 Coordinate the siting, building, and redevelopment of public facilities and the sharing of public services when possible.
- IC-1.2 Maintain existing service sharing agreements with neighboring communities and explore opportunities to create new alliances.

- IC-1.3 Invite area City and town governments and school districts to participate in facility planning meetings.
- IC-1.4 Encourage and support annexation requests of properties that are entirely surrounded by New Richmond corporate limits and can efficiently provide municipal services.
- IC-1.5 Enter into boundary agreements, where possible, with neighboring towns to guide where certain types of development may occur and preserve open space to the greatest extent possible.
- IC-1.6 Provide residents with the opportunity to review draft plans, propose plan amendments, and participate in the development of rules and regulations.
- IC-1.7 Provide citizens with up-to-date information about community events, issues affecting the City, planning processes, and opportunities for the community to participate in the process.
- IC-1.8 Seek out and use the skills and expertise of residents to serve on volunteer committees.
- IC-1.9 Encourage residents to get out and vote.
- IC-1.10 Support programs and events that help integrate new residents into the community.
- IC-1.11 Encourage cultural activities through the school, civic clubs, private organizations, and foundations.

The land use analysis and future land use plan contained within this plan is not limited to properties within the City's existing developed areas, but looks beyond the City limits (including lands within the Extra-Territorial Jurisdictional) 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.

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 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.



# CHAPTER 9. IMPLEMENTATION

The New Richmond Comprehensive Plan provides the policy framework to guide physical change in the community over the next 20 years. The effectiveness of the Plan to guide development and public investment decisions depends to a large extent on clearly identifying actions and initiatives to implement the ideas outlined in the Plan. Implementation of the Plan will occur in several ways.



## THE PLAN AS A GUIDE TO DECISION MAKING

The Plan will be used on a daily basis by the City in the day to day operations of local government. City Staff will reference Plan policies and goals to support elected and appointed officials in carrying out their responsibilities in making key decisions relative to public investments, growth, and redevelopment. Requests for land use applications and development projects will be evaluated based on consistency with the Plan. After year one, the Plan should be most noted by its torn edges, protruding sticky notes and coffee stains, evidence of extensive use of the Plan.

Elected and appointed officials will use the Plan to justify hard decisions related to land use development, zoning requests, annexation, growth, redevelopment, economic development, and public infrastructure investment.

The New Richmond Economic Development Commission, in collaboration with developers, brokers, realtors and investors, will use the Plan to help formulate strategies for new development projects or investing in existing development and to help with risk assessment. Boards, commissions, civic groups, or other community groups will use the Plan to help in establishing annual work programs and priorities, working off the Plans “to do list.”

### Smart Growth Principles

As required under the Wisconsin’s Smart Growth Comprehensive Planning Law, the following principles are addressed in this chapter:



#### Implementation

## Key Terminology

**Strategies** are actions, programs, and practices that support one or more of the plan's goals and policies. Strategies address the "who, what, when, where, and how" of reaching a goal, and may involve multiple sub-strategies.

**Action Steps** are physical initiatives that directly correlate to the vision and guiding principles and are intended to carry out an idea or policy identified through the planning process and memorialized in the adoption of the plan.

## Amending The Comprehensive Plan

According to the Wisconsin Department of Administration, after a comprehensive plan has been adopted, had an amendment, or updated, New Richmond is required to send notice to Department of Administration. If New Richmond enacts or amends official mapping, subdivision, or zoning ordinance, the enactment or amendment ordinance must be consistent with that community's comprehensive plan.



## THE PLAN AS A MARKETING TOOL

The ideas represented in New Richmond's Comprehensive Plan emphasize a number of strategies that require coordinated efforts by the community to attract, grow, and further develop ideas. As an adopted policy Plan the Comprehensive Plan can help solidify the support, commitment and collaboration needed to mobilize the community. The Plan should be referenced, celebrated and promoted to the New Richmond community and the region seeking to invest or re-invest in the City. In essence, the Plan becomes the document that is provided to prospective businesses, residents or investors or potential grantors/philanthropists.



## THE PLAN AS A "TO DO LIST"

We all have our "to do lists" at home stuck on the fridge or bulletin board. In fact some have many to do lists. The Comprehensive Plan is the City's to do list and should be a resource for City departments, boards and commissions as they establish annual goals and work programs.

Successful implementation of the comprehensive Plan results in checking off some of the projects on the list. As items get checked off the list, it is an indicator that the Plan is working and helping the community progress toward our long-term vision, guiding principles and goals. At the same time, the Plan is intended to be a living document. As goals are accomplished, the community will learn new things and face new challenges. Over time, as the Plan is being used, it should also be revisited and refreshed.



## IMPLEMENTATION STRATEGIES & ACTION STEPS

Action steps are physical initiatives that are intended to carry out an idea or policy identified through the planning process and memorialized in the adoption of the Plan. The action steps directly correlate to the vision and guiding principles. Action steps will result in both tangible and intangible outcomes. For example, one action step may be to provide a service that enhances quality of life. Providing a service might not result in a physical product or result but is implementing a policy of the Plan. On the other hand, an action step that is focused on growing a business or industry might result in a new development or new jobs, both tangible outcomes.

In the case of action steps, the Plan identifies an initiative or action, an entity or person responsible for the action or initiative, a time frame for completion, a general statement of cost to understand the magnitude of the action or initiative and a means to measure the action or initiative's effectiveness in moving towards the Plan objectives/goals.



# STRATEGY 1: VOLUNTEERISM/ PHILANTHROPY

Volunteerism is important within communities across America. It is of critical importance to New Richmond and it helps preserve some of the small town identity that many desire to maintain. Volunteerism helps build ownership of community, strengthens civic engagement, builds relationships and, ultimately, contributes to the vibrancy and resilience of the community. It can be very rewarding when it is supported by a shared vision created by the entire community. The new Comprehensive Plan has been prepared with the help of numerous community members and offers many opportunities for the public to participate in future dialogue. As implementation occurs, the dialogue must continue and participation in that dialogue must continue to grow. Changing times require New Richmond to continuously plan for the future and be able to adapt to change and seize opportunities as they emerge.

A key strategy for growing volunteer participation is to open up more opportunities for community members to volunteer their services, expertise and time in the pursuit of carrying out the vision, guiding principles, and comprehensive plan ideas.

## Action Steps

- » 1.1 Establish a coordinator of volunteer activities.
- » 1.2 Provide a means to align and connect community member’s strengths, skills, passions and assets with the appropriate implementation strategy, project or idea.
- » 1.3 Establish specific targets and goals for volunteerism (i.e. number of new volunteers participating, total estimated volunteer hours logged, projects completed, projects initiated, etc.)
- » 1.4 Strive for a diversity of volunteers (age, gender, income, etc...). Partner with the New Richmond School District, local employers, civic groups, etc.
- » 1.5 Establish a recognition and appreciation program that annually celebrates accomplishments and recognizes contributions, even the small ones.
- » 1.6 Create/advocate for matching contributions from local organizations that seek to benefit by the volunteer activities and efforts.



# STRATEGY 2: PARTNERSHIPS

Implementation of the Comprehensive Plan requires partnerships between the public and private sectors. The private sector builds new neighborhoods and grows business; it provide the supply. The community helps shape that neighborhood and is the demand. Neighborhoods don’t form overnight. Collaboration with property owners, developers and investors will be required to see neighborhoods come together in a connected fashion even when challenged by barriers. The Plan recognizes the need to focus on the core of the community. The historic downtown area and its fringe areas will require collaboration among the public and private sectors to realize revitalizations goals for the downtown and priorities along STH 65 north of the downtown. Forming new partnerships and strengthening existing partnerships is a critical strategy in realizing the vision.

## Volunteerism / Philanthropy

### Responsible Entity

City Council/Administration/  
Civic Groups

### Timing

Immediate - and ongoing

### Cost Implications

Will require staff time to initiate/start up - minimal budget impacts

### Funding Sources

General fund, grant resources, philanthropy

### Key measurements

Create a volunteer database and record total volunteers, new volunteers added on an annual basis, total volunteer hours logged and measured on an annual basis. An important measurement is also to be able to measure the diversity in the volunteer base, particularly new residents vs. long term residents and age of volunteers (kids, young adults, families, retirees, seniors.)

## Partnerships Summary

### Responsible Entity

City Council/Administration/  
Partners

### Timing

Immediate - and ongoing

### Cost Implications

Will require staff time to  
coordinate - minimal budget  
impacts

### Funding Sources

General fund, grant  
resources, philanthropy

### Key measurements

Number of partnerships  
created - number of projects  
initiated - number of projects  
completed

## Official Controls

### Responsible Entity

Planning Commission / Staff

### Timing

Year 1-2

### Cost Implications

Require staff time - potential  
coordination with consultant

### Funding Sources

General fund

### Key measurements

N/A (ongoing measurements  
include number of  
applications denied in  
year, number of variances  
requested, granted or denied)

## Action Steps

- » 2.1 Partner with landowners who control parcels most suitable for new development in the future to provide a coordinated marketing and development Plan that reduces development barriers and maximizes consistency with the City's vision and guiding principles.
- » 2.2 Continue partnering with the School District, New Richmond Foundation, and the Center to provide recreational programming for all ages of the New Richmond community.
- » 2.3 Partner with businesses in downtown to implement policies and recommendations for revitalization in the downtown identified by community members (see "Projects").
- » 2.4 Partner with local business leaders to explore new business ventures and economic development/growth opportunities.
- » 2.5 Partner with environmental organizations to coordinate and implement long-term goals for conserving and preserving sensitive landscape areas such as the Willow River corridor.

Partnerships can take many forms. A first step is defining the objective of the partnership and establishing a desirable outcome such as a specific development project, coordination of an event or delivery of a particular service. A second step in forming the partnership is to understand the organizational structure and the roles of each partner. This would include the financial commitments, decision making structure and staffing responsibilities. Lastly, and probably most important, is identifying a passionate leader who coordinates and facilitates activities of the partnership, mediates potential challenges and advocates for the desired outcome.



## STRATEGY 3: OFFICIAL CONTROLS

Official controls are key tools for implementing the Comprehensive Plan. Official controls generally refer to the ordinances and regulations that control the physical development of a City such as a zoning ordinance, subdivision ordinance, building codes and official maps. These controls need to be consistent with the comprehensive Plan. The Comprehensive Plan provides the broad policy framework and basis for the more detailed zoning ordinance. As an immediate follow up to the Comprehensive Plan, the official City Zoning Map, the zoning ordinance and subdivision regulations should be thoroughly reviewed for inconsistencies and updated as needed.

## Action Steps

- » 3.1 Conduct a thorough review of the zoning and subdivision ordinance confirming purpose and objective statements, use regulations and bulk standards.
- » 3.2 Revise the zoning and subdivision ordinance to incorporate updates.
- » 3.3 Review and update the zoning map to ensure consistency with the Comprehensive Plan.
- » 3.4 Review and update the Downtown Design Guidelines to ensure consistency with the Comprehensive Plan recommendations and specific projects outlined later in this chapter.



## STRATEGY 4: CAPITAL IMPROVEMENT PLANS

The City of New Richmond uses a Capital Improvement Program (CIP) to manage capital improvement expenditures. CIP planning is critical to maintaining the community’s core infrastructure systems such as streets, sidewalks, trails, wastewater system, potable water system and stormwater infrastructure. The CIP focuses on maintaining infrastructure systems as well as growing new systems. As future growth and development occurs, the CIP Plan should be maintained as a valuable Planning and budgeting tool.

### Action Step

- » 4.1 Update the CIP to include 3 year, 5 year and long-term CIP projects such as trail corridors and improvements, park improvements, trunk/main infrastructure replacement/maintenance, street maintenance and reconstruction, and major traffic/roadway improvements that help manage traffic flow through New Richmond. The CIP can also include planning and engineering design services that ultimately lead to capital improvements.



## STRATEGY 5: DOWNTOWN MASTER PLAN

Downtown Master Planning is highly recognized as the focal point of need for New Richmond. The downtown carries significant historical roots and significant momentum exists to Plan for the future of downtown New Richmond. A downtown Master Plan or an update to the Small Area Study (2013) would provide the following direction:

- » Identify opportunities for investments in public improvements that strengthen connections to adjacent neighborhoods and enhance the pedestrian and bicycle environments along Knowles Avenue and generally define the cost implications of the improvements.
- » Identify locations for organized civic events, activities and gathering places that bring more people into downtown for entertainment, cultural and social opportunities and devise a strategy for establishing such spaces/places.
- » Identify opportunities to connect the downtown better with the Willow River.
- » Establish strategies for better connecting areas north and south of the downtown along Knowles Avenue with the core of the downtown.
- » Evaluate redevelopment and reuse needs and demonstrate opportunities for new development aligned with creation of new downtown housing opportunities, new office opportunities, niche retail/services and civic attractions.
- » Devise a strategy and Plan for how redevelopment can occur including public financial incentives/assistance.
- » Ensure a coordinated parking and wayfinding strategy that enables smooth traffic flow and circulation in downtown and a complete street element to street design.

### Capital improvement Plans Summary

#### Responsible Entity

City Council / Administration

#### Timing

Ongoing

#### Cost Implications

Staff time - minimal budget impacts (to prepare CIP)

#### Funding Sources

General fund

#### Key measurements

New projects identified and funded - projects completed - dollar value of completed projects / investments

### Downtown Master Plan Summary

#### Responsible Entity

City Council / EDC / Chamber

#### Timing

Near term - 1-3 years

#### Cost Implications

Will require staff time to coordinate and consultants (planners, designers, engineering (traffic, market, finance) to conduct planning process

#### Funding Sources

General fund, grant resources, TIF

#### Key measurements

Goals addressed in the comprehensive plan, events, new or redevelopment

- » Provide design direction relative to scale and massing of new development so that it can retain the small town, traditional downtown character desired by New Richmond.
- » Recommend streetscape and signage that defines the downtown district.

## Action Step

- » 5.1 Complete a Downtown Master Plan or update the Small Area Plan completed in 2013.

# STRATEGY 6: ECONOMIC DEVELOPMENT AND HOUSING

Expanding the commercial and industrial base of the City is an ongoing effort. Identifying new, effective strategies for New Richmond will most likely come in response to the needs articulated by existing and prospective businesses. Thus, listening and establishing relationships with existing businesses, and even business prospects, is the best initial step. Housing is a vital part of economic development. Offering a diverse supply of quality housing is important to attracting a strong and qualified labor force. Initiatives which do and can benefit economic development efforts include:

## Action Steps

- » 6.1. Support and Enhance Educational Institutions - Schools are perhaps the most prominent asset within the community of New Richmond. Schools are a primary factor in a family's location decision. In order to attract entrepreneurs and business interests, the City must continue to maintain high quality school facilities and educational programming.
  - 6.1.1 Collaborate with educational institutions, economic development agencies, and local businesses to provide programs that address industry workforce needs and create career and educational pathways for residents of all ages.
  - 6.1.2 Partner with WITC and local businesses to develop training programs for local businesses and entrepreneurs.
  - 6.1.3 Explore City-school cost sharing and seek opportunities to supplement school activities with City facilities when possible such as through the community education program
  - 6.1.4 Attract young families that will support the school system.
  - 6.1.5 Consider impacts on school planning and engage district administration in master planning processes that can bring new energies (tax base, employees, student growth).
- » 6.2 Facilitate Planned Housing Development - Housing development is an important component in economic development. Housing can define the character of a community, and is often a primary factor in people's location decision. Housing development can affect property values throughout the City and aid or hinder other economic development. New Richmond must ensure that a diverse and abundant supply of housing at all price ranges will make this community an attractive place to locate for individuals and families with diverse socioeconomic characteristics.

## Economic Development & Housing Summary

### Responsible Entity

EDC / New Richmond Chamber

### Timing

Ongoing

### Cost Implications

Will require staff time to coordinate and conduct

### Funding Sources

General fund / EDC

### Key measurements

Number of goals address in the comprehensive plan/job growth/business growth/ programs

- 6.2.1 Assist with the development of senior housing/assisted living so individuals have the option of staying in New Richmond throughout their lives or can live close to family members.
  - 6.2.2 Market available property to potential home builders.
  - 6.2.3 Facilitate connectivity between future housing and current and future commercial/retail centers.
  - 6.2.4 Create a diverse housing stock with affordable housing options to ensure that New Richmond workers can also afford to live in New Richmond.
  - 6.2.5 Promote housing opportunities in and near downtown to support community vibrancy and resiliency of downtown.
  - 6.2.6 Collaborate with property owners and developers who wish to develop new neighborhoods on the edge to make sure adequate public services are provided.
  - 6.2.7 Promote housing rehab and maintenance of existing neighborhoods through zero or low interest loan programs.
- » 6.3 Encourage Appropriate Commercial Development – Commercial development provides goods and services to local residents, eases the tax burden on residents for City services, and creates employment opportunities within the local workforce. Increasing the local workforce will have secondary and tertiary benefits for local commercial and retail businesses as these workers spend money within the local economy.
- 6.3.1 Establish objective measures to evaluate development projects that seek financial assistance. These might include number of new jobs, type of jobs created, potential tax benefits, possible externalities (spin off growth, support of local businesses), as well as secondary and tertiary economic benefits.
  - 6.3.2 Facilitate marketing of available industrial/commercial property and buildings.
  - 6.3.3 Collaborate with businesses to meet service needs.
  - 6.3.4 Continuously explore emerging retail consumer behavior and trends to understand what retail form and markets are best suited for the community.
  - 6.3.5 Create continuity among businesses that complement each other.
  - 6.3.6 Target public assistance to businesses that choose to locate or expand in the downtown area, along North Knowles Avenue, or along the Highway 64 corridor.
  - 6.3.7 Promote Downtown, the STH 64 corridor, and the northside of downtown area along STH 65 as key locations for business development in New Richmond.
- » 6.4 Encourage Entrepreneurship and Business Retention – Part of being a great place to live is fostering an environment that encourages entrepreneurship and supports long standing businesses. The following key strategies are in support of business development and retention:
- 6.4.1 Assist business development services such as financial planning, marketing, and market research.
  - 6.4.2 Maintain revolving loan fund to assist with small capital investments and gap financing.
  - 6.4.3 Ensure that business has adequate work space to expand within the

## Parks & Trails Summary

### Responsible Entity

Staff, WI DNR, Partners  
(Conservation groups,  
property owners, bicycle/  
snowmobile/athletic clubs)

### Timing

Ongoing

### Cost Implications

Will require staff time to  
coordinate and conduct -  
coordination with consultant

### Funding Sources

General fund , philanthropy,  
park dedications, grant  
resources

### Key measurements

Number of parks constructed  
in gap areas. Miles of trail  
constructed. Acres of  
parkland along the Willow  
River

community.

- 6.4.4 Partner with the New Richmond Chamber of Commerce to identify and address business needs relating to public services.
- 6.4.5 Survey current businesses to gauge satisfaction with City services.
- 6.4.6 Work with local property/building owners and the EDC to create a co-working space or telecommuting space where residents who work in regional centers can share conference rooms or technology or have a place to work and collaborate with other professionals.
- » 6.5 Encourage consumption of local goods and services - Due to the great percentage of residents that commute into the Twin Cities, where retail is plentiful and convenient, business in New Richmond may suffer. New Richmond businesses and the City should work to have businesses capture consumption of goods and services by New Richmond residents.
  - 6.5.1 Assist or work with the Chamber of Commerce to develop a public relations/marketing campaign to create awareness.
  - 6.5.2 Ensure that new development has convenient access to commercial business.
  - 6.5.3 Create greater access and higher visibility from STH 64 through wayfinding and programming.



## STRATEGY 7: PARKS AND TRAILS

Providing outdoor recreation to meet the needs of residents and visitors helps create a sense of place and identity for New Richmond. Parks and trails are places for people to get outside, meet up, and practice active living. Attractive outdoor spaces are what people remember about a place they visit and can help determine where they choose to live. Through the public engagement process for this Plan, trails were identified as the most desired amenity for outdoor recreation. Connections to the Willow River were also identified as key elements in the future of New Richmond.

- » 7.1 Build new neighborhood parks to serve residents on edges of community that are more than ¼ mile from an existing park.
- » 7.2 Add 1 or 2 new neighborhood parks in the eastern developments
- » 7.3 Work with the New Richmond Recreation Partnership to implement Plans for new and improved athletic facilities.
- » 7.4 Construct planned trails outlined in Bicycle and Pedestrian Master Plan and shown on New Richmond 2040 Parks and Trails Concept.
- » 7.5 Continue to acquire natural areas (including forests, wetlands, and prairies) to provide additional natural area corridors and connect existing natural areas to one another.
- » 7.6 Create a Playground Replacement Plan.
- » 7.7 Add amenities in existing parks – benches, trash cans, picnic tables. Identify a list and priority based on the 2015 Park System Plan recommendations.
- » 7.8 Develop a Master Plan for Mary Park.

- » 7.9 Develop a Master Plan for Glover Park.
- » 7.10 When opportunities arise, acquire land and easements within the Willow River corridor to improve access to the river, improve views, and create trails.
- » 7.11 Build a signature park space in a convenient downtown location to serve as a potential space for community-wide events and festivals. Potentially work with private entities to acquire and/or build the park.
- » 7.12 Fill gaps in existing trail systems.
- » 7.13 As opportunities arise, construct signage and interpretive elements within parks and along trails that inform and educate local residents and visitors regarding cultural and historical resources and stories.
- » 7.14 Create a working group of interested organizations and businesses to meet quarterly and discuss ideas for ongoing and future events.



## STRATEGY 8: FUTURE OF THE CITY FORUM

Establish a “Future of the City Forum” or similar event to review the Plan on an annual basis and facilitate a community dialogue about what has worked well and what has maybe not worked so well. This evaluation should lead to identifying a need for amendments or updating the “to do list” on an annual or every other year basis. This can occur through regular survey mechanisms or through a process designed to “take the pulse of the community” and celebrate community accomplishments.

### Action Steps

- » 8.1 Schedule a recurring “Future of the City Forum” to occur once a year.
- » 8.2 Prepare a report template that can be appended gradually over the year documenting issues with Plan implementation, actions completed or new actions that should be added. This report template serves as the working agenda for the annual meeting.



## PROJECT IDEAS

With the help of the community, a series of project ideas have been generated to help illustrate ways in which the vision and guiding principles can be advanced. These project ideas were developed by volunteer community members who participated in “Community Action Plan” (CAP) committees, assembled to address various components of the Comprehensive Plan. The following is a brief description of the community committees assembled to assist in the development of these projects:

### Future of the City Forum Summary

#### Responsible Entity

City Council / Planning Commission / Staff

#### Timing

Year 1 - then ongoing

#### Cost Implications

Will require staff time to initiate / start up - minimal budget impacts

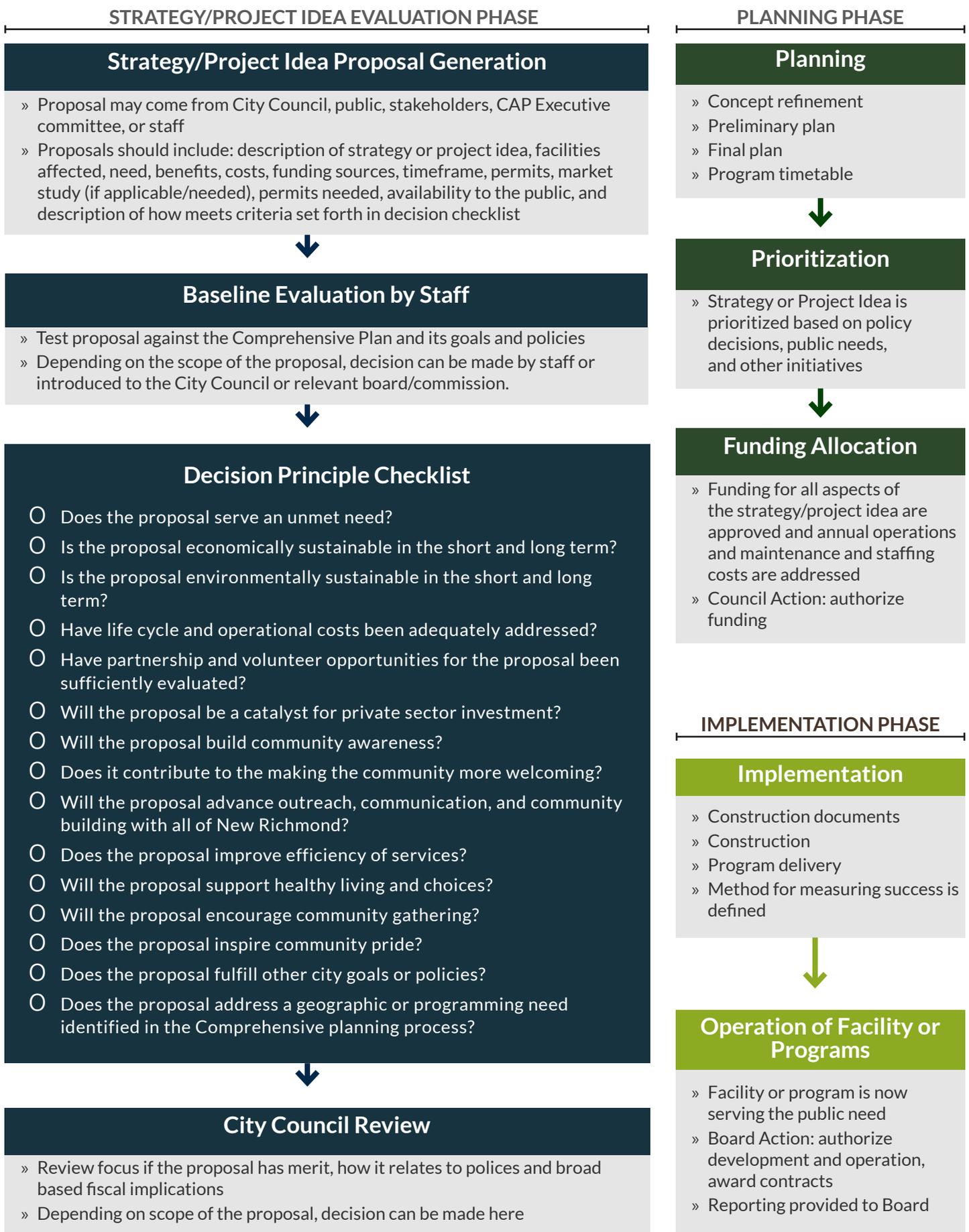
#### Funding Sources

General fund, philanthropy

#### Key measurements

Number of total participants in the community dialogue - number of new participants in the dialogue (use 2018 Comprehensive Plan update engagement as a benchmark)

Figure 9-3. Project Review Process



# Community Action Plan

In 2017 the City of New Richmond launched the Community Action Plan (CAP) to define the future of the City for the next 10-20 years. The primary driving force behind this planning initiative was the creation of “Forward New Richmond CAP Committee”, formed by community residents, business owners, and organization leaders.

## CAP Goal

One of the primary goals of the CAP initiative is to establish and strengthen civic and community relationships.

## CAP Subcommittees

“Forward New Richmond” consisted of six subcommittees each focused on essential elements that make New Richmond a wonderful place to live, work and play.

**Creating Community** – Assist City staff and consultants on updating the overall geographical City planning to meet new opportunities, emerging demands, anticipated population growth and housing needs, and future land use opportunities.

**Economic Development** – Identify concepts and strategies the City can take to create an economic balance serving the various businesses, industries, and employment opportunities residents seek while providing economic benefits to the community at-large.

**Downtown Revitalization** – Identify ways to generate renewed interest in downtown and how new opportunities can transform Downtown and the North Side area into a thriving community gathering spot seven days a week.

**Quality of Life** – Develop opportunities to enhance the active lifestyles of residents of all ages to enjoy.

**Community Pride** – Focus on defining the City’s brand related to the quality of community safety, schools, facilities and social services, all supporting the community’s health and well-being.

**Community Connectivity** – Identify opportunities to enhance the various modes of transportation methods and future needs supporting an active and connected quality of life.

## Projects

The following is a list of projects developed by each subcommittee. For additional information about each project, please refer to the Project Portfolios assembled by the CAP Committee members located in the Appendix.

### Creating Community

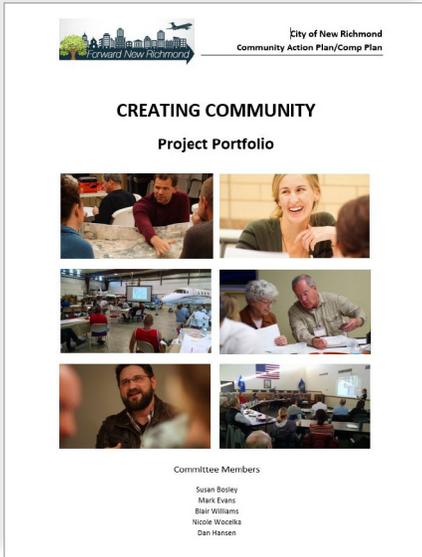
*Lifecycle Housing* - create an alternative small scale neighborhood that provides a strong sense of community, connection to your neighbors and the benefits of sustainable living. Simplistic affordable housing for all generations.

## Project Review Process

One of the most challenging tasks for a City Council is knowing when to support a potential project or idea. The project review process outlined on the prior page, provides a sample outline for a systematic review of new ideas. This type of review ensures that new project ideas are in line with the community’s vision, principles and goals. It also ensures that adequate consideration is given to funding (both capital and ongoing maintenance), staffing resources, and long term sustainability.

## Key Terminology

**Project Ideas** have been developed to help illustrate the vision and guiding principles. The ideas have been developed through the Community Action Plan. A planning initiative that utilized community residents, business owners, and organization leaders develop projects portfolios that could be used as implementation tools for the City of New Richmond.



Community Action Plan portfolio cover - "Creating Community"



Lifecycle Housing portfolio



Business Incubator portfolio

## Economic Development

**Business Incubators** – create opportunities for business incubators to thrive in New Richmond. Business incubators are organizations that offer startup companies shared operation space. In doing so, entrepreneurs enjoy a collaborative work environment with networking opportunities and shared equipment. In short, they offer young companies a warm, safe place to grow and prosper. Business incubators differ from industrial and technology parks as their dedication is to startup and early-stage companies.

**New Downtown Business Scope** - Create a destination place that would draw people TO downtown New Richmond, as well as serve our residents. Create amenities that attract visitors and provide quality of place for residents, such as retail, accommodation/food service, and arts/ entertainment/recreation.

**Highway 64 Corridor** - Change the Highway 64 corridor zoning to “Mixed Use” zoning and encourage new mixed-use development along this corridor.

**New Business Park** - create a new business park that would be located near the airport, east of the Airport and north of Highway 64 Corridor.

## Downtown Revitalization

**Attract New Businesses to Locate Downtown** – initiate programs to attract new businesses downtown. Be proactive in creating the right mix of businesses to support the needs of our community.

**Development of a Downtown Committee** - create a committee of downtown business and building owners that represent all property owners and tenants within the downtown corridor. The downtown committee will be the nexus of all the public and private partnerships. And work to promote downtown New Richmond.

**Downtown Overlay District** – create a zoning overlay to include the “downtown core” of New Richmond, intended to establish and retain aesthetic integrity in New Richmond’s downtown core, a unique asset of New Richmond.

**Paint the Town** - Business owners apply for a chance to choose a new color for their store front and community members do the painting on Service Learning Day. Paint and supplies are paid for through grant money. This project is an affordable way to make our downtown look better and great opportunity for community building.



Highway 64 Corridor portfolio



New Business Scope portfolio

**Pop-Up Shop** - A “pop-up shop” is a short-term, temporary retail event that is “here today, gone tomorrow”. Pop-up retail is the temporary use of physical space to create a long term, lasting impression with potential customers.

**Events for Placemaking** - We want to make the downtown a destination for residents and visitors through unique and inviting events – both BIG and small.

## Quality of Life

**Trail Connectivity and Creativity** – connect all of the trails and pathways within our community. This includes connecting outlying parks and neighborhoods, making them accessible to the City by foot or bike. The trails themselves should also be a destination, as well as a connection.

**Riverwalk** – create a new “Riverwalk” trail along the Willow River in the downtown. A beautiful segment of the New Richmond trail system strategically placed along the river’s eastern shore to highlight one of New Richmond’s greatest hidden gems: the Willow River.

**Ninja Warrior Park and Sprint Way** – create a new Ninja Warrior obstacle course, a unique park attraction that sets New Richmond apart and brings out the internal competitor in both kids and kids-at-heart. The Ninja Warrior obstacle course-type timed physical challenges make this park stand out from the normal swing and slide playground, creating a unique destination park to attract people to New Richmond.

**Freedom Park Beach** – establish a new “Freedom Park Beach” on Hatfield Lake, a place of gathering and interaction for both local residents and surrounding townships.

**4-Season Community Plaza** – create a new public gathering plaza near the heart of New Richmond, designed to accommodate public gatherings and events year-round.

**Edible Trail** - New Richmond’s trail system is more than just getting from one place to another; it celebrates New Richmond’s natural beauty and agriculture. The Edible Trail is a recreational trail with a variety of fruits and plants for residents to pick and enjoy while utilizing the trail system.

**Adopt-a-Garden** - The Adopt-a-Garden Program is a cooperative venture between the City of New Richmond and its citizens. Through an agreement with the City, an individual, community, or group assumes responsibility for assisting in the creativity and maintenance of a garden located on public property.

**Willow River Cleanup** – develop programs to enhance water quality in the Willow River and the Willow River empondment at Mary Park.

## Community Pride

**Centralized City Offices** - Create a one stop City utility building or complex with all City utilities (parks, streets, public works, utilities, etc) in one location, under one roof instead of having multiple small buildings scattered around.

**Mary Park Community Bridge** - placement of a community pedestrian bridge spanning the Willow River near the western edge of Mary Park.

**New Richmond Disc Golf Course** - Construction of an 18-hole disc golf course at the Hatfield Recreational Park.

**Library Open Space** - The existing library location has the potential to serve as green space to host a variety of community events if the City proceeds with the development



Paint the Town portfolio



Riverwalk portfolio



Ninja Warrior Park and Sprint Way portfolio



Adopt-a-Garden portfolio



Park and Trail Safety portfolio

of a new library elsewhere in town. Additionally, there have been suggestions to close East First Street to traffic between Knowles Ave and Arch Ave. The additional space and reduction in traffic would be more conducive to developing the green space into a key community gathering place.

**NRPD Squad Vehicle Garage** - a garage for police vehicles attached to the current Police Department building. The garage would provide a secure passageway to and from vehicles for police department personnel. The garage would need 10 bays for police vehicles and a trailer. It would be climate controlled and would include an Evidence Room.

**Park and Trail Safety** – implement programs to ensure safety in New Richmond’s parks and trails.

**Prescription Drug Safety and Disposal** – create safe places to safely dispose of prescription drugs.

**New Richmond Skate Park** – expand the New Richmond Skate Park to address growing needs and user pressures on the existing facilities.

**Multi-Purpose Sports Complex** - develop a multi-purpose sports complex to provide for the possibility of year-round sports for a variety of interests. It would also be a source for meeting room space with movable space to adapt for a variety of groups. This would include the possibility of an outdoor ice rink with equipment rental and warming house.

**The Good Place** – create a place where people can meet and carry out transactions or conversations or in a comfortable and safe environment (e.g., Craig’s List sale transactions or child custody exchanges). This location would include a few added security features that support safe interactions.



Great Streets portfolio

### Community Connectivity

**Great Streets** - provide improved safe and easily identifiable pedestrian crossings. Increasing pedestrian visibility combined with the added value and benefits of a more aesthetically pleasing main street atmosphere along Knowles Avenue.



Great Streets portfolio

## COMMUNITY ENGAGEMENT

Community engagement is a means for all people to bring their voices into the process and to share their ideas, backgrounds, and experiences to Plan for a future that benefits everyone. The following tables show the responses of community members as they participated in two engagement opportunities, the State of the City (February 23rd, 2018) and an open house (February 28th, 2018).

The State of the City and Open House engagement events provided an opportunity for community members to place comment dots on comprehensive Plan boards, outlining key concepts or updates from the previous New Richmond Comprehensive Plan. Comment dots included a “Like It!” (green), “Use Caution” (yellow), & “Stop! No Thanks” (red) dot. In the engagement summary table below are community members responses tallied by dot type and location next to key concepts presented at the engagement events.

# Engagement Summary Table

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals		
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!
<b>Vision Statement &amp; Guiding Principles</b>	The community will maintain standards for fiscal responsibility as it continues to grow and evolve															
	We will guide community growth in an orderly and sequential way to maximize infrastructure investments but respect agricultural activity beyond the growth area				1										1	
	New Richmond will provide high quality amenities and services for people of all ages, backgrounds and abilities				1						2				3	
	We will continue to celebrate and promote the City's unique history and character										2				2	
	The community will protect and preserve and provide access to natural resources such as wetlands, waterways, lakes, ponds and woodlands				1										1	
	Planning for future growth is mandatory, not optional. We will guide future growth to be consistent with our future vision				1										1	
	We will continue to revitalize the downtown as a destination with a unique sense of place and identity that reflects the cultural heart of our community				1										1	

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals		
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!
<b>Vision Statement &amp; Guiding Principles</b>	We will grow and diversify our economy and opportunities				1									1		
	New Richmond will provide safe and accessible connections to all community destinations															
	We will work strategically and create incentives to retain existing businesses and attract new businesses to our community				1									1		
	New Richmond will celebrate creativity and diversity as essential ingredients to a vibrant future				1									1		
	We will strive to promote educational, recreational and athletic opportunities for our youth				5									5		
	We will promote the infill development of vacant and underutilized sites and contiguous growth patterns within the City limits				2									2		
	Nothing specific	9									3			12		

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals		
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!
<b>Economic Development Downtown Revitalization</b>	Enhance mobility in the downtown (safe crossings, sidewalks, bikeways)				1			4			4			9		
	Enhance streetscape environment on Knowles Ave				6			3			31			12		
	Infill and redevelop vacant and underutilized properties with mixed uses				1									1		
	Build on existing assets in the downtown (scale & character)				6									6		
	Improve existing businesses and buildings in the downtown				3									3		
	Strengthen gateways into downtown and the character of Knowles Ave										1			1		
	Strengthen the relationship of the downtown to the Willow River				9			5			4			18		
	Establish a downtown overlay district and design guidelines					1									1	
	Nothing specific	10												10		

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals		
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!
<b>Future Land Use: Long Range Plan</b>	Guide community growth in an orderly and sequential way to maximize infrastructure investments															
	Plan for a mix of land uses to support community needs, including places to live, work, shop and recreate				1			1			2			4		
	Expand and develop new business parks				1								1			
	Plan for mixed use growth along the freeway (SH64) corridor (commercial, high density residential, office, industrial)				2								2			
	Plan for a variety of housing choices to address current and future housing needs				1						2			3		
	Provide a connected and comprehensive parks				7			3			4			14		
	Preserve and protect significant natural landscape features (rivers, wetlands)				10			4			3			17		
	Nothing Specific	11									1			12		
<b>Quality of Life: New Park Search Area, Proposed Parks, &amp; Open Space</b>	Proposed parks				2			1					3			
	Athletic Fields & Facilities				3								3			
	Neighborhood park				1			3					4			
	Mobile home community						2								2	
	Will's Park- LTI Groups is starting to brainstorm on all-inclusive park. Our proposed location is Freedom Park LETS CONNECT!!!	1												1		
	Nothing specific	10						4			1			15		

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals		
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!
<b>Road Functional Classification: Long Range Concept</b>	Plan for a connected roadway network that links neighborhoods and provided safe and convenient access to and from area destinations						1						1			
	Plan for and provide "Complete Streets" that accommodate multiple forms of transportation (pedestrians, bicycles, vehicles, public transit)	1			4								5			
	Plan for a connected trails and bikeways system (per the City's Bicycle & Pedestrian Master Plan)				7			6			3		16			
	Plan for safe roadway crossings (marked crosswalks, bumpouts, lighting, etc)				6			2			2		10			
	Street with bicycle lane						1								1	
	Nothing specific	6											6			
<b>Roadway Network: Roadway Types</b>	Arterial roadway				1	1		3					4	1		
	Collectors roadway				7	1							7	1		
	Parkway				2	1							2	1		
	Local Street															

		State of City, February 23rd, 2018			Open House, February 28th, 2018			Realtors, Chamber Directors, & Ambassadors, March 21, 2018			Kiwanis, Legion Auxiliary, VFW, Seniors, April 2, 2018			Totals			
		I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	I Like It!	Use Caution	Stop it! No Thanks!	
		Future Land Use 2030 - 2040 Anticipated Growth		Promote infill development and redevelopment of vacant and/or underutilized sites				2							1		2
Emphasize contiguous growth patterns within the city limits																	
Preserve the agricultural areas outside the City boundary so future development can occur in a contiguous and efficient manner						4			2			2			8		
Discourage leapfrog development patterns						1									1		
Encourage growth where development can be served by cost-efficient City infrastructure systems																	
Provide a mix of public services to support community needs									1			6			9		
Cottage housing	1					11									12		
Nothing specific	12											1			1		

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		<b>Quality of Life Concepts: Parks, Trails &amp; Open Space Long Range Concept</b>	Neighborhood park access (add 4 new parks)				6			5			1			12
Preserved natural areas and open space (as opportunities arise) (add 1 new nature area)					3						1			4		
Athletic fields and facilities (improve as needed)					4									4		
Local trail loops (build trail gaps)					5			1			3			9		
ADD SIGNATURE FEATURES:																
Willow River corridor - trail and signature parks	1				16			2			3			23		
Downtown event space / destination facility (indoor/ outdoor) (new community park)					11			2			3			16		
Regional rail connections and natural trail corridors					8						5			13		
Historic and cultural interpretation and preservation					2						2			4		
Proposed City trails					1									1		
Proposed parks					1									1		
Outdoor ice skating					1									1		
Canoeing					1									1		
Walking trail through nature					1									1		
CITY RDA is far too dangerous	1													1		
Nothing specific	8												8			

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Community Pride	School				1									1		
	Library				3									3		
	City Hall															
	Fire Department															
	Police				2									2		
	Hospital															
	Police in Schools				1		1							1	1	
	Consider the creation of a new City Hall that houses all City services under one roof						2									2
	Expand community services to serve a growing community				1									1		
	Implement safety improvements and enhance accessibility along key pedestrian routes in City							2						2		
	Protect and enhance accessibility to natural open spaces such as the Willow River corridor							1			2			3		
	Celebrate and strengthen community identity				1									1		
	Promote educational, recreational and athletic opportunities for our youth				3									3		
	Safety-A Safe Community															
	Safe place				3									3		
	School Resource Officer				3						3			6		
NRPD Squad Vehicle Garage/Evidence room										4			4			
Prescription Drug Disposal Sites/boxes				3									3			

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<b>Community Pride</b>	Park and Trail Safety (emergency call boxes, cameras, bike patrols)				7						2			9		
	Connectedness-A Connected Community										4			4		
	Green Space (current Library location)										2			2		
	Public Works Facility (centralize utilities and services)				1						1			2		
	24-hour Transportation Availability	1			4						1			6		
	Active-An Active Community															
	Skate Park Addition				2			1						3		
	Frisbee Golf Course				11						5			16		
	Multi-Purpose Sports Complex				14						2			16		
	Nothing specific	11												11		