

COMPREHENSIVE PLAN

EXISTING CONDITIONS REPORT

CITY OF NEW RICHMOND

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Introduction

This Existing Conditions Report contains statistical profiles and background analysis necessary to update the New Richmond Comprehensive Plan. While primarily focused on existing conditions, future projections will be included if they are available. This has been done to provide a clear understanding of where New Richmond is today, and perhaps more importantly, to foster discussion and debate on what the community should look like in the future.

A Comprehensive Plan is an official document adopted by the Planning Commission and City Council to serve as the legal and conceptual foundation of the City’s Zoning Ordinance and helps direct decisions about the physical development of the community. The purpose of the Comprehensive Plan is to promote the health, safety, and welfare of the community while also serving as a rational guide to help direct future land use, zoning, subdivisions, and the quality, timing, and intensity of growth. The Comprehensive Plan should be recognized and utilized as a flexible document to be interpreted within the broad spectrum of land development possibilities and ever changing conditions.

City of New Richmond’s Mission Statement:

The City of New Richmond’s primary mission is to provide its citizens with reliable, efficient, and economic public services.

Mayor and City Council

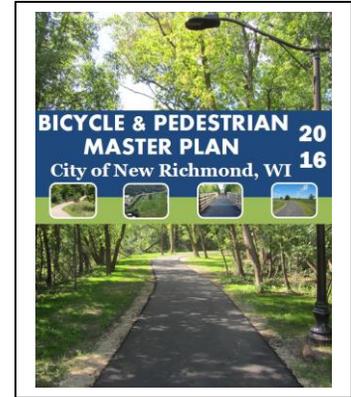
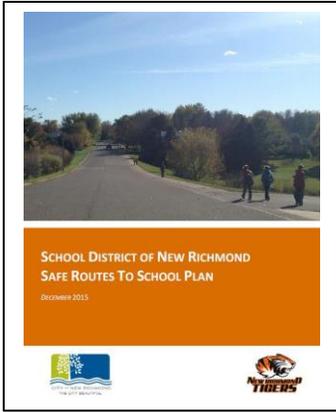
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Mike Kastens
MaryKay Rice
David Tyvoll
David Wilford
Sarah Skinner (Ex-Officio)



Chapter 1

Reference Plans, Policies, and Programs

[2005 Comprehensive Plan](#)

[City of New Richmond Downtown Design Guidelines](#)

[City of New Richmond 2013 Small Area Study Relating to the Downtown](#)

[2012 City of New Richmond/Town of Star Prairie Cooperative Plan](#)

[2012 Ady Voltage City of New Richmond Marketing Analysis](#)

[2015 City of New Richmond Park System Plan](#)

[2016 Bicycle and Pedestrian Master Plan](#)

[2017 Complete Streets Policy](#)

[West Central Regional Comprehensive Plan](#)

[New Richmond Housing Needs Analysis Part 1](#)

[New Richmond Housing Needs Analysis Part 2](#)



Chapter 2

Existing Demographic Conditions

Citizens are the core of every municipality; without them, development and growth do not occur. It is essential to have a profile of the New Richmond community and identify major demographic trends that will affect 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 might be annexed to the City of New Richmond, altering the forecasts for both the City and the towns.
- 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 after the bridges open, the effect 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 2-1
Growth in Population, 1880 – 2010

Year	Population
1880	729
1890	1,408
1900	1,631
1920	1,988
1920	2,248
1930	2,112
1940	2,388
1950	2,886
1960	3,316
1970	3,707
1980	4,306
1990	5,106
2000	6,310
2010	8,375
2015	8,821

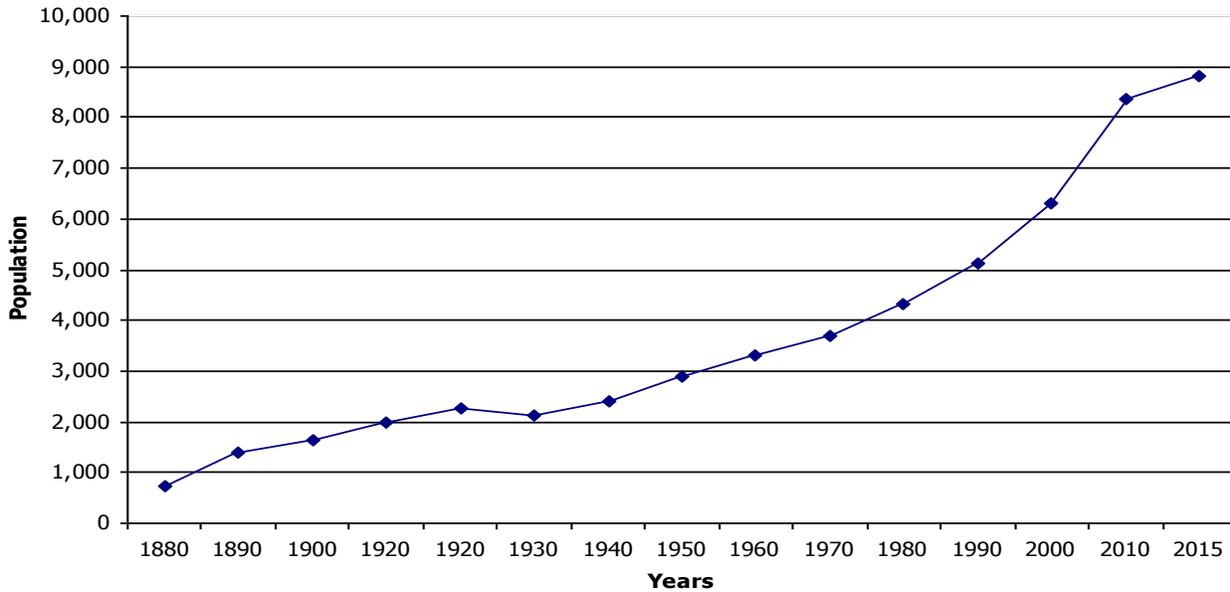
Table 2-2
Population Growth from 2000 to 2015

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

Source: U.S. Census 2000 and 2010

Sources: US Census
American Community Survey

Figure 2-1
Growth in Population, 1880 - 2015



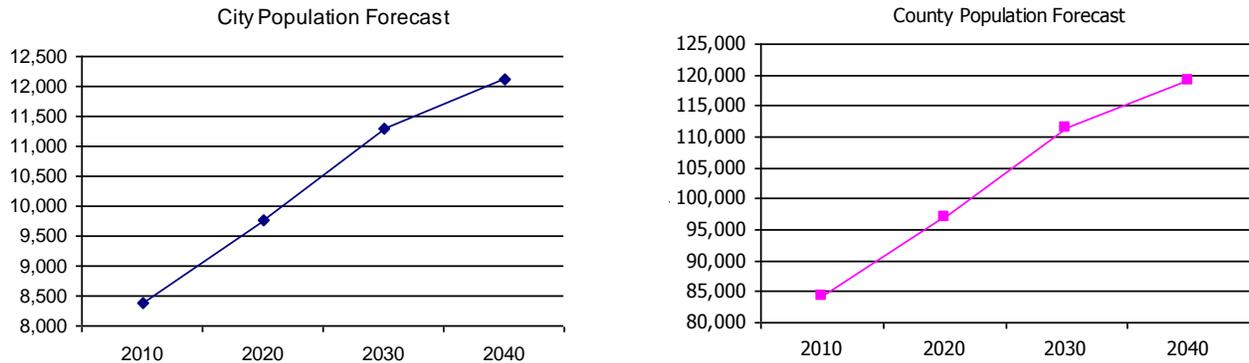
The City's population is forecasted to continue its moderately strong rate of growth to 2040, in parallel with the growth of St. Croix County, as shown by Table 2-3. This would represent an increase of 3,755 people for the City over that period.

Table 2-3
Forecast Population Growth to 2040

	2000	2010	2020	2030	2040	Percent Change 2010-2040
New Richmond	6,310	8,375	9,770	11,300	12,130	45 %
St. Croix County	63,155	84,345	96,985	111,470	119,010	41%
City / County	10 %	10 %	10 %	10 %	10 %	

Sources: U.S. Census; Wisconsin Department of Administration, 2013.

Figure 2-2
Forecast Population Growth to 2040



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 opens.

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 2-4
Projected Population Change in Nearby Towns

	2010 Census	2040 Forecast	Change 2010 - 2040	% Change 2010 - 2040
Town of Star Prairie	3,504	5,385	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 %

Source: Wisconsin Department of Administration.

Effect of the St. Croix River Crossing

A 2015 study by Gillaspy 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 Hwy 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.

Growth in the Town of St. Joseph

The City's planning consultant reviewed the comprehensive plan adopted in 2016 by the Town of St. Joseph to ascertain the community's planning response to the new river bridge. St. Joseph is located between the St. Croix River and the Town of Richmond, which abuts the City of New Richmond on the west. The new alignment for Highway 64 is designed to cut across the northwest corner of the Town. Thus, St. Joseph would be the location closest to the new river bridge and in a position to grow as a result of the improved road access to the Twin Cities.

The Town's plan calls for a continuation of its pattern of large-lot, semi-rural housing, and agriculture. Its forecast and policy plan call for adding approximately 800 more people between years 2015 and 2040, growing from 3,800 to 4,700 population. The plan also encourages modest growth of businesses and housing in the unincorporated hamlets of Houlton and Burkhardt. That growth would occur without public sewer or water services. Thus, the Town of St. Joseph is not planning to become a municipality, eliminating it as a direct competitor to the City of New Richmond, however, it may draw some growth from the Towns of Richmond and Star Prairie.

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 2-5.

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.

Table 2-5

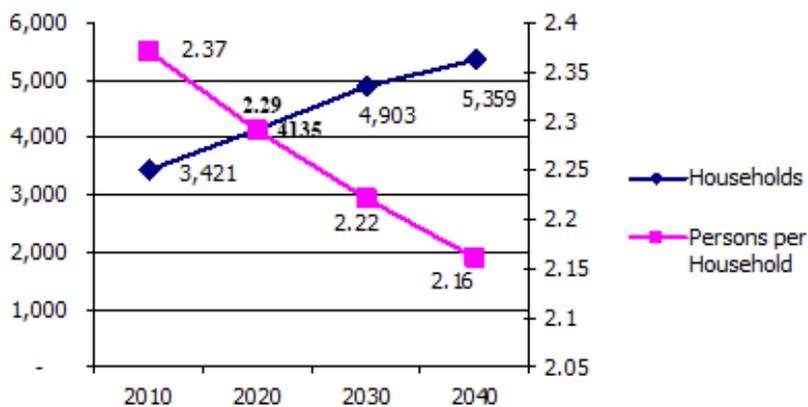
Forecast Number of Households and Persons per Household to 2040

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

Source: Wisconsin Department of Administration, 2013.

Figure 2-3

Forecast Number of Households and Persons per Household to 2040



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.

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-St. Paul-Bloomington Consolidated Statistical Area.)

Table 2-6

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
TOTAL				
Latino	1	2	6	6

Source: American Community Survey, 2013.
 Figures are rounded to the nearest whole number.

Age Distribution

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

Table 2-7

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	12
65 to 84	13	10	9	10
Over 84	2	2	2	2

Source: American Community Survey, 2013.
 Figures are rounded to the nearest whole number

Household and Family Composition

Table 2-8 provides a summary of information pertaining to household and family composition for the City compared to the County, State, and the Twin Cities metro area.

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 are those where two or more persons living in a household are related.

Table 2-8
Household and Family Composition, by Percentage

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

Source: American Community Survey, 2013.
Figures are rounded to the nearest whole number.

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.

Table 2-9
Earnings and Income Comparisons, 2015

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

Sources: American Community Survey, 2015

Table 2-10
Families and Children with Annual Income below Poverty Level, 2015

	New Richmond	State	Metro Area
Percent of Families Below Poverty Level	5.8 %	8.6 %	6.8 %
Percent of Families with Children Under 18 Years	7.4 %	15.0 %	11.0 %
Percent of Families with Children Under 5 Years	6.3 %	17.1 %	11.2 %

Source: American Community Survey, 2015

Organizations Working to Mitigate the Effects of Low Income and Poverty

These and other public or private not-for-profit organizations work in New Richmond or St. Croix County to help alleviate the effects of poverty, support families, build self-sufficiency and provide affordable housing.

- Habitat for Humanity
- Grace Place – homeless shelter – New Richmond
- Five Loaves Food Pantry – New Richmond
- New Richmond Housing Authority
- Center for Independent Living for Western Wisconsin
- West Central Wisconsin Community Action Agency, Inc. (West CAP)
- St. Croix County Energy Assistance
- Economic Support Division of the St. Croix County Department of Health and Human County Aging and Disability Resource Center
- St. Croix County Child Support Agency
- St. Croix Valley Job Center
- Food Share of Wisconsin – Wisconsin Department of Health Services
- Badger Care Plus – health insurance options for lower-income individuals and families
- Wisconsin Shares – subsidized child care
- Wisconsin Caretaker Supplement
- Wisconsin Home Energy Assistance Program
- Wisconsin Works – work readiness and job search assistance Family Planning Only Services – medical assistance and family planning
- Judi care – legal assistance – office in Wausau
- Child Care Partnership Resource and Referral Network

Sources: St. Croix County Departments of Health and Human Services, Comprehensive Community Services, Economic Support, and Youth Community Services; Wisconsin Department of Health Services; Food Pantries.org; New Richmond Housing Authority.



Chapter 3

Existing Natural, Cultural, and Agricultural Conditions

New Richmond is set amongst a wealth of natural resources including streams, lakes, wetlands, rich soils and wildlife refuges. Proper enforcement of existing regulations will help the community protect its natural resources as it continues to grow. Capturing regional growth in a compact pattern within the City will help preserve land for farming. In the surrounding towns, a concern related to unsewered development is the “karst topography,” which is explained below.

The major natural resources in and around New Richmond are depicted in Figure 3-1 on the following page.

Landscape Region

New Richmond is set in the Willow River watershed, one of 22 watersheds in the St. Croix River basin. The Willow River watershed is located along the boundary between two eco-regions - the Western Corn Belt Plains to the south, and the North Central Hardwood Forest to the north - and is located primarily in the Western Prairie Ecological Landscape on the far western edge of the State. The watersheds are characterized by nearly level, to rolling glacial till plains and significant farming. It contains the only true representative prairie potholes in the State and is a primarily open landscape with rich prairie soils, ponds, and wet depressions, except for forested areas along the St. Croix River.

Sandstone underlies a mosaic of soils. Most of the area is covered by silty loam soils that can be shallow and stony. Alluvial sands and peats are found in stream valleys.

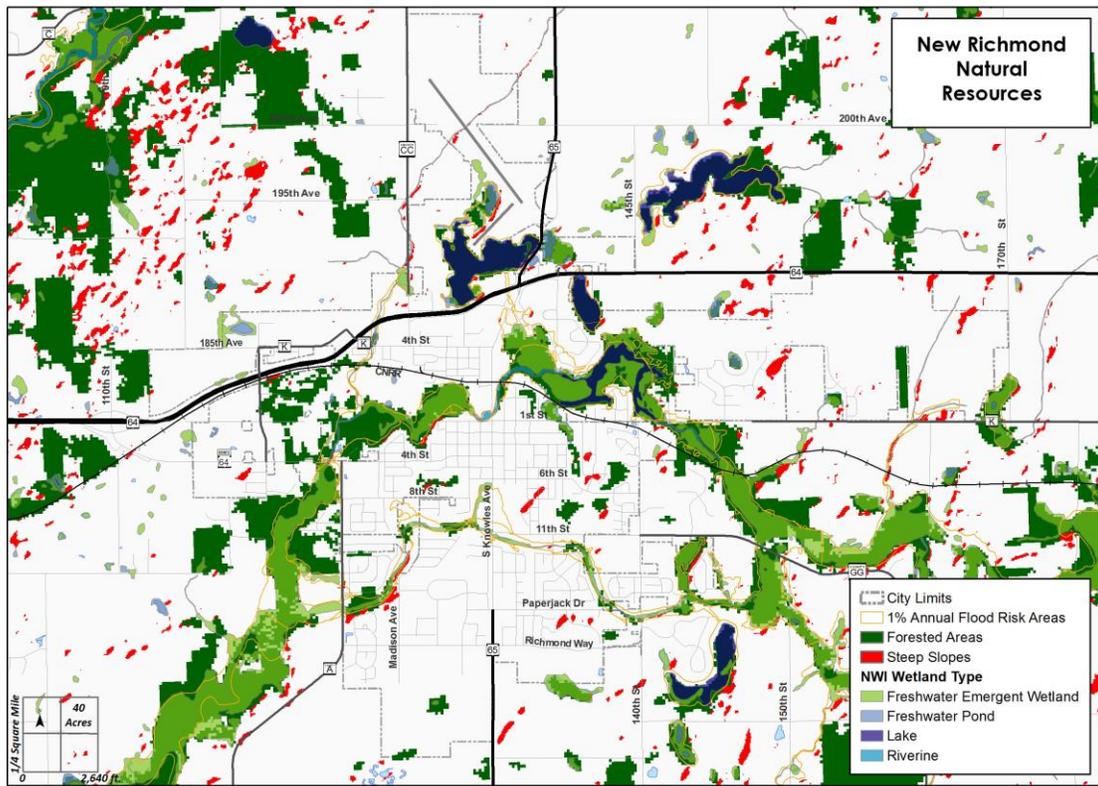


Figure 3-1

Streams and Lakes

The Willow River twists through the flat regional landscape, intersecting the City on the east, north, and west. It is a central feature of the City, located only steps from Downtown.

The Willow River basin is divided into an Upper and a Lower watershed with the divide running through the City. In the Town of Stanton, another divide separates the basins for the Willow and the Apple Rivers. The Upper watershed drains 184 square miles and originates in Polk County, northeast of New Richmond.

Paperjack Creek follows a route roughly parallel to the Willow River across the southern part of the City.

Just outside the City are the Apple River to the northwest in the Town of Star Prairie, the Kinnickinnic River to the southeast in the Town of Richmond, and Ten Mile Creek to the south in the Town of Richmond. Paperjack and Ten Mile Creeks flow into the Willow River. All of the rivers eventually join the St. Croix River.

Nearby lakes include Hatfield to the north, Hart, Mary Park, and Mill Pond near Downtown, and Brushy Mound in the southeast.

There is very limited public access to or views of the Willow River, as most of the shoreline is privately owned.

Wetlands

There are hundreds of acres of mapped wetlands in the broad, flat lowlands along the streams listed previously, particularly along the Willow River southwest and east of the City. Further from the streams, there are scattered wetlands because of the sandy soils.

Soils

New Richmond is set in the Prairie du Chien dolomite region, meaning that it is underlain by limestone. Surface water often reaches this layer and erodes passages down to the aquifer. The aquifer is a layer of porous rock that stores and transmits large amounts of water and is often a source of drinking water. This geologic landscape is known as karst topography. Consequently, surface pollution, such as from failing on-site wastewater systems or other sources, can easily lead to polluted groundwater. Evidence of karst topography includes sinkholes and even disappearing streams. One such intermittent stream exists in the Town of Star Prairie, running from northwest of the airport to the Willow River on the western side of the City.

There are many deposits of sand and gravel in the western half of St. Croix County, including the area around New Richmond, particularly along the Willow River. In the Town of Richmond, there is a large surface mine southwest of the City.

The soils around New Richmond have a rapid to moderate rate of permeability. This means that surface water can infiltrate relatively easily. Along the streams, soils are hydric, meaning that they are poorly drained and often wet.

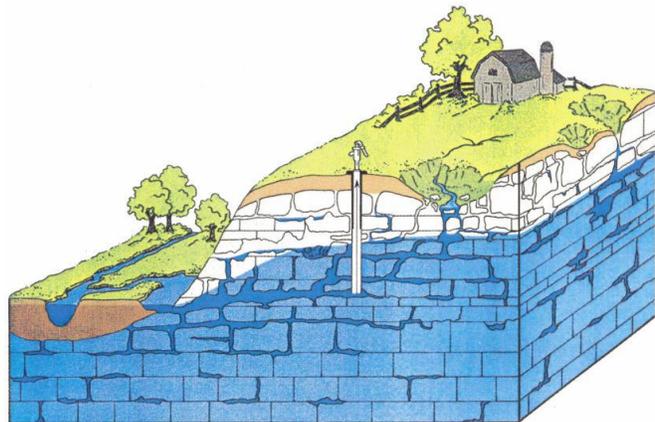


Figure 3-2: Diagram of Karst Topography

Surface water may seep through cracks in the limestone layer of the St. Croix County region and reach a drinking water aquifer.

Wellhead Protection Areas

Areas near the City's five municipal water wells are protected from contamination by the Wellhead Protection Overlay District, Section 121-60 of the Zoning Ordinance. The district supplements the underlying zoning districts. Figure 3-3 shows the locations. Certain types of land use are prohibited in those locations (example: above-ground storage tanks) and certain land uses must be separated from the wells by given distances (e.g., on-site wastewater treatment fields by 400 feet). These regulations are authorized by State law.

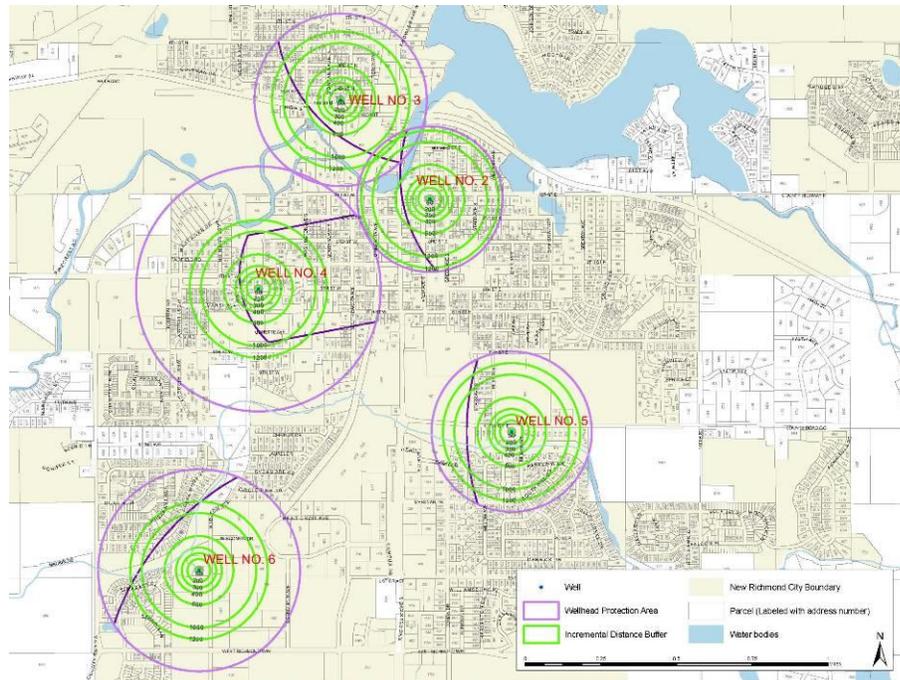


Figure 3-3: Wellhead Protection Locations

Wildlife Refuges

Three elements of the St. Croix Waterfowl Production Area are nearby the City. One stretches north across the Town of Stanton, beginning north of Highway 64 and east of 145th Street. Another is east of the City along the Willow River between County Highway GG and the Canadian Northern Railroad track. The third is along Ten Mile Creek in Richmond Township, southwest of the City.

Habitat Restoration

The Western Prairie Habitat Restoration Area Project was established in 1999 and encompasses 350,000 acres across 15 townships in St. Croix and Polk Counties. Part of this area lies in the Willow River watersheds. The acreage goal of 15,000 acres will permanently protect approximately 10 percent of the historic grassland acreage in the project area. Included are prairie remnants from one of the largest prairies found in the State along with a mix of grasslands, potholes, and marshes that are extremely conducive to pheasant, and waterfowl production.

Cultural Resources

Historic Preservation Overlay District

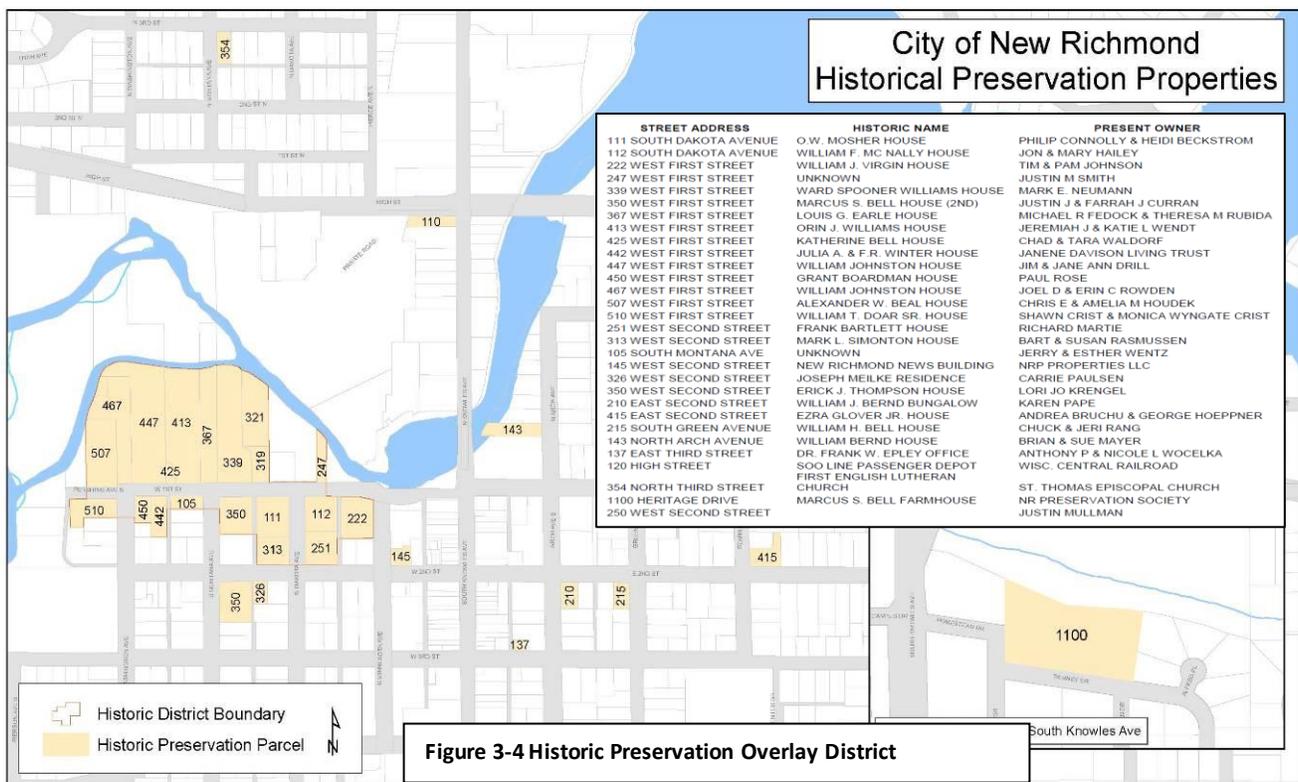
Individual buildings and a Historic Preservation District have been declared, by the City, to be of “historic, architectural and/or cultural importance to the local community”. The Historic Preservation Overlay District, section 121-59 of the Zoning Ordinance, designates the locations of those properties and establishes rules for their protection. See Figure 3-4 for the locations.

In any of those locations, owners must first receive a Certificate of Appropriateness before altering, improving, or demolishing any part of those properties. A seven-member commission appointed by the City Council is empowered to make judgments about applications for a Certificate of Appropriateness.

Heritage Center

The New Richmond Heritage Center is a collection of artifacts, information, and eleven historic buildings on a campus at 1100 Heritage Drive. It was founded by the New Richmond Preservation Society in 1982 and is supported by memberships and volunteer work.

Activities include building tours, classes, lectures, presentations, events, research, and curating. People, especially school children, learn about daily life for the early settlers, how lessons were taught in a one-room school, how the community rebuilt after an 1899 tornado, and how shopping was done at a general mercantile store in the 1930s.



JANUARY 1, 2016

Agricultural Resources

There is acreage zoned and used for commercial farming in the City of New Richmond. Although farming is not viewed as a long-term use of the land in the City, regional conditions are prime for row crops and dairy pasture.

Thus, one of the considerations in growth management may be to maintain a compact and contiguous city pattern so as to avoid the premature conversion of farmlands to urban use. The City may seek the cooperation of the adjacent Towns and St. Croix County in that goal.

Soils for Farming

The better farming soils are to the east of the City; to the west, soils tend to be sandier and less able to hold moisture.

The County has designated all of the Towns of Stanton and Erin Prairie as Farmland Preservation Areas, which made them eligible for Farmland Preservation zoning. This designation was based on the quality of soils for farming and their current low degree of non-farm development.

School Farm

The School District of New Richmond operates a 20-acre educational farm located on property currently leased from the New Richmond Regional Airport west of County Highway CC and north of 202nd Avenue, as shown by Figure 3-5. High school agri-science students plan to use the site to work on field management, crop selection, animal husbandry, budgeting, and other skills under a teacher's direction.

In 2017, students presented a five-year plan to build a Farm to Table project that would “teach people of all ages how to grow food through community collaboration and to spark interest in our country’s rich heritage in production agriculture.” More details can be found at: <http://www.newrichmond-news.com/news/government/3924344-community-farm-legacy-project-under-way>.



Figure 3-5: School Farm Site



Chapter 4

Existing Land Use Conditions

Land Use and Development Features

Regional Setting and Development History

The City of New Richmond is located along the Willow River in northern St. Croix County and served by Wisconsin State Highways 64 and 65. Highway 64 was recently widened from New Richmond to Houlton and includes a new bridge over the St. Croix River to Minnesota. Highway 65 provides a link south to I-94.

As shown by Figure 4-1, the adjacent Towns are Star Prairie (northwest), Richmond (southwest, south and southeast), Erin Prairie (southeast), and Stanton (northeast).

The first settler, B.C.B. Foster, journeyed from Maine by way of steamboat to the settlement that became Hudson. He built a sawmill at the rapids on the Willow River near the present Knowles Avenue. Other settlers were attracted by the seemingly endless supply of pines and rich farm land.

The Town was first platted by Richmond Day in 1849 and received its municipal charter from the State in 1885. It grew and prospered through the late 1800s as a mercantile center for the thriving farm community.

On June 12, 1899 an F5 Tornado claimed 117 lives and left more than 150 people injured. New Richmond lost more than 300 buildings and was rebuilt by December; many of those historic buildings remain today.

The community grew slowly but steadily during the 20th Century, ebbing and flowing with the national and regional economies. The pace accelerated in the 1990s and 2000s as the Twin Cities metropolitan area surged outward.

Please refer to the fine history of our community, *They Built their City Twice*, by Mary A. Sather (New Richmond Heritage Center, 1998).

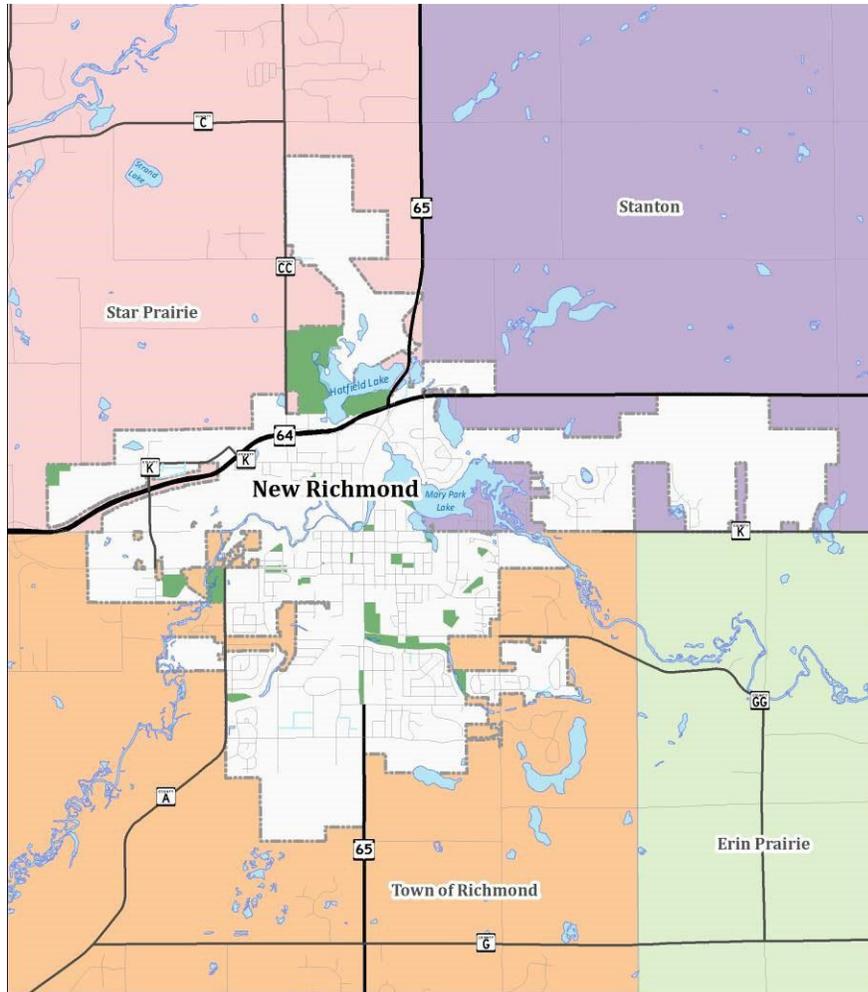


Figure 4-1
**Regional
 Location**

New Richmond Land Use Plan 2005

Features of the land use chapter of the 2005 *New Richmond Comprehensive Plan* are described below.

A map showed the desired future pattern of land use in and around the City. That map is shown by Figure 4-2.

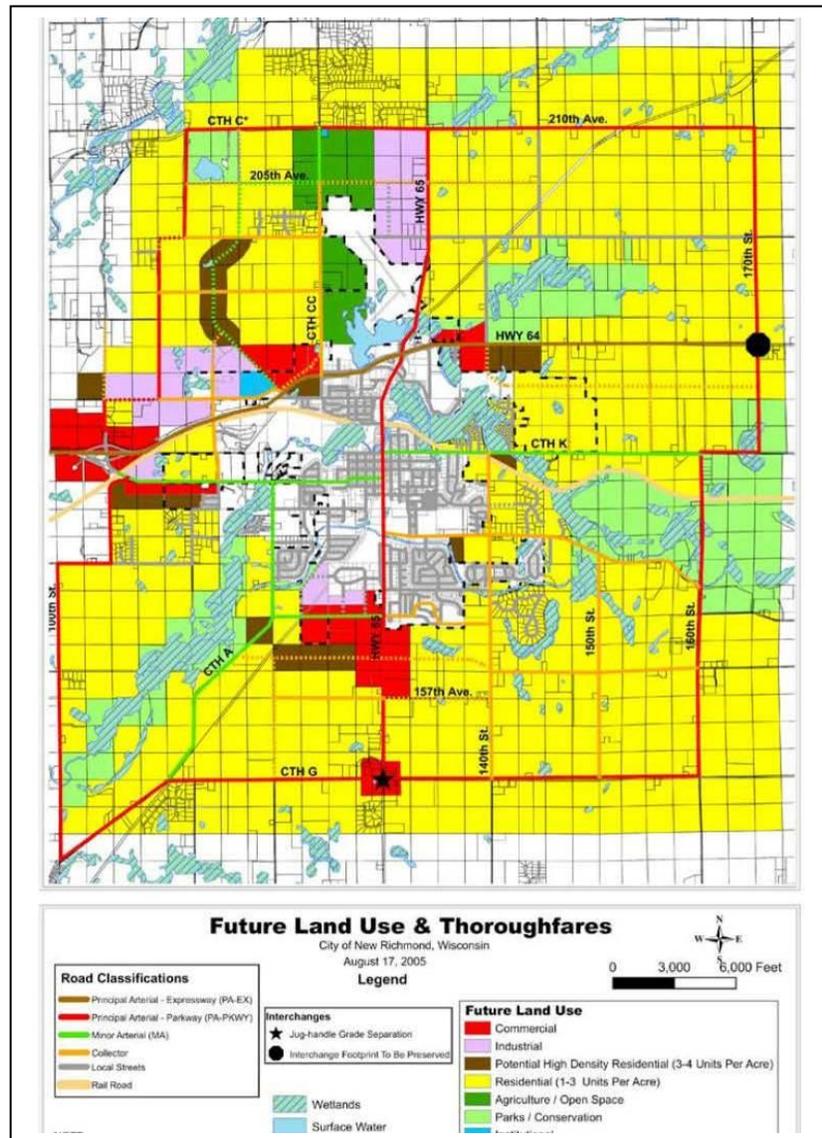


Figure 4-2:
2005 Land Use Plan Map

The Mostly-Developed Portions of the City

The 2005 Comprehensive Plan was mostly silent on infill or redevelopment. It was the hope of the plan that undeveloped locations would be built in correlation with surrounding uses and design characteristics.

Housing

Large portions of the adjacent towns were planned for housing as an expansion of the City, as opposed to agriculture.

Housing growth was proposed to the north, both east and west, of Highway 65 using large-lot, single-family subdivision design with curving streets. Clustered housing with set-aside open space was an option. The intention was to attract upper-cost housing.

High-density housing was specified at only 3 to 4 housing units per acre, which is normally the density of single-family detached housing. Such housing was to be segregated in a few large tracts on the perimeter of the City.

To the south and southwest, housing was proposed to be of more traditional subdivisions in type and design layout. Planned unit developments, conservation, and cluster subdivision and traditional neighborhood designs were also considered appropriate and encouraged there.

The area west of the intersection of Highway 64 and 65 was planned for commercial growth adjacent to housing.

Retail and Service Businesses

The plan called for businesses expansion along the south portion of the Highway 65 corridor, with a transition to housing before converting back to a commercial intersection at Highways 65 and G.

A large commercial area was planned around the interchange of Highway 64 West and 110th Street.

Along Knowles Avenue in the Downtown, rehabilitation and redevelopment of existing buildings was planned that follows adopted design guidelines.

Industry

Industrial areas were planned along Highway 64 West and Highway 65 North.

Infill and expansion of the existing industrial park on the City's southwest end were proposed.

Public and Semi-Public Land Uses

The plan only recommended that public and semi-public land uses should be located as their needs dictate.

Natural Conservation Areas

Several large public park or natural conservation areas were planned adjacent to the Willow River or perimeter lakes.

Agriculture

The plan called for protection of agricultural lands. This would be implemented as an interim land use strategy until expansion of urban land uses occurred as guided by the Comprehensive Plan.

St. Croix County Comprehensive Plan and Zoning Ordinance

Rate of Growth

St. Croix County had the fastest rate of development of any county in Wisconsin over the prior 20 years, including a 128 percent increase in housing units between 1980 and 2010. The County is forecast to add 56,000 housing units between 2010 and 2034, a 65 percent increase. Most of this growth will occur in the western half of the county, including the Cities of New Richmond, Somerset, Hudson, Baldwin, and Hammond, but also including semi-rural housing in the towns. Many acres of farmland have been taken out of production as large-lot housing has occurred outside of the cities.

Relationship of the Towns and the County

Each of the four Towns that border New Richmond – Star Prairie, Stanton, Richmond, and Erin Prairie – have prepared and adopted its own comprehensive plan, which have guided a generalized interpretation of the County’s land use plan map. The County’s plan encourages the preservation of “rural character” by allowing housing development in the Towns via clusters with protected open space and/or transfer of development rights. Please refer to the descriptions below of each Town’s local plan.

The County administers the zoning regulations for the Towns, and the Towns advise the County Board on land development applications. The County Zoning Ordinance allows clustering but not transfer of development rights. The County has no zoning power inside of any municipality, such as New Richmond. In 2017, the County was in the process of revising its zoning ordinance.

Land Use Direction for the Adjacent Towns

Figure 4-3, County Land Use Plan Map, illustrates that on the perimeter of New Richmond in the Towns of Star Prairie, Richmond, and Erin Prairie, future land use is guided as Mixed Rural Residential (yellow on the map). The plan for the Town of Stanton, however, is shown as Agriculture (light green on the map). Southwest of the City, in the Town of Richmond, the large industrial area shown in gray is an aggregate mine.

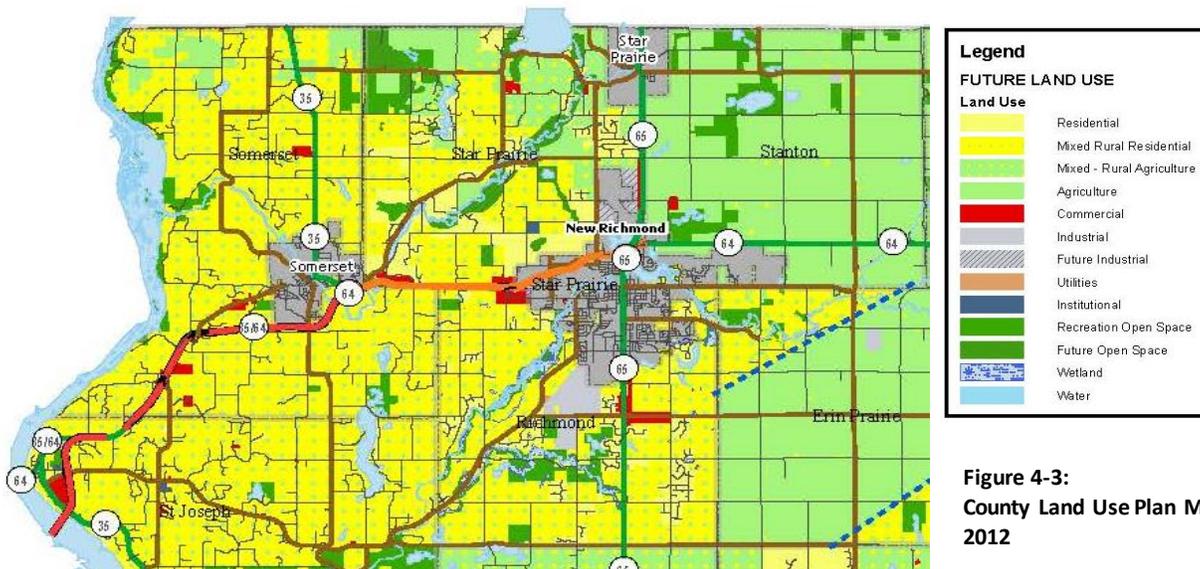


Figure 4-3:
County Land Use Plan Map (partial),
2012

The Mixed Rural Residential land use plan category is intended to accommodate housing on unsewered lots as small as 2 acres. Applicable zoning categories are Agriculture (1 house per 40 acres), Agriculture Two (2 houses per 40 acres) or Rural-Residential (1 house per 1.5 acres; 1 acre if in a cluster with set-aside open space). Central (shared public or private) sewer or water services are not required in any of these zoning districts.

The Agriculture land use plan category is intended to preserve productive agriculture or forestry from encroachment by incompatible land uses. Applicable zoning categories are Agriculture, Agriculture Two, or Rural-Residential.

Town of Star Prairie Land Use Plan

The Town of Star Prairie is located northwest of New Richmond. The land use plan for the Town, Figure 4-4, is intended to accommodate 3,000 additional acres of housing, 100 acres of commercial development, 70 acres of industrial development, and 300 additional acres of protected open space, primarily along the Apple River and near Strand Lake. These figures do not include the land inside the Urban Reserve. The Urban Reserve is the land currently part of the Town of Star Prairie that lies between the City of New Richmond and the Future Boundary Line established by the Star Prairie Boundary Agreement.

This growth is likely to occur without central sanitary sewer since the town does not plan to provide that service, although there is a town Water Service Area, as shown by Figure 4-4, Star Prairie Land Use Plan Map.

The plan includes the Boundary Agreement Area line that was negotiated in 2012 between the Town and the City. Within that Area, the planned land uses are primarily:

- Rural Residential – (yellow on the map) small-lot housing in subdivisions
- Mixed Rural (orange on the map) – medium –density small-lot housing, hopefully in clusters with set-aside open space
- Hobby Farms (light green on the map) – 5 to 20-acre lots – serves as a buffer between housing and large-scale farming, may be zoned Agriculture II, Exclusive Agriculture, or Rural-Residential
- Industrial (gray on the map) – expected to be annexed and served with public sewer and water by the City
- Open Space (violet on the map – public or private land held for natural open space protection; may include some small, active parks).

Boundary Agreement Area in the Town of Star Prairie

The Boundary Agreement Area includes lands that will eventually be annexed to the City of New Richmond and receive urban services. The location of the Area is shown on Figure 4-4. Here is a brief summary of the key points of the 2012 agreement:

- The boundary, which defines the Urban Reserve, is permanent and perpetual.
- Beyond the boundary, the City cannot exercise its Extra-Territorial plat review authority.
- Methods of annexing land to the City are described. With a few exceptions, these properties must be annexed to the City:
 - Any parcel subdivided after the Agreement
 - Any new housing unit built within 500 feet of a City sewer or water line

- Any property with a failing septic system within 500 feet of City sewer or water line
- Any parcel remaining after 70 percent of the Area has been annexed
- All remaining parcels after 40 years.
- In the Urban Reserve, the City has the power of comprehensive planning, zoning, and land subdivision. However, the City has not yet prepared and adopted a pattern of zoning for the Urban Reserve in Star Prairie. Consequently, a zoning map for Star Prairie is not included here. The County will continue to control the zones for Shoreland, Floodplain, and Exclusive Agriculture.
- The City will share property tax revenue with the town for annexed properties for five years after their annexation.
- The Town will let the City install water or sewer lines in town rights-of-way.
- The cost of road maintenance and police or fire protection is apportioned according to which jurisdiction the land is in.
- An Urban Reserve Commission, consisting of three members from the City and three from the town, will advise the City on zoning, subdivisions, utilities and other matters, but the City will make the final decision.

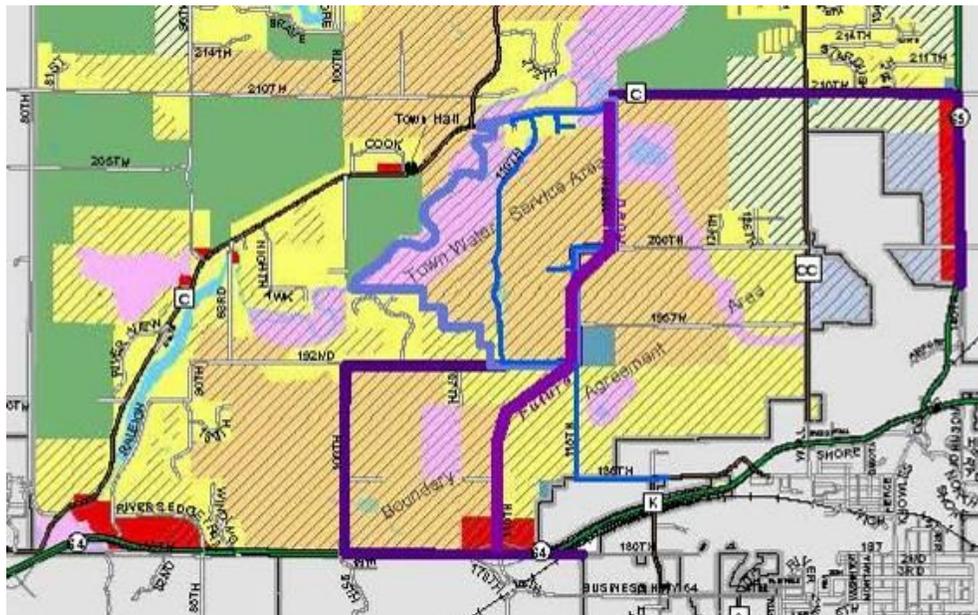


Figure 4-4: Town of Star Prairie Land Use Plan Map, 2010

Town of Richmond land Use Plan and Zoning

The Town of Richmond borders the City on the southwest, southern, and southeastern sides. The Town's 2011 comprehensive plan calls for the protection of agriculture, rural character, and the environment. However, its policies and land use plan map for year 2030 are designed to add 600 to 700 acres of single-family housing in large lots in subdivisions, mostly on the southern and southeastern side of New Richmond. Commercial and industrial development is planned along Highway 65 south to Highway G and near Highway 64 at 110th Street. Farm acreage is forecast to decline by 30 percent during that time. New multiple-family housing and mobile homes are discouraged. Existing and future development, with a few small exceptions, is or will be served by private, on-site water and wastewater systems.

The future land uses depicted on Figure 4-5 are:

- Rural Residential (yellow on the map) – houses on parcels of 1.5 to 5 acres – zoned Agriculture-Residential by the county
- Commercial (red on the map)
- Industrial (gray on the map)
- Open Space and Parks (violet on the map) – mostly DNR or US Fish and Wildlife sites

Zoning for the Town of Richmond: The zoning map for the Town of Richmond is shown as Figure 4-6. St. Croix County administers the zoning regulations.

Consistent with the Land Use Plan, nearly the entire town is zoned Rural Residential, in which lots may be as small as 1.5 acres (with a 2 acre average in a plat).

Unsewered commercial development is zoned in strips along Highway 65 and near the 110th Street interchange with Highway 64.

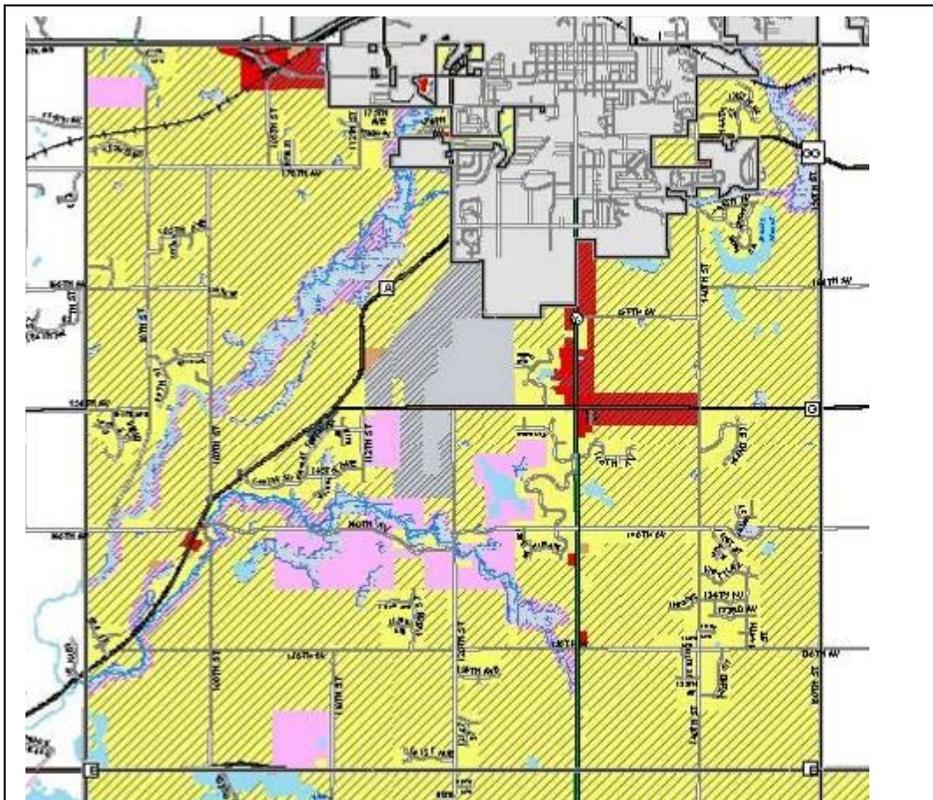
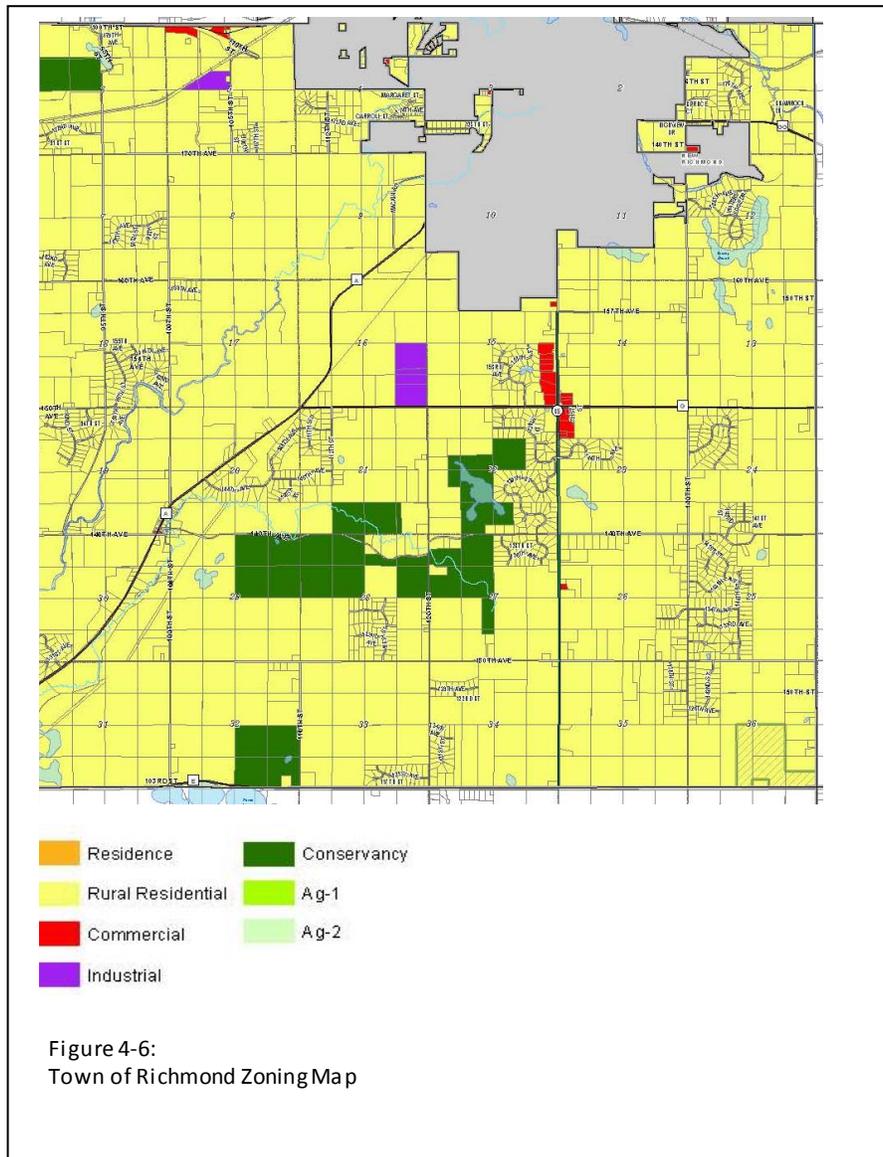


Figure 4-5:
Town of Richmond Land Use Plan, 2011



Town of Erin Prairie Land Use Plan and Zoning

More than 85 percent of the Town of Erin Prairie is presently zoned by the County as Exclusive Agriculture, which requires a minimum lot size of 35 acres. The Town’s plan recommends to:

- Preserve farmland (white on the map)
- Keep residential densities low and consistent with long-term agriculture in the majority of the town (yellow on the map)
- Continue to zone most of the town as Exclusive Agriculture
- Allow higher housing density in the northwestern and southeastern corners of the town, closest to and furthest from the City
- Try to use tools such as transfer of development rights or clustering to allow housing where it would have the least adverse effect on farming or the natural environment

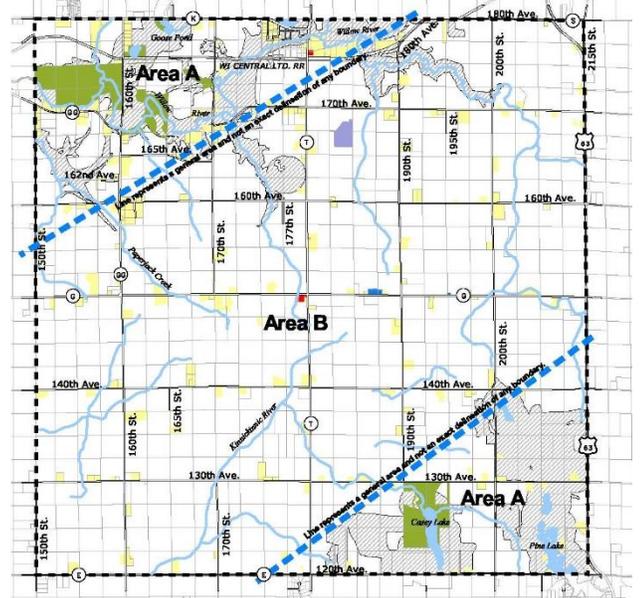


Figure 4-7:
Town of Erin Prairie Land Use Plan Map

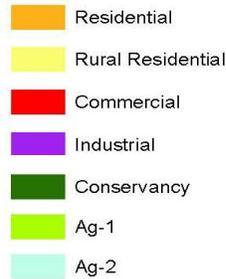
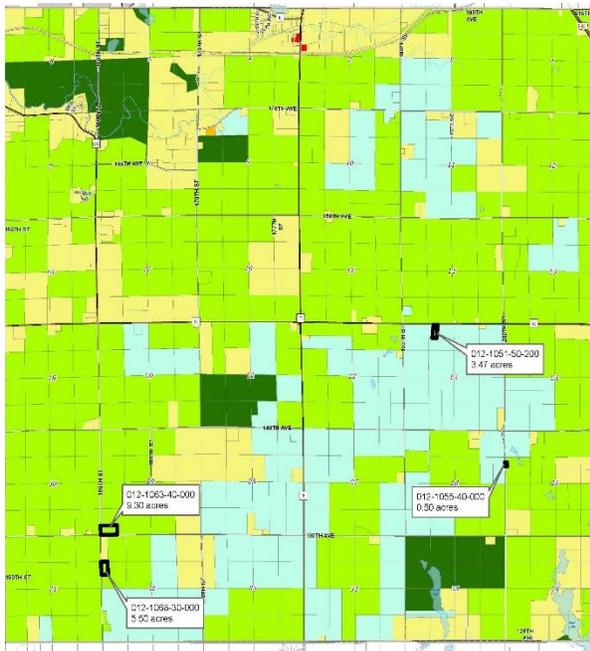


Figure 4-8:
Town of Erin Prairie Zoning Map

Town of Stanton Comprehensive Plan and Zoning

The Town of Stanton is located northeast of the City. The Town’s 2006 Comprehensive Plan calls for the protection of the natural environment, rural character, and agriculture, particularly on prime soils. Exclusive agricultural zoning should be used to protect farming. Of the four towns abutting the City, Stanton is the most committed to protecting its agricultural economy, limiting unsewered large-lot housing and directing housing to serviced locations adjacent to the urban area.

Existing Pattern of Land Use

The pattern of land use within New Richmond as of 2016 is illustrated by Figure 4-11, on the following page.

New Richmond is embraced on three sides by the beautiful Willow River and flanked by Hatfield, Mary Park, and Brushy Mound Lakes. 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 stand east and west of downtown, including the West Side Historic District. Further from the center, are newer neighborhoods with curving streets.

Commercial and industrial development occupies the Highway 65 (Knowles Avenue) corridor from the northern to the southern sides of the community.

There are some locations within the City where differing types of development conflict with each other. These are primarily older commercial land uses that abut residential neighborhoods with adequate screening. Examples of this situation may be found along Knowles Avenue north of the river. More recent commercial or industrial land uses tend to have better transitions.

The City's development pattern has become elongated to the east with a major residential annexation between State Highway 64 and County Highway K, most of which is yet to be developed. Other arms extend to the north for the New Richmond Regional Airport, and to the west along Highway 64.

Current Zoning

New Richmond has seven zoning districts adopted as part of an overall update of the Zoning Ordinance effective on January 1, 2015. These zoning districts fit the existing character of the City and provide opportunity to properly guide future growth and redevelopment. The zoning districts are summarized in Table 4-1 and illustrated by Figure 4-11.

The Wellhead Protection and Historic Preservation overlay districts are described in the Natural and Cultural Resources Assessment chapter of this report. Also, there is an overlay district that limits the height of structures along the airport runway approach and take-off paths.

Figure 4-11
Existing
Land Use, 2017

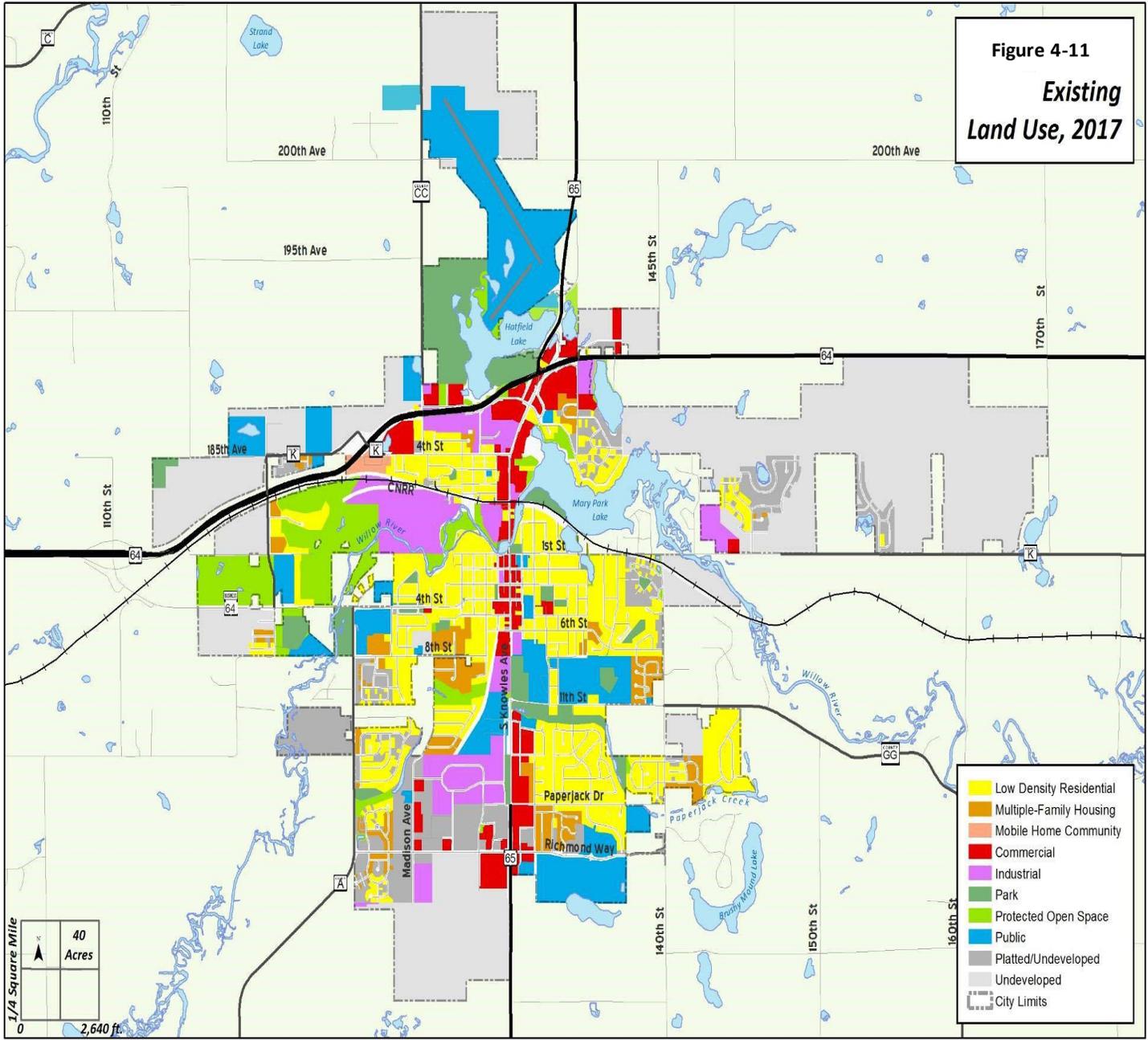


Table 4-1
Zoning Districts

District	Character	Purpose
Agriculture/ Preservation	Primarily agricultural with woodland, wetland, and scattered buildings	Provide areas for existing agricultural uses. Retain these lands in their natural state or as agricultural uses until sanitary sewer, water, streets and other public infrastructure is available and new development occurs. Provide a holding zone until a developer makes application for development, at which time the City may rezone the affected property consistent with its designation in the Comprehensive Plan, provided that the development does not result in the premature extension of public utilities, facilities, and services.
Sub-Urban	Lawns and landscaped yards surrounding detached single family houses; pedestrians occasionally	Provide opportunities for low density residential areas, limited neighborhood commercial uses and complementary uses. New development be allowed only when a full range of municipal services and facilities is available to serve the area. Create low-density residential areas and to preserve and enhance transitional residential areas between lower and higher densities.
Multi-Use Corridor	Mixture of retail, commercial, and medium density residential.	Provide a mixture of regional commercial, retail, office, lodging and residential uses in a mixture of building forms. Other complementary uses such as schools, churches and parks will be allowed. Located along arterial streets. Developments will include landscaped surface parking lots and interconnected sidewalks or multi-use trails.
General Urban	Mix of houses, townhouses and small apartment buildings with scattered commercial activity	Provide a mixture of uses in a residential urban fabric. Allows a full complement of residential uses and neighborhood and community or neighborhood scale commercial uses. Streets with sidewalks will define small and medium-sized blocks to promote walking.
Traditional Neighborhood	Shallow to medium front and side yard setbacks	Provide a variety of uses with higher residential density in a mixed use neighborhood with neighborhood, commercial and a variety of other public or semi-public uses. It has a tight network of streets, with sidewalks, street trees, and shallow front setbacks to create an urban streetscape.
Central Business	Multi-story, mixed use buildings	Provide opportunities for multi-story, mixed and single use commercial block buildings, townhouses, multi-family residential, lodging and civic buildings; predominately attached buildings, plazas, pocket parks and an interconnected street grid with sidewalks.
Specific Use/ Industrial or Airport	Varies	Create districts to support the ongoing use and expansion of airport and industrial uses. Any future expansion of these uses shall require site plan approval and compliance with this Ordinance. Subdistricts include Airport and Industrial Park.

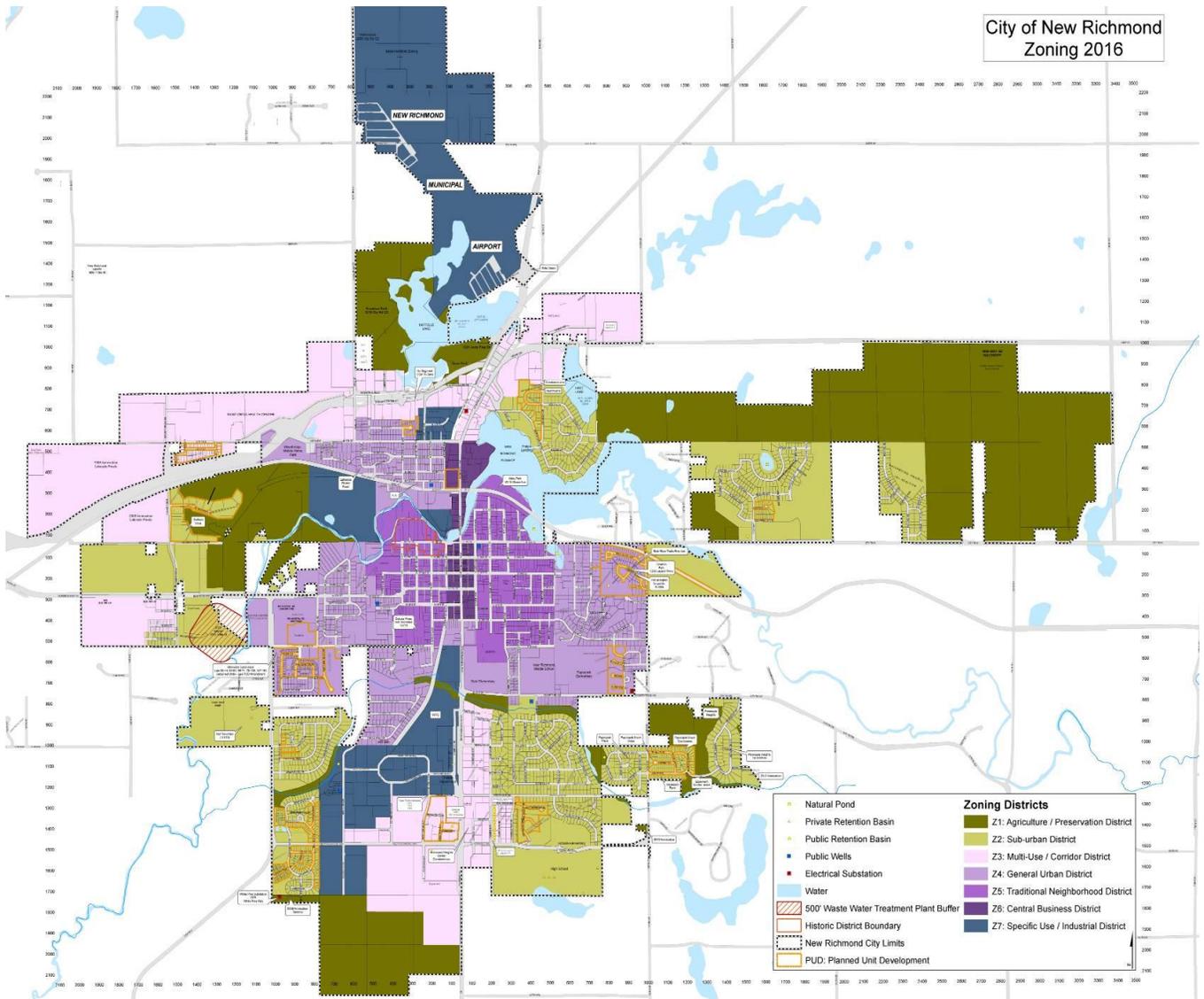


Figure 4-12: Pattern of Zoning District, 2016

Land Divisions in the Extra-Territorial Plat Review Area

Section 121-35 of the Zoning Ordinance provides standards for land divisions in the City's Extra-Territorial Plat Approval Jurisdiction. That area, allowed by Wisconsin law, extends outward from the City border 1.5 miles into the adjacent towns, and increases to 3 miles upon having a population of 10,000. This authority allows the City to prevent land divisions that would contradict its plans for public improvements, such as future roads and infrastructure. In that area, any proposed land division, whether by plat or certified survey map, must be reviewed for approval by the City according to these standards:

- Minimum lot size: 35 acres, with exceptions
- Any new parcels will be regulated by the City's Z1, Agriculture, zoning district
- A deed restriction is applied to prohibit further division
- Existing houses may be split onto parcels less than 35 acres
- Any intergovernmental plan or joint powers zoning overrules these standards.

Surplus or Deficit within the City

At the end of 2016, there were 1,941 acres of land zoned for residential, commercial, industrial or agricultural use not yet developed (See Table 4-2.) This total is minus wetlands and floodplains. Note that undeveloped land zoned Agricultural was assumed to be available for rezoning and development with urban uses.

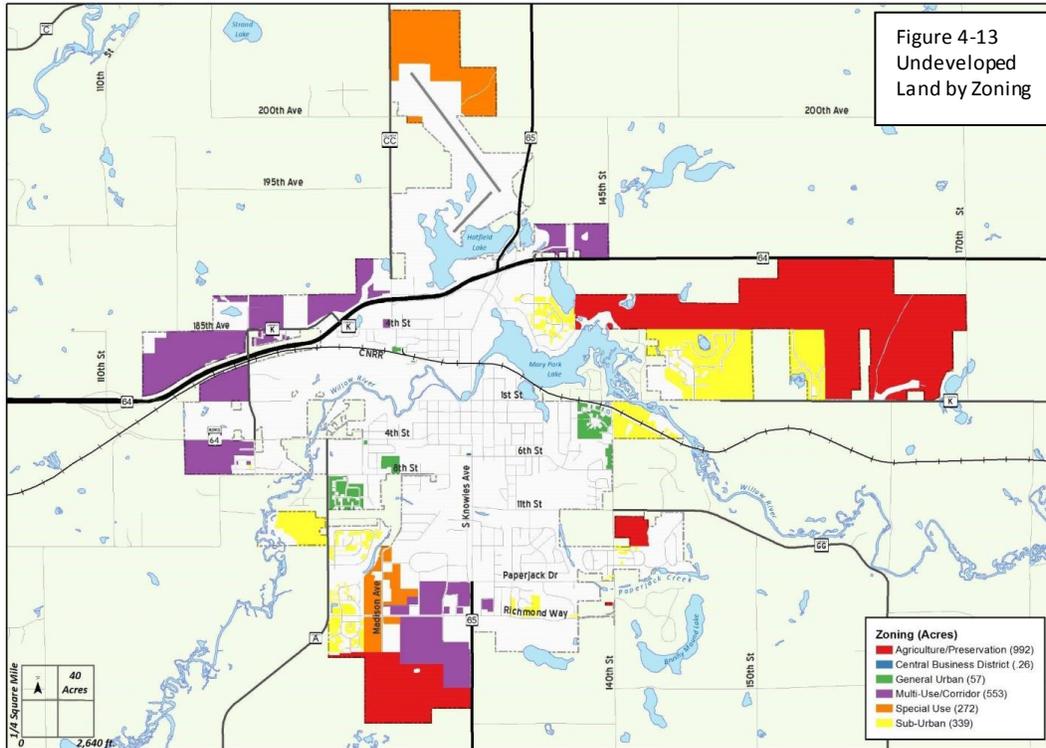
The locations of the undeveloped land are illustrated by Figure 4-13.

Table 4-2

Undeveloped Land by Zoning District, 2016

Zoning District	Acres
Housing	
General Urban	57
Sub-Urban	339
Traditional Neighborhood	-
Agricultural	992
	<hr/> 1,388
Commercial and Industrial	
Central Business District	0.26
Multi-Use or Corridor	553
Industrial and Airport	272
	<hr/> 825
Total	<hr/> 2,213

Please refer to the Demographic Assessment chapter for a forecast of population and households growth in New Richmond to year 2040.



Annexation May Still Be Desired

It should be noted that even though there is a nominal surplus of developable land within the current City borders out to year 2040, this does not mean that there will not be a market demand for other land to be annexed to the City. There are attractive residential locations just outside of the City where owners might petition for annexation. It is important to have enough land zoned and serviced for development so that land prices are not artificially inflated upward.

Recent Housing Development

Before 2008, an extraordinarily high number of subdivisions were platted and housing units built all across the nation, and New Richmond was no exception. In fact, exurban locations such as St. Croix County saw some of the highest rates of new housing construction. This County was one of the fastest growing in the entire State.

The number of new housing units permitted for construction in New Richmond from 2005 through 2016 is shown by the following table. Most of the attached units were in buildings of four or fewer units, most commonly two-unit buildings.

Housing development slowed greatly after 2008, but by 2012 was once again showing signs of increased activity. Nevertheless, in 2017 there were still many lots that had been platted but not improved with infrastructure. There were also many houses or multiple-family residential buildings that had been approved but not built, as shown in the Table 4-4.

These available building sites are accounted when estimating the additional residential development acreage that may be needed during the horizon of this plan.

Table 4-3

New Housing Units, 2005 through 2016

Year	Detached Housing Units	Attached Housing Units	Total Housing Units	Percent Detached
2005	58	69	127	46
2006	32	47	79	40
2007	32	27	59	54
2008	20	14	34	59
2009	11	0	11	100
2010	16	0	16	100
2011	14	2	16	88
2012	62	28	90	69
2013	7	0	7	100
2014	11	56*	67	16
2015	21	35	56	37
2016	41	16	57	72
Totals	325	294	619	52
Average Annual	27.1	24.5	51.5	

Source: City of New Richmond, 2017

* Six projects include multiple-family housing units.

Source: City of New Richmond, 2017 * One 52-unit building

Table 4-4

Inventory of Available Lots and Multiple-Family Buildings at the End of 2016

	Total Lots	Lots Used	Vacant SF or Duplex Lots	Vacant Multi-Family Lots	Vacant Lots with No Street	Number of Projects
In a recorded Final Plat	1,736	1,043	421	109	159	30 *
Approved but no Final Plat	78	0	0	0	0	2

Source: City of New Richmond, 2017

* Six projects include multiple-family housing units.

Source: City of New Richmond, 2017 * One 52-unit building

Downtown Plan, 2013

A plan was prepared by the City in 2012 and 2013 for the core of Downtown, the location of which is shown by Figure 4-14. Discussions were held with property owners, business tenants, and residents from across the community about the development of new opportunities, with

special attention on the City-owned WeTEC business incubator building along Minnesota Avenue.

Elements of the study included:

- Community “conversations”
- A visual preference survey
- An assessment and survey of the downtown business climate
- Review of current land use and building occupancy
- Transportation, including driving, walking, bicycling and parking
- Options for the WeTEC building
- Ideas on how to implement the major recommendations.

Major Recommendations

The City Council recognized the importance of Downtown as the visual and civic center of the community, as well as its role in local business. Consequently, the study described a wide range of ideas and took a holistic approach to revitalization. These were the major recommendations:

- Diversify the business mixture
- Market the City as a destination to eat, shop, and play
- Enhance the Downtown streetscape
- Make Minnesota Avenue a one-way street with angled parking and a bicycle trail
- Make it easier and safer for pedestrians to cross Knowles Avenue by installing corner bump-outs, textured crossings and, possibly, a median
- Adopt building design standards into zoning ordinance
- Install way finding signs
- Calm the traffic on Knowles Avenue through the downtown
- Communicate the locations of parking

During the study process the WeTEC building was sold.

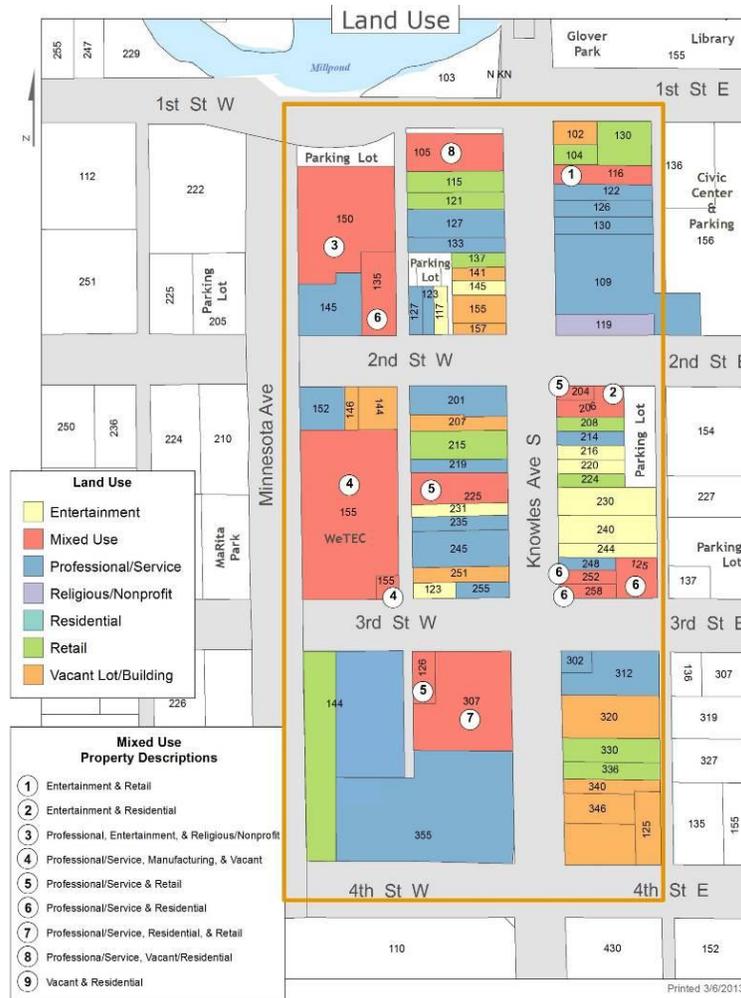


Figure 4-14: Study Area for the Small Area Plan

Downtown Design Guidelines, 2003

In 2003, the City prepared and adopted design guidelines for the portion of the Downtown from the river and 6th Street and between Arch and Minnesota Avenues. These guidelines were advisory and voluntary, not compulsory and mandatory.

The design guidelines recognize the importance of using historic character as a unique and powerful advantage for downtown. Experience has shown that historic preservation is a means of making a downtown lovable and consequently, competitive and sustainable.

The intent of the guidelines is to help owners design building alterations, additions, or replacements that are compatible with and supportive of the existing building stock and the historic character of Downtown. They are intended to promote restoration, rehabilitation, and new construction in a historically sensitive manner.

It is important that the integrity of architecturally or historically significant buildings be maintained. For buildings that are not considered significant but supportive, their improvement should complement the significant properties.

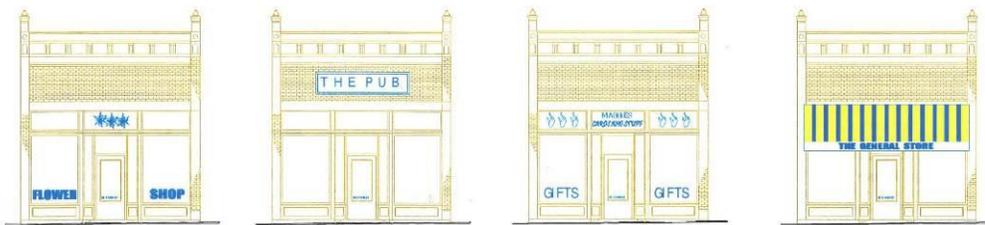
[See Figure 3.4 for the Historic Preservation Overlay District Map.](#)

The guidelines address the elements that constitute the visual architectural character of the district: proportion, scale, windows and doors, the rhythm of solids and voids, materials, signs, setbacks and open space, and the architectural features that make certain exteriors special. The various architectural styles of Downtown were surveyed. Recommendations and examples were shown for the improvement of the façades on several typical buildings.

Detailed recommendations were provided for business signs along with a model sign ordinance.

The guidelines were incorporated by reference into the Zoning Ordinance as part of the overall update of the regulations adopted and effective as of January 1, 2015.

Traditional Signage



Guidelines for the Tax Incremental Districts

Over the years, the City has written and imposed design covenants for properties in two industrial and one commercial location. Their purpose has been, generally, to ensure a consistent level of development quality, to promote harmonious appearances, to abate nuisances, and to help ensure adequate tax base.

Such covenants were adopted in 1968 and 1982 for the Wisconsin Drive business and technical park, another in 1982 for the Industrial Boulevard area in the northwestern part of the City, and one set in 2006 for the commercial properties that about Richmond Way.

Wisconsin Drive Business and Technology Park

These covenants seem generally appropriate for New Richmond, given its location relative to the Twin Cities, its access, its market position and the stated objective for the park. However, a few possible amendments are noted below. In summary the covenants for the southern business and industrial park provide:

- **Review:** Site plan review by the Plan Commission is required for all new buildings;
- **Nuisances:** External nuisances must not be allowed; nuisances are defined;
- **Outdoor Storage:** Outdoor storage is prohibited; this has not been universally enforced;
- **Setbacks:** The front setback for buildings is 30 feet; visitors' parking is allowed in that setback; this should be reduced for the sake of more efficient land use and better "tax base density" if compensatory landscaping is provided - otherwise a large setback does not necessarily improve appearances; the side and rear building setbacks are only 15 feet, slightly less than the height of most industrial buildings; these setbacks are often exceeded as circulation drives are often needed around buildings;
- **Parking:** Parking lots and loading areas must be paved, not gravel;

- **Landscaping:** Setback areas must be landscaped, but the covenant is vague as to species and quantities;
- **Truck Docks:** This subject is not addressed;
- **Signs:** The sign requirements help ensure harmony; monument signs are allowed but not free-standing signs;
- **Building Faces:** Exterior building walls facing public streets must be faced with brick, decorative masonry or equivalent material from the ground to the roof; metal trim may be included; steel walls that do not face a street must be coated with an earth-toned paint.

Richmond Way Commercial Area

These covenants apply only to the properties that face Richmond Way in the tax incremental district adopted in that vicinity. The architectural and site development standards are appropriately higher than those of the nearby business and technical park, which are described above. These covenants seem properly chosen for the intended objectives and the New Richmond market. They provide:

- **Prohibited Uses:** Certain land uses are prohibited such as gasoline stations, auto salvage yards and open sales lots; temporary structures are not allowed; Noxious activities are defined and prohibited;
- **Exterior Building Walls:** Articulated fenestration is required; acceptable materials include face brick, stone, specially design precast concrete, decorative concrete block if used with other approved materials, architectural metal panels, and other materials if approved by the Architectural Review Board; very similar requirements are used in suburban and freestanding cities around the Twin Cities
- **Mechanical Equipment:** Mechanical equipment must be shielded from street view;
- **Site Coverage:** The maximum impervious site coverage is 90 percent; the other 10 percent must be landscaped;
- **Outdoor Storage:** Outdoor storage is not allowed; trash containers must be screened from view or kept within buildings;
- **Utilities:** Utilities must be buried;
- **Lighting:** Exterior lighting is required but must be limited in terms of fixture height and the spread of glare;
- **Landscaping:** All setbacks must be planted; trees and berms are required; quantities are specified; a landscaping plan must be submitted for review and approval;
- **Review:** A review board is established by the City Council to judge conformance with the covenants and make certain design judgments.

Industrial Boulevard Area

These covenants, adopted in 1982, require a lesser standard of site and building improvements than do those for the Wisconsin Drive business and technical park.

- **Prohibited Uses:** Certain land uses are not allowed such as those considered dangerous, noxious or offensive.
- **Rear and side yard setbacks** are only 3 feet but must comply with Zoning Ordinance standards. The front setback must be at least 30 feet, ten of which must be green.

- On-street parking is not allowed.
- Outdoor storage must be screened from view.
- Building exteriors must be colored in earth tones.
- Maximum building to site coverage may not exceed 40 percent.
- Loading docks may not face Industrial Drive unless they are at least 100 feet back from that street.
- Site plan review by the New Richmond Development Committee.

State Laws Relevant to Growth Management

Annexation

Wisconsin laws pertaining to annexation are complicated but essential to the efficient and economic growth of the City. In simple terms, land may only be annexed to a city if the landowner asks the City. It is very difficult for a Wisconsin city to successfully annex land unilaterally. This sometimes makes it difficult for a city to plan for and implement efficient urban growth, leading to higher costs for the public and a less functional metropolitan area.

Extra-Territorial Plat Approval Powers of a City

Wisconsin law provides that if a subdivision plat is proposed in a part of a town within 3 miles of a city of the First, Second or Third Class, or 1.5 miles for a city of the Fourth Class (based on population) the final plat may not be recorded unless it has been approved by the Town, the County, and the City. Under State law, a “subdivision” is defined as the act of creating, by division, five or more parcels of land that are 1.5 acres in size or smaller, including those created by successive divisions within five years.

In addition, the Wisconsin Supreme Court declared in a 2003 decision in the case of Wood vs. the City of Madison: “we conclude that Wis. Stat. ch. 236 (1999-2000) does authorize a municipality to reject a preliminary plat under its extraterritorial jurisdictional authority based upon a subdivision ordinance that considers the plat’s proposed use.” That ruling gives Wisconsin cities broad new powers to reject proposed subdivisions in adjacent towns up to three miles from the City’s border.

Extra-territorial Zoning

A city and an adjacent town may cooperate on planning and zoning for that part of a town within the extra territorial area of the City. The City of New Richmond and the Town of Star Prairie adopted such an agreement in 2012.

A city council may create and adopt a plan and zoning regulations for the area within the extra territorial area if: (a) the area is contiguous to the City, and (b) the City and the Town each appoint three members to a joint planning committee for the territory outside the City and (c) any such plan or zoning regulations are approved by a majority of the six person joint planning committee after a public hearing on the matter.

Boundary Changes based on a Cooperative Plan

A city and an adjacent town may adopt a plan or a mediated agreement that:

- Specifies boundary line changes that shall or may occur at approximate dates

- Describes the conditions that must occur for specified boundary line changes to occur, or
- That specified boundary lines may not be changed during the planning period.

Other Intergovernmental Cooperative Agreements

Wisconsin Statute 66.0301 allows cities and towns to enter into a wide variety of agreements for the regulation of land development, boundary line changes, or public facilities or services.

Revenue Sharing between Units of Government

Wisconsin Statute 66.0305 allows two or more cities, towns, villages, or counties to enter into an agreement to share all or part of revenues derived from taxes and special charges.

Sewer Service Area Plans

When New Richmond reaches a population of 10,000, it must prepare a Sewer Service Area Plan for approval by the Wisconsin Department of Natural Resources. These plans involve the type, pattern, and density of land development and the protection of certain sensitive natural resources. They use 20-year forecasts of growth and must be coordinated with the City's comprehensive plan.

Public Facilities and Services

The availability of public services and facilities is an important factor in encouraging and guiding land development. Described below are several public or private facilities or services that are available to residents and businesses in both the city and the nearby towns.

The City's ability to attract new residential, commercial, or industrial development is diminished to the extent that these services are available at an equal cost to locations in the towns. However, two important services, water supply and wastewater disposal, are only available to properties in the city, with a few exceptions.

The City owns a relatively large number of facilities for a community of its size – an airport, a utility company, two golf courses, and an indoor hockey rink plus the usual fire and police departments, and parks.

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), and a high school, all located in the southeastern quadrant of the City.

The District Administrator reported that the schools are "full," although there are no plans for new buildings. An enrollment forecast was prepared in 2012 and will be updated after the new St. Croix River Crossing opens. The summary findings were:

- Enrollment increased 19 percent during the 2002 to 2012 period, to 2,954 students in the 2012-13 school year.
- Enrollment is forecast to increase by 14 to 23 percent from year 2012 to 2022 without any specific consideration to the opening of the new bridge. The enrollment could be as high as

3,643 students in 2022. The higher forecast probably cannot be achieved in the short term but could be reasonable in the long term.

- The average class size shows some “built in” growth momentum. That is, the current average elementary grade was larger than the average high school grade.
- The District’s market share increased slightly, which is unusual. Non-public school enrollment is declining, but open enrollment out has increased.
- The new bridge will have an effect on enrollment, but its extent is yet unclear.
- Additionally, New Richmond has a private K-8 Catholic School, St. Mary’s.

New Richmond Public Utilities

New Richmond Utilities provides water and wastewater disposal to properties in the City and electricity to properties also in the adjacent towns. This not-for-profit organization is owned by the City and supervised by a five-member commission appointed by the City Council.

Electricity is purchased through Wisconsin Public Power, Inc., which generates power and serves 51 locally owned electric utilities.

Water is provided by five wells, the locations of which are shown by Figure 3-3 in the Natural Resources Assessment chapter. Water is provided to some locations in the Town of Star Prairie out to a distance of 2 miles from the City, some of which is beyond the Urban Reserve.

The wastewater treatment plant is located east of 115th Street near the Willow River and treats an average of 640,000 gallons of wastewater per day.

Fire and Rescue Protection

The New Richmond Fire and Rescue Department serves the City, the Towns of Star Prairie, Richmond, Stanton, and Alden, plus the Village of Star Prairie, an area of 150 square miles. The Department is 49 percent owned by these non-city governments. Half of the calls in 2016 were within the City.

The availability of fire protection in the towns reduces the house insurance cost to owners there and makes it more feasible to live in the towns.

The department has full-time chief and 36 volunteer fire fighters. The station is located at 106 South Arch Avenue in New Richmond.

Ambulance Service

The New Richmond Area Ambulance and Rescue Service has four ambulances and serves the City, 8 towns, and the Village of Roberts, an area of 220 square miles.

Police Protection

The New Richmond Police Department works only within the City except when called by the County Sheriff in special circumstances. The County Sheriff’s department serves the Towns.

Library

The Friday Memorial Library, located at 155 E. First Street in Glover Park, is owned by the City and also supported by St. Croix County and, to a lesser extent, the towns. Thus, anyone in the towns can enjoy the benefits of the city library without living in the City.

Airport

The New Richmond Regional Airport, established by the City in 1964, is the only public airport in the 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 more than 200 aircraft based at this field on the northern end of the community.

Cemetery

The City has recently assumed control of a cemetery located along East 6th Street, which was previously operated by the New Richmond Cemetery Association.

Recreation

The Area Centre

The New Richmond Area Centre is a private, membership-based facility located in New Richmond 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 provided in the Parks and Trails Assessment chapter.

In early 2017, a recommendation was proposed to create a new organization to promote and coordinate recreation and sports in New Richmond and the vicinity. This proposal, based on interviews, surveys, and discussions, would involve the City, the School District of New Richmond, the New Richmond Area Centre and the New Richmond Area Community Foundation in the New Richmond Recreation Partnership.

Hockey Association

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.

Golf Club

The New Richmond Golf Club has 18- and 9-hole courses along the Willow River in the western part of the community. This publicly-owned facility is privately operated and open to all, with lower fees for City residents. Annual payments are made to the City by the operator.



Chapter 5

Existing Housing Conditions

Major Housing Findings

- **Conditions:** The physical quality of housing in New Richmond is good; while some deferred maintenance is evident, there are no neighborhoods with widespread substantial deterioration.
- **Age of Housing:** Some housing in the City dates back to the 19th Century, adding to the charm of the community. New housing and population growth accelerated in 1990, but returned to normal after 2012.
- **Housing Types:** Duplexes and townhomes are well represented, as are single-family homes.
- **Housing Demand:** There is a manageable housing demand rate of 60 to 80 units per year. After a slowdown during the Great Recession, construction began to return to normal bounds after 2012.
- **Available Lots:** In late 2016 there were approximately 700 approved but un-built housing lots in the City.
- **Workforce Housing:** There is a need for modest-cost housing to support the growing local economy. The Croft Place Apartments, aimed at the “workforce” population, opened in 2016.
- **Housing Affordability:** The percentage of households in New Richmond paying more than 35 percent of their income for rental housing is comparable to that of the Twin Cities metropolitan area. Nevertheless, housing is inordinately expensive for some households, and there is not enough public assistance to bridge the gap. This problem is experienced in most communities in Wisconsin. Housing assistance funding has been reduced at every level of government during the past 30 years. Unmet housing needs have been shown to contribute to many other personal and social ills.

- **Effect of the New River Bridge:** The St. Croix River Crossing, opened in August of 2017 and is expected to support continued moderate growth of jobs and housing in New Richmond. However, the effect of the bridge on housing development is not expected to be dramatic, according to *Community and Economic Impacts of the St. Croix River Crossing*, a study commissioned by the County and prepared by Thomas Gillaspy, the former Minnesota State Demographer, in 2016. Please refer to the Demographic Assessment chapter of this report for a description of that study's conclusions.

City-Wide Housing Characteristics

Selected housing characteristics are presented in Table 5-1 with corresponding data for the County, the State and the Twin Cities metropolitan area. All data is from the 2010 US Census.

- The housing vacancy rate is low, around 4 percent.
- The percentage of single-family, detached housing units is similar to the Twin Cities metro area.
- The percentage of housing units that are owner-occupied is substantially lower than the County, State, or Twin Cities metro area.
- The average household size (owner occupied unit) is larger in New Richmond than in the State or Twin Cities metro area, but smaller than the County.
- The percentage of mid-density units (2 to 10 units in a building) is slightly high but the percentage of buildings with 10 or more units is slightly low, in comparison to the County, State, and Twin Cities metro area.
- The median value of owner-occupied units is the lowest of the three comparison locations. Likewise, the monthly cost of units with or without a mortgage is also lower.
- On average, it costs slightly less to rent housing in New Richmond than in the three comparison locations, and the percentage of renters paying more than 35 percent of their income in rent tends to be lower.

Table 5-1: Selected Housing Characteristics

	New Richmond		St. Croix County,		Wisconsin		Minneapolis-St. Paul-	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
NUMBER AND OCCUPANCY								
Total housing units	3,395		34,468		2,641,627		1,408,224	
Occupied housing units	3,260	96	32,459	94	2,299,107	87	1,334,395	95
Vacant housing units	135	4	2,009	6	342,520	13	73,829	5
NUMBER OF UNITS IN STRUCTURE								
Total housing units	3,395		34,468		2,641,627		1,408,224	
1 unit	2,386	70	28,637	83	1,875,146	71	1,013,075	72
2 units	173	5	984	3	173,234	7	35,468	3
3 to 9 units	542	16	1,708	5	228,960	9	62,226	4
10 or more units	294	9	2,271	7	268,686	10	274,068	19
Mobile home	0	-	865	3	95,128	4	22,918	2
STRUCTURES BUILT PRIOR TO 2000	2,359	69	23,651	69	2,265,695	86	1,176,450	84
HOUSING TENURE								
Occupied housing units	3,260		32,459		2,299,107		1,334,395	
Owner-occupied	1,965	60	25,009	77	1,547,197	67	932,769	70
Renter-occupied	1,295	40	7,450	23	751,910	33	401,626	30
AVERAGE HOUSEHOLD SIZE								
Average HH size of owner-occupied unit	2.71		2.75		2.55		2.66	
Average HH size of renter-occupied unit	2.35		2.20		2.20		2.27	
YEAR HOUSEHOLDER MOVED INTO UNIT								
Moved in prior to 2000	564	17	9,701	29	804,506	35	444,183	33
NO VEHICLES AVAILABLE	128	4	1,194	4	163,512	7	100,220	7
VALUE								
Owner-occupied units	1,965		25,009		1,547,197		932,769	
Median (dollars)	141,200		205,400		165,800		213,900	
MONTHLY COSTS								
Housing units with a mortgage	1,456		18,932		1,016,234		687,174	
Median (dollars)	1,401		1,597		1,402		1,640	
Housing units without a mortgage	509		6,077		530,963		245,595	
Median (dollars)	510		545		532		535	
MONTHLY COSTS AS A % OF INCOME								
With a mortgage	1,456		18,902		1,012,775		685,265	
35 percent or more	214	15	3,555	19	215,673	21	129,987	19
Without a mortgage	509		6,024		525,810		243,660	
35 percent or more	73	15	606	10	61,619	12	23,394	10
GROSS RENT								
Occupied units paying rent	1,281	1,281	7,120	7,120	719,507	719,507	389,559	389,559
Median (dollars)	814		883		776		931	
RENT AS A PERCENT OF INCOME								
35.0 percent or more	452	35	2,318	33	274,872	39	151,046	39

Source:
American Community Survey, 2016,
US Department of the Census.

Publicly-Assisted Housing

There are presently five options for publicly-assisted housing in New Richmond.

Federal Rent Assistance

The New Richmond Housing Authority provides only 20 Federal “vouchers” to eligible households that they can apply toward the rent on eligible rental housing units in the City. There is a long waiting list to become a voucher holder, and the need for rent assistance greatly exceeds the public supply.

Publicly-Owned Housing

The New Richmond Housing Authority owns the Sunshine Court on Odanah Avenue. These 40 units provide reduced-cost housing for the elderly and the disabled through a federal program.

Private Reduced-Cost Housing for Seniors

Boardman Meadows Apartments provides 35 one-bedroom apartments with assisted-living services for low-income seniors. This building, located on West 8th Street, was built in 2003 by Ecumen, a religiously-sponsored non-profit housing developer. Reduced-cost rent is enabled by a federal program.

Senior Community Based Care

The St. Croix County Health and Rehab Center completed in 2017 is a 100 bed skilled and assisted living residence with a full rehab center. The Kitty Rhoades Memorial Memory Care Center is part of the residence. SCCHR is located north of Highway 64 along 4th Street.

Private Reduced-Cost Housing for Families

The Deer Path Townhomes provide 23 units of reduced-cost apartments for families. Built in 1999 along West 8th Street by Dominion, a non-profit housing developer, this three-story building has two and three-bedroom units with single-car garages that are suited for low-income families. Federal low-income housing tax credits were used to guarantee below-market rents.

The Croft Place Apartments offers 1, 2, 3 and even 4-bedroom rental apartments at below-market rates for qualifying households. This 2016 building was constructed with a federal program intended for the “workforce” population.

Forecast of Housing Needed

Recent Trend

The City of New Richmond saw an increase of 325 housing units from 2005 to 2016. The average annual increase was 75 units compared to 40 units per year from 2009 through 2016. Since 2013, the average annual increase has been 60 units as the market has rebounded from the Great Recession.

From 2005 through 2016, multiple-family housing has accounted for 48 percent of the annual number of new units every year; since 2008, it has been 42 percent.

Forecast of Housing Growth

Forecasting the number of housing units that will be constructed in future years is an important indicator when assessing needs for various services and facilities.

The forecast of housing units shown in Table 5-2 and Figure 5-1 is based on the forecast of households in the Demographic and the Land Use Assessment chapters, but increased by 3 percent to account for housing vacancies.

Table 5-2 indicates that the City may expect an average of approximately 73 new housing units each year from now until 2040. Of course, this forecast is subject to annual fluctuation and should be adjusted every five years using a revised forecast of households.

Table 5-2

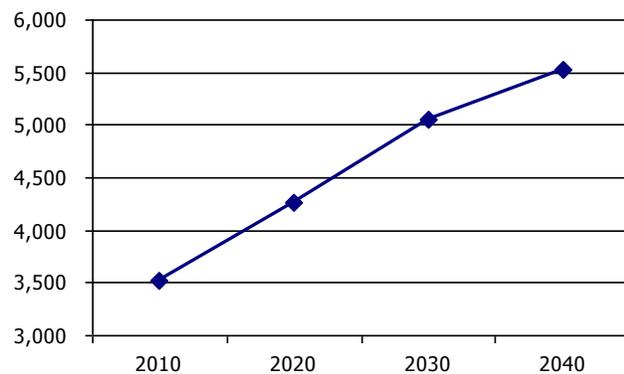
Forecast Average Annual Housing Gain to 2040

Year	Units	Average Annual Increase
2010	3,684	
2020	4,259	58
2030	5,050	79
2040	5,520	47
2010 to 2040		73

Sources: US Census; Wisconsin Department of Administration

Figure 5-1

Forecast Number of Housing Units to 2040



Types of Housing Needed

Interviews with local real estate agents, builders, and land developers indicated that the types of housing most needed in the next ten or fifteen years in New Richmond are apartments, duplexes, and townhouses. Among detached (single-family) housing, more choices are needed in the “move-up” price range. Many buyers looking for a second house are forced to shop in the adjacent semi-rural towns. Property taxes are substantially less in the towns than in the City, although some other costs are higher there. The fact that some public services or facilities are available at equal cost to residents of the towns or the City makes City locations less competitive. Refer to the Public Facilities and Services section of the Land Use and Growth Management Assessment chapter for more description of this subject.

Housing Aspects of the New Richmond Zoning Ordinance

The City’s Zoning Ordinance, completely rewritten in 2014 and adopted in January 2015, has few restrictions on housing development. This will allow the private market to meet perceived market demand without extraordinary encumbrances. The Wisconsin Building and Fire Codes, adopted by the City, still apply, however.

The Zoning Ordinance has seven districts, and housing is allowed in five of them: Sub-Urban, General Urban, Traditional Neighborhood, Multi-Use Corridor and Central Business.

Allowed Districts and Review Process

The following tables describe those five districts and indicate the review process of the various types of housing by zoning district.

Note that only a staff-issued Building Permit is needed to build single or two-family housing; that townhouse clusters are allowed in all five districts by Site Plan Review at the Planning Commission; that apartment buildings can be permitted in any district except Sub-Urban by Site Plan Review at the Plan Commission. If a plat (land subdivision) or rezoning is involved, the application must go to the City Council for approval.

Table 5-3
Zoning Districts that Allow Housing

Sub-Urban	Lawns and landscaped yards surrounding detached single-family houses; pedestrians occasionally	Provide opportunities for low density residential areas, limited neighborhood commercial uses and complementary uses. New development is allowed only when a full range of municipal services and facilities is available to serve the area. Create low-density residential areas and to preserve and enhance transitional residential areas between lower and higher densities.
General Urban	Mix of houses, townhouses and small apartment buildings with scattered commercial activity	Provide a mixture of uses in a residential urban fabric. Allows a full complement of residential uses and neighborhood and community or neighborhood scale commercial uses. Streets with sidewalks will define small and medium-sized blocks to promote walking.
Traditional Neighborhood	Shallow to medium front and side yard setbacks	Provide a variety of uses with higher residential density in a mixed use neighborhood with neighborhood, commercial and a variety of other public or semi-public uses. It has a tight network of streets, with sidewalks, street trees, and shallow front setbacks to create an urban streetscape.
Multi-Use Corridor	Mixture of retail, commercial and medium density residential	Provide a mixture of regional commercial, retail, office, lodging and residential uses in a mixture of building forms. Other complementary uses such as schools, churches and parks will be allowed. Located along arterial streets. Developments will include landscaped surface parking lots and interconnected sidewalks or multi-use trails.
Central Business District	Multiple-story mixed-use buildings close to the sidewalk	Provide opportunities for multi-story, mixed and single-use commercial block buildings, townhouses, multi-family residential, lodging and civic buildings; predominately attached buildings, plazas, pocket parks and an interconnected street grid with sidewalks.

Table 5-4

Review Process by Type of Housing

	Sub-Urban District	General Urban District	Traditional Neighborhood	Multi-Use Corridor	Central Business
Single-family detached	Staff	Staff	Staff	Site plan	Staff
Two-family building	Staff	Staff	Staff	Staff	Not allowed
Townhouse	Site plan	Site plan	Site plan	Site plan	Site plan
Multiple-family building (4+ units)	Not allowed	Site plan	Site plan	Site plan	Site plan
Live-work units	Not allowed	Staff	Staff	Staff	Staff

Decisions:

- City Staff / Administrative Permit: Zoning Administrator with comment from a staff committee
- Site Plan: Plan Commission

Development Intensity

The minimum lot width for a single-family house is 80 feet in the Sub-Urban and the General Urban districts, which is not unreasonably wide. In the traditional neighborhood district, the oldest areas, it is 50 feet, consistent with the established pattern.

There are no minimum lot sizes given in the ordinance.

There are no regulations for the density or lot area per dwelling unit of townhouses or apartment buildings.

Design Guidelines for Housing

The Zoning Ordinance allows attached housing in the same district as detached (single-family) housing, which is unusual for a small-town Zoning Ordinance, particularly without some design or location control on the attached housing. This may be a subject for discussion during the comprehensive planning process.

Design guidelines for new housing in the Zoning Ordinance include:

- Landscaping plans
- Accessory structure setbacks
- Parking lot design
- Architectural controls in the Historic District Preservation Overlay District
- Development Review Committee - City staff - reviews applications for site plans, variances, and conditional use permits
- Plan Commission – appointed citizens – reviews applications for rezoning, plats, site plans, and conditional use permits
- Board of Appeals - variances



Chapter 6

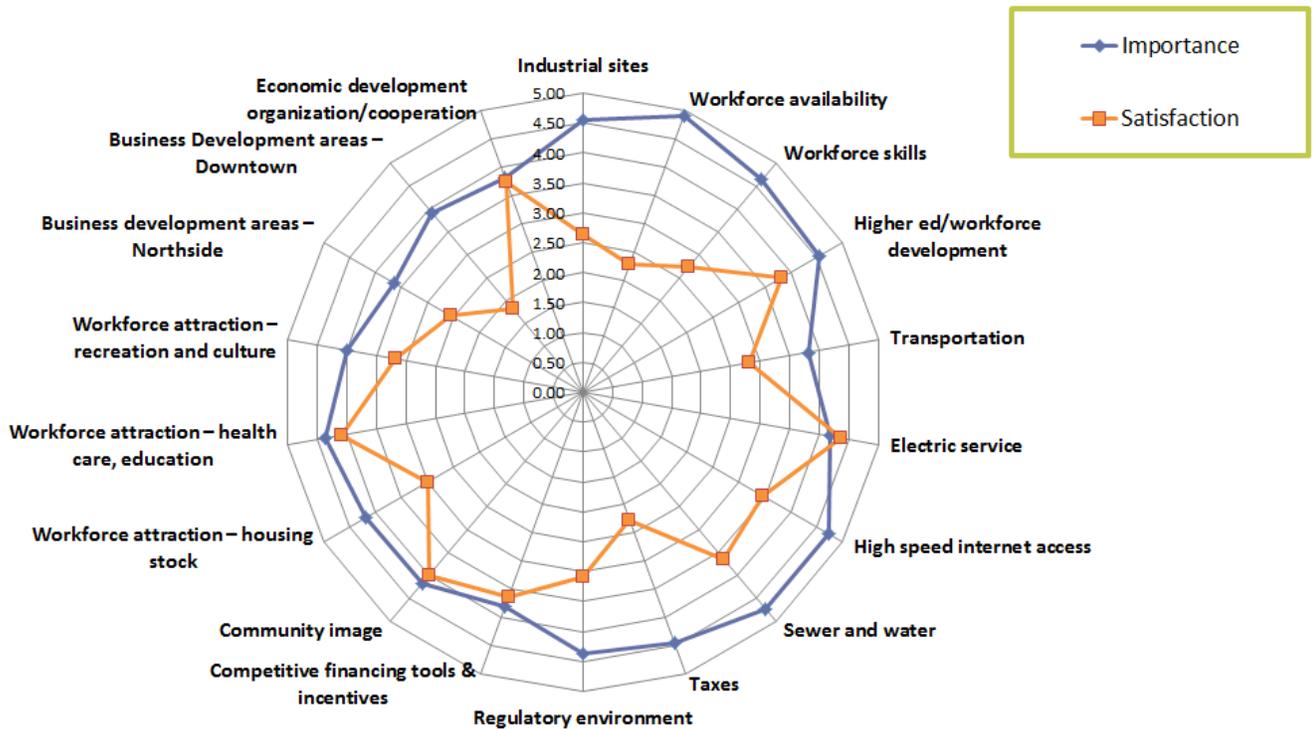
Existing Economic Development Conditions

Satisfaction Survey

Completed by citizens of New Richmond, the satisfaction survey compared the opinions of what they find important in the realm of economic development and their satisfaction with the City’s operations of those areas. A response of five is highly important and highly satisfied whereas one means unimportant and unsatisfied. Areas that the City was close to or exceeded satisfaction were economic development organization/cooperation, electric service, competitive financing tools and incentives, community image, workforce attraction, health care, and education. Areas where the City fell short of expectations were business development areas – downtown, workforce attraction – housing stock, taxes, and workforce availability.

New Richmond Economic Development Stakeholders Importance - Satisfaction Exercise

Figure 6-1



Business Listing

Figure 6-2

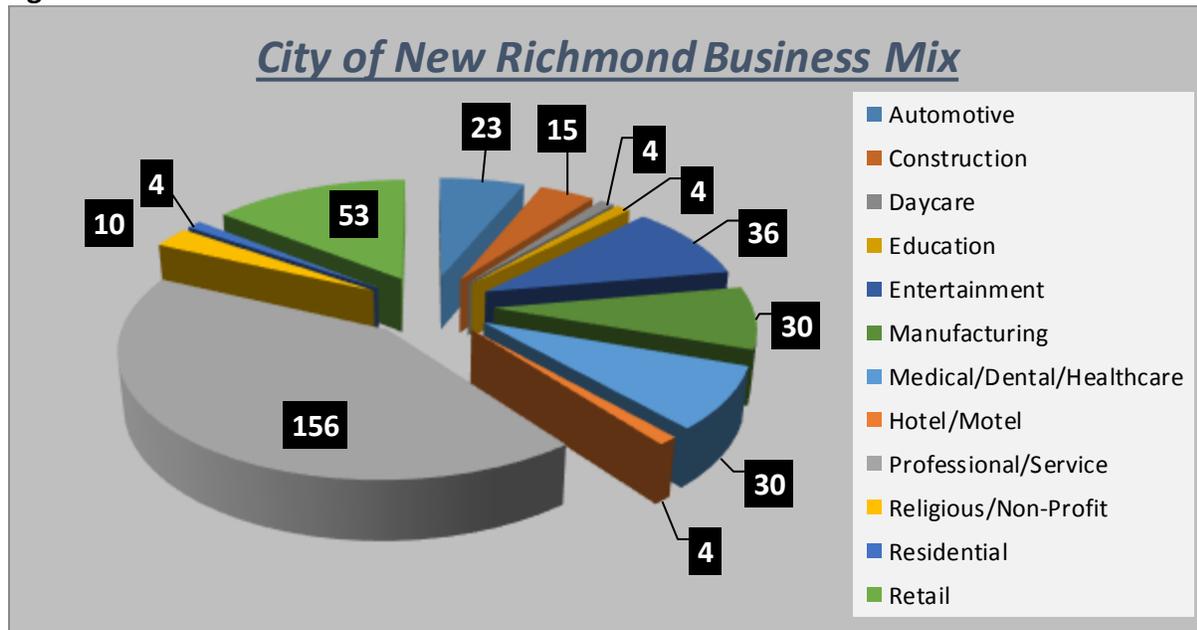


Table 6-1

Examples of Businesses

<p>Examples of Automotive include: Cunningham Cycle Service Express Lube & Rental Noble's Tire Service Inc. RMF Auto Service</p>	<p>Examples of Construction include: Allen Construction Concrete Concepts & Construction Midwest Cable Maintenance of WI Oevering Homes LLC Tjader Highstrom</p>	<p>Examples of Retail: Apple Blossom Family Fresh Market Chickadee-Doo-Da Larson's Appliance Center Heidi's Hallmark</p>
<p>Examples of Manufacturing: Isometric Tool & Design Fusion Metal Products Lakeside Foods Phillips Medisize Wisconsin Lighting</p>	<p>Examples of Medical/Dental/Healthcare: Cancer Care Center of Wisconsin Midwest Dental New Richmond Clinic Family Vision Westfields Hospital & Clinic</p>	<p>Examples of Professional Services: A'La Mode Salon & Spa Applegate Inc. Doar, Drill and Skow LPL Financial Wells Fargo</p>

Table 6-2

Local Manufacturers Table

Manufacturing		
45th Parallel Spirits LLC	1570	Madison Avenue
Accelerated Plastics (1 of 2 bldgs.)	1584	Madison Avenue
Accelerated Plastics (2 of 2 bldgs.)	1574	Madison Avenue
Antlers By Klaus	151A	West 3rd Street
Balsam Millwork and Cabinets	524	St. Croix Avenue
Barley Johns	1280	Madison Avenue
Boards to Doors	457	St. Croix Avenue
Bosch Packaging Services Inc.	869	South Knowles Avenue
Eagle Engineering	555	St. Croix Avenue
EPS	1345	Campus Drive
Federal Foam Tech., Inc. (1 of 2 locations)	600	Wisconsin Drive
Federal Foam Tech., Inc. (2 of 2 locations)	243	Paperjack Drive
Flex-O-Sweep	868	North Dakota Avenue
Form-A-Feed	156	High Street
Fusion Metal Products (1 of 2 locations)	822	North Dakota Avenue
Fusion Metal Products (2 of 2 locations)	310	West North Shore Drive
Gear Pros	1366	200th Avenue
Isometric Tool and Design (1 of 2 locations)	330	Wisconsin Drive
Isometric Tool and Design (2 of 2 locations)	1477	South Knowles Avenue
Lakeside Foods	660	North 2nd Street
Liquid Waste Technologies	1750	Madison Avenue
Pallet Company	110	West North Shore Drive
Phillips Medisize	705	Wisconsin Drive
Proto-Type Machine (Aerospace Machine Shop)	111	Airport Road, Hangar 10-2
ReVamp Lighting, LLC	151	West 3rd Street
S & S Service and Parts	409	St. Croix Avenue
St. Croix Press	1185	South Knowles Avenue
Tamarack Materials Inc.	901	North Knowles Avenue
Unified Screening & Crush WI (WI Wire Cloth)	400	Wisconsin Drive
Wisconsin Lighting	155	West 3rd Street

Undeveloped Land

Undeveloped land is an important consideration for businesses when they choose to establish themselves in a city, and New Richmond is no exception. New Richmond has a respectable inventory of undeveloped land for current and future businesses to develop. Below is a table summarizing the type and amount of undeveloped land the City of New Richmond has in supply.

Table 6-3
Undeveloped Land Table

Undeveloped land by Zoning (After Subtracting Wetlands and Floodplains)			
Zoning District	Acres	Zoning District	Acres
Agriculture/Preservation	992	Housing	
Multi Use/Corridor	553	General Urban	57
Sub-Urban	339	Sub-Urban	339
General Urban	57	Traditional Neighborhood	-
Industrial and Airport	272	Agricultural	992
Central Business District	0.26		1,388
Traditional Neighborhood	-		
Total	2,213	Commercial and Industrial	
Residential or Ag Only	1,388	Central Business District	0.26
		Multi-Use or Corridor	553
		Industrial and Airport	272
			825
		Total	2,213

Population Characteristics

Demographics play an important factor when considering economic development. The table below shows three major areas relating to the City’s population; employment status, commuting to work, and educational attainment.

Table 6-4
Population Characteristics Table

2015 Population Characteristics			
	New Richmond	State of Wisconsin	Twin Cities Area
EMPLOYMENT STATUS			
Population 16 years and over	6,454	4,627,790	2,772,146
In labor force	70.4%	66.9%	72.1%
Civilian labor force	69.5%	66.8%	72.0%
Employed	64.1%	64.0%	69.0%
Unemployed	5.4%	2.8%	3.1%
Armed Forces	0.9%	0.1%	0.0%
Not in labor force	29.6%	33.1%	27.9%
COMMUTING TO WORK			
Workers 16 years and over	4,078	2,912,061	1,880,934
Car, truck or van -- drove alone	85.6%	81.2%	77.7%
Car, truck, or van -- carpoled	8.4%	7.9%	8.0%
Public Transportation (excluding taxicab)	0.0%	1.9%	4.7%
Walked	0.7%	3.2%	2.2%
Other means	2.0%	1.7%	1.9%
Worked at home	3.3%	4.1%	5.4%
Mean travel time to work (minutes)	24.4	22.0	25.4
EDUCATIONAL ATTAINMENT			
Population 25 Years and older	5262	3918997	2374578
Less than high school diploma	7.7%	8.6%	6.8%
High school graduate (includes equivalency)	28.1%	31.2%	21.9%
Some college or associates degree	41.1%	31.8%	31.0%
Bachelor's degree	17.6%	18.9%	26.4%
Graduate or professional degree	5.5%	9.4%	13.9%

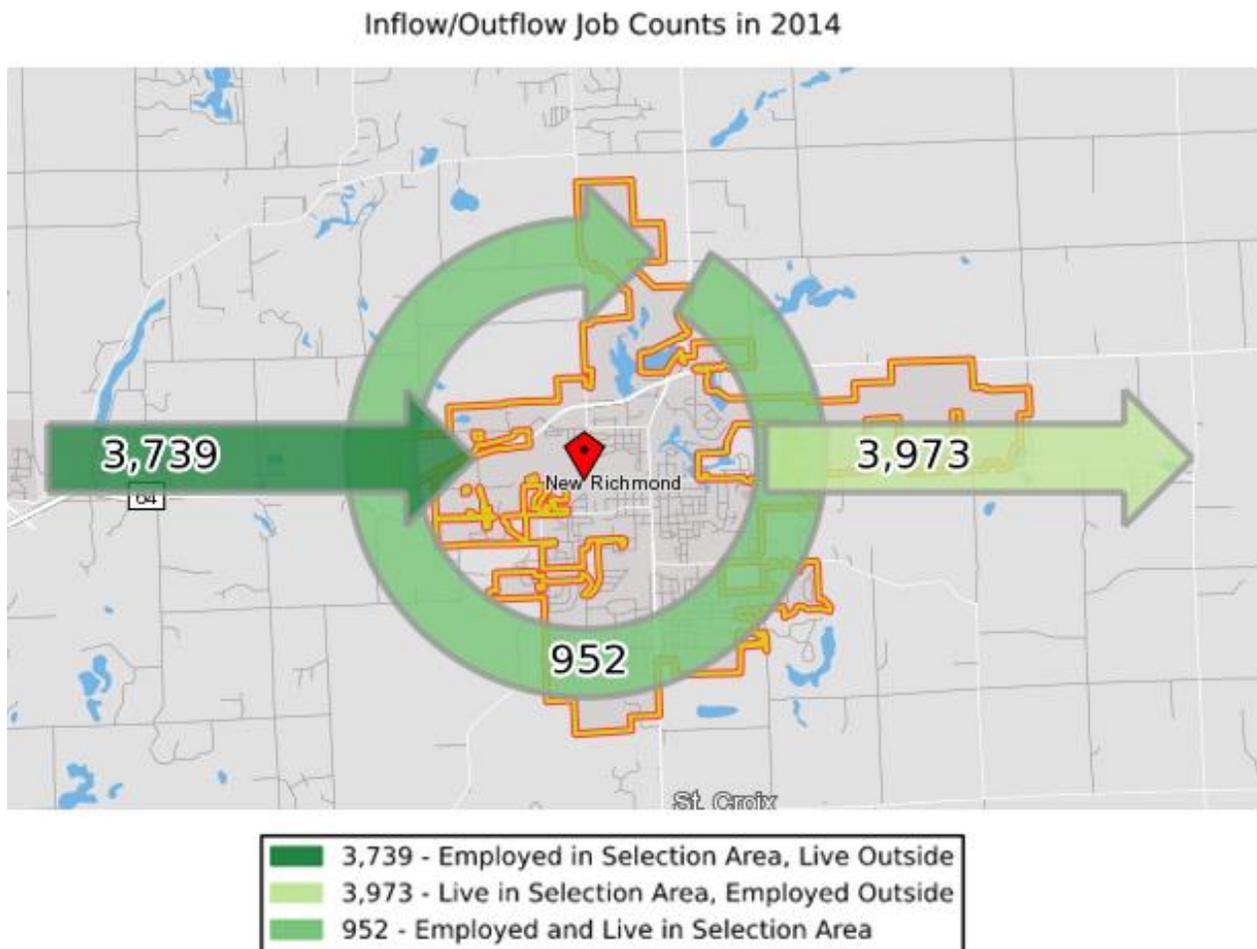
Source: <https://factfinder.census.gov>

At the time of the survey, New Richmond had a higher unemployment rate than both the overall State of Wisconsin and the Twin Cities metro area, but other labor force statistics were similar to Wisconsin and the Twin Cities metro area. New Richmond had a higher percentage of people who commuted alone to work, but also had the highest percentage of people who carpoled to work. In terms of population with less than a high school diploma, New Richmond is higher than the Twin Cities area but less than all of Wisconsin. However, New Richmond is almost on par with Wisconsin when it comes to having a Bachelor’s degree, but still falls short of the Twin Cities metro area.

Inflow/Outflow of Workers

When looking at employment, jobs, and the workers of New Richmond, there are a few conclusions we can draw. The table below shows the inflow and outflow of workers to and from New Richmond. There are 3,739 people who live outside of New Richmond and drive here to work, while 3,973 people who live in New Richmond travel out of the City to work. Therefore, there is a net outflow of 234 workers. There are 952 of the residents of New Richmond are also employed within the City. Future efforts can be made to reduce the outflow of people working outside of the City, increase the number of people coming into New Richmond to find work, or a combination of both.

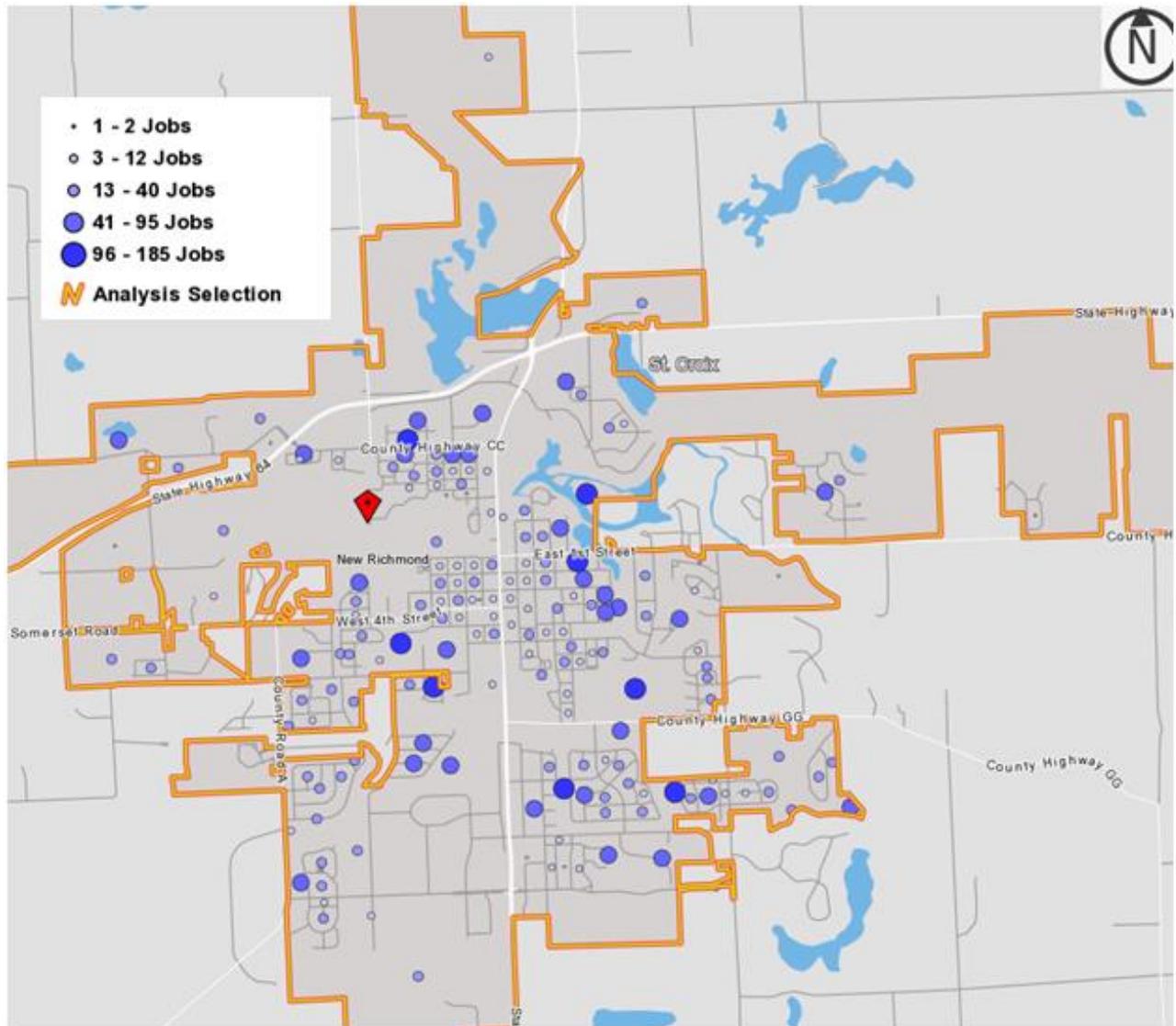
Figure 6-3
Inflow/Outflow Job Counts Image



Source: <https://onthemap.ces.census.gov/>

Job Density

Figure 6-4
Job Density Map



Source: <https://onthemap.ces.census.gov/>

The majority of the largest clusters, providing opportunities for workers to find jobs, are located away from the heart of the City and the smaller clusters occupy the downtown district. The largest clusters are more spread out individually than the smaller clusters. Since these large clusters are also found near the largest employers in New Richmond, included are the ten largest employers within the City of New Richmond and the top ten taxpayers.

2017

TEN LARGEST EMPLOYERS WITHIN THE CITY OF NEW RICHMOND

<u>Business Name</u>	<u>Type of Business</u>	<u>Number of Employees</u>
Phillips Medisize	Manufacture Plastic Products	450
School District of New Richmond	Elementary & Secondary Education	397
Westfields Hospital & Clinic	Medical Campus	367
St. Croix County	County Government Services	276
Walmart	Retail	260
Bosch Packaging Technologies (New Richmond Location)	Packaging Equipment Mfg.	222
Federal Foam Technologies (New Richmond Location)	Polyurethane Foam Mfg.	140
Wisconsin Indianhead Technical College (New Richmond Campus)	Technical College	115
City of New Richmond	Local Government Services	80
Pit Hog Technologies II (LWT)	Dredging Equipment Mfg.	69

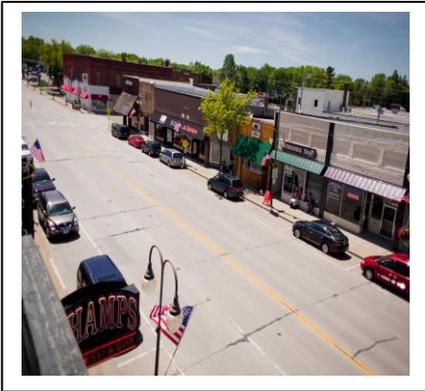
The most common type of business in the list above is manufacturing. The manufacturing sector is strong within New Richmond. Other strong areas of employment are governmental institutions and educational services.

**2016
CITY OF NEW RICHMOND
TOP TEN TAXPAYERS**

PROPERTY OWNER	TOTAL ASSESSMENT
Walmart	11,346,800
Westfields Hospital	5,225,800
Phillips Plastics	4,451,500
Richmond Heights Rentals LLC	3,810,600
Federal Foam Technologies	3,741,700
Lakeside Foods	3,714,100
Pit Hog Properties II LLC	3,438,200
St. Croix Press Inc.	3,331,700
Bosch	2,672,500
Skoglund Properties	3,195,000

City of New Richmond Millrates

2016 - .022852722
2015 - .023167313
2014 - .022670752
2013 - .022191510



Chapter 7

Existing Transportation Conditions

The City of New Richmond’s transportation system exists to enable safe, efficient, and convenient movement between land uses both outside and within city boundaries.

It is the current system that will be assessed and evaluated against future land use, growth, and development plans to determine how it should be improved to meet future travel demand for residents, businesses, and visitors and help ensure the fulfillment of the community’s travel, vision, and aspirations.

State, Regional, and Local Transportation Needs

The components of the transportation element of a comprehensive plan are prescribed in State law. Comprehensive planning requirements are broadly outlined in Section 66.1001 of the State of Wisconsin Statutes, and Subsection (c) more specifically outlines requirements for the transportation element of comprehensive plans.

Subsection (c) Transportation element. “A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.”

These requirements place emphasis on the relationships between a community's local transportation system and the regional and state systems. In meeting these requirements, there is potential that a community will place less emphasis on its own community-focused transportation system and greater emphasis on regional and state facilities.

The following inventory, assessment, and evaluation of New Richmond's current transportation system has been prepared to lay a foundation for meeting the aforementioned statutory requirements. In addition, the inventory, assessment, and evaluation has been prepared to ensure that a foundation has also been laid to provide guidance to the City as it defines and meets its own internal transportation needs that are solely within its borders and are not necessarily affected by regional and state transportation system needs and priorities.

Transportation Outline

This chapter of the Existing Conditions Report first considers the transportation system's existing conditions including its spatial geography, jurisdiction, functional classifications, daily travel demand in relation to capacity, safety relative to its crash history, bicycle and pedestrian facilities, freight movement, and aviation. Based on analysis of the existing transportation system, the community's current land use, future growth and development goals, and regional requirements, the transportation element of the plan will then identify transportation issues and needs, goals and objectives, policies, and specific improvements that should be implemented.

The transportation element of the Comprehensive Plan should function as a guide to:

- Identify the City's existing and proposed transportation network (this includes pedestrian and bicycle transportation)
- Rank in priority its major investments to meet transportation needs
- Support the City's land use goals and objectives
- Define the desired function and character of roadways

Transportation Geography and Recent Transportation Facility Improvements

New Richmond is one of three growing population hubs in western Wisconsin influenced by the growth of the Twin Cities metro area, but with a concurrent strong inward growth focus. The Hudson Area, which is the fastest growing to date, has a strong transportation tie to the Twin Cities using Interstate 94 (I-94) with its high capacity St. Croix River bridge.

River Falls has a four-lane, State Trunk Highway (STH) 35 expressway connection to I-94 and the St. Croix River bridge, and New Richmond has a recently completed STH 64 expressway/freeway that is now connected to the new St. Croix River Crossing, the Minnesota border, and the City of Oak Park Heights.

New Richmond sits at the crossroads of STH 64 and STH 65. STH 64 has been completed as a north side expressway bypass of New Richmond, providing high speed access to the St. Croix River Crossing. To the east, STH 64 is an excellent connection to northern and eastern Wisconsin (it actually touches both west and east borders of Wisconsin). STH 65 provides a connection between New Richmond and I-94, which, in turn, provides links to the Twin Cities, and the Menomonie/Eau Claire area.

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 also is an alternate connection to I-94. CTH G and CTH K provide access from the east to New Richmond. Other County roads, such as CTH C, provide alternate routes to the major roadways or provide connections to more local destinations, such as Star Prairie.

The City has constructed a local street system to supplement the State and County systems, especially in the south portion of the City. Richmond Way connects STH 65 with CTH A to provide alternate access between the west and south portions of the City, and Richmond Way has been constructed further to the east.

The City and surrounding towns have been working cooperatively to incorporate existing and future town roads into the area transportation system. Currently some roads are under joint control and some town roads provide access to the City.

While the Willow River is a part of the beauty of the City, and the Canadian Pacific Railroad line was a major component of the establishment and past growth of New Richmond, they are also major barriers in the New Richmond Area transportation system. The Willow River flows east to west through the heart of the City and has only two crossings in the City limits: West 4th Street and Knowles Avenue. CTH K to the east provides another crossing in Stanton Township adjacent to the City. Crossings of the railroad right-of-way are also limited. The STH 64 expressway, proposed expressways for STH 64 east and STH 65 south, Paperjack Creek, and the airport also restrict the transportation system.

New Richmond has seen growth as a regional commercial facility with several retail developments in the mid-2000s and again in the mid-2010s. These will contribute significant traffic volumes to the regional transportation system. These developments have occurred primarily along the Knowles Avenue corridor, particularly on the south end of the City, and will draw traffic to New Richmond.

Transportation System Analysis

Wisconsin State Routes

Important highways serving the City of New Richmond's transportation system are STH 64 and STH 65, two arterial roads that function to accommodate interregional travel demand across long distances.

STH 64 runs for 275 miles east and west across central Wisconsin. East of New Richmond, STH 64 is a two-lane, paved road that provides access to a number of small communities in eight counties. It terminates at the eastern border of the state at US Highway 41 in the City of Marinette in Marinette County, on the shore of Lake Michigan.

Within the City of New Richmond, between STH 65 and 145th Street, STH 64 is designed to operate as a median divided, four-lane expressway with limited access points. Moving west beyond the City, between 145th Street and STH 35, STH 64 maintains its median divided, four-lane configuration but operates as a freeway with grade separated access points.

STH 65 is a north/south, paved two-lane facility. It terminates approximately 25 miles north of New Richmond at US Highway 8 in Polk County and provides access to towns along its course. Approximately 12 miles south of New Richmond, STH 65 interchanges with I-94, which accommodates west to southeast travel demand across Minnesota and Wisconsin. I-94 provides direct access to Hudson, Wisconsin and Saint Paul, Minnesota to the west and Madison and Milwaukee to the southeast. STH 65 proceeds another 20 miles to its southern terminus in Ellsworth.

St. Croix County Routes

St. Croix County roads providing access to and passing through New Richmond include CTHs A, CC, GG, and K. These County roads function as collector roads that link communities and activity centers within the New Richmond region. Collectors also link arterial roads, such as the state highways, to local streets.

CTH A provides access between New Richmond and the Towns of Richmond and St. Joseph. CTH CC links New Richmond with the Towns of Star Prairie and Stanton.

CTHs GG and K extend east from New Richmond and link the City with the Town of Erin Prairie and CTH T, a north/south facility that intersects STH 64.

City of New Richmond Local Streets

The core of New Richmond's transportation system is its network of streets and intersections. The map on the following page illustrates the City's street system. As shown, New Richmond's street system is built on two distinct patterns. Within traditional New Richmond, which includes the City's earliest neighborhoods and districts, north/south avenues and east/west streets define urban-scale blocks. In turn, each block consists of urban-scale lots, sidewalks, and sometimes alleys.

Outside the traditional neighborhoods and districts, the City's street system is built on the suburban pattern where blocks are not sharply defined, lots tend to be comparatively larger, and streets are looped and often discontinuous ending in cul-de-sacs. According to many urban designers, there are some aspects (characteristics) of the traditional grid system that are superior to those of the suburban pattern. Current research suggests that the grid system:

1. provides predictable and regular lot shapes and sizes that are easy to build and rebuild;
2. facilitates more efficient use of land;
3. allows easy navigation, especially for those new to the City;
4. is redundant, and if one street is blocked, traffic can easily reroute to the next street over;
5. offers the most efficient travel routes between two points for walkers, bikers, and drivers;
6. is comparatively more sustainable in that costs to build and maintain are lower; and
7. fosters more frequent occasions for social interaction among neighbors.

State Trunk Highways within St. Croix County that Pass through New Richmond

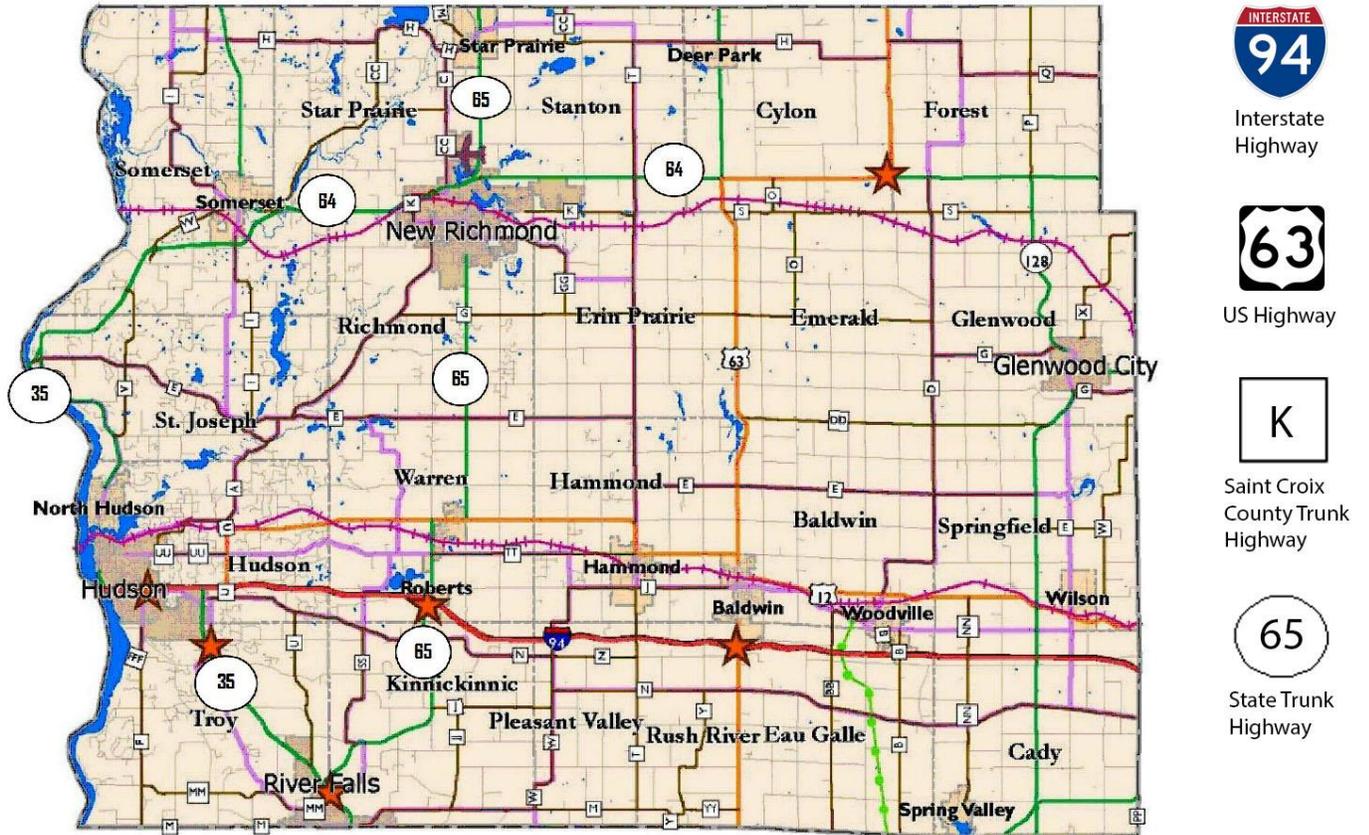
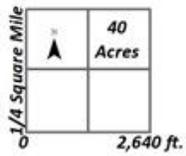
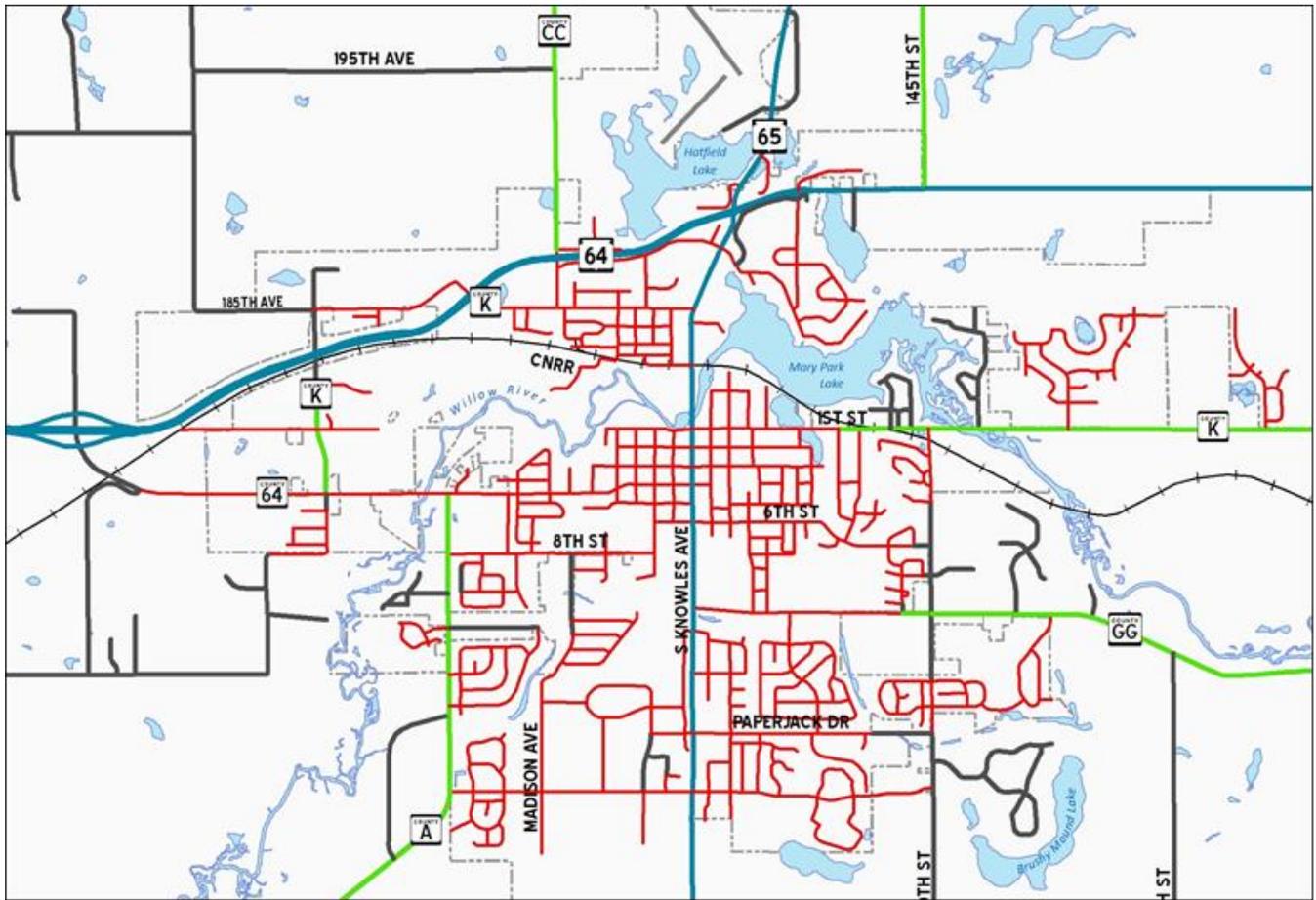


Figure 7-1
State Trunk Highways within St. Croix County



- State
- County
- City
- Town

Figure 7-2
Jurisdictional
Classification
of Roads

Roadway Jurisdiction and Functional Classification

Roadway Jurisdiction

As discussed, the transportation system in New Richmond comprises State of Wisconsin and St. Croix County highways and City of New Richmond local streets. When a roadway facility falls under the jurisdiction of a unit of government, the transportation (public works) agency for that particular jurisdiction is responsible for the facility's construction, maintenance, and, if required, reconstruction. The agency is also responsible for ensuring that its design standards are followed when the facility is being designed, maintained, and constructed or reconstructed.

Roadway Functional Classification

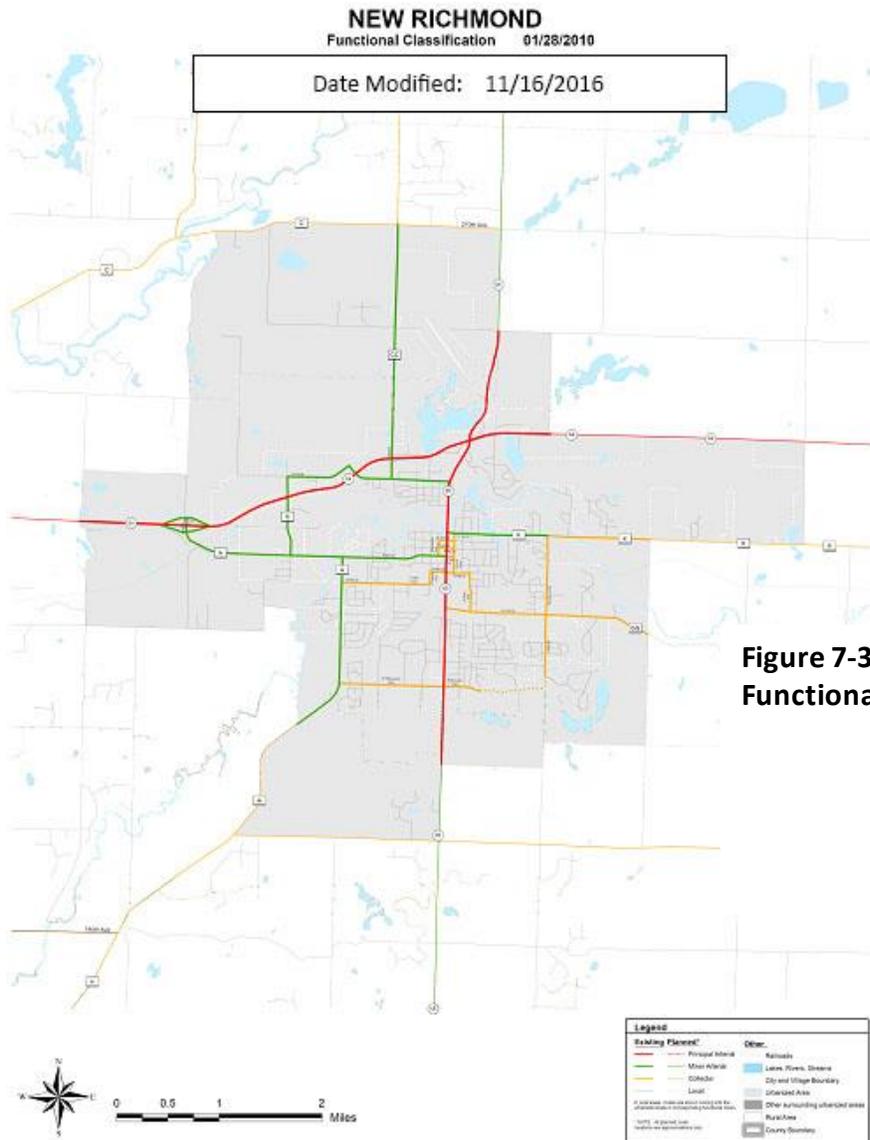
Roadways operate to provide two functions: mobility through an area and local access to/from land uses within an area. Mobility and land accessibility are two ends of a spectrum, where higher level roadway facilities (arterials) function to provide mobility, and lower level facilities (local streets) function to provide accessibility to land uses that are adjacent to the roads.

In Wisconsin, interstate highways and state highways, like I-94 and STHs 64 and 65, are arterials, which can be defined as either a Spine or Backbone routes or as a Connector route. I-94, because of its continuity across state lines and design, which enables it to carry high vehicular volumes at comparatively high speeds, is a Spine or Backbone route. STHs 64 and 65, because they run for shorter distances and are designed to carry comparatively fewer vehicular volumes, are Connector routes. Connector routes, typically two- or four-lane facilities, connect key communities and regional economic centers to the Backbone routes. The primary function of arterials, whether a Spine route or a Connector route, is mobility; i.e., moving traffic through an area.

County roads in Wisconsin function as collectors. Collectors function to: a) link communities, economic activity centers, and distant neighborhoods and districts within a community and b) at the same time, provide access. In Wisconsin they are typically two- to four lane facilities. Local streets, which fall under municipal jurisdiction, are spaced and designed to provide access.

Generally, roadways that provide high levels of mobility do not provide high levels of accessibility, and local streets that provide high levels of accessibility do not provide high levels of mobility.

The map on the following page shows roadway functional classification for the highways and streets serving New Richmond.



Roadway Functional Classification Location and Design Characteristics

1. Principal Arterials-Expressway:

Function --- Principal Arterials-Expressway (PA-EX) 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 and design standards.

Access --- Access is restricted to major public streets; no direct property access is permitted. Spacing is a minimum of one half mile, with one-mile desirable.

Intersections --- Traffic on PA-EX should not have to stop. Traffic signals are limited to selected intersections. No all-way stop controls are permitted. Right and left turn lanes are required at signalized intersections. Ultimately, as traffic volumes grow, interchanges (either diamonds or jug-handles) should be planned, designed, and implemented.

Design Controls --- 70 mph design speed desired, 55 mph design speed minimum.

Speed Limit --- 45 to 65 mph.

Cross Section --- Four lanes with 30-foot median minimum. Ten-foot rural section shoulders or eight-foot urban section shoulders required. Lanes are 12-foot minimum with two-foot reaction to curbs.

Parking --- None.

Right-of-Way --- 160 feet minimum, 200 feet desirable.

Trails/Sidewalks --- Both sides unless there is a designated parallel route.

Example --- STH 64 bypass.

2. Principal Arterials:

Function --- Principal Arterials (PA) are intended to connect urban centers, major business centers, and regional destinations with one another, and provide regional and inter-city traffic movement. They are generally part of a state-wide or regional system. They have high capacity and design standards.

Access --- Access is restricted to major public streets; no direct property access is permitted. Spacing is a minimum of one quarter mile with one half mile desirable. Where existing direct property access occurs, any redevelopment should include options to redirect access to other streets, provide frontage roads, provide cross property access, and/or consolidate access. Where existing street access is less than the minimum, options should be considered to close or restrict access.

Intersections --- Traffic on PAs should stop infrequently. Traffic signals should be limited to selected intersections and coordinated where feasible. All-way stop control should be discouraged. Right and left turn lanes on PAs at all intersections are desirable, but are required at traffic signal controlled intersections.

Design Controls --- 50 mph design speed desired, 40 mph design speed minimum. Existing developed areas may be exceptions.

Speed Limit --- 40 to 50 mph. Speeds in existing developed areas may be less.

Cross Section --- Four lanes with median or continuous two-way left turn channel. Ten-foot rural section shoulders or six-foot urban section shoulders lanes are 12-foot minimum with two-foot reaction to curbs

Parking --- None.

Right-of-Way --- 110 feet minimum, 125 feet desirable for an urban section. At intersections, an additional 10 feet by 500 feet area on the approach side to an intersection is required for a right turn lane. For rural cross sections, a minimum width of 150 feet is required. Additional width may be needed for steeper slopes in areas of large "cut or fill sections".

Trails/Sidewalks --- Both sides unless there is a designated parallel route.

Example --- CTH G east of STH 65, CTH A, old STH 64

3. Minor Arterials:

Function --- Minor Arterials (MA) are intended to connect important locations (major shopping areas, employment areas, etc.) within the City with Principal Arterials (PAs), other urban areas, and other important locations. They supplement PAs and may provide regional traffic movement. They have high capacity and design standards.

Access --- While more access is permitted than for PAs, the emphasis is still on mobility. No direct property access is permitted except for concentrated access for employment, commercial, retail, or education centers. Spacing is a minimum of one quarter mile. Where existing direct property access occurs, any redevelopment should include options to redirect access to other streets, provide frontage roads, provide cross property access, and/or consolidate access. Where existing street access is less than the minimum, options should be considered to close or restrict access.

Intersections --- Traffic on MAs should stop infrequently. Traffic signals should be coordinated where feasible. Right and left turn lanes on MAs at PAs are desirable, as well as at other high turn volume intersections.

Design Controls --- 50 mph design speed desired, 40 mph design speed minimum. Existing developed areas may be exception.

Speed Limit --- 35 to 50 mph. Existing developed areas may be less.

Cross Section --- Four lanes with median or continuous two-way left turn channel. Eight-foot rural section shoulders and six-foot urban section shoulders. Lanes are 12-foot

minimum. Two lane section permitted where justified by forecasted low traffic volumes, but intersection turn lanes required

Parking --- None, unless shoulder in urban area is 10 feet wide. Limited to commercial areas.

Right-of-Way --- 110 feet. At intersection and concentrated access points, an additional 10 feet by 500 feet area on the approach side to an intersection is required for a right turn lane. 80-foot minimum required for 2-lane section. For rural cross sections, a minimum width of 150 feet is required. Additional width may be needed for steeper slopes in areas of large "cut or fill sections."

Trails/Sidewalks --- Sidewalks both side minimum.

4. Parkway:

Function --- A Parkway (PKWY) is an overlay classification for Principal Arterials and Minor Arterials. The requirements of the underlying classification should govern, except as provided in the following definition and requirements.

Cross Section --- A wide median suitable for landscaping is provided. Minimum median width is 10 feet next to left turn lanes and 22 feet at other locations. The median is designated for wildflowers/prairie grass, landscaping, and minor drainage. Adequate sight distance at intersections must be maintained.

Parking --- Permitted if adequate width for two lanes remains.

Right-of-Way --- 150 feet minimum, 160 feet desirable. A rural cross section will require a minimum width of 180 feet.

Trails/Sidewalks --- Trail on one side, sidewalk on other as minimum.

5. Collector Street:

Function --- Collector streets (CS) 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.

Access --- Connections to local streets are expected. Direct property access to commercial, retail, and industrial areas permitted, with 120 feet minimum desirable between driveways. It is desirable to prohibit or restrict direct access for residential properties.

Intersections --- Left-turn lanes are desirable at Minor Arterial (MA) intersections, and are required at Principal Arterial (PA) intersections. Local street traffic should stop at CS intersections. All-way stops permitted at other CS. Signals are usually only at MA or PA intersections.

Design Controls --- 40 mph design speed desired, 30 mph design speed minimum.

Speed Limit --- 30 to 40 mph.

Cross Section --- Two lanes with left turn lanes at MA and PA intersections or continuous two-way left turn channel. Four-foot rural section shoulders and four-foot urban section shoulders minimum. Lanes are 12 feet wide at a minimum. Four lanes or five lanes where traffic volumes are heavier.

Parking --- Permitted if adequate width for two lanes remains (four lanes where traffic volumes are heavier)

Right-of-Way --- 80 feet for urban section (four lanes or five lanes may require additional right-of-way of 110 feet). An additional 10 feet by 400 feet area on the approach side to an intersection is required for a right-turn lane at MA and PA intersections. For rural cross sections, a minimum width of 120 feet is required (150 feet for four lanes or five lanes).

Trails/Sidewalks --- Sidewalks one side minimum.

6. Local Collector:

Function --- Local Collector streets (LCS) are intended to collect and distribute traffic in neighborhoods or retail areas. They generally will connect to Collector Streets (CS), Minor Arterials (MA), or Principal Arterials (PA).

Access --- LCS may have direct property access, but limited where possible and a maximum of one for residential properties and two for retail/commercial properties with 200 feet or more of frontage.

Intersections --- Left-turn lanes are desirable at intersections with traffic signals or all-way stop control. Generally, local street traffic will stop at CS and MA intersections.

Design Controls --- 30 mph design speed.

Speed Limit --- 25 to 35 mph.

Cross Section --- Two lanes with left-turn lanes at traffic signals or all-way stop controlled intersections. Lanes are 12-foot minimum.

Parking --- Permitted if adequate width for two lanes remains.

Right-of-Way --- 70 feet for urban section.

Trails/Sidewalks --- Sidewalks one side minimum.

7. Crash Data:

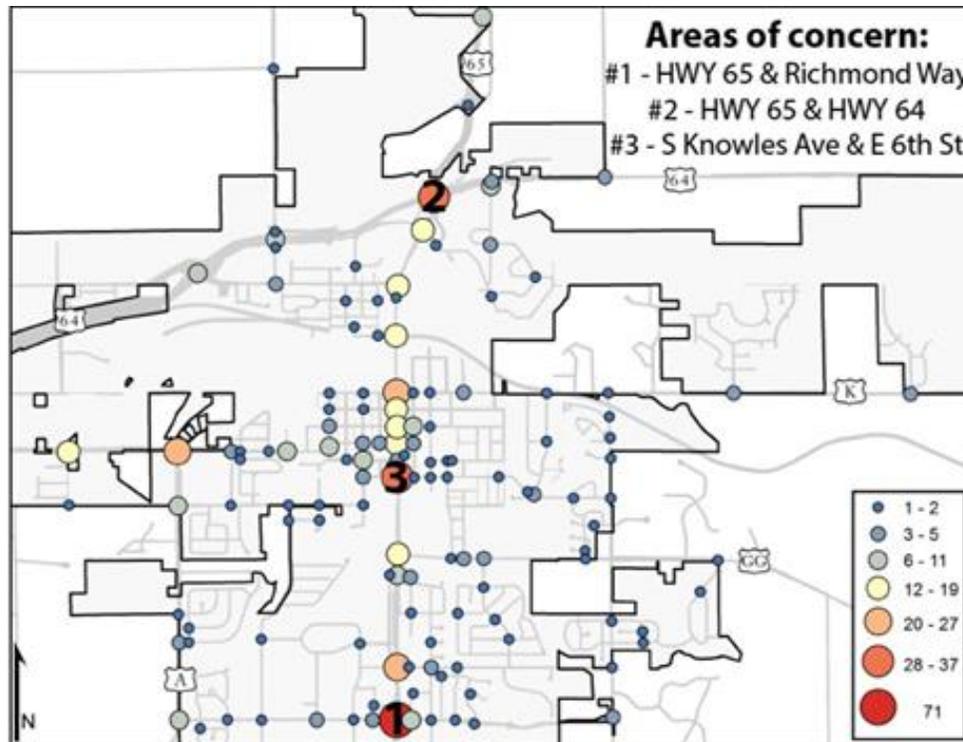
Crash data for the period between January 2011 and January 2016 showed that there was a total of 649 automobile crashes in the City of New Richmond; an average of 129.8 crashes per year. Of the 649 crashes:

- 11 percent (71) involved deer
- 32 percent (208) involved a single vehicle
- 30 percent (196) took place under poor weather conditions
- 19 percent (120) occurred between 3 and 5 PM
- 30 percent (195) occurred where the speed limit was 45 mph or greater
- 15 percent (97) resulted in severe damage

The next map shows areas of concern in New Richmond. Three areas are identified as locations where the frequency of crashes is highest of all:

- STH 65/Richmond Way with 71 crashes
- STH 65/STH 64 with 37 crashes
- STH 65/6th Street with 28 crashes

Figure 7-4



Transit Facilities and Services

In transportation planning, many communities will look to transit, primarily buses, as a part of the future system. A single bus can replace a number of passenger vehicles in traffic. The bus also offers a lower cost trip, especially when compared to a single occupant vehicle. It is an alternative to owning or leasing a vehicle. It can provide mobility for low income individuals, youths, and senior citizens. Use of buses reduces the need for parking.

Most bus trips are work or school related. Retail trips made by bus are usually more related to larger shopping complexes such as a major shopping mall. School trips are often made by school contracted buses. Entertainment trips are seldom accommodated by transit schedules. For a transit system to be successful in terms of both ridership and finance, the area it serves needs numerous trip destinations, such as schools, employment locations, shopping malls, etc., and many potential riders. Even then, few systems can exist without public subsidies.

Transit 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 January 1, 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. The service hours are:

- Monday through Saturday, 7 AM to 8 PM

- Sunday, 8 AM to 6 PM

The service territory is any location within five miles of New Richmond, and the fare structure is as follows:

- Adult - \$3.00
- Senior - \$2.50
- Student - \$3.00
- Disabled - \$2.50
- Under Age 2 – Free
- Beyond City limits: \$2.00/mile

Ten fare punch cards are available from drivers at the following rates:

- \$30.00 for adult
- \$25.00 for seniors and the disabled.

Bicycle and Pedestrian Systems

2016 Bicycle and Pedestrian Master Plan

Bicycle and pedestrian facilities and services are discussed below, based on information that is documented in the City's 2016 Bicycle and Pedestrian Master Plan:

- A 25 percent increase in population since 2003.
- Voters in the New Richmond School District have since passed a \$92 million referendum for new and remodeled school facilities, and in 2015 the City and School District worked together to develop their first-ever Safe Routes to School plan.
- New housing subdivisions have been developed.
- Traffic flow rates have increased.
- New parks and trails have been created.
- There is a new emphasis across the nation on both personal health and environmental sustainability.

The Bicycle and Pedestrian Master Plan was prepared to serve as a guide to making the City of

New Richmond friendlier for bicyclists and pedestrians of all ages and abilities, from young children to senior citizens, and from beginning to experienced and competitive athletes.

The City of New Richmond has a great trail system and wonderful parks. The Bicycle and Pedestrian Master Plan serves as a guide to improving these existing amenities, while also offering recommendations for new pathways in the future. A community that encourages exercising - whether it's running long distances, walking the dog, rollerblading, or bicycling - is a community that not only promotes physical wellbeing, but also recognizes the related social, economic, and environmental benefits. Providing connections to destinations throughout the City and to neighboring communities can make the City of New Richmond an even better place to live, work, and play for generations to come.

The plan's recommendations were placed in five categories, otherwise known as the "Five E's." These categories are recognized by the League of American Bicyclists and are used by communities across the United States as a guide in developing comprehensive bicycle and pedestrian plans.

1. Education --- Giving people of all ages and abilities the skills and confidence to ride and walk.
2. Encouragement --- Creating a strong culture that welcomes and celebrates bicycling and walking.
3. Engineering --- Creating safe and convenient places to walk or bicycle.
4. Enforcement --- Ensuring safe roads for all users.
5. Evaluation --- Help decision makers plan, create, implement, and prioritize programs and policies.

Recommended Trails and Bicycling Facilities and Services

Nineteen engineering recommendations taken from the master plan are listed below.

Recommendation 1. Extend the Doughboy Trail to Hatfield Park using the old railroad route. As part of the North Fourth Street reconstruction project in 2017, bike lanes were added to create a connection from the Doughboy Trail to Hatfield Park.

Recommendation 2. Add street lighting to 140th Street along the Drumstick Trail from CTH K south to E Richmond Way. With new residential development on the eastern limits of the City and the traffic associated with events at New Richmond High School, the need for street lighting along 140th Street will only continue to increase in the future.

Recommendation 3. Add bicyclist and pedestrian accommodations from the eastern extent of Paperjack Drive to 140th Street.

Recommendation 4. Add bicyclist and pedestrian accommodations to North Fourth Street as part of the planned street reconstruction in 2017. This was completed in 2017 with the addition of an off-street trail on the south side of the street.

Recommendation 5. Add bicyclist and pedestrian accommodations to 125th Street, connecting to the existing Rail Bridge Trail to the south.

Recommendation 6. Connect the Doar Prairie Restoration to the Nature Center. Due to steep terrain near the river, such access may be needed along private property. In 2017, the City of New Richmond applied for the DNR Knowles Nelson Stewardship funds for this project.

Recommendation 7. Explore the addition of traffic-calming measures to Knowles Avenue, including textured sidewalks, landscaping, parklets, bump outs, and improved pedestrian crossing signage.

Recommendation 8. Collaborate with St. Croix County and the Town of Richmond to improve the safety of East First Street/CTH K. This is especially important for residents who live in Fox Run and Whispering Prairie developments and want to travel to the downtown or schools.

Recommendation 9. Consider adopting a local Complete Streets ordinance which would require that all local street improvement projects be designed and constructed to efficiently serve all users, including pedestrians, bicyclists, and motorists.

Recommendation 10. Improve the safety of key intersections identified in the Safe Routes to School Plan, including the following:

- STH 65/6th Street
- Grand Avenue/6th Street
- Starr Avenue/8th Street
- Green Avenue/1st Street
- Paperjack Drive/Bilmar Avenue
- Paperjack Drive/Hallewood Blvd
- Bilmar Avenue/11th Street

Recommendation 11. Explore ways to improve the connection from the Rail Bridge Trail to the Mill Pond Trail (currently a signed bike route) such as with a bike lane or a bicycle boulevard.

Recommendation 12. Explore creating a short-cut bike path from Monette Park Trail to Marshall/Jefferson Road.

Recommendation 13. Explore creating a short-cut bike path from Monette Avenue to 5th Street through Monette Park, and extend the Monette Park Trail to the east to the Rail Bridge Trail.

Recommendation 14. Explore creating a short-cut bike path from the north end of Williams Avenue to Mary Park.

Recommendation 15. Create a permanent pathway across the Mill Pond Dam/Willow River. The wooden ramp constructed in 2015 is a nice but temporary improvement.

Recommendation 16. Create a trail connecting the Peninsula Heights subdivision to the Paperjack Place subdivision using an existing easement.

Recommendation 17. Connect the existing North Shore Trail to the east to Oak Ridge Estates and the Fox Run Development.

Recommendation 18. Connect so-called "orphan trails" to the larger City of New Richmond trails system. Orphan trails do not connect to other sidewalks or mixed use trails, and were constructed as part of residential developments. Orphan trails identified include North Shore Trail, Willowind Trail, Monette Park Trail, and Woodland Creek Trail.

Recommendation 19. Explore the creation of a new trail, or extension of the existing Doughboy Trail, on City-owned land along the Willow River. Such a trail could help create a downtown that is scenic, economically vibrant, and a destination for people of all ages

The maps on the following pages illustrates the City's trails and bicycle facilities.

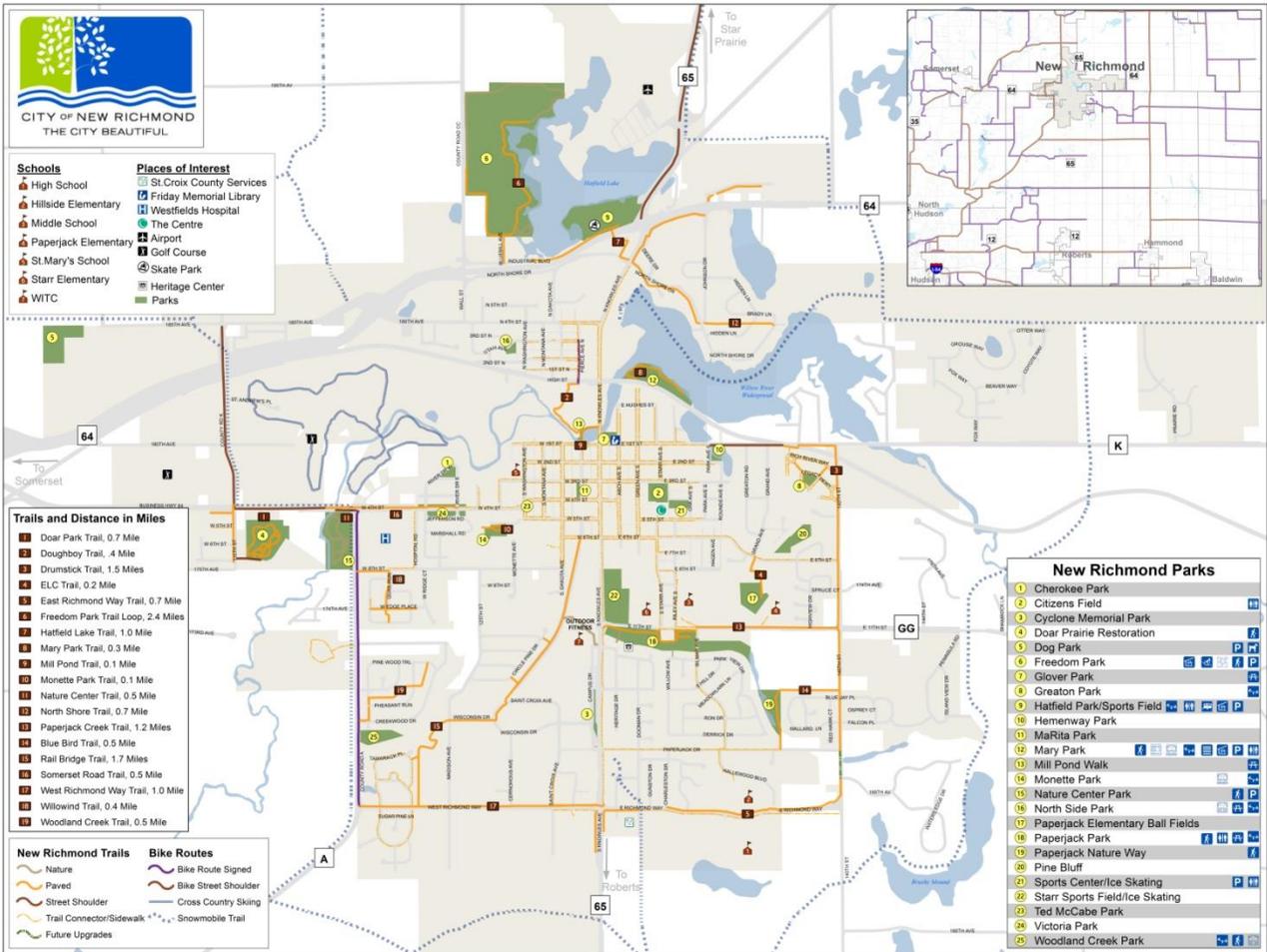


Figure 7-5

Pedestrian Facilities and Services

Sidewalks are an essential element of the public infrastructure that provide a number of functions in growing, family-oriented communities. First, they provide a protected and safe environment for pedestrian circulation. Secondly, they provide a clear definable border between public and private property and define what is referred to as a property owner's "defensible space." A sense of "defensible space" contributes to property owners' sense of responsibility and, as a result, property owners take better care of their yards and take steps to ensure cleanliness and a safe environment.

The buffer that sidewalks provide between the pedestrian and automobile realms is not only physical; it is also a psychological buffer. Sidewalks facilitate pedestrian circulation, despite the fact that a one-ton mass of steel is traveling at 30 miles per hour (or more), only 9 feet away. Imagine how a lack of sidewalks might affect pedestrian circulation in the traditional Commercial Business District. Now consider the lack of comfort a pedestrian may experience walking along a residential street in New Richmond where there are no parked cars and no sidewalks.

It was observed that some areas of the City are supplied with adequate sidewalks and others are not, and there appears to be no rationale for deciding where sidewalks have been constructed and where they have not. The City has undertaken a sidewalk improvement program over the last 3 years to address hazards, as well as missing connections within the overall sidewalk system.

The following map illustrates locations in the City where the condition of sidewalks is poor and hazards for pedestrians can be found.

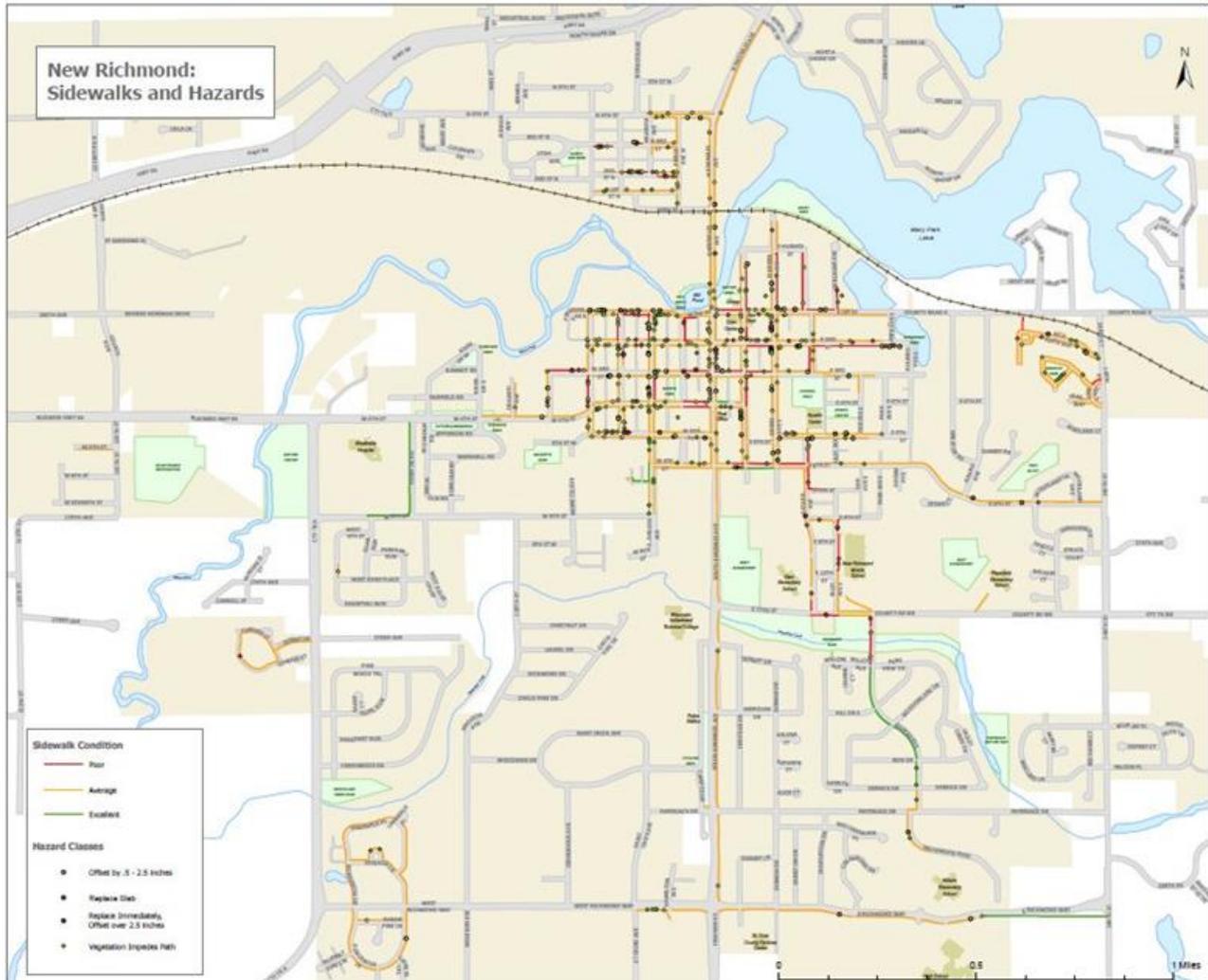


Figure 7-6

Movement of Freight and Goods Rail

The Canadian National Railroad owns the railroad right-of-way that passes through New Richmond and is the parent company of Wisconsin Central Limited and the Sault St. Marie Railroad.

Aviation

The New Richmond Regional Airport (NRRRA) is a general aviation airport that is owned and operated by the City of New Richmond. It is the only public use airport in St. Croix County. It is included in the Federal Aviation Administration (FAA) National Plan of Integrated Airport Systems (NPIAS) for 2017–2021, where it is categorized as a local general aviation facility. The NPIAS identifies nearly 3,400 existing and proposed airports that are significant to national air transportation and thus eligible to receive federal grants under the Airport Improvement Program (AIP).

The airport is approximately 30 miles northeast of Minneapolis-St. Paul and is one of the fastest growing in the Midwest. The airport is home to eight aviation-related businesses, several business aircrafts, and over 200 aircrafts are based in privately owned hangars. The airport contributes over \$9.2 million per year to the New Richmond area economy.

The main runway, 14-32, has the following design features:

- 75 feet wide x 5,500 feet long; bituminous pavement designed for 12,500 pound single wheel gear aircraft
- Medium intensity runway lighting (MIRL) system
- Precision approach path indicator (PAPI) lights
- Runway end identifier lights (REIL)
- Approach slope of 34:1 for runway 14, and 26:1 for runway 32

The secondary runway, 4-22, has the following features:

- 75 feet wide x 2,110 feet long turf runway
- Approach slope of 50:1 for runway 4, and 34:1 for runway 22

In 1995 there were 44 based aircrafts at NRRRA stored in 28 hangars. By 2005 that number had increased to 165 based aircrafts stored in 74 hangars. During this period there was an annual growth rate of 15 percent in the number of based aircraft.

NRRRA continues to be in high demand for individuals and businesses looking to operate and base their aircrafts in the New Richmond area. This demand is being driven by the strong competitive advantage NRRRA offers aircraft owners who base their aircrafts in Wisconsin instead of Minnesota. Aircraft registration fees for new aircrafts in Minnesota can be as much as 110 percent higher than they are in Wisconsin. In Wisconsin, the tax on a new Citation X (a

\$19 million aircraft) is \$1,690 for the first year, whereas in Minnesota the first year's tax would be \$190,000.

The NRRRA benefits the City as a revenue source from rental fees, with a substantial number of airport-related jobs and the positive economic benefit of businesses wanting to locate in the area.



Chapter 8

Existing Park and Trail Conditions

The City of New Richmond's park system includes approximately 217 acres of passive and active land across the City. This equates to nearly 26 acres per 1,000 residents. These parks have been developed with a sense of neighborhood in mind. Parks are spread throughout the City to allow the maximum number of residents' access to any number of parks.

There are approximately 16 miles of off-road multi-use paths.

Figure 7-1 shows the location of each park. Table 7-1, which corresponds with the numbering shown on that map, summarizes the facilities in each park.

Park Inventory and Classification

The City has categorized its public recreation areas to provide for active use (community and neighborhood parks) and passive use (nature areas). The National Recreation and Park Association suggest that parks may be classified as follows:

Community Parks – Larger, active play area providing for a greater variety of play experiences and activities.

Neighborhood Parks – Active area designed for intensive use by children and family groups close to home and affording opportunities for informal recreation and possibly some scheduled activities for all ages.

Special Use Facilities – Includes play lots, squares and plazas, public beaches, swimming pools, parkway systems, golf course facilities, greenbelts, drainage ways, trails, and any other facilities for which standards are difficult to formulate.

Open Space / Nature Areas – Public land set aside for preservation of natural resources and visual aesthetics or buffering, which may include areas for trails and other passive recreation uses.

Regional Parks – Large park area providing broad expanses of natural scenery and capable of accommodating large numbers of people. These often include special facilities of area-wide interest.

Linear Parks -- In addition to these classifications, the City of New Richmond has several parks that have been designated “Linear Parks.” These are long narrow areas, as the name implies, that are generally located adjacent to a road and do not provide adequate space for most active recreational opportunities generally associated with community or neighborhood parks. They generally serve either as a site for a segment of the City’s trail system or simply to beautify a roadway corridor within the City.

The 2015 Park System Plan included a detailed, illustrated description of each park followed by a plan for capital improvements in specific parks. The plan did not address the subject of where future parks should be located, however.

Off-Road Multi-Use Paths and Sidewalks

The City’s pedestrian and bicycle facilities have been identified as important pieces of the City’s infrastructure by developers, residents, visitors, City staff, board members, and members of the City Council.

The City currently has approximately 16 miles of trails, most of which are paved and many of which are maintained year-round. Demand will increase for these facilities as the population ages and becomes increasingly aware of the health and social benefits of an active lifestyle.

In 2016, the City updated its *Bicycle and Pedestrian Master Plan*, which identified needs and made recommendations for improvements. That plan should be referenced as future trail plans are made, with an emphasis placed on connecting missing links in the City’s existing system. The emphasis in that plan was on off-road paths.

Also in 2016, the City adopted a “complete streets” policy that stated, among other things, “The transportation network in New Richmond will be safe, accessible, and convenient for all transportation users of all ages and abilities regardless of their mode of transportation.”

To further that policy, this comprehensive plan could provide specific policy direction regarding sidewalks along future and existing residential, commercial, and industrial streets.

A related walking and bicycling document is the City’s 2015 Safe Routes to School Plan, which addressed information, encouragement, and engineering. Its recommendations touched on locations for new sidewalks, off-road paths, on-street bicycling lanes, improved crosswalk striping, traffic signals, traffic calming, no-parking zones, and signs.

Figure 8-1

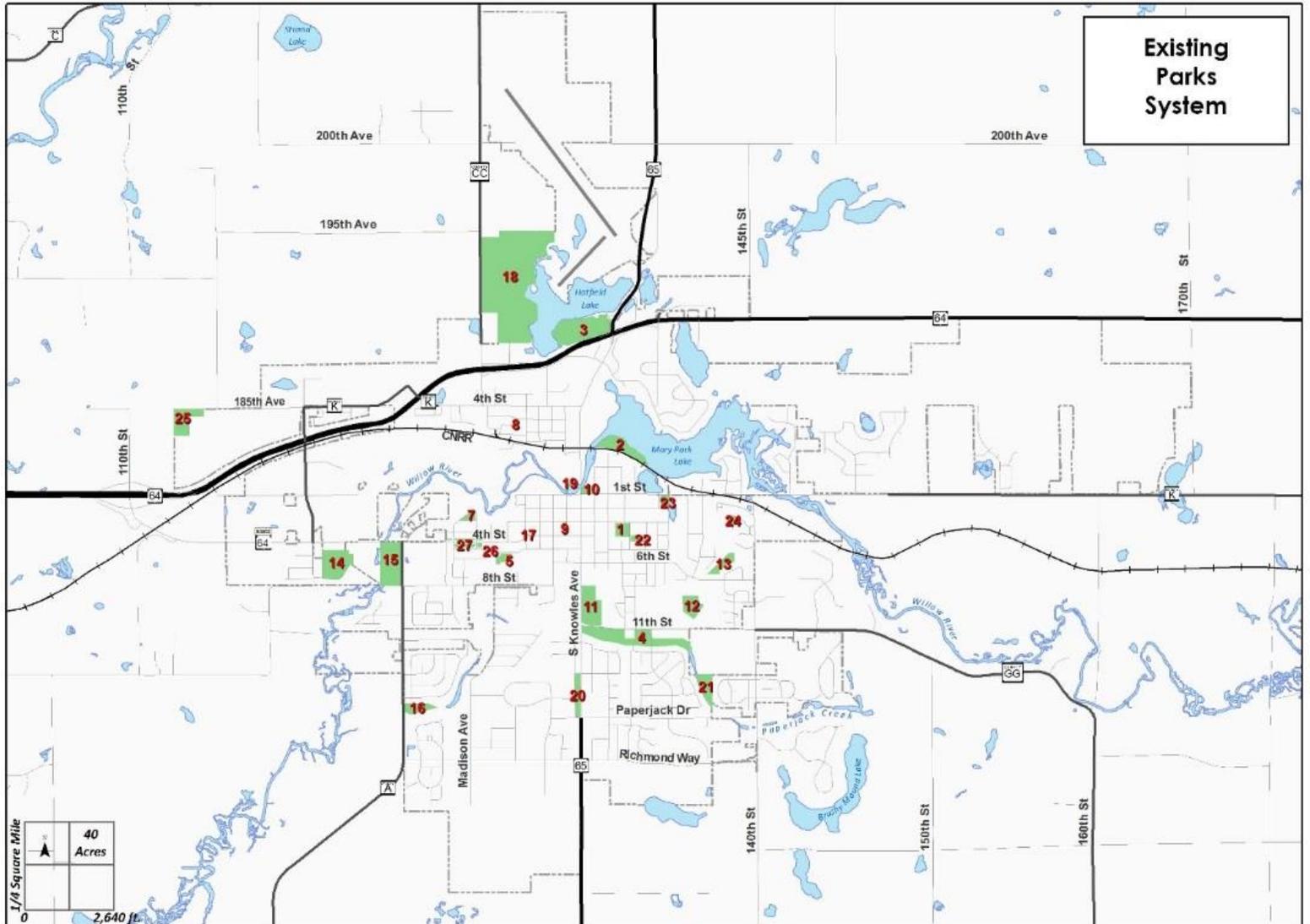


Table 8-1
Existing Park and Trail System

Park Name	Map Refer.	Acreage	Class	Baseball / softball	Basketball	Bathrooms	Boat dock	Camp sites	Fishing	Gardens	Ice skating	Lighting	Memorial	Open space	Parking	Picnicking	Play equipment	Shelter	Skate park	Soccer / multi-use	Tennis	Trails
Cherokee	7	1.75	N	✓										✓								
Citizen's Field	1	4.7	C	1		✓						✓										
Cyclone Memorial	20	5.5	L										✓	✓								
Doar Interpretative Trail	19												✓									
Doar Prairie	14	14.6	N											✓								✓
Dog Park	25	11.3	S											✓								
East Elementary	12			2										✓	✓							
Freedom	18	105	R											✓				✓		4		✓
Glover	10	1.5	C											✓	✓							
Greaton	24	1.9	N											✓			✓					
Hatfield	3	16.1	C	3		✓	✓					✓					✓	✓	✓			
Hatfield Campground	3		S					16														
Hemenway	23	1.25	N											✓								
LG Peterson	26	0.6	L							✓				✓								
MaRita	9	0.6	L											✓								
Mary	2	9	C		✓	✓	✓		✓					✓			✓	✓			✓	✓
Mill Pond	19	0.5	V				✓									✓						
Monette	5	4.5	N	✓	✓									✓			✓					✓
Nature Center	15	16.5	NA											✓		✓						✓
North Side	8	1	N		✓									✓		✓	✓	✓				
Paperjack	4	6.4	C			✓								✓		✓	✓	✓				✓
Paperjack Greenway	21	24	NA											✓								✓
Pine Bluff	13																					
Sport Center	22	0.2	S								2	✓										
Ted McCabe	17	0.2	L							✓												
Victoria	27	3.9	L										✓	✓								
West Elementary	11			3										✓	✓							
Woodland Creek	16	7.87	N		✓									✓								✓

Classifications: N: Neighborhood C: Community L: Linear R: Regional; S: Special Use NA: Nature Area

Park Profiles

Please refer to the 2015 *Parks System Plan* for photos and location maps of each park or trail.

List of Parks and Trails

Cherokee Park

Developed in the early 1950s as part of the Country Club Park Residential Development, this 1.75-acre parcel is a passive park with no amenities and is used primarily by the homeowners that surround it.

Citizen's Field Park

Although not getting its official name until 1948, and originally named "The Athletic Field on 3rd Street," this park was developed in 1937 with financial aid from the Federal Government to build an athletic field with a storm sewer. Citizens Field was used for many years by the school district for their football and baseball teams, the New Richmond Little League Program, New Richmond Millers Baseball Team, and other activities such as the Fun Fest queen's coronation, band competition and 4th of July fireworks display. After undergoing renovations from 2007-

2010, the field is now primarily a baseball diamond with lights, bleachers, batting cages, bathrooms, and a concession stand and is used by the Millers, American Legion Baseball, U14 and U16 baseball. The New Richmond Youth Football program uses the outfield for games in the fall.

Cyclone Memorial Park

This 5.5-acre linear park was established in 1999 by the New Richmond Preservation Society to commemorate the one hundred year anniversary of those who were lost in the New Richmond Cyclone of 1899. Located along South Knowles Avenue/South Highway 65, there were 117 trees planted by volunteers to symbolize those who died, and the park is currently used by the Chamber of Commerce for the annual "Fun Fest" days in July.

John Doar History Trail

A series of interpretative plaques and an improved walkway were installed along Mill Pond to honor John Doar, a highly regarded civil rights attorney in the Kennedy and Johnson Administrations, among his other accomplishments in public service. Mr. Doar practiced law at his family's firm in New Richmond in the 1950s. Doar was awarded the Presidential Medal of Freedom in 2012.

Dog Park

Granted permission to use this old landfill site in the spring of 2013 from the Wisconsin DNR, preliminary development took place in the early summer to establish a roadway, parking and installation of fences. Official opening occurred in July of 2013 for this 11-acre park.

Freedom Park

Purchased by the City from a potential developer in 2005, with the assistance of a grant through the Wisconsin DNR and other donations, this 105-acre parcel was acquired with the intent to develop a youth sports complex. Still in the development stages, Freedom Park was named in 2012 to honor our soldiers and veterans who have served our country. Existing facilities include six soccer/multi-purpose fields, two picnic shelters, and one mile of paved trails. Future plans include nine baseball/fast pitch softball fields, concession stands, additional paved trails, a disc golf course, and memorials to past wars and those veterans who have served. Located on the banks of Hatfield Lake, Freedom Park will become one of the most scenic parks in New Richmond.

Glover Park

Donated to the City of New Richmond by the Honorable John E. Glover in 1913, this 1.5-acre parcel of land is home to the C.A. Friday Memorial Library and located along the banks of the Willow River in the very heart of the City. Glover Park is a passive park and also has its trees along Main Street decorated during the Christmas season.

Greaton Park

Acquired as part of the Rich River Trails residential development in 2003, this 1.9-acre park was developed and renamed Greaton Park in honor of the Greaton family who originally donated the land to the City.

Hatfield Park

With the desire to bring slow pitch softball to New Richmond, this 16.1-acre park, on the shores of Hatfield Lake, began development in 1983 with the priority being the construction of three softball diamonds and a concession stand. Three years later, league play began in June 1986 and continues each summer to this day hosting over 50 teams and multiple tournaments. Other original amenities included park shelters, play equipment, tennis courts, horseshoe courts and four campsites.

Hatfield Campground

In 2007, the tennis courts and horseshoe rings were removed to accommodate six fuller hook-up campsites, creating a very attractive campground to those visiting the New Richmond area. There are now 16 full hook-up campsites.

Hemenway Park

Donated to the City of New Richmond in 1916 by Mrs. Oscar Hemenway, Hemenway Park is 1.25 acres and borders a backwater pond off the Willow River. A passive park used primarily for relaxing at park benches and picnic tables, this green space also attracts some fisherman.

LG Peterson Park

Developed in the early 1950s as part of the country club park residential development, this 0.6-acre park is a green space with a large flower bed and was named in 1987 in honor of Leonard Peterson who served as mayor from 1972 to 1974.

MaRita Park

Donated to the City of New Richmond by Mrs. W.F. (Stella) McNally in 1930, this 0.6-acre parcel served as a scenic landscape area with flowers and shrubs welcoming visitors riding on the C&W Railroad until the railways were removed in the 1970s.

Mary Park

Donated to the City of New Richmond by Mrs. W.F. (Stella) McNally in 1930, this 9-acre parcel of land lies along the banks of the Willow River and offers much diversity for both active and passive recreational opportunities. Not only did she donate the land, but she also donated a comprehensive park plan which had been drawn up at her expense by “expert landscape architects.” In 1930, New Richmond won the title “The City Beautiful.”

Originally home to the Carleton A. Friday memorial outdoor pool (1955 – 1995), Mary Park was renovated in the years 1997-2000 and now includes playground areas, multi-use trails, shelters, tennis courts, a fishing pier, and boat launch area amongst other amenities.

Mill Pond Park

The area surrounding the Mill Pond and the dam on the Willow River were developed in 2006 with the construction of a sidewalk around the west and north sides of the pond and the installation of picnic tables. In 2013, a dock was added near the northeast corner of the pond.

Monette Park

Donated to the City of New Richmond by Ed Monette in 1964, this 4.5-acre parcel went undeveloped for ten years until a federal grant for \$26,075.00 was acquired in 1974. This was

the first park in the City of New Richmond to have a landscape designer incorporate some new concepts in park planning. Renovated in 2000, this active park has playground equipment, a paved basketball court, trails, and a baseball field.

Nature Center

Donated to the City of New Richmond by Holy Family Hospital, who had it donated to them by Mrs. W.F. (Stella) McNally. This 16.5-acre natural area was developed in 1971 and provides mowed walking paths designated as “natural trails” as part of the City’s multi-purpose pathway system along the Willow River, a kayak/canoe launch, as well as a picnic area with shelter.

North Side Park

Although unknown when it was first developed, this one-acre park was designed for baseball, where it provided a field until the early 1980s. At that time, a portion of the park was taken for road access to the neighborhood. Serving primarily as an open green space since that time, the park has been used as an outdoor skating area in the winters, and in 2001, a paved basketball court was added. New play equipment was added in 2009.

Paperjack Park

This 6.4-acre parcel was acquired by the City as parkland dedication from Bill Derrick as part of the south view addition residential development. In 1978, the park was developed and included only playground equipment for active recreation. In 2002, new playground equipment was installed and in 2005, a new shelter, play equipment, and paved trails were added to bring the park where it is today.

Paperjack Greenway

In 1989, the New Richmond Preservation Society agreed to a ninety-nine year lease with the City of New Richmond to develop and maintain this 16.3 acre parcel located along Paperjack Creek on the south end of the City. After receiving grants from the WI DNR, WI Conservation Corp., and many local private donations to do tree, shrub and flower plantings and to establish natural trails, a majority of this work was completed in 1991. In 2003, dredging was done to install an educational pond and a paved pathway was added to connect the greenway to Paperjack Park to the east.

Paperjack Nature Way

Established in 2002 as part of the Paperjack Place Development, this natural corridor provides scenic beauty and a paved pathway that connects 140th Street to Paperjack Drive.

Sport Center

The New Richmond Hockey Association operates and maintains the center which it rents from the City of New Richmond from November through April.

Ted McCabe Park

A half-acre linear park, Ted McCabe Park is located at the intersection of West Fourth Street and Washington Avenue on the west side of town and adds aesthetic value with its flower plantings.

Victoria Park

Developed in the early 1950's as part of the country club park residential development, this is 3.9-acre linear park located on either side of Highway 64 (Somerset Rd.). This park is an open green space, has no amenities and is also home to the New Richmond Armed Services Memorial. The park property on the north side of the highway has a paved, multi-use trail.

Woodland Creek Park

Acquired by the City in 2000 as part of a parkland dedication agreement with the Woodland Creek residential development, this 7.87-acre park is primarily used as a neighborhood park. Containing play equipment, paved trails and a basketball court, Woodland Creek Park also provides a natural component along Paperjack Creek with trees and prairie grasses.

The New Richmond Area Centre

The Centre is a private facility that offers exercise equipment, a gymnasium, workout classes, an indoor swimming pool, water slide and splash pool in the C.A. Friday Aquatic Center, outdoor sports and games for children and adults, child care, general health and fitness coaching, and more.

The Centre, opened in 2009 and located at 428 South Starr Avenue, is operated as a non-profit organization serving the St. Croix Valley area. It is supported by memberships along with sponsorships from several major local businesses and the United Way.

New Richmond Recreation Partnership

In early 2017, a recommendation was proposed to create a new organization to promote and coordinate recreation and sports in New Richmond and the vicinity.

This proposal, based on interviews, surveys, and discussions, would involve the City, the School District of New Richmond, the Centre and the New Richmond Area Community Foundation in the New Richmond Recreation Partnership.

Further planning is proposed to occur in 2017 with a launch in 2018 through a memorandum of understanding.

The duties of the Partnership could include communications, coordination, joint scheduling, marketing, and fundraising. Work in 2018 would involve long-term facility planning, identifying new funding sources, and partnership operations. The Foundation would be the fiscal agent.

The planning focus is on programs and facilities offered within the City but that serve residents throughout the area. Survey work indicated that there is an opportunity over time to make a case for additional investment in recreation because there is unmet demand for a wide range of additional activities. Improved walking and bicycling were identified as the top need. There was also broad support for the partners to work jointly and to reduce duplication.

The business community supports this initiative because, among other reasons, good-quality recreation is seen as a tool in employee recruiting and economic development.

Land for New Parks

The City Code requires that land and/or cash must be given to the City when land is divided for housing development. This requirement does not apply to commercial or industrial development.

Ten percent of the area being divided for one- or two-family housing and 15 percent of the area for multiple-family housing must be dedicated. If the land dedication does not meet the standard, cash must be given in proportion to make up the balance. This is termed an impact fee and may be used only for parks or trails.